



BROADCASTING

THE BUSINESS

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RADIO

NEWSPAPER

APRIL 22, 1963

Off-network shows bring variety to lives
of spot buyers 31

KVUE(TV) requests three-year pay-TV test
in Sacramento, Calif. 72

Industry hopes puzzle pieces are in place
when ratings probe resumes 33

Last sections fitted into Transcontinent's
\$40 million sale 62

COMPLETE INDEX PAGE 7

Keep close to your customers with Spot Radio

ing baby products? Reach busy mothers who
the purchases—even when they are most on the
Keep your sales growing in this growing market
Spot Radio on these outstanding stations.

Albuquerque	WTAR	Norfolk-Newport News
Atlanta	KFAB	Omaha
Buffalo	KPOJ	Portland
Chicago	WRNL	Richmond
Cleveland	WROC	Rochester
Dallas-Ft. Worth	KCRA	Sacramento
Denver	KALL	Salt Lake City
Duluth-Superior	WOAI	San Antonio
Houston	KFMB	San Diego
Kansas City	KYA	San Francisco
Little Rock	KMA	Shenandoah
Los Angeles	KREM	Spokane
Miami	WGTO	Tampa-Lakeland-Orlando
Minneapolis-St. Paul	KVOO	Tulsa

Intermountain Network

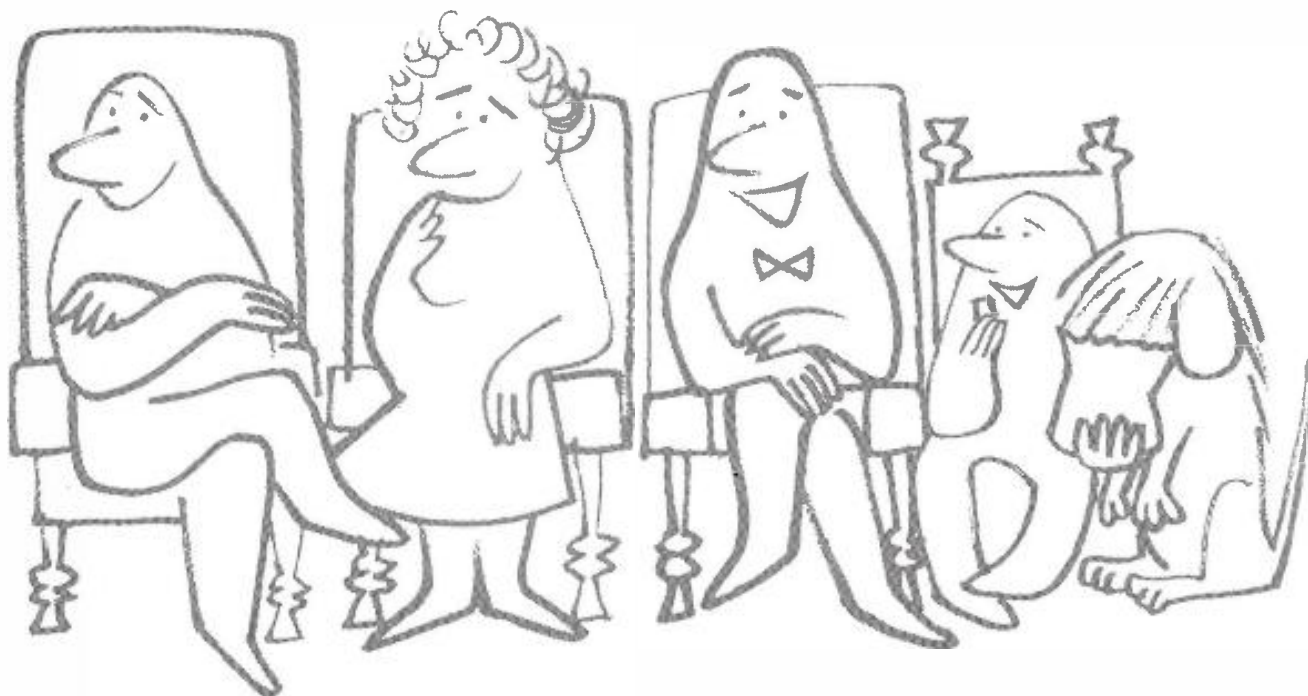


RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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



Radio to listen to radio by

WJR is the kind of radio people pay attention to.

WJR radio is *foreground* radio. With the kind of sports and fine arts and news and farm shows and homemaking tips and music that thrill, provoke, inform, amuse, excite, and charm.

In short, WJR radio *does* things to people. All day, all night, year in, year out.

This kind of radio does things for commercial messages, too. Namely, gets them *heard* and appreciated—in a 4-state 112-county market, 15,312,700 people strong.

In short, radio for you to make *money* by. Call your Henry I. Christal Representative soon.

WJR

760 KC 50,000 WATTS
DETROIT



KEY STATION FOR THE ADULT RADIO AUDIENCE IN BALTIMORE

WCBM programs for adults . . . the young marrieds . . . the parents of growing families . . . the people with "spending" power. They need more of your product or service . . . and YOU need them. Reach them, and thousands of adults like them, and you reach the most important buying segment in the growing Baltimore metro market.

They prefer the adult-level programming WCBM

offers . . . the music . . . the personalities . . . the programs . . . and the news, with 17 hours of local and regional coverage, gathered by Baltimore's largest radio news team, plus 15 hours of CBS news.

Unlock the door to the adult audience in Baltimore . . . the people who "buy"! Deliver your message to them through WCBM Radio . . . key station in your Baltimore radio schedule!



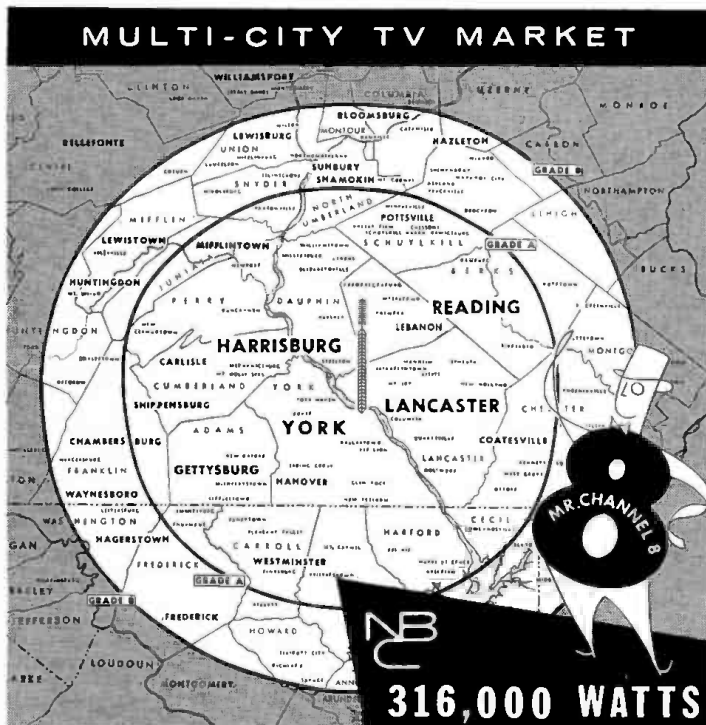
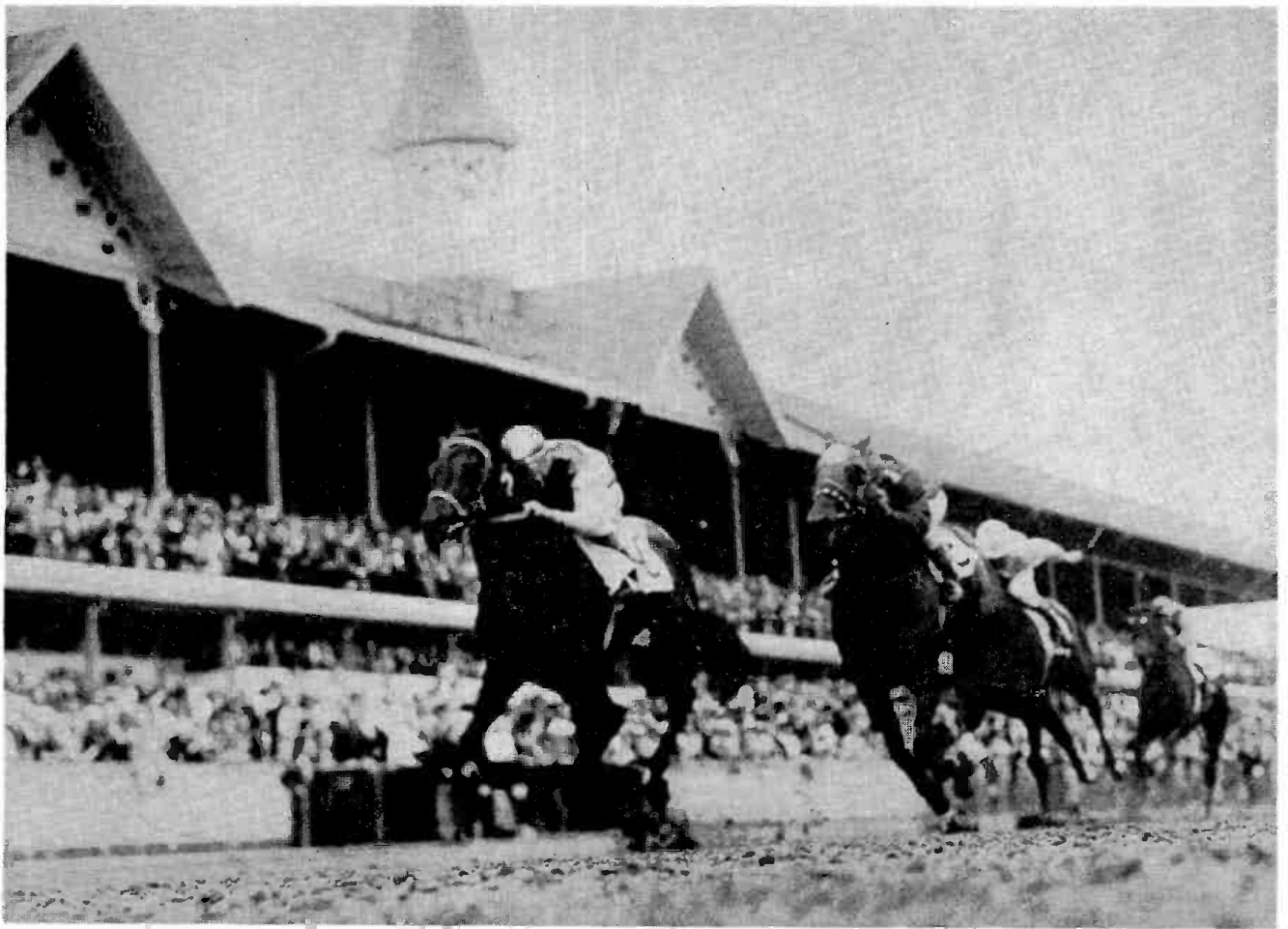
National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

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

you always WIN when you use **WGAL-TV**



Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequalled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Central rating bureau?

Detailed proposal for settling ratings crisis has been drafted by Television Bureau of Advertising management with its special practices committee and is expected to be submitted to TvB board at meeting this week. It envisions new corporation financed and supervised by advertisers, agencies and broadcasters (but with broadcasters paying biggest share of freight). It would be headed by man who has earned respect of all three groups, and would have two divisions: One, headed by accomplished "investigator," would audit ratings services; other, under prominent researcher, would conduct studies for immediate changes in measurement standards and methodology, and also conduct long-range investigations looking toward new techniques, methods, even new systems.

TvB blueprint has been developed over long period but submission to board has awaited lull in Washington hearing, now in recess. TvB top brass and members of special practices committee, headed by Martin Nierman of Edward Petry & Co., discussed it with A. C. Nielsen Jr. and James Seiler, head of Nielsen and American Research Bureau respectively, at private meeting last Thursday. Their reaction: reportedly favorable. Nierman committee will submit report for TvB board's consideration at meeting Wednesday and Thursday at Greenbrier, White Sulphur Springs, W. Va.

Nielsen footnote

Statement that A. C. Nielsen Jr. wanted House subcommittee probing ratings to accept, but which Chairman Oren Harris (D-Ark.) dismissed as unsworn and "self-serving," pleaded that company loses money on five of its six services, which gross about \$7 million annually. If firm improves its radio service and clients fail to support higher fees, Nielsen "will regretfully retire from the local radio rating business," he said. Letter to Mr. Nielsen from Mr. Harris explained why unsworn statements were not acceptable and reminded that opportunity to testify was given although Mr. Nielsen wasn't around to accept. Fresh opportunity may be made in next hearing phase, chairman wrote, "should you still want to submit testimony."

FCC sweepstakes

No indication yet as to front runners for upcoming Newton N. Minow vacancy on FCC either for commissioners or chairmanship. But new names cropped up last week including: Louis G. Cowan, former CBS-TV president, now director, Communica-

tion Research Center, Brandeis University, Waltham, Mass.; Herbert E. Evans, president of Peoples Broadcasting Co., Columbus, O., and National Association of Broadcasters delegate to Inter-American Association of Broadcasters, and Milton J. Shapp, chairman of board of Jerrold Corp., Philadelphia, strong New Frontiersman who participated in organization of Peace Corps. Since retirement of Commissioner T. A. M. Craven, there's no engineer on FCC and Mr. Shapp's supporters say he would fill void. Jerrold is prominent in community antenna systems.

On merit promotion from within government, Max D. Paglin, FCC general counsel, is mustering important support, as is David Parson, deputy general counsel of USIA (BROADCASTING, Feb. 25, April 8).

Local live problem

Six New England TV stations whose license-renewal applications were deferred because of questions about local live programming in prime time (BROADCASTING, April 1) still don't know what information FCC wants. However, letter of inquiry has been drafted by FCC and it may come up for commission approval at meeting next week.

FCC hasn't announced stations that, in policy-reversing decision, it deferred because of 6-11 p.m. issue. Those involved are WAGM-TV Presque Isle, WLBZ-TV Bangor, and WCSH-TV Portland, all Maine; WNHC-TV New Haven, Conn.; WHYN-TV Springfield, Mass., and WJAR-TV Providence, R. I.

News management on AFN?

Is news management invading American Forces Network operations overseas? By presidential decree, commentaries prepared by USIA have been ordered on all AFN radio and TV stations, except where prohibited by agreements with host nations (France has already vetoed project). Service was to have begun over Germany's extensive AFN networks last Wednesday, with two five-minute "commentaries" daily, supplementing regular on-the-hour AP-UPI newscasts. Official explanation is that USIA commentaries were begun to improve quality of news for U. S. forces overseas.

According to reports, some Department of Defense officials were opposed to use of USIA "news analyses" because of "propaganda" implications, particularly when "eavesdropping" audience of AFN outlets exceeds military audience. Powerful German me-

dium-wave stations (using allocations to that country) are listened to regularly, not only in Germany but also in Denmark, Belgium, Holland and Switzerland. Use of USIA commentaries might invite new jamming from Soviet-oriented areas, easily accomplished on medium bands. Countering this is notion that news handling by military personnel is inefficient and of "rip and read" nature and therefore inadequate in current era of fast-breaking events when official viewpoints of U. S. government should be conveyed to troops to fill "gap" in that supplied by news services.

Collins to England?

LeRoy Collins, president of National Association of Broadcasters, has tentative plans to go to England this summer. He wants to observe British television at first-hand, is particularly interested in studying commercial system of clustering TV advertising during "natural" program breaks. Governor Collins has already said British system of keeping commercials out of programs has "great appeal to me" (BROADCASTING, March 25).

Inside story

Sudden resignation of Dr. Irvin Stewart as director of telecommunications management at White House (story page 90) has given rise again to frustrations entailed in handling allocation of frequencies for government use. Dr. Stewart, on job for about year and with broad powers given him under executive order, simply advised President that he and his wife preferred academic life and that he's returning to professorship at University of West Virginia. But notion is that he was unable to accomplish objectives because of difficulty in working with military in efficient use of scarce spectrum space.

Stewart resignation will have bearing on makeup of U. S. delegation at extraordinary conference on space communications to convene this October in Geneva and at which U. S. will be pitted against Soviet. Commander T. A. M. Craven, who retired from FCC March 25 but was retained as consultant on space communications, was chairman of 1959 delegation which agreed upon experimental space allocations, with upcoming October conference to implement allocations. It's now surmised that Commander Craven, acknowledged expert in international negotiations, may again head U. S. delegation, picking up where he left off four years ago.



© HANNA-BARBERA PRODUCTIONS

Who's next?

(Already sold to WNEW-TV New York, WTTG Washington, D.C., KMSP-TV Minneapolis-St. Paul and WITN-TV Washington, N. C.)

This is "TOP CAT," the star of 30 half-hour cartoons created by the world-famed HANNA-BARBERA STUDIOS. He's zany... he's fantastically funny... and he's a real operator. He's fixed it so that a leading national advertiser

has agreed to buy at least one minute of commercial time per week for 52 weeks from stations telecasting "TOP CAT" in the top 75 Nielsen markets! It's quite a deal.

If you want in—just call out... "I'm next!"

Distributed exclusively by

SCREEN



GEMS, INC.

WEEK IN BRIEF

Off-network syndicated programs are looming large in television picture. One estimate is that there are 100 such programs being offered, with buyers becoming more selective and reps undertaking two-fold responsibilities. See...

VARIETY SPICES PROGRAMS ... 31

Charge made that six Wyoming stations are on monthly retainer to carry right-wing Birch Society propaganda. Senator McGee in state-wide hookup calls for public to demand balanced programming from FCC. See...

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Widespread activity underway to straighten out ratings mess. Collins asks for second Hill appearance, ARF offers to act as research watchdog, Nielsen in confab with agencies, TvB in closed door sessions. See...

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Third pay-TV system seeks permission to operate in Sacramento over now dark KVUE (TV). Developed by Melvyn Lucas, system sends pictures in clear, multiplexes audio. Plan is to charge flat monthly fee. See...

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Year-old Irish television network is broth of a system, with high definition 625-line standards for rural areas and combination commercial and non-commercial aspects. Stormy first year now past. See...

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

The pleasant folks* pictured here are part of a local Connecticut television show . . . a show which, consistently, has bested nighttime network competition. Titled "What in the World," the program is basically a quiz . . . which insults neither intelligence nor credibility . . . on the geography, history and architecture of the world's interesting places . . . and the habits, customs and accomplishments of people. The prizes are modest . . . and they don't go to people but to institutions which have need.

Funny thing about the show! It has only one commercial, three minutes long, smack dab in the middle of the program, . . . and, usually, it is so interesting, it draws fan mail!

We'd like to take full credit for "What in the World" but must hasten to assert that it is the brainchild and production of Baker Advertising of Hartford. We do take credit, however, for recognizing its merit and charm a long time ago. In fact, "What in the World" has been on WTIC-TV as long as the station has been telecasting.

Sorry — but "What in the World" is not for sale. It is sponsored by the Electric Companies of Connecticut, as it has been since its very first broadcast.

*Left to right: John F. Schereschewsky, Director of the Rumsey Hall School; Aline Saarinen, art critic; Charles C. Cunningham, Director of the Wadsworth Atheneum; James N. Egan, attorney; Ben Hawthorne, announcer; and Quizmaster John Dando, Associate Professor of English at Trinity College.



WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

Nielsen's reaction to ratings hearing CITES PROBLEMS AND EFFORTS MADE TO SOLVE THEM

A. C. Nielsen Co. was frankly optimistic before recent congressional probe of broadcast ratings in view of very favorable findings "on the validity of our methods" by committee's "three eminent statisticians." But during hearing "unfortunately, the calm reply cannot compete with the sensational charge."

This was how firm's president, A. C. Nielsen Jr., confided his reactions of Harris subcommittee probe last week to closed meeting of Chicago chapter of Station Representatives Association and disclosed late Friday by Nielsen. Citing implications drawn from memo written by head of his firm's statistical control department referring to weaknesses, he said "what was not brought out was that in response to this memo another \$300,000 was added to company's annual costs to correct the conditions and maintain standards—long before the hearing began."

Not Easy ■ Pointing out sampling isn't without its problems, he noted, "it isn't easy to measure the highly fractionated, changing character of radio listening—considering the economics of the situation." Pressing point he explained "you can accomplish *anything* in research if cost is no object."

Pilot work is going on now regarding local radio measurement, he said. "If we succeed," he continued, "the improved research will cost more. While we wouldn't raise prices without getting the views of the radio industry, we hope they would approve." If not, Nielsen

"regretfully" will discontinue measuring local radio.

As for possible development of some kind of industry committee to evaluate standards of audience measurement, "we would gladly cooperate," he said. "Recent publicity to the contrary, our house is in order and the door to that house has always been open to responsible men who want to see what we do and how we do it."

Mr. Nielsen also recalled "a great stir arose in the hearing because one sample home consisted of two old ladies from Arkansas. Well, what's so terrible about two old ladies? Are we to gather that a sample is not to report old ladies, or that old ladies do not buy products or respond to advertising? I hardly think so."

Liz Taylor to make TV debut in October

Elizabeth Taylor will make her television debut in one-hour special program on Sunday, Oct. 6 (10-11 p.m.) under sponsorship of Chemstrand Inc., through Doyle Dane Bernbach, New York. Special had been offered to each of networks and CBS-TV agreed to sign contract for show on Friday afternoon (April 19).

Special, which will be produced in London during May and June, is tentatively titled *Elizabeth Taylor's London*, and will consist of tour of city's landmarks and institutions. Television Productions of America Inc., New York, which will produce show, said Miss Taylor will receive highest fee ever paid performer for single show in history of television. No figure was disclosed, but one source close to negotiations said reports fee would be \$500,000 were "somewhat exaggerated."

Public witnesses praise WYNR's Negro programs

Several public witnesses who were complimentary of Negro format of McLendon Corp.'s WYNR Chicago testified Friday during FCC inquiry there (early story page 85). One FCC witness, Andrew L. Kondich, recalled that when McLendon cut foreign language programming he received many complaints from subscribers to his German-language newspapers there.

McLendon witnesses included Mrs. Gilbert H. Jones, sociologist with Illi-

nois Youth Commission, who felt WYNR music is of better quality than usual Negro-type station yet still appeals to teen agers. Radio is good way to reach them, she indicated, because news and editorials can be slipped in easily and obtain their attention, thus helping fight juvenile delinquency.

Rev. Carl Fuqua, National Association for the Advancement of Colored People, testified ideal situation is non-segregated radio but "unfortunately now there is a need for an all-Negro station" same as church or lodge. He praised WYNR aid.

Senate floor fight brewing over Comsat

Senate floor fight looming over leadership effort to confirm 14 incorporators of Communications Satellite Corp. today (April 22) will involve 14 senators led by Senators Albert Gore and Estes Kefauver (both D-Tenn.).

Stressing their opposition is not on incorporators' individual qualifications, senators base their objections on constitutional grounds, mainly that President may not propose nor may Senate confirm directors of private corporation (BROADCASTING, March 25).

Emphasizing they intend no filibuster, opponents feel they may pick up support of other senators who backed satellite firm legislation last year in belief private industry could develop workable space communications system more efficiently than government. Several now are on record as disappointed at heavy federal involvement, plan for even more public spending in this area.

Amendment which some believe could kill Comsat Corp.: require firm to reimburse government for all research spending benefiting company.

Radio-TV praised for helping reduce alcoholism

Radio and television were praised Friday for playing major role in reducing stigma attached to disease of alcoholism.

R. Brinkley Smithers, outgoing president of National Council on Alcoholism, said entertainment industry's "contribution to understanding and elimination of stigma has been nothing short of magnificent."

In television, he praised *Circle Theater*, *Dr. Kildare*, *Ben Casey*, *Alfred Hitchcock Presents* and *Open End*, as examples of industry's contribution to public understanding.

"Local radio and television stations

Unannounced meeting

FCC is holding special, unannounced meeting today (April 22) in connection with proposed CATV legislation. Commission staff members and representatives of National Community TV Association have been meeting over period of several weeks in effort to draft bill acceptable to both sides. It's understood staff will report to commission that considerable progress toward this goal has been made, but that one or two points remain. One such unresolved problem: amount of protection FCC could require CATV systems to provide stations in their areas.

WEEK'S HEADLINERS



Mr. Santangelo

Michael R. Santangelo, executive producer and assistant to VP in charge of programing for Westinghouse Broadcasting Co., joins Talent Associates - Paramount Ltd., New York, in newly created post of

VP and executive assistant to TA-PL president, David Susskind. **Jack Kuney**, producer-director of *1,2,3, Go*, NBC-TV children's series, succeeds Mr. Santangelo as executive producer at WBC. Mr. Kuney will specialize in producing public service and educational programs. Before joining Westinghouse seven years ago as public relations di-

rector, Mr. Santangelo served as account executive at Benton and Bowles, Robert Gray Associates, and Motion Pictures for Television.



Mr. Hatch

Fred J. Hatch, senior VP of MacManus, John & Adams, Bloomfield Hills, Mich., appointed regional director of agency and moves to new Chicago office which results from merger of George H. Hartman Co., Chicago, with MJA effective May 1 (see story, page 43). **George H. Hartman** becomes MJA VP and manager of Chicago office.

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

and the great networks have donated millions of dollars in air time in the form of messages about alcoholism. I hope the management of these organizations will take justifiable pride from the knowledge that their efforts have been responsible for saving many, many lives," Mr. Smithers said.

Court asked to reverse FCC on Jackson grant

Because change in transmitter site of WVUA-TV New Orleans (ch. 12) is 30 miles short of standard 190-mile separation from co-channel WJTV (TV) Jackson, Miss., U. S. Court of Appeals in Washington was asked Friday to reverse FCC.

In appealing commission's action in New Orleans WJTV claimed its license has been modified without its consent or hearing.

Justifying its action, FCC said although mileage separation was short, it was protecting Jackson station by forcing New Orleans outlet to cut down on power. It also pointed out that New Orleans station must put transmitter 35 miles outside city in order to meet mileage separation standard.

Hearing argument were Circuit Judges George T. Washington, John A. Danaher and Walter M. Bastian.

Minow cites developments of past two years in TV

FCC Chairman Newton N. Minow says "the most important and encouraging development" of his two years at commission has been "a renewing of the concept that the public rather than

the broadcaster is the proprietor of the airwaves."

Not all broadcasters agree with this concept, he said in broadcast over WOR-TV New York Thursday night, "but certainly many of them do."

Too many other broadcasters, he said, subscribe too seriously to H. L. Mencken's theory that "nobody ever went broke underestimating the intelligence of the American people."

"Quality programing and commercial success, he reiterated, "are certainly compatible."

NBC-TV's 'magazine'

New one-hour program with format akin to weekly news magazine, covering "not just the front of the book, but the back of the book as well," will be introduced by NBC-TV on Oct. 13 (Sunday, 5-6 p.m.), network is announcing today (April 22).

Called *Sunday*, program will cover national and foreign news and also news in music, art, science, medicine, books, sports, movies and theater. It will be sold through NBC-TV's participating program sales department, which also handles sales on *Today* and *Tonight*.

Show will feature Frank Blair and White House correspondent Ray Scherer, with number of NBC newsmen and outside experts participating. Robert Northshield will be producer.

He said that although he criticizes television, he also appreciates "the many extraordinary things it has done."

Mr. Minow was guest of Arnold Michaelis on WOR-TV's *View from the Top* program.

Gary candidate files 2d petition with FCC

Candidate for Democratic nomination for mayor in Gary, Ind., has filed second petition with FCC in connection with his demand for equal time from wwca Gary.

Thomas R. Faddell is seeking time equal to that afforded his opponent, Judge A. Martin Katz, who appears regularly on station's broadcasts of Gary County Court's proceedings (BROADCASTING, April 15).

Mr. Faddell, it was learned Friday, based demand on fairness doctrine, which requires broadcaster to air "conflicting views" on important issues. Mr. Faddell alleges that Judge Katz uses program to advance his own candidacy.

Commission is expected to issue ruling early this week. Late Friday, it was awaiting reply of wwca to Mr. Faddell's second complaint.

Commission denied Mr. Faddell's first complaint, which was based on equal-time section of Communications Act. But at same time, it said fairness doctrine might apply.

Buick buys TV golf show

Buick Motor Division of General Motors announced Friday it will sponsor for second consecutive year live pickup of conclusion of annual \$52,000 Buick Open Golf Tournament on NBC-TV Sunday, June 9, 4:30-6 p.m. Agency: McCann-Erickson, Detroit.

Goodwill's first quarter up

Goodwill Stations Inc. reported net income for first quarter of 1963 of \$201,177 (29 cents a share) on gross revenue of \$2,069,726. This compares with \$140,106 (20 cents a share) for net income on gross of \$1,819,097 for same period in 1962.

Goodwill stations are: WJR Detroit; WJRT (TV) Flint, Mich., and WSAZ-AM-TV Huntington, W. Va.

WLAK sold for \$200,000

WLAK Lakeland, Fla., has been sold by Howard W. Cann Jr. and Frank W. Nesbitt to Robert B. Brown and Roland B. Potter for \$200,000 plus \$25,000 for agreement not to compete. Mr. Brown owns WTLK Taylorsville, N. C. Mr. Potter has interests in WKBC North Wilkesboro and WATA Boone, both North Carolina. WLAK operates on 1430 kc with 5 kw day and 1 kw night. Sale is subject to FCC approval. Broker was Chapman Co.

SECRETS TOLD

KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. Central Surveys study confirms that KRNT is the most believable station here. Here's the way all this comes about:

1. We feature one of the great news outfits in the nation. Every newscast on KRNT outrates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel! This is one of the great news stations in the nation.

2. We feature highly publicized, highly trained, highly accepted personalities. We have the advantage that all our people are seen on our television station; radio listeners really "know" the person that goes with the voice. This INTER-MEDIA MOTIVATION FACTOR is tremendously important to the effectiveness of advertising. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. We feature music with melody. Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. We feature service to the community. Last year we broadcast some 20,450 announcements for eleemosynary organizations and 600 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. We publicize and advertise our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

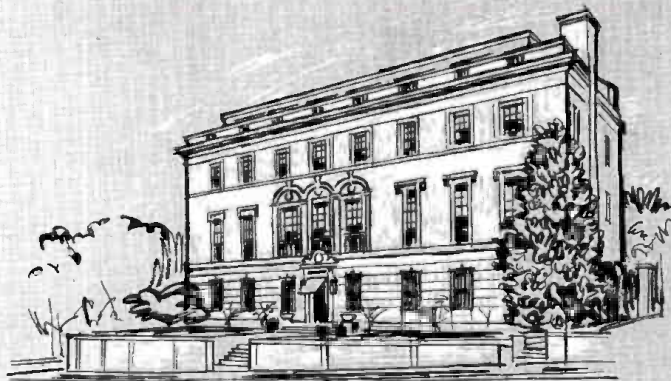
We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (28 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

KRNT

"Total Radio" in Des Moines

REPRESENTED BY THE KATZ AGENCY



The Embassy of The Netherlands

His Excellency Dr. J. Herman van
Roijen, Ambassador of the Netherlands
to the United States, and
Mrs. van Roijen, at the entrance
to the dining room of the Embassy
... another in the WTOP-TV series on
the Washington diplomatic scene.

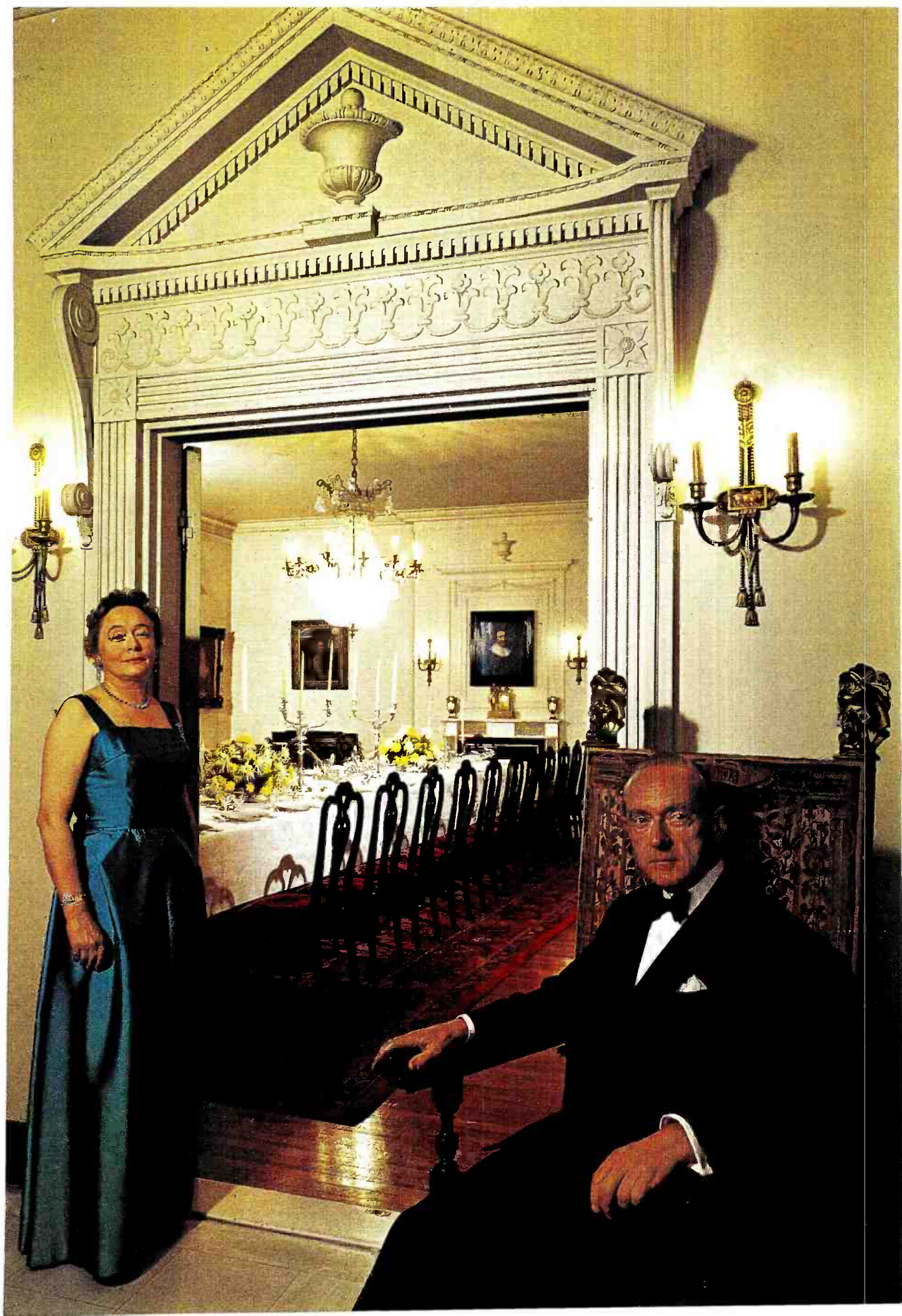
WTOP-TV
WASHINGTON, D.C.

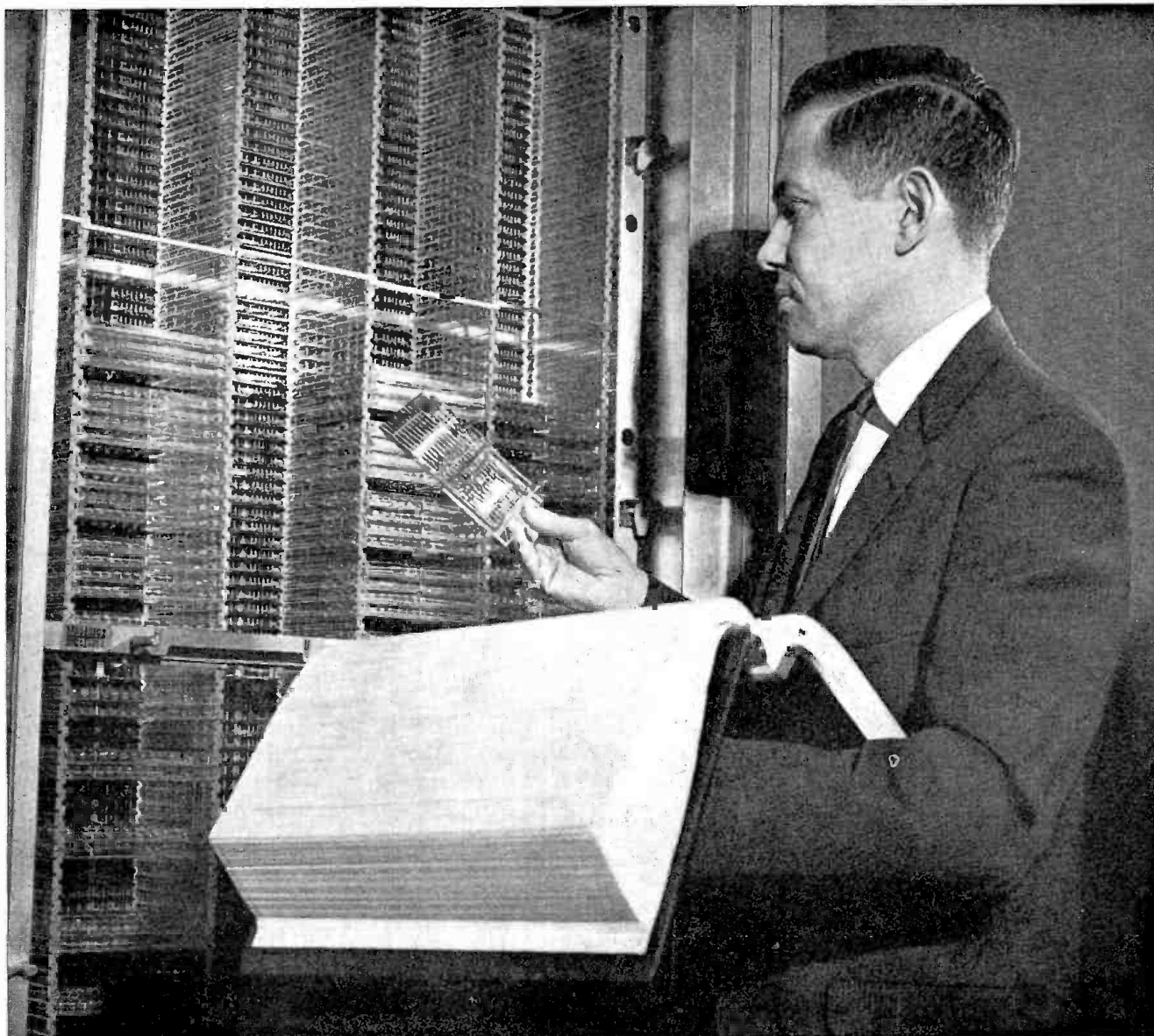


Represented by TvAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon





Dictionary refers R. Ketchledge, Director of the Bell System's Electronic Switching Laboratory, to faulty components in a model of the electronic switching system.

Amazing new telephone switching system is its own "doctor"

There are 6500 transistors and 45,500 diodes in the heart of a new Bell Telephone electronic switching system.

Yet, if any components fail, finding them is easy.

That's because Bell experts have given the system a mind which can tell what's wrong with itself.

What's more, the system can indicate where the cure for the failure can be found in a 1295-page "medical dictionary" which it authored itself!

The Bell System developed this new system for use in its first commercial Electronic Central Office

which will begin operation in Succasunna, N. J., in 1965.

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This will assure the great reliability needed for new, super-fast electronic telephone switching.

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DATEBOOK

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

*Indicates first or revised listing

APRIL

April 21-26—93rd convention of Society of Motion Picture and TV Engineers (SMPTE) The Traymore hotel, Atlantic City, N. J.

April 22—Annual Associated Press luncheon, grand ballroom, Waldorf-Astoria hotel, New York. Speaker: Lt. Col. John H. Glenn Jr. AP membership meeting at 10 a.m.

*April 22-23—Spring meeting of National Spanish Language Network, El Tropicana motel, San Antonio, Tex. Bob Berry, Glenn Adv., San Antonio, will speak.

April 22-23—Conference on broadcasting and mental health, under joint sponsorship of National Association of Broadcasters and National Association for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22, and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

April 22-23—Sixth National Foreign Policy Conference for Editors and Broadcasters, West Auditorium, Department of State, Washington. President Kennedy and other

government officials will participate in briefing sessions.

*April 23—National Academy of Television Arts and Sciences, New York chapter forum on "Educational Television: Its Past, Present and Future." Hotel Astor, New York.

April 23—Joint luncheon of Advertising Club of Boston and Broadcasting Executives Club of New England, Georgian Room, Hotel Statler-Hilton, 12:30 p.m. James C. Hagerty, vice president in charge of news, special events and public affairs, ABC-TV, is chief speaker.

April 25 — Federal Communications Bar Association luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier, George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director. Willard hotel, Washington.

*April 25—Radio & Television Women of Southern California annual Genii Award banquet at Hollywood Palladium. Shirley Booth will be honored with this year's Genii Award, to be presented by Richard Boone.

April 25—Annual stockholders meeting, Trans-Lux Corp., 625 Madison Avenue, New York.

April 25-26—Annual meeting of AP Broadcasters of Pennsylvania, Pittsburgh. Louis J. Kramp, assistant general manager of Associated Press, and Edward F. Ryan, incoming president of Radio-TV News Directors Association, will speak.

April 25-26—Spring meeting of Washington State Association of Broadcasters, Olympic hotel, Seattle. Speakers include: FCC Commissioner Kenneth Cox; Washington State attorney general, John J. O'Connell; RAB administrative vice president, Miles David. Ray Hamilton, of Hamilton-Landis & Associates, will speak on "Station Values."

April 25-27—Annual convention of Fourth District of Advertising Federation of America, Cherry Plaza hotel, Orlando, Fla. Speakers include: Ralston H. Coffin, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, Atlanta Journal & Constitution; Thomas Moore, ABC-TV, New York; NAB President LeRoy Collins; and Col. John (Shorty) Powers, astronauts' public relations representative.

April 25-27—Annual meeting of American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 26—Michigan AP Broadcasters Association meeting, Lansing.

April 26—15th anniversary ball of Bedsid Network of Veterans Hospital Radio & TV Guild, Plaza hotel, New York.

April 26-27—Ninth annual Oregon Broadcasting Conference, Oregon Association of Broadcasters, Village Green motor hotel, Cottage Grove, Ore.

April 26-27—Virginia AP Broadcasters meeting, Executive motor hotel, Richmond. Awards in the VABE newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 27—UPI Broadcasters Association of Massachusetts, The Charterhouse, Waltham.

April 27-28—Spring meeting of Kansas AP Radio-TV Association, Baker hotel, Hutchinson.

April 28—Milline Club meeting at Masquers in Hollywood, Calif. Mel Blanc, president of Mel Blanc Associates, humorous advertising consultants, will talk on "How To Avoid Speaking Before Advertising Groups and Other Religious Cults."

April 28-30—Annual meeting, Chamber of Commerce of the U. S., National Chamber

TVB SALES CLINICS

April 22—Miami; Montgomery, Ala.; Roanoke, Va. April 23—Columbus, Ga. April 24—Tampa, Fla.; Greensboro, N. C.; Augusta, Ga. April 25—Atlanta. April 26—Jacksonville, Fla.; Charlotte, N. C.

April 29—Des Moines; Charleston, S. C.; Norfolk, Va.; Asheville, N. C. April 30—Waterloo, Iowa; Columbia, S. C.; Richmond, Va.; Greenville, S. C. May 1—Cedar Rapids, Iowa; Bristol, Va. May 2—Raleigh, N. C.; Washington. May 3 — Davenport, Iowa; Durham, N. C.; Baltimore; Huntington, W. Va.

May 6—Texarkana, Tex.; Wichita, Kan. May 7—Shreveport, La. May 8 —Dallas-Fort Worth; Topeka, Kan. May 10—Oklahoma City; Kansas City, Mo.

May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica, N. Y.; Omaha. May 15—Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux City, Iowa. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.; Sioux Falls, S. D.

May 20—Providence, R. I.; Cleveland; Milwaukee; Terre Haute, Ind. May 21—Indianapolis. May 22—Portland, Me.; Toledo, Ohio; La Crosse, Wis. May 23—Cincinnati. May 24—Bangor, Me.; Detroit; Rockford, Ill.; Wheeling, W. Va.

May 27—Burlington, Vt. May 29—Albany, N. Y. May 31—Springfield, Mass.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D. June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 24—New Orleans. June 25—Baton Rouge, La. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

Late June: Philadelphia, Los Angeles, San Francisco, Chicago, New York and Fresno, Calif.

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Building and various hotels, Washington.

April 28-May 5—Meeting of Canadian radio and television station executives, Royal York hotel, Toronto, in conjunction with the annual convention of the Canadian Association of Broadcasters, May 1-3. Luncheon on May 2 will be addressed by NAB President LeRoy Collins.

April 29-30—AWRT board of directors meeting, Sheraton hotel, Philadelphia.

April 29-May 1—Association of Canadian Advertisers, Royal York hotel, Toronto.

April 29-May 4—"Rose d'Or" contest; May 20-25, 1963—Television Symposium and TV Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

April 30—AWRT Educational Foundation board of trustees meeting, Sheraton hotel, Philadelphia.

April 30-May 1—Spring conference of Missouri Broadcasters Association, Columbia, Mo. April 30 session will be held at MFA Insurance Co.'s auditorium and May 1 all-day session in connection with University of Missouri Radio-TV Day of Journalism Week.

MAY

May 1—Comments are due on FCC proposal to serve for 600-mile radius operation of ch. 37 at University of Illinois radio astronomy observatory, Danville, Ill.

May 1—Stockholders meeting, Goodwill Stations Inc., 2800 Fisher Building, Detroit.

May 1—New deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

May 1—AWRT advisory council meeting, Sheraton hotel, Philadelphia.

May 1-3—Canadian Association of Broadcasters annual convention, Royal York hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President LeRoy Collins.

May 1-3—Illinois Broadcasters Association spring convention, Springfield.

May 2—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Association and University of Southern California Department of Telecommunications, USC campus, Los Angeles.

May 2—Publicity Club of Los Angeles clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hixson & Jorgensen, will be the keynote speaker, and Richard Aszling, executive vice president of Interpublic-Infoplan, will deliver the luncheon address.

May 2—Marketing Workshop of New York chapter of American Marketing Association, Chemist's Club, 52 East 41st Street.

May 2-3—Illinois Institute of Technology conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3d National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Some 400 scientists and engineers are expected at the IIT conference, entitled "Technical Aspects of Communication Satellites," in the institute's Grover M. Herman Hall, 33d and Dearborn Streets. Keynote address by Dr. Leonard Jaffe, NASA.

May 2-4—Spring convention of Alabama Broadcasters' Association, Holiday Inn, Florence. Principal speakers include Alabama Gov. George Wallace and NAB President LeRoy Collins.

May 2-5—Twelfth annual convention of American Women in Radio and Television, Sheraton hotel, Philadelphia. Speakers in-

clude Mrs. Lyndon B. Johnson, wife of the Vice President of the United States, James T. Quirk, publisher of TV Guide, and Marvin Kalb, diplomatic correspondent for CBS News.

May 3—Indiana University Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

*May 3—Commonwealth Club of California meeting to be addressed by Stephen B. Labunski, vice president, Straus Broadcasting, on freedom and competition in communications. Sheraton Palace, San Francisco.

May 3—Annual dinner for President Kennedy, Radio-TV Correspondents Association, International Inn, Washington.

May 3-4—Annual spring meeting of West Virginia Broadcasters Association, Charleston Press Club, Charleston.

May 5-7—Television Programming Conference annual meeting (formerly SWAPDT), Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox, Washington; Lynwood King, NBC, New York; Pamela Iloit, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New Orleans; Robert Buchanan, Soundac Films, Miami. For further information contact Jerry Romig, WDSU-TV New Orleans.

*May 6—Food Industry Associates of Allentown, Pa., meeting, The Lehigh Valley Club. Theme: "Radio: Checks Out Best At the Checkout Counter." Winfield R. Levi, vice president-sales, BROADCASTING Magazine, will speak.

May 6-7—Fifth annual meeting of Council on Medical Television of the Institute for Advancement of Medical Communication, National Institutes of Health, Bethesda, Md.

*May 6-7—Internal Revenue Service hearing on proposed regulations on deductibility of travel, entertainment and gift expenses. Auditorium, Department of Health, Education and Welfare, Washington.

*May 6-8—Spring meeting of Kentucky Broadcasters Association, Louisville Sheraton hotel. FCC Commissioner Robert T. Bartley will speak.

May 7—Annual RCA stockholders' meeting, 30 Rockefeller Plaza, New York City.

*May 7-8—Electronic Components Conference, International Inn, Washington. The conference will be opened with a keynote address by Dr. James H. Gardner, deputy director of defense research and engineering. D. Brainerd Holmes, director of manned space flights, NASA, will be 8 p.m. banquet speaker May 8.

May 8-11—Annual convention of the Montana Broadcasters Association, Bozeman.

*May 9—Annual stockholders meeting, Reeves Broadcasting & Development Corp., New York.

*May 9—Meeting of the scientific section of Toilet Goods Association, Sert Room, Waldorf-Astoria hotel, New York City.

*May 9-10—Chesapeake AP Broadcasters Association, Sheraton-Belvedere hotel, Baltimore.

May 9-11—Seminars in editorial, advertising and circulation, University of Wisconsin School of Journalism, Madison.

May 9-11—Second annual convention of North American Broadcasters Idea Bank, Holiday Inn, Danville, Va.

*May 10—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

*May 10-11—Annual convention of Kansas Association of Radio Broadcasters, Lawrence. Speakers include: Dr. James A. McCain, president of Kansas State University; Carle E. Bolte, National Fidelity Life Insurance Co., Kansas City; former District Judge Joseph M. McDonald of Denver, who presided at the John Gilbert Graham murder trial, and Lee Fondren, general manager of KLZ Denver.

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 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, April 22, 1963

OPEN MIKE ®

The lessons BMB taught

EDITOR: Never once in all the heated
 discussions about rating services [at the
 NAB convention in Chicago] did I ever
 hear any reference made to the former
 Broadcast Measurement Bureau.

I never saw more dedicated people
 than representatives of the AAAA and
 the ANA. Perhaps we didn't have the
 most enlightened leadership. Perhaps
 the board members themselves were not
 capable. Perhaps even the idea was
 not sound.

But, it seems to me that this came
 the closest to a sensible measurement
 of audience that has ever been pro-
 posed or put into effect by the broad-
 casting industry. At least it was our
 own. At least it was supervised by the
 broadcasters, the agencies, and the ad-
 vertisers.

I can't understand why this concept
 has been entirely forgotten in the pres-
 ent furor over rating services.

I talked to agency, advertiser and net-
 work officials in Chicago and found a
 reluctant agreement that perhaps the
 concept could be given a new birth
 . . . Perhaps the industry, with the as-
 sistance of the advertisers and agencies,
 could take a whole new look at this
 matter of audience measurement.

. . . I have full respect for Oren
 Harris, but it seems to me there are so
 many world-wide problems facing Con-
 gress that television and radio should
 be assigned to their proper share of im-
 portance.—Robert T. Mason, president,
 WMRN-AM-FM Marion, Ohio.

(The Broadcast Measurement Bureau was
 created in August 1944 by the NAB Exec-
 utives War Conference and later approved
 by the American Association of Advertising
 Agencies and the Association of National
 Advertisers. The plan entailed a one million
 postcard survey biennially with the bill
 paid by the broadcasting industry. The
 BMB was dissolved in March 1950.)

EDITOR: It seems a tragic thing to see
 our industry so discredited by the ac-
 tions of a very few misguided individ-
 uals. The need for reliable industry re-
 search is even greater now than it was
 before. We must rebuild confidence in
 our medium with a new approach.

. . . There is nothing wrong with the
 techniques that have been used—it is
 only in the way they have been used
 . . . I think the immediate solution [to
 solve the problems] is in the proper ad-
 ministration of the methods we know
 and are familiar with. I believe that
 new research methods can and will be
 developed—but I do not think that we
 can afford to stand around and wait.
 We need something now to help our
 business carry on.

The most important step at this time
 is to find a way to restore acceptance
 and confidence in all—or most of—
 the methods that have been used. We
 learned some lessons at Broadcast

SUNNY'S REALLY COOKING



More advertisers are
 spending more dollars
 on WSUN...
 than at any time in
 our 35 year history

ONE OF THE NATION'S
 GREAT STATIONS

WSUN

5 KW 620 KC

Broadcasting 24 hours daily!

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Get all the facts from

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Can't mistake his hat...

The Crosley salesman's.

Because he wears only one.

That of WLW Radio or WLW Television.

The Crosley Broadcasting Corporation has its own sales force.

So when you call a WLW Radio or TV salesman, you *get* a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . .

knows his facts and figures. In short, knows his stuff. His briefcase is an open and shut case for Crosley—containing complete information on the WLW Stations and markets—specific, detailed, important—which adds up to fast cooperation and results for you and your product.

Crosley's sales division is constantly interested in the development of easier buying techniques, and is now working on experimental broadcast research with advertisers—an area unique to our industry. When Crosley started its own national sales organization over 20 years ago it was a revolutionary move, now widely acclaimed. Just another example of the outstanding leadership and spirit of the WLW Radio and TV Stations—which have made Crosley Broadcasting "prime time" in every category!



CROSLEY COLOR TV NETWORK



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MARKET

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las, Fort Worth, Houston
and San Antonio markets.



BLAIR TELEVISION ASSOCIATES
National Representatives

Measurement Bureau that might be helpful now.

1. A non-profit research corporation is too limited by law to be effective in broadcast research—especially to get in and clean up the present situation.

2. You can't run a commercial research business successfully with voluntary unpaid committees. . .

3. The AAAA, ANA and NAB each appointed their most distinguished members and these people contributed their whole knowledge to the project. I believe that the present situation calls again for a joint effort of this kind.

4. Standardization and uniformity of procedures are essential to re-establish confidence . . . BMB staff procedures were constantly checked and supervised by the committees.

5. Validation was secured by comparing BMB results with tests conducted by other commercial research companies. The results of these tests were announced to the industry.

6. Acceptance by the advertisers, agencies and stations is the end result we are all seeking . . . BMB learned that we had to explain our reports and suggest how they could be used. If the data is reliable and is used successfully, acceptance is automatic.

All this leads me to suggest two ways to accomplish these goals.

The first would be to create a new company headed by a recognized research authority who has not been damaged by the investigation. This company would have on its board of directors competent advertisers, agencies, stations and networks—and the control of the company would be in their hands. They would be paid fees for their services. This company would equip itself to conduct any kind of research it could sell, and would use whatever method it decided was best for each job.

Financing the company should be no problem. The industry has certainly demonstrated that it will pay for research accepted by advertisers and agencies. It spent over \$2.5 million on BMB.

The second—and perhaps more difficult way—is for each research company now in the business to adopt as many as possible of the above procedures and start rebuilding procedures.

I hope these ideas help bring out an early solution to the problem, because we all need reliable research in our business. — *Hugh Feltis, president, Feltis/Dove/Cannon Inc., Tower Building, Seattle (former president, Broadcast Measurement Bureau).*

Six feet higher

EDITOR: Re the 1,520-foot tower of WRDW-TV Augusta, Ga. . . . WIS-TV's tower is 1,526 feet tall and was placed in operation on Jan. 31, 1959.—*Don*

Barton, WIS-TV Columbia, S. C.

(In the April issue, BROADCASTING reported WRDW-TV's claim to being the tallest tower in the Southeast without directly attributing the claim to the station.)

If radio-TV was struck

EDITOR: There are many people, both in and out of the communications media, who feel the newspapers and broadcasting are complementary to each other. Yet, even though the [New York] newspaper strike caused untold cultural and economic hardship, it seems to me the public would feel a greater loss if the television channels were dark and the radio bands were silent for 114 days.

Would the public stand for this sort of thing for as long as it did with the newspapers? I can't recall any personal pleas from the widespread readership of the New York City newspapers to get them back on the stands.

I feel, though, that were the people faced with a total broadcasting blackout, there'd be more involvement on their part.

. . . I suppose quite a few newspapers are sold to persons merely interested in "what's on TV tonight."—*Henry Lewis, newscaster, WTFM (FM) Lake Success, N. Y.*

TV in the tropics

EDITOR: Our company finds it interesting when we read BROADCASTING articles on new stations commencing in the U. S. and overseas.

Our station is situated on Mount Stuart, 1,900 feet above sea level, six miles outside Townsville in North Queensland, and in the tropics. We commenced transmission Nov. 1, 1962, and we originate four hours each night. Approximately one hour of this is Australian film and live programs.

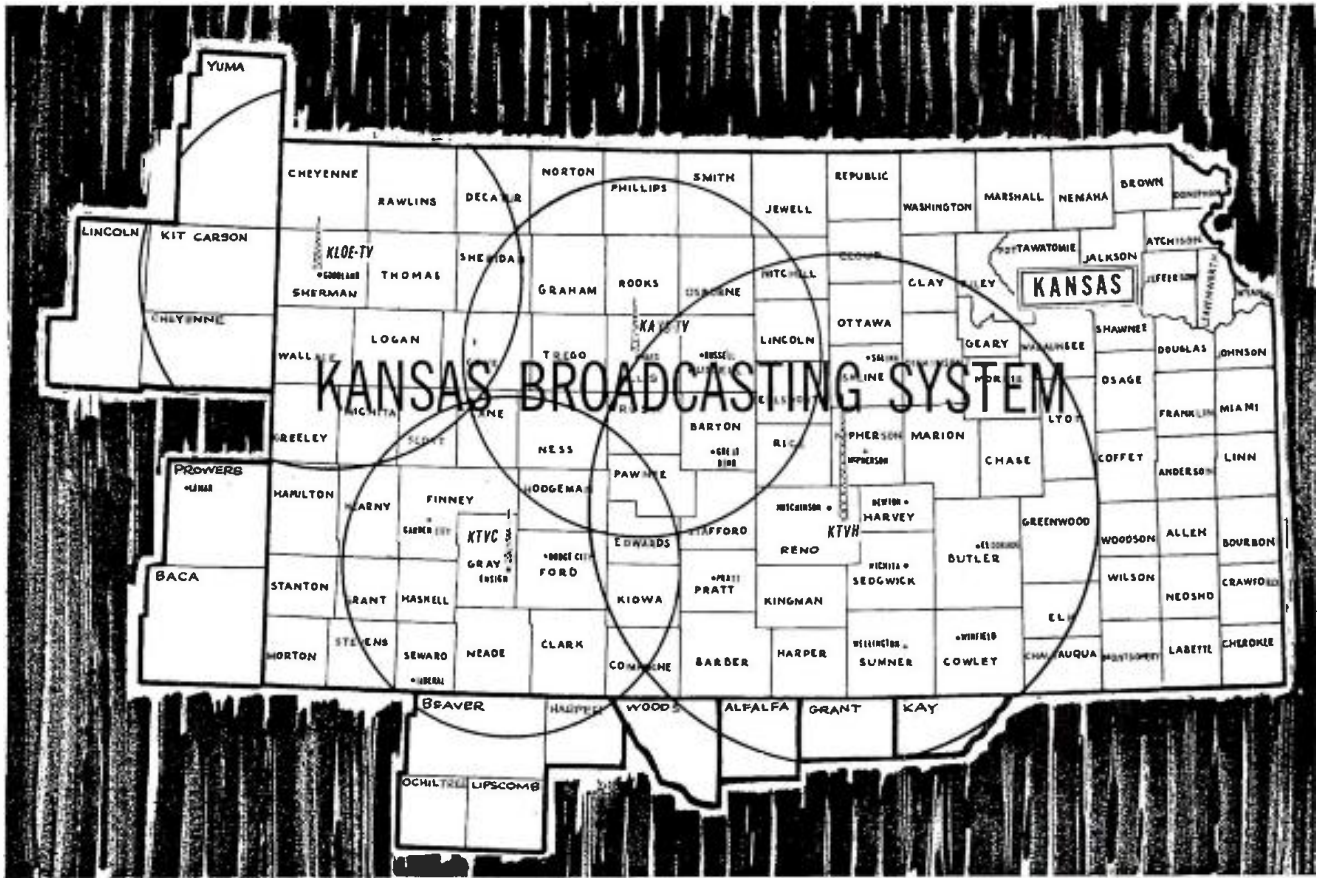
We operate with a staff of 22. Our potential viewers are over 100,000 people including some in Port Moresby, New Guinea, who receive us regularly. We have provision for two studios but, at the moment, we are using one which is 15 feet by 18 feet. Our studio is equipped with Marconi cameras.—*John O. Phillips, program-production supervisor, TNQ7, P. O. Box 716, Townsville, Queensland, Australia.*

It's Evansville

EDITOR: . . . In behalf of the Evansville, Ind., New Image Committee, a subsidiary of Evansville Future Inc., congratulations on your March 18 coverage of Evansville as part of the Ohio River industrial complex.

However, we call your attention to page 117 wherein Evansville is referred to as "Evanston." . . . —*Norman C. Haagenson, general manager, WROZ Evansville, Ind.*

KANSAS' GREATEST TV COVERAGE



LOW COST PER 1,000

Population	1,407,000
% of U. S.	.6723
Households	436,950
Consumer Spendable	
Income	\$2,709,761,000.00
Per Family	\$ 5,308.01
Total Retail Sales	\$1,916,702,000.00
Food	\$ 407,135,000.00
Drug	\$ 65,876,000.00
General Merchandise	\$ 163,458,000.00
Apparel	\$ 81,949,000.00
Home Furnishings	\$ 76,540,000.00
Automobiles	\$ 467,318,000.00
Filling Stations	\$ 201,362,000.00

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BLAIR TELEVISION
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MR. NOVAK



In a Class by Themselves

Mr. Novak is a high-school teacher.

Put the name in quotes, and it's a television drama series. Not just *any* drama series, but the medium's first to be set in the field of education.

This sort of departure typifies the freshness and broad appeal of NBC-TV's Fall schedule.

Yet, the full-hour "Mr. Novak" has more than the *novelty* of a metropolitan high-school background to recommend it. (That distinction, if you'll

permit a small jest, could be fairly academic.)

Far more significantly, the series has a realistic, non-cornball approach to problems that might come up in such a setting:

A brilliant teen-ager suddenly finds he can't cope with classroom routine; a faculty member is suspected of being a professional propagandist; a teacher seeks the kindest way of dealing with the blind student who's fallen in love with him.

Bringing these situations to life for the viewer is a superlative cast—headed by young James Fran-



ciscus as Mr. Novak and Dean Jagger as Jefferson High's principal, Albert Vane.

Neither characterization comes within a hundred light years of being a stereotype. Our inexperienced teacher-hero is far more certain of his education ideals than his ability to put them into practice. And our principal is a convivial martinet who insists on rules being followed but who's secretly delighted when a teacher shows the initiative to step out of line for a good reason.

Viewers will be struck, too, by the absence of

caricatures among the students. For, along with Mr. Novak himself, the program believes every teenager is as unique as a fingerprint.

Just as distinctive, may we add, are *all* the elements of NBC-TV's fall lineup. For they're part of a power-laden schedule that combines proven successes like "Bonanza" and "The Joey Bishop Show" with brand-new adventure series like "The Robert Taylor Show" and "The Lieutenant." Truly, we have never anticipated a brighter season.



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

MONDAY MEMO

from ARTHUR J. BELLAIRE, BBDO, New York

The anatomy of a good television commercial

I don't know who sat by the lady and counted, but reliable private eyes tell me the "average television viewer" sees and hears at least 900 commercials every single month. Good grief!

To the TV advertiser this, in turn, prompts the interesting question: "Who is my competition?" Other products in his category? Or could it all be 899 other advertisers competing for Mrs. Average's full attention? Without a doubt it is both. This MONDAY MEMO concerns the latter.

Here is not a case of printed material flipping by with attention attracted by the most appealing ads. TV commercials move and make noise. Most people don't feel like turning them off or running away from them. By the end of a long evening, and by the morning after, many a commercial is no longer registering. At the point of sale, where the package must compete, it is no longer echoing its expensive message.

Why? Because at the point of conception nobody worried about the 449 commercials that would precede it and the 450 that would follow it in a given month. Nobody saw the need of more than copy with a sound selling proposition. Nobody realized that regardless of how shrewdly copy is shaped, a good commercial must also contain a mating dance that catches the eye and draws interest toward the selling story. For until the advertiser commands attention for his commercial he is not going to get anybody to comprehend or remember anything about what he is trying to sell—let alone be persuaded.

What And How — Start with the basic copy story, expressed in a strong basic theme. That's *what* to say. Then select a technique that's going to express this basic idea in the most interesting way possible. That's *how* to say it.

Using the term "technique" in this very broad application, which ones offer the widest areas of opportunities for advertisers to explore? These are just a few:

(1) A "look."

By creating his own look to accompany his basic copy story, the advertiser is saying, "This is *my* product and *my* story. You know it the moment you see it."

Pepsi-Cola has a vigorous look—for those who think young. Doublemint gum has a double look with its twin warblers.

A look must be created, then established and perpetuated, and this means consistent use of the same series over

a period of time. A look is a distinctive format that immediately identifies the advertiser and is not easily copied. It must be sufficiently flexible to accommodate, if necessary, changes of the basic copy within it.

(2) The "closeup."

There has been quite a trend lately to move in and play the action in tight closeup. Why shouldn't there be? Television, after all, is known as the medium of closeups. Here the rule is simplicity.

Extreme closeups help fight boredom, keep attention glued to relevant scenes, add drama by allowing for proportionately larger pictures. Best of all, otherwise dull products often come alive and attractive and exciting all by themselves when the camera dares to move in. One or two of the more interesting headache remedy commercials are using this technique to advantage.

(3) Ownership of a property.

"Property" is a rather cold word to describe a person, but the meaning here applies not to a straight pitchman, but to a type of personality who can actually direct interest to the copy story. A property, such as Herb Shriner for du Pont No. 7 products, can strengthen the commercial and offer side benefits as well by appearing at trade meetings and playing an active role in the total merchandising effort.

An animated version of this technique is the nearsighted Mister Magoo, now in his fourth big year for General Electric light bulbs. During these campaigns the myopic old bumbler is everywhere—in commercials, print ads, trade material, even in point-of-sale.

(4) Opticals.

Under this category come a variety of mechanical innovations that make some commercials more noticed and remembered than others. Squeeze motion was such an innovation three years

ago, even though it was not new as a film technique, but so many copycats followed suit that it didn't take long for squeeze to outwear its welcome.

A newer treatment of stills is well handled in a series of *New York Times* 20-second spots in which the scenes fly by almost faster than the eye can follow, adding up to an impression of interesting topics to be found in the pages of the *Times*. I counted 39 scenes in one 20-second spot.

Hertz "puts you in the driver's seat" with a device that should be good for lots more mileage. Maxwell House coffee likewise applies a trick to illustrate its cup-and-a-half of flavor. Such touches make basic theme lines more memorable.

These are just a few of the techniques worth looking into when trying to make television advertising come alive and stand out.

Some of the best and worst commercials employ the notorious "slice of life" technique, calling for rare professionalism in writing, casting and directing. Why is it so few seem to come off as believable and convincing?

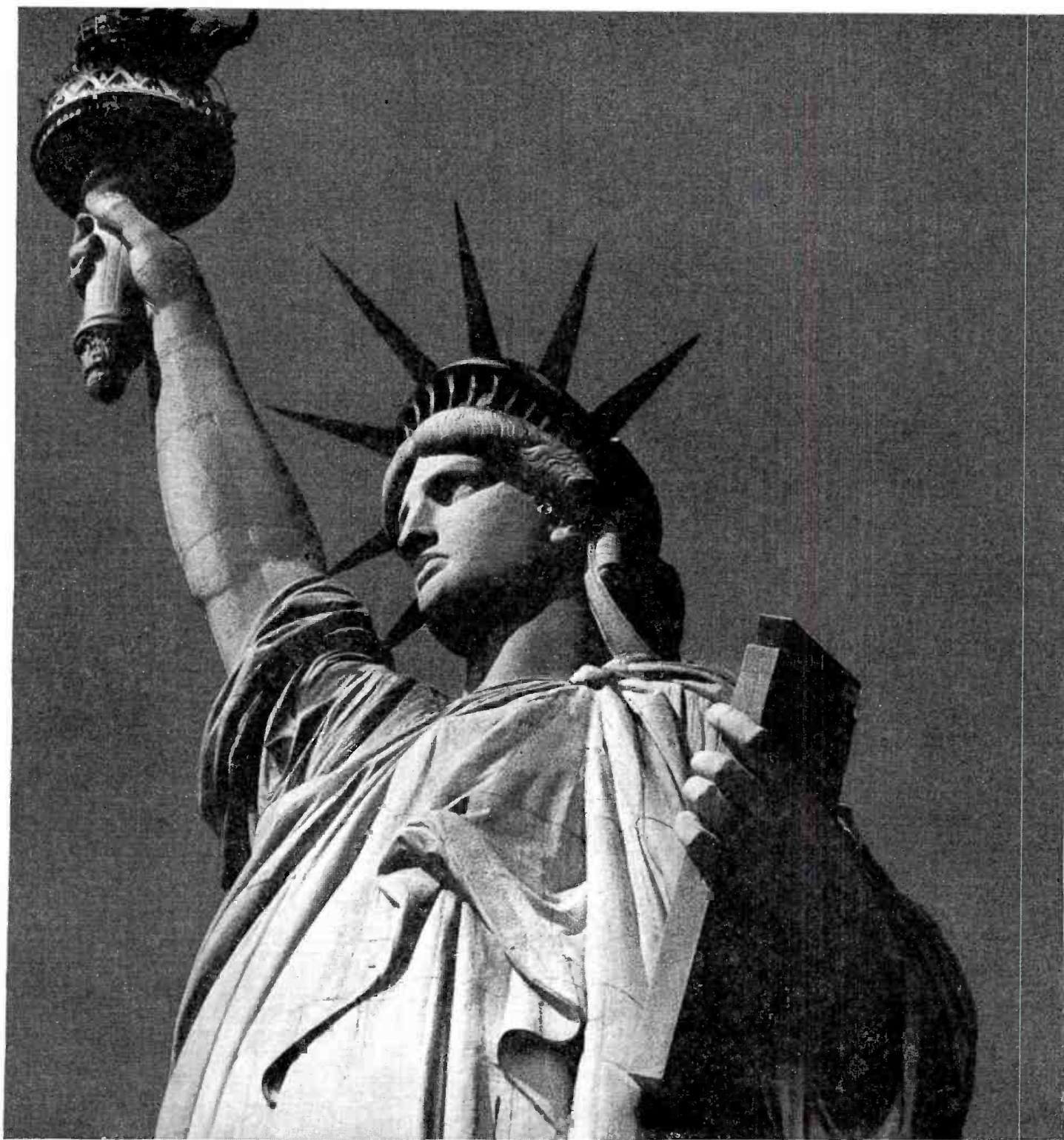
And whatever happened to demonstration in commercials? Isn't this where the medium shines? A new automobile, for example, was once considered interesting enough to expose itself to feature-by-feature demonstration. Now you'll see one taking a full minute to cross a bridge with the camera circling above in a helicopter. Or driving on water and making you guess how they did it rather than why you should buy this modern miracle.

"With pen and pencil we're learning to say nothing, more cleverly, every day." This was written in 1884 and it applies to some advertising today.

Strong copy comes first. Technique second. Seldom is one good without the other.



Arthur J. Bellaire is vice president and associate creative director in charge of TV and radio production at BBDO, New York. He is also a member of the BBDO board of directors. Before joining the agency in 1943 as a print copywriter, he was a radio news writer for United Press. Mr. Bellaire transferred to BBDO's radio copy group in 1945, began creating TV commercials in 1948 and was put in charge of the broadcast copy department three years later.



See me in Washington, D.C.?

Not even on a clear morning. All markets have characteristic structures. And it takes monumental skill to adapt our own marketing strategy to their differences. That's where Spot TV shines.

Spot TV liberates you from oppressive advertising/marketing problems; helps in bolstering sagging sales; meeting the challenge of new competition;

testing a program, a product; expanding into new markets; applying a limited advertising budget where it'll do the most good. No other media can hold a torch to Spot TV's versatility.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your-market

basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the exact status of over 500 leading brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

TELEVISION ADVERTISING  REPRESENTATIVES, INC.
REPRESENTING

*BTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS)
'BZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (WESTINGHOUSE BROADCASTING COMPANY)
TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta*

*CORINTHIAN viewpoints on broadcasting as expressed
in a series of recent advertisements.*

LICENSE...*"Spectrum users have to be licensed for one obvious reason; two people in the same area cannot, without interference, use the same frequency at the same time . . . Does this also mean program supervision by the licensing authority? At CORINTHIAN we believe that the public interest is best served by permitting broadcasters competitively to respond to the PUBLIC'S choice."*

RATINGS...*"Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay . . . Where the customer does not pay directly for the product, ratings afford the only practical way to find out what he wants . . . Responsible broadcasters will always want an accurate measure of audience response as one more factor in developing a varied and free program service."*

SELF-REGULATION...*"Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are 'convenient and necessary' to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this is achieved by The Radio and Television Codes."*

COMMERCIALS...*"Advertising is public persuasion—an effort to get someone to do something—an extension of the face-to-face persuasion that is as old as Eve seeking Adam. In a complex society advertising is an indispensable substitute for this personal salesmanship. It helps create mass demand and in turn mass production, mass employment and a high standard of living."*

PROFIT...*"THE PURPOSE OF THE COMPETITIVE PROFIT SYSTEM IS NOT TO ENRICH THE FEW, BUT TO RESPONSIVELY SERVE THE MANY. Those who serve best profit most . . . At the heart of the profit system is a simple idea; most needs are best met by letting the people THEMSELVES make their own decisions . . . the free choice of those who use and the competitive response of those who produce."*

**FREE...
AS IN
FREEDOM**

**... "Faith in the discriminatory
premise of the First Amendment
premise applies to both ball
tutions of freedom do not endu
endure because they are free.**



*Good sense of the people is the
 1d of democracy itself. The
 ox and television set. The insti-
 because they are perfect. They*

THE CORINTHIAN STATIONS

RESPONSIBILITY IN BROADCASTING



REPRESENTED BY H-R

- ⦿ **KHOU-TV**
HOUSTON
- ⦿ **KOTV**
TULSA
- ⦿ **KXTV**
SACRAMENTO
- ⦿ **WANE-TV**
FORT WAYNE
- ⦿ **WISH-TV**
INDIANAPOLIS
- WANE-AM**
FORT WAYNE
- WISH-AM**
INDIANAPOLIS

♪ You gotta know the territory! ♪

In Indiana, thankfully, you can count on these Career Communicators who do.



Locally loyal territories, like Fort Wayne and South Bend-Elkhart, are understood best by Indiana owned and managed media—and the full-time Career Communicators who live there and run them. That's why it will pay you to get to know the men pictured here. These men make up the management of *The Communicana Group*. Each has deep local roots — *each understands the territory*. All can be of help to you *because they live here*. Call on them soon.

JOHN F. DILLE, JR., President of *The Communicana Group*. Master's Degree in Communication from University of Chicago. President, University of Chicago Alumni Association. Vice-Chairman, Indiana Toll Road Commission. Past Chairman, ABC-TV Board of Governors. Member, N.A.B.—TV Board. Does on-the-air editorials.



Paul C. Brines



Hilliard Gates



Carl Evans



Don Fuller

PAUL C. BRINES, Vice-President of Truth Publishing Co. and WKJG, Inc. General Mgr. WSJV-TV and WTRC-AM/FM, South Bend-Elkhart. Graduated Phi Beta Kappa, University of Illinois; LL.B., George Washington University. Five years with F.B.I.; 25 years in radio and television. In station management, Chicago and Peoria. Director, Elkhart Better Business Bureau. Committee Chairman, Chamber of Commerce, South Bend and Elkhart. 8 years with *The Communicana Group*.

HILLIARD GATES, General Manager, WKJG-AM and TV, Fort Wayne. 25 years in broadcasting, 22 of them in Ft. Wayne. Actively participates on the air. Named Indiana Sportscaster of the Year in 1960, 1961, 1962. Helped organize Ft. Wayne Press Club (former president). Active in Rotary Club, Civic Theatre, Chamber of Commerce and Y.M.C.A.; state and national Sportswriters' and Broadcasters' Assns. 15 years with a unit of *The Communicana Group*.

CARL EVANS, National Sales & Sales Prom. Mgr., WKJG-AM and TV, Fort Wayne. Graduate, Tri-State College, Angola, Indiana. Immediate Past-President, Sales Executives Club of Ft. Wayne. Former director, Ft. Wayne Ad Club. Member, Chamber of Commerce and Grocers' and Manufacturing Representatives' Assn. 13 years with a unit of *The Communicana Group*.

DON FULLER, National Sales Manager, WSJV-TV and WTRC-AM/FM, South Bend-Elkhart. A lifetime Hoosier, locally respected ever since he captained the Elkhart High School football team to great athletic victories in the 40's. Attended Indiana University. Active in area Chambers of Commerce, Better Business Bureaus and the Indiana Broadcasters' Assn. 9 years with a unit of *The Communicana Group*.

Remember: these men who know the territory can help you sell it!



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

John F. Dille, Jr., President



VARIETY SPICES SPOT BUYER'S LIFE

- Agencies get wide choice of many off-network shows available
- Stations, too, can pick and choose from all types of programs
- Though path is thorny, syndicators still find way to make profit

The waves of off-network programs now flooding the film-syndication market are making their force felt all across the spot television advertising business.

- Agency buyers are becoming more discriminating, selective—and demanding.

- Station reps are being given additional responsibilities as advisers to both stations and agencies.

- Stations are becoming more selective than ever in the films they buy.

- Despite all these evidences of a preponderantly buyer's market, the syndicators themselves are finding in off-network programs an element of profit, if not in some cases salvation, in a business that bears only the faintest resemblance to its structure of five years ago.

The off-network tide, which started in 1960, has reached overwhelming proportions. Such high-rated network attractions as *Have Gun, Will Travel*, *The Untouchables*, *Naked City*, *Rifleman*, *Dick Powell Theater*, *Leave It to Beaver*, *Dobie Gillis* and *Bachelor Father*—to mention a few—are among the 24 that have been offered to stations since the beginning of this year (list, see box). Some authorities predict that at least a dozen more, also with strong track records in sales and audiences, will be released before the year is out.

100 Series ■ One expert estimated last week that as of now, almost 100 off-network series are in syndication. Those introduced thus far this year alone add up to 2,636 half-hours of programming, or 20 times the total of new half-hours specially produced for syndication in all of 1962.

What are the effects of this tidal wave?

For the programs themselves—and for the syndicators selling them—the effect is obviously one of intensifying competition. The new off-network releases will be competing with the “old” ones for time slots and for sponsors. Generally, it is felt that the new ones, as a group, will have the edge because they are new—a significant factor in the thinking of stations and advertisers.

But they will also be competing with older shows that have already obtained

time periods and advertisers for two or more runs and that in many cases have proved themselves in syndication and are likely to be renewed.

Among advertising agencies the mounting volume of off-network programming has had a gradual but clearly discernible effect on buying practices. Media executives say it's impossible to generalize about such programs because of the wide differences in the shows themselves, but they make clear that buyers are examining the offerings more carefully and judging them on a wide range of criteria.

These observations stood out in a sampling collected by BROADCASTING last week:

- Agencies select shows for specific markets on such factors as quality, general appeal, specific market appeal and price, plus such other considerations as the station carrying the series, the nature of competitive programming

and adjacency programming.

- They say the decision to participate or not in an off-network show depends on the buyer's evaluation: Would it be better to buy a spot announcement on a station or a participation within a program?

- They are generally pleased that there is an abundance of off-network programs because they have a wide range of series to choose from and can vary their participations from market to market, depending on the popularity of the program in specific areas.

- They have resisted efforts on the part of syndicators to line up program sponsorships in large numbers of markets because they (1) cannot be assured that the stations can always schedule the series in an appropriate time period; (2) cannot be sure that a series popular in one market will gain similar audience approval in another, and (3) prefer not to incur the extra effort and expense

Off-network series offer wide choice

The 24 off-network series that have been released to stations to date in 1963 consist of 11 half-hour properties totaling 1,113 episodes, and 12 hour programs covering 731 segments. At least 12 other network programs are expected to be placed into syndication before the end of this year. The distributors and the series they represent are:

ABC Films: *Straightaway* (26 half-hours), *New Breed* (36 hours).

CBS Films: *Have Gun, Will Travel* (156 half-hours).

Desilu Sales: *The Untouchables* (116 hours).

Four Star Distribution: *The Rifleman* (168 half-hours), *Tom Ewell Show* (32 half-hours), *Dick Powell Theater* (60 hours).

MCA: *Leave It To Beaver* (234 half-hours), *Bachelor Father* (157 half-hours).

MGM-TV: *Sam Benedict* (28 hours), *The Thin Man* (72 half-hours), *Northwest Passage* (26 half-

hours).

NBC Films: *Michael Shayne* (32 hours), *87th Precinct* (30 hours).

Screen Gems: *Naked City* (99 hours, 39 half-hours), *Winston Churchill: The Valiant Years* (26 half-hours, one 60-minute special), *Top Cat* (30 half-hours).

Twentieth Century-Fox TV: *Bus Stop* (26 hours), *Follow The Sun* (30 hours), *Dobie Gillis* (147 half-hours).

United Artists Television: *Stoney Burke* (32 hours).

Warner Brothers: *Hawaiian Eye* (134 hours), *Cheyenne* (107 hours).

This compilation reflects the large number of hour programs that are in off-network release this year. In July 1961 a similar listing showed there were also 23 off-network series in release, but there were 1,528 half-hours and only 146 hours, as compared with 1,176 half-hours and 730 hours as of April 1963 (BROADCASTING, July 17, 1961).

VARIETY SPICES SPOT BUYER'S LIFE *continued*

of lining up program time on stations.

The station rep has emerged as a more important factor in the TV syndication field. The large volume of programing available has prompted stations to seek an extra measure of guidance from their representatives—and agencies call on them more frequently for additional information.

A check among leading reps turned up these observations:

- They consider prime time for such programs as 6-7:30 p.m. and after 11 p.m., although some series gain spots in the late afternoon.

- They keep close tabs on rating histories of off-networks through material supplied by syndicators and through their own research, and make data available to the stations on their lists.

- When purchased selectively, off-network shows can prove to be valuable to a station's programing schedule and can be sold to virtually all classifications of national advertisers.

- They can be purchased generally at "realistic" prices, though stations

often grumble that the price is too high while the syndicator moans it's too low.

From the syndicator's viewpoint, off-network programs, despite the protestations of low prices and the rugged competitive climate, can be profitable for many, and, at the least, a source of additional revenue for all. The changed picture in the syndication industry is highlighted by these facts of life:

- The sales staffs at all companies have been trimmed sharply. The days of 60-man, 70-man and even 100-man staffs are gone; many companies operate with as few as five salesman throughout the country.

- The sales aim is to sell the top markets, preferably the top 50 or 60, in which as much as 75% of the potential sales volume is located.

- Prices are flexible. Distributors will insist on top dollar for their sought-after product but can be and are "bargained down" on a less popular show or one that may be slotted in the same time period as an off-network "blockbuster" in a particular market.

The development of the off-network

pattern followed this chronology: in 1960, seven network series were released for syndication, followed by 35 in 1961; 35 in 1962, and 23 in 1963 as of this month. It is anticipated that at least 12 more series will be offered before the year is out.

Few First Runs ▪ Off-network has replaced first-run syndication as the primary source of outside programing bought by stations (see box below). With the virtual death knell of first-run because of high production and distribution costs in the late 1950's, syndicators turned to network properties in the 1960's as the replacement item.

These programs had built-in advantages: At least part of the production costs had been recouped on network runs; invariably they had "star" names and a network track record. Though distributors don't like to mention price, off-network usually were and are offered at price tags that are slightly lower, and in some cases substantially lower, than comparable first-run series, depending on the popularity of the program, the competitive situation in the market where it is being offered and the need to make a sale in a specific city.

More Bargaining ▪ Sales generally

Oh what is so rare as a first-run syndication?

First-run program syndication, which hit its high point of 29 series in 1956, is comparatively extinct today, primarily because of high production-distribution costs, unwillingness of stations to pay resultantly high prices and the relative inactivity of the regional advertiser. But each year certain producers-distributors compete for time slots with first-run product, and in 1963 there will be a few prime-time shows of

this caliber.

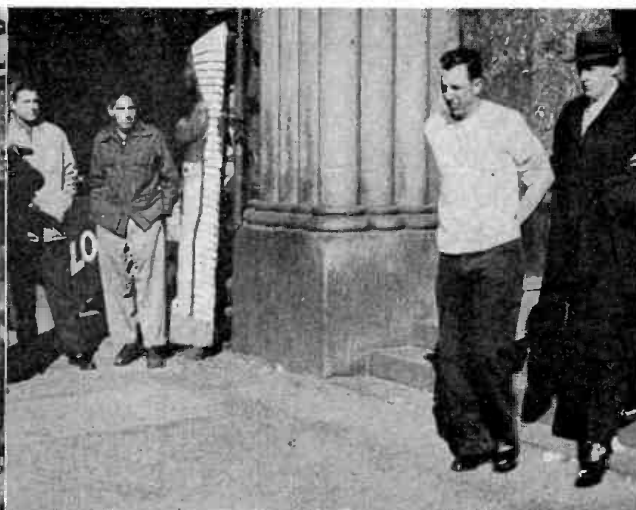
Storer Programs is producing on location throughout the world a half-hour adult adventure series, *The Littlest Hobo*, starring a German Shepherd. United Artists Television is producing in cities throughout the country an action-adventure series, *The Lee Marvin Show*. Independent Television Corp. is releasing a first-run series, *The Saint*, an hour adventure series which is being shown

currently in the United Kingdom.

Among other first-run series of a specialized appeal. Seven Arts Associated is offering *En France*, a program of French Instruction starring Dawn Adams and *The Emmett Kelly Show*, a cartoon series which will spotlight the well-known clown as host. Official Films is offering a second year cycle of *Biography*. Other producers are sure to make specialized, first-run product available.



"The Littlest Hobo"



"The Lee Marvin Show"



"The Saint"

were easy to achieve in 1960 and 1961 when off-networks were new and only a handful of series were in contention. But today station reps acknowledge privately that stations are in the "driver's seat" because the proliferation of available programming means outlets can bargain sharply, pit one distributor against another and come up with a price they consider "equitable."

On the record, syndicators are loath to admit that they often sell their series

well below their initial offering figure in an effort to avoid being shut out of a market. They keep insisting that they "get a good price," and blame their competitors for "giving stuff away."

Privately, they will concede that they frequently have to cut their prices to make a particular sale. But they contend that the quality series, which stations are eager to buy, bring in lucrative sums.

The track record of off-networks is

uneven. A sampling by BROADCASTING of 20 off-network shows released in 1962 showed that eight were sold in fewer than 40 markets; six were sold in 40 to 60 markets, and six in 60 markets or more.

The 1963 crop of off-network series appears to be the most formidable in terms of production quality and popularity on the networks. Their sales prowess in syndication is still to be proved.

The complex ratings jigsaw puzzle

INDUSTRY HOPES TO HAVE PIECES IN PLACE WHEN PROBE RESUMES

In the first week without a Capitol Hill quiz about why broadcast ratings can't be trusted, the people who use and make them were trying to solve the complex puzzle Congress had spilled in their laps.

And they were hoping to finish before the lawmakers return to Washington and begin to ask searching questions about those solutions.

These were some of the developments during last week's recess.

LeRoy Collins, president of the National Association of Broadcasters, wanted to go back before the House Subcommittee on Investigations and tell what the association had resolved to do.

The Advertising Research Foundation, a non-profit organization with long experience in media study, announced it would be a ratings watchdog if that's what broadcasting and print media wanted.

The A. C. Nielsen Co., the biggest rater of them all, was calling its advertising agency subscribers in for hair-down conferences in Chicago and New York over the weekend.

The Television Bureau of Advertising met behind closed doors with top Nielsen and American Research Bureau executives in New York on Thursday (April 18).

CBS-owned TV stations in Chicago, Los Angeles, Philadelphia and St. Louis ended their agreements with the Nielsen company, but insisted costs were the reason (see page 36).

Print, Too ■ The Nielsen firm also fought to retain its print research business which may have been imperiled by the highly-publicized cancellation of Cowles Magazines and Broadcasting Inc. (see page 34 this issue and AT DEADLINE, April 15).

The Pulse Inc., publicly silent since its appearance before the subcommittee early last month (BROADCASTING, March 18), said the industry should establish an auditing and standards committee (see page 34).

And Representative Oren Harris (D-

Ark.), whose subcommittee's revelations set the whole thing off, was far away from it all in Mississippi where he was saying that despite appearances, he really has broadcasters' best interests at heart (see page 82).

There was little doubt the Easter pause in the Harris hearing was timed to give the industry a chance to come up with proposals to head off what could be rigid federal regulations.

Collins Makes the Move ■ Governor Collins has asked to appear again before the House subcommittee to explain what the association intends to do.

In an April 18 letter to Representative Harris, Governor Collins said that the NAB in 30 days will decide on a course of action to insure reliability in ratings.

The special NAB research committee is scheduled to meet in New York April 25 to make a final decision on a plan of action looking toward corrective measures in the ratings field.

At that time, it is understood, the committee will decide whether it will institute a "seal of good practice" for radio-TV rating services. To gain the seal, rating firms would be required to accept flash audits of field work, sample, methodology and other aspects of their work. Proponents of this plan hope that some way could be cleared without violating the antitrust laws to persuade stations to use only measurement services earning the seal.

At the meeting two weeks ago, various members of the committee were assigned to study proposals advocated by individuals and groups. These include proposals by Radio Advertising Bureau; Television Bureau of Advertising; Needham, Louis & Brorby; and Paul E. J. Gerhold of Foote Cone & Belding (BROADCASTING, April 15).

In his letter to Representative Harris, Governor Collins stated:

"In my judgment, your subcommittee has performed a real service both to the public and to broadcasting by bringing to light basic problems which exist in this area. . .

"I believe that the disclosures before your subcommittee posed an immediate and impelling challenge to this industry to respond with sound, corrective measures. Most broadcasters concur and NAB accepts this responsibility."

The association's research committee is headed by Donald McGannon, Westinghouse Broadcasting Co.

ARF Is Willing ■ The Advertising Research Foundation's willingness to audit measuring procedures is being announced today (Monday) by Lyndon O. Brown of Dancer-Fitzgerald-Sample, chairman of ARF. He said it is based on a poll of board members "as a result of recent developments."

The "developments" unquestionably relate to the recessed Washington investigation of ratings and, presumably, also to what appears to be a growing controversy regarding print measurements.

"All we lack is funds," Dr. Brown said in reporting that a majority of ARF board members favor tackling the auditing problem, "if representative segments of the advertising industry are ready to support such an activity."

"For the past 10 years," he said, "ARF has been building up a wealth of knowledge and experience in this area. ARF has repeatedly demonstrated its ability to mobilize industry experts. An impressive number of our members have made it clear that the time for action is now."

ARF Contributions ■ Alcuin W. Lehman, ARF president, outlined some of ARF's contributions to broadcast and print media audience measurements over the last 10 years.

One was its 1953 "criteria for marketing and advertising research," which Mr. Lehman said has been reprinted 11 times and used as the standard for 48 print media studies done in consultation with ARF. Another was ARF's publication, in 1954, of "Recommended Standards for Radio and Television Program Audience Size Measurements."

Another was the 1960 announcement of a new facility whereby any re-

search organization willing to pay the costs and furnish the necessary information could get its work evaluated by an ARF committee. This facility, Mr. Lehman noted, has never been used.

"As our history shows," Mr. Lehman said, "we are prepared to undertake any form of auditing of audience measuring the advertising industry demands, provided we can obtain the consent and cooperation of the print and broadcast rating services involved. I have every

confidence that all research organizations share our willingness to take whatever steps are required."

The ARF has been mentioned as a likely adviser or consultant in a number of informal discussions of possible actions to solve problems stemming from the congressional hearings. It was also mentioned in at least two specific plans that have been announced—those Television Bureau of Advertising and Radio Advertising Bureau.

Who should set standards for ratings?

PULSE'S ROSLOW WANTS 'INDUSTRY-WIDE' COMMITTEE

Dr. Sydney Roslow, director of The Pulse Inc. called last week for an industry-wide "standards and auditing committee" to "work with Pulse for the development of procedures and standards for our technique."

Speaking a week after a House subcommittee recessed its hearings which had raked Pulse and other ratings services over the coals, Dr. Roslow told the Portland (Ore.) Advertising Club last Wednesday (April 17):

"It seems to me that we should now call upon the users of research to cooperate with us in establishing standards. Let broadcasters, let advertisers, let advertising agencies, let station representatives create an all-industry committee. Let them make known their stand on sample size, on weighting, on not-at-homes. Let them create a machinery for auditing our work at any stage—announced or unannounced, to see if and how we are meeting those standards."

Dr. Roslow said that "we can correct problems which creep into an operation." Pulse, he said, has "already made many improvements and will continue to make others."

But, he added, "those problems which are inherent in the scope of what we must accomplish and in the size of the budget for accomplishment require the kind of all-industry cooperation I have just asked for."

Mailing List ■ Dr. Roslow's office said he had sent copies of his speech to a number of trade organizations—including the National Association of Broadcasters, the American Association of Advertising Agencies, the Association of National Advertisers and the Advertising Research Foundation—in hope of getting response to his proposal.

Dr. Roslow disclosed that Pulse plans by 1964 to reduce the frequency of reports in large markets from monthly and bi-monthly, as now, to four a year. These would be done seasonally. In the smaller markets, he said, there will be "fewer" reports each year.

He suggested that four studies a year for the larger markets would be worth

considering as a "standard" by the industry.

He said Pulse expects to offer more qualitative data on audiences. But he also noted "a need for further study as to the requirement for a minimum sample size before audience breakdowns for qualitative factors should be produced." This question, he said, "will be turned over to external study."

No Bigger Sample ■ Pulse officials indicated they have no present plan to increase sample sizes. They noted that sample size was one of the factors on which Dr. Roslow called for industry guidance.

In his speech Dr. Roslow discussed at length steps taken by Pulse in an effort to insure the use of proper sampling techniques and quality control throughout the operation.

He reported that Pulse is "temporarily" discontinuing the use of "weight-



Pulse's Dr. Roslow
Wants auditing committee

ing" to account for the influence of unoccupied households and to equate coincidental average-minute measurements with the roster-recall total quarter-hour measurements. These weightings have been discontinued "pending further research, both internal and external," he said.

The only weighting now being done by Pulse, he said, is to "balance the sample for geographic and ethnic factors," and "when this occurs it is explicitly stated in the report."

Ratings dispute spreads to magazines

NIelsen REVEALS NEW BUYERS AFTER COWLES CANCELS

The dispute over broadcast audience measurements appeared to be spreading farther into the magazine audience measurement field last week.

On the heels of Cowles Magazines and Broadcasting Inc.'s announcement that it was canceling all of its contracts with the A. C. Nielsen Co., Nielsen announced new support—in the form of contracts with two publishers and two agencies—for its Nielsen Media Service.

Three of the four contracts, Nielsen said, were received "within the last week"—after the congressional hearing developments that Cowles cited as triggering its cancellation. These three, according to Nielsen, were from Erwin Wasey, Ruthrauff & Ryan, *Reader's Digest* and *McCall's*. The fourth contract, from Doyle Dane Bernbach, was received "several weeks ago."

All four contracts are for two-year terms and represent a total commitment of more than \$180,000 according to Nielsen.

Cowles said Nielsen's failure to an-

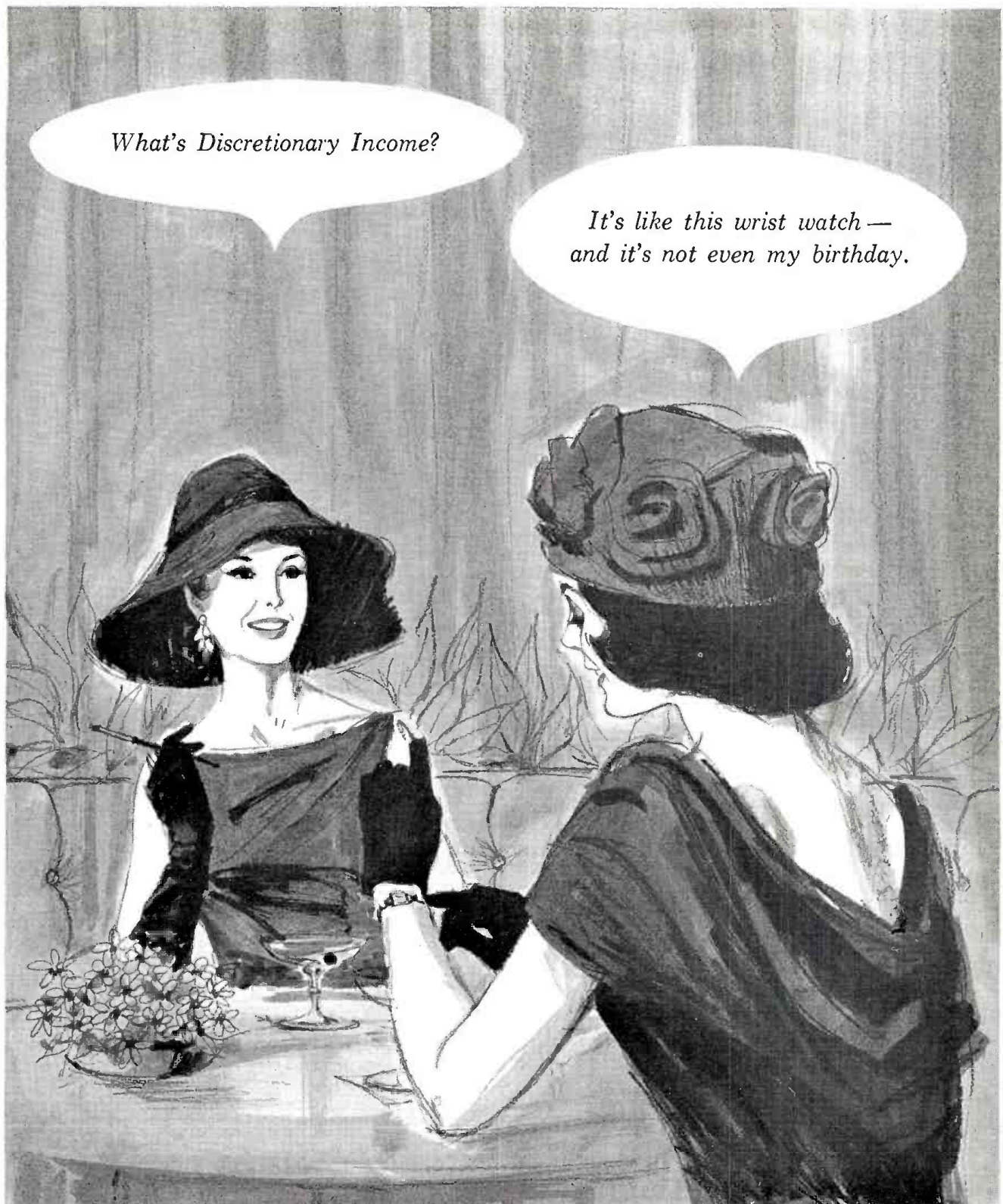
swer its questions about alleged "cheating" by Nielsen interviewers led to its cancellation of its contracts for *Look*, *Family Circle* and KRNT-TV Des Moines. Nielsen countered that a recent study turned up figures that were disappointing to *Look* and that Cowles used the hearing as an "excuse" to cancel (AT DEADLINE, April 15).

Life magazine meanwhile entered the controversy with full-page newspaper ads reporting that an NMS study showed that *Look's* readership had fallen while *Life's* had gained.

"We at *Life* take this position on Nielsen," the ad said. "It provides the most useful information now available on magazine audiences."

Wants Supervision ■ *Look* scheduled full-page ads for late last week calling for industry-wide supervision of audience research through an organization similar to the Audit Bureau of Circulations.

Look spokesmen reported that the ads would say that the congressional hearing has "cast doubts—fairly or un-



More nice things happen where there's 27% (on the national average) more discretionary income. That's Ohio's Third Market where more people look at and listen to WHIO-TV, AM, FM than any other medium. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News—3/13/63).

*Associated with WSB, WSB-TV, Atlanta, Georgia
and WSOC, WSOC-TV, Charlotte North Carolina*



DAYTON, OHIO • WHIO • AM • FM • TV

fairly—on all media research.”

Look offered to commit money and manpower to the establishment of an organization like the ABC “to provide standards for and controls over audience research.”

NMS, which has become one of the leading tools in the purchase of magazine advertising, measures the audiences of consumer magazines and also provides special studies of television and magazine audience duplication. Broadcasting researchers have frequently criticized it as unfair to television in these duplication studies.

CBS-owned TV stations give notice to Nielsen Co.

Four of the five CBS-owned television stations have given “protective” notice of termination of their contracts for A. C. Nielsen Co.’s local television service. But spokesmen for the stations insisted last week that it was all related to prices, none of it to a congressional hearing (see page 33).

Station authorities said the four outlets had been notified by Nielsen that prices were going up, and that unless the stations acted within 30 days the new prices would go into effect when current contracts expire eight months from now.

The termination notices were thus given, according to these authorities, in order to protect the stations’ right to negotiate for better rates. They estimated that the increases announced by Nielsen would range from 15-20% to 50%, depending on the station.

The stations involved are WBBM-TV Chicago, KNXT (TV) Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis. The fifth CBS-owned station, WCBS-TV New York, negotiated a new Nielsen contract a short time ago and is not affected by the price increases.

Nielsen officials disclosed a few weeks ago that they were increasing prices for their local TV service, effective as current contracts expire. They said “a lot of stations” had given termination notices but that this is a “protective” action that stations frequently take but often rescind. Four Triangle TV stations have announced that they will not renew their current Nielsen contracts, because of the price increases (BROADCASTING, April 8).

First time for U. S. Gypsum

United States Gypsum Co., Chicago, will use network television for the first time beginning May 5, when ABC-TV introduces a new weekly game show, *Take Two*, 4:30-5 p.m. EDT. Fulton, Morrissey Co., Chicago, is agency for United States Gypsum.

AAAA MEETS THIS WEEK

Agency people heading for West Virginia hills to talk business, ponder—and perhaps relax

Media relations, creativity and a study of consumer attitudes toward advertising messages share top billing in the program for this week’s annual meeting of the American Association of Advertising Agencies.

More than 600 member-agency representatives and guests are expected to attend the meeting Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

Guests, restricted to the Friday and Saturday sessions at previous meetings, have been invited this year to sit in also on a Thursday luncheon and Thursday-afternoon panel sessions on media relations and creativity.

Marion Harper Jr., chairman of Interpublic Inc. and of the AAAA board of directors, will address the luncheon meeting on “The Contemporary Utility of Advertising.”

Agencies And Media ■ C. Wrede Petersmeyer, president of Corinthian Broadcasting, will be one of the panelists in the Thursday-afternoon discussions of “problems and prospects” in the relationship between agencies and media. Thomas B. Adams, president of Campbell-Ewald, Detroit, will be moderator. Other participants will represent print and outdoor media.

William B. Lewis, chairman of Kenyon & Eckhardt, New York, will preside over the Thursday-afternoon panel on “Creative at the Top.” Participants will be William Bernbach, president, Doyle Dane Bernbach; Charles H. Brower, president, BBDO; George H. Gribbin, chairman, Young & Rubicam, and Margaret Hockaday, chairman, Hockaday Associates.

The Friday session will open with discussions of creativity by James M. Henderson, president, Henderson Advertising Agency, Greenville, S. C.; Ward M. Wilcox, chairman, Glenn Advertising, Dallas, and James C. Nelson Jr., vice president, Hoefer, Dieterich & Brown, San Francisco.

Consumer Attitudes ■ Another feature of the Friday-morning session will be a report on “The AAAA Exploratory Study of Consumer Judgment of Advertising.”

This deals with a little-advertised study of consumer attitudes toward advertisements specifically—including television and radio commercials—as distinguished from advertising practices in general.

The findings will be presented and evaluated for the agency members and guests by Donald L. Kanter, vice presi-

dent and director of creative research for Tatham-Laird, Chicago, who is chairman of the AAAA research committee; William M. Weilbacher, senior vice president of C. J. LaRoche and Co., New York, and Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Weilbacher is vice chairman of the AAAA research committee; Mr. Seaman is vice chairman of the AAAA committee on improving advertising.

Russell Lynes, managing editor of *Harper's* magazine, will discuss “How High Is the American Brow” at the Friday session.

Agency Climate ■ The Saturday meeting will deal with “The Climate of the Agency Business,” with speakers including Henry Schachte, advertising consultant and a former chairman of the Association of National Advertisers; Richard H. Holton, assistant secretary for economic affairs, U. S. Department of Commerce; the Rev. Thomas M. Garrett, S.J., of the University of Scranton (Pa.), and Robert W. Morse, Brown University.

A. Charles Buck, president of the Incorporated Society of British Advertisers, will discuss the climate of advertising in England and the work of the Advertising Standards Authority there.

Selected television commercials will be shown at various times during the three days. These will include “Pacemakers '63,” described as a collection of fresh and offbeat commercials selected by Edward H. Mahoney of Fuller & Smith & Ross, New York, a member of the AAAA special broadcast policy committee. Entries in the 1963 American TV Film Festival, to be held in New York next month, also will be included in these showings.

The 14th annual meeting of AAAA region and council governors will be held Wednesday, and the AAAA’s annual business meeting, for members only, will be held Thursday morning.

Auto radio group formed

Automotive Radio Group Inc., designed to provide package spot buys on medium market station groups of from 25 to 500 outlets for automotive product advertisers, has been formed in Detroit by Edwin R. Peterson Jr., former sales representative for Keystone Broadcasting System. ARG features single contract buy and uniform station affidavits of performance. Address: 2338 Dime Building, Detroit; phone: Woodward 1-3209.



We've gone to Germany...

to bring you Volume 6

THE INTERNATIONAL VOLUME

The finest product of the German film industry—
top grossing features such as “Maedchen in Uniform,”
“Rosemary,” “Confess, Dr. Corda,” “Hippodrome”
and “The Rest is Silence.” These and many more
films from France, Italy, England, and Japan...
the best the world has to offer...are all in
Volume 6, “The International Volume,”
Seven Arts' new release of “Films of the 50's.”



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue • 972-7777

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.

ALBERTO-CULVER AD POLICY

Company takes the gamble out of advertising through extensive research on its TV commercials

How Alberto-Culver Co. exhaustively researches TV commercials, products and market potential to take the "gamble" out of its business was explained last week before the Stock Brokers Association of the Midwest Stock Exchange in Chicago.

The company so far has spent nearly all of its ad money in television with an annual budget topping \$30 million. Alberto-Culver's annual average sales growth has been over 84%, compared to that of 20% for the rest of the industry. A test of radio still awaits top corporate approval (CLOSED CIRCUIT, March 18).

Robert L. De Pauw, controller of Alberto-Culver, told the brokers Monday (April 15) that "the more we invest in advertising, the less our advertising-to-sales ratio becomes." A million dollars in advertising buys added millions of dollars in gross sales and the ceiling still hasn't been reached, he indicated to the brokers.

Mr. De Pauw substituted in the talk for Alberto-Culver President Leonard H. Lavin who is in Europe. Mr. Lavin will address the 15th World Congress of the International Advertising Association in Stockholm which is being held May 27-29.

"Before we introduce a product, any product, we engage in a great deal of research," Mr. De Pauw explained. "It takes a long time before we find a field that is especially vulnerable to an innovator brand. Then we determine exactly why that vulnerability exists. If it is because of product inferiority, our laboratory is given the task of creating

product superiority," he said.

Consumer Research ■ Next, Alberto-Culver researches consumers to see what it is they want in the particular product, Mr. De Pauw said. Simultaneously one of the firm's three agencies—Compton, BBDO or J. Walter Thompson—is assigned the prospective product "and product claims are being created." These claims, he said, are fully tested before any advertising is created to see which claim "will bring the greatest consumer reaction." When the key claim is found, commercial creation begins, he said.

"Hundreds of commercial ideas are screened until we have narrowed the field down to a handful," Mr. De Pauw explained. These then are produced and tested.

"We have learned that a definite correlation exists between a high commercial test score and increased sales," he said, "so, unless our commercials receive such a score, they are junked. But enough experimentation finally results in a high-test commercial."

Thousands upon thousands of dollars are spent yearly on commercials never seen on the tv screen "even though they test higher than our competition," Mr. De Pauw said. "But it's how much higher that counts for us."

The Alberto-Culver official added that "experience has taught us that the world's finest product and the world's finest commercial can prove a real dud unless backed with enough dollar bills. So we plan a generous budget."

Mr. De Pauw explained that by doing all this before a new product is mar-

keted "we remove as many risks and gambles from marketing as possible. The element of chance is all but eliminated."

By removing risk, he said, "our sales figures for 1962 went up over those for 1961 for every product in our stable." In 1962, domestic sales exceeded \$57.4 million, a 127% jump over 1961's \$25.3 million plus. The first quarter this fiscal year topped the first quarter of 1962 by 50%, he said.

The firm this year is adding more products in the toiletries field and venturing into the proprietary field. Two new products this year, Command shave cream and Subdue dandruff shampoo, "are already moving at a remarkably good pace," Mr. De Pauw reported.

B&B re-arranges management setup

Benton and Bowles has arranged its operations into five areas of management, including the consolidation of several departments into one area, William R. Hesse, president of the agency, announced last Friday (April 19).

The areas and their supervisors are account management, under Edward E. Murtfeld, executive vice president; administration management, under Mr. Hesse; creative management, under Whit Hobbs and Alfred L. Goldman, both senior vice presidents; media management, under Lee Rich, senior vice president, and information management, under Richard F. Casey, senior vice president. The information management area is a new one, and will consist of account services, merchandising, advertising research, market research, market analysis, and mathematics and statistics.

AFA to present annual public service awards

A feature of the annual convention of the Advertising Federation of America in Atlanta, June 16-19, will be presentations of the fifth annual awards for Public Service to Advertising, according to AFA President Mark F. Cooper. Nominations for the awards must be sent to AFA headquarters, 655 Madison Avenue, New York 21, no later than May 24, he said.

Nine persons have been honored by AFA in the four-year history of the program. The purpose of the awards is to honor individuals in the industry who have rendered distinguished service to advertising or who have made outstanding contributions of a public service nature outside the advertising industry.

RAB announces 12 'most effective' radio spots

A 300-man jury of advertiser, agency and broadcast executives has selected the 12 "most effective" radio commercials of 1962 for the eighth annual Radio Advertising Bureau awards.

The award-winners cover a diversity of products. A tape containing the 12 winning commercials will be made available to agencies and advertisers shortly by the RAB. The winners and their agencies:

PRODUCT	AGENCY
Accent (International Minerals & Chemicals Corp.)	Needham, Louis & Brorby, Chicago
Budweiser (Anheuser-Busch)	D'Arcy Advertising, St. Louis
Camel (R. J. Reynolds)	William Esty, New York
Dodge (Chrysler Corp.)	BBDO, Detroit
Guardian Maintenance (Gen. Motors)	D. P. Brother, Detroit
Kellogg's Corn Flakes (Kellogg)	Leo Burnett, Chicago
Mennen (The Mennen Co.)	Warwick & Legler, New York
Pall Mall (American Tobacco)	Sullivan, Stauffer, Colwell & Bayles, New York
Pepsi-Cola	BBDO New York
Salada Tea (Salada Foods Inc.)	Hoag & Provandie, Boston
United Air Lines	N. W. Ayer, Chicago
V-8 Cocktail Juice (Campbell Soup Co.)	Needham, Louis & Brorby, Chicago



We still got a few availabilities!

THIS is just to remind you that even though WDAY-TV is possibly the most *nearly-sold-out* station in the Northwest, this situation changes back and forth almost constantly.

Even in our extremely popular "Party Line"

(late afternoon) — even in our News, Weather and Sports (and at Noontime) — we can often come up with a real BANG for you!

NOW might be the very time to ask PGW. How 'bout it?

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Commercials in production . . .

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

Filmways of California, 4001 Overland Avenue, Culver City, Calif.

Brown and Williamson Tobacco (Kool cigarettes), four 60's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. John Doherty, account executive. Henry Hull, agency producer.

Klein/Barzman, 706 La Cienega Boulevard, Los Angeles 69.

Metro-Goldwyn-Mayer ("The Wheeler Dealers"), two 60's, two 20's for TV/live on film; four 60's, two 30's for radio. Agency: direct.

KHJ, all lengths continuing series of on-air radio and TV promotional announcements. TV spots live on film. Agency: Klosterman, Ragan and Ross. Bob Klosterman, account executive.

Pams of Dallas, 4141 Office Parkway, Dallas 4.

Renault Dealers Association, one 50 jingle for radio. Bob Farrar, production manager. Agency: Denniberg and Himmelfarb. Elliot Denniberg, account executive and agency producer.

Griffin Foods, one 60 jingle for radio and TV. Bob Farrar, production manager. Agency: Glenn Advertising. Stewart Bell, account executive and agency producer.

Moore's Potato Chips, jingle for radio and TV. Bob Farrar, production manager. Agency: Noble-Drury. Barker Lockett, agency producer.

Oak Farms, Cooper Farms, Midwest (dairy group), basic jingle for milk, ice cream, general promotion for each dairy. Bob Farrar, production manager. Agency: Norsworthy-Mercer. Gloria Kane, agency producer.

Knox Gasolines, jingle for radio and TV. Bob

Farrar, production manager. Agency: Glenn Advertising. Stewart Bell, agency producer.

Red Flame Gasolines, jingle for radio and TV. Bob Farrar, production manager. Agency: Mithoff Advertising. Roy Chapman, agency producer.

El Paso Sun Kings (baseball team), jingle for radio and TV. Bob Farrar, production manager. Agency: Mithoff Advertising. Roy Chapman, agency producer.

Texas Consumer Finance Corp., one 60, one 50 jingles for radio and TV. Bob Farrar, production manager. Agency: BBDO. Bud Duratso, account executive and agency producer.

Frito-Lay Corp. (potato chips), one 18½ for TV, jingle for film. Bob Farrar, production manager. Agency: Tracey-Locke. Stewart Mitchell, account executive and agency producer.

Sande & Greene Inc., 1777 North Vine Street, Hollywood 28.

Yellow Cab Co., series of 30's for radio. Glenn Michel, production manager. Agency: Stiller-Hunt. Tom Mullins, account executive.

Springtown U. S. A. and Palm City, series of 60's for radio, musical spots. Bob Sande and Larry Greene, production managers. Agency: Stiller-Hunt. Orva Huff Smith, agency producer.

Mel Blanc Associates, 1680 North Vine Street, Hollywood 28.

Midas Muffler Co., six 30's for radio. Noel Blanc, production manager. Agency: Gerth, Brown, Clark and Elkus. Byron Brown, account executive.

Marketing group okays ethical committee

The American Marketing Association last week announced that its executive committee has authorized AMA President Donald R. Longman to appoint a committee of top marketing-advertising leaders to explore and make recommendations "on matters pertaining to proper professional and ethical conduct within the field of marketing." Possible results could be methods of discipline of AMA members who violate ethical standards in research or other marketing functions.

An AMA representative explained the action was precipitated by disclosures of the Washington inquiry into broadcast ratings. The move, however, actually is a further extension of AMA's action last year to adopt a code of research ethics for its members, it was explained.

For one thing, AMA said, the new move means the association's vigilance of ethical practices is being broadened beyond marketing research to the whole field of marketing. AMA said the committee's work will serve "to strengthen the steps already taken in connection with marketing research."

Aside from the code, these steps include publication of an AMA monograph, "Criteria to Assist Users of Marketing Research," which is designed to guide buyers in recognizing ethical research proposals. AMA offers free copies of its code. Address: 27 East Monroe Street, Chicago 3.

Popsicles returning

Popsicle commercials are returning to network television after a six-year absence.

The Joe Lowe Corp., New York, makers of ice cream products, will sponsor *Discovery '63* on ABC-TV beginning May 17. Agency is Gardner Advertising.

Popsicle safety awards program will be closely tied in with commercials.

WSAAA MEETING

Agency's main job: selling advertiser on bigger budget

The major responsibility of an advertising agency today is that of convincing its clients' top management of the importance of advertising and the need for increasing advertising appropriations, Jack O'Mara, Western Division vice president of the Television Bureau of Advertising, said Monday (April 15). Speaking at a dinner meeting of the Western States Advertising Agencies Association, the TvB executive told his advertising agency audience that the best approach to this goal is by pushing hard for strong advertising representation in management's top echelon.

Mr. O'Mara was one of six major executives of advertising associations to discuss the major trends now molding advertising's course in the months ahead at the WSAAA dinner meeting at the Sheraton-West hotel, Los Angeles. Ron Rose, president of the Magazine Representatives Association of Southern California, said that the trend toward specialization was already well along in magazine publishing, following an unsuccessful and sometimes disastrous attempt to compete with television in terms of numbers. Paul E. Mead, president, Advertising Agency Production Men, predicted a bright new world of color for newspaper advertisers, based on lithographic production that will make color space available to small-space, low-budget advertisers as well as to large-space users.

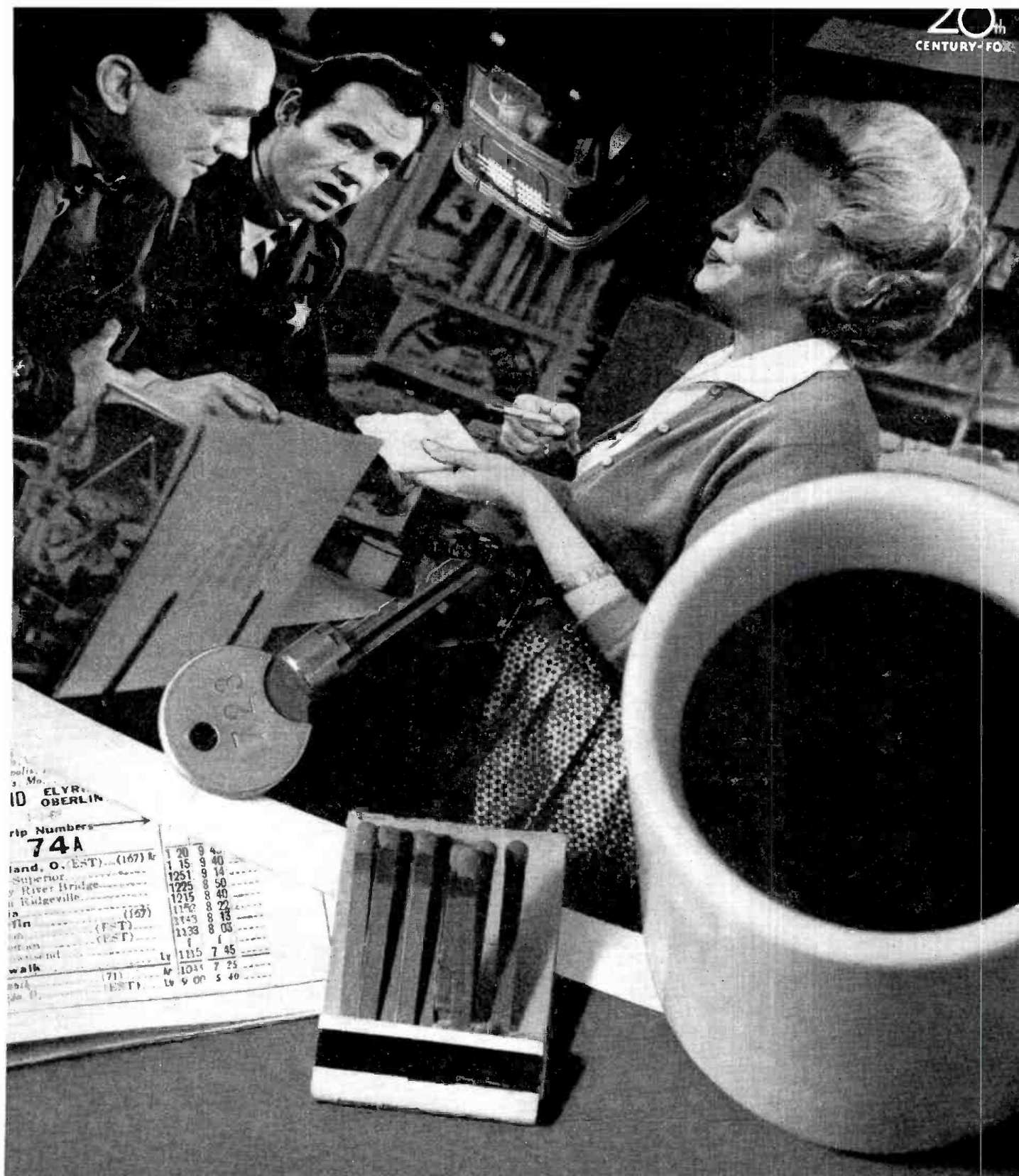
Len Pilley, president, Art Directors Club of Los Angeles, reported on the transition of the agency art director from artist to businessman, to the benefit of agency and client alike. James Parry, president, American Marketing Association's Southern California chapter, pointed to the necessity for a massive research and development program in consumer and industrial goods and services, comparable to that of the Department of Defense, if the economy is to be able to provide jobs for the na-

Drops liquor ad ban

KBMS (FM) Los Angeles has dropped the general broadcasting taboo on hard liquor advertising and is actively soliciting business from the distillers as well as the breweries and vintners. "We're a background music station with little appeal to children or teenagers," Marjorie Bloedel, KBMS commercial manager, said.

"Our audience is virtually 100% adult and we see no reason for rejecting advertising that is not only legal but is accepted by newspaper, magazine and outdoor media." KBMS has no hard liquor accounts, but two "are in the making," Miss Bloedel said.

KBMS is not a member of the National Association of Broadcasters, which prohibits alcoholic advertising in both its radio and television codes.



bus stop

Climb aboard this powerful vehicle television. 25 powerful hours from the top quality studios of **Twentieth Century Fox TV., Inc.**

444 West 56th Street, New York 19, New York—Columbus, 5-3320

"BUS STOP" Stars Marilyn Maxwell as Grace Sherwood and Rhodes Reason as Will Mayberry And Features Guest Stars Such As ... Tuesday Weld • Joseph Cotton • Steve Cochran • Dean Stockwell • James Whitmore • Nina Foch • Lew Ayres • Lloyd Nolan • Keenan Wynn • Coleen Gray • Richard Conte • Earl Holliman • Wendell Corey • Diana Lynn • Cliff Robertson • Gary Merrill

Tough talk about smoking and health

WILL COLLINS FORCE SHOWDOWN ON CIGARETTE ADVERTISING?

The controversy over the relationship of smoking and health reached a new pitch of acrimony last week. The outcome of the argument could affect more than \$130 million of cigarette advertising on television and radio.

On Monday (April 15) the American Cancer Society issued a pamphlet citing statistics to buttress its contention that cigarette smoking is "the major cause" of lung cancer and at least a factor in other killer diseases.

At the same time George V. Allen, president of the Tobacco Institute, charged that the cancer society's pamphlet "omitted or oversimplified" opposing views of reputable scientists.

On Friday (April 19) the scientific director of the Tobacco Industry Research Committee denounced reports of the type issued by the cancer society as "a disservice to true scientific research." As to the origins of cancer and heart diseases, he said, "it is a matter of scientific fact that, in our present state of knowledge, no one knows the answers."

The new outbursts over cigarettes came while a special committee of 10 scientists — commissioned last October by the U. S. government — was still deep in a study of the impact of smoking on health. The 10 scientists, supported by a staff from the U. S. Public Health Service and working as a special advisory committee to the U. S. surgeon general, were expected to complete their report this summer.

It became known last week, however, that the committee's report may not be delivered until late this year. An authoritative source in the surgeon general's office said the study had proved to be more complicated than originally anticipated.

Broadcasters' Problem ■ The delay in the issuance of the surgeon general's report is of special significance to broadcasters. In the expectation that it would be available soon, LeRoy Collins, president of the National Association of Broadcasters, had intended to make a major proposal on the question of cigarette advertising to the NAB radio and television boards at their meeting next June.

Last November, in speech at a regional NAB meeting in Portland, Ore., Governor Collins proposed that the radio and television codes be amended to exclude cigarette advertising appealing to the young. Later he agreed to defer a formal submission of his proposal until the surgeon general's report became available.

On March 31, during a news conference preceding the opening of the NAB convention in Chicago, he said he intended to propose action at next June's board meeting and that he hoped the surgeon general's report would be out before then. The implication was that he expected the report to find an association between cigarette smoking and the incidence of diseases.

Advised last week of the probability of a delay in the issuance of the surgeon general's report, Governor Collins said it would "not necessarily remove the problem" from consideration at the June meeting.

The Cancer Side ■ The 32-page pamphlet issued last week by the American Cancer Society said that

tion's rapidly expanding labor force.

Betty Thomas, vice president of the Merchandising Executives Club and an advertising agency principal, reported that packaging and labels have become the major influence in food buying. The significance of this fact, she said, is that label descriptions like "large economy size" or "contains four servings" are out. The modern housewife is used to specific directions in recipes, which long ago abandoned "a pinch of this and a dollop of that" in favor of standard units, and she is demanding that the labels of the products she buys be equally specific, Miss Thomas stated.

Mr. O'Mara based his recommendation for stronger advertising support at the top management level on four seemingly unconnected facts: Between 1950 and 1961, the investment in advertising increased by about 9% a year, half again as fast as the 6% annual increase in private spending. In the same period, after-tax profits rose by less than 2% a year. Nine out of 10 company presidents personally approve their company's advertising budgets, although only one in five knows the amount being spent for advertising nationally (but twice that number are sure it's too

much). Five out of six presidents of major western companies came up through routes other than sales and advertising; half of them are production people or engineers.

"With advertising expenditures rising at a faster rate than the sales they are expected to produce, with company presidents approving (or rejecting) ad budgets without really understanding what they are doing and with more companies becoming publicly owned and so putting more emphasis on earnings, the conclusion is plain," Mr. O'Mara said. "The big job today is selling increased advertising budgets to top management."

He urged the agency principals to "push hard" for stronger advertising management within their client companies. "The man in charge of advertising is your best ally and the stronger he is, the more recognition advertising will get."

Business briefly ...

Max Factor, through Carson/Roberts, Los Angeles, will start a nationwide spot TV campaign May 1 for its new "Golden Woods" line of bath fra-

grances, including bath perfume, bath oil, spray mist cologne and bath powder. Women's magazines and major market newspapers will also be used.

Procter & Gamble Co. has signed to sponsor CBS-TV *Miss Universe Beauty Pageant*, (Sat., July 20, 10-11:30 p.m. EDT). Agency: Leo Burnett, Chicago.

Purex Inc., and **Timex Corp.** will sponsor *The Hollywood Story*, a weekly half-hour series on NBC-TV next fall. The series, scheduled Mondays, 9:30-10 p.m., will feature highlights from movies and footage on film stars of past and present. Agencies are Edward H. Weiss (Purex), and Warwick & Legler (Timex).

Cash Stamps, a new consumer saving stamp plan, is using radio and television in a \$250,000 test campaign in St. Louis. Agency is Stemmler, Bartram, Tsakis & Payne Advertising. The St. Louis test preceeds national introduction of the stamp plan, which allows the consumer to redeem his stamps for either cash or merchandise.

Metro-Goldwyn-Mayer will use radio and television to advertise its motion picture, "The Wheeler Dealers." The

more than 25 scientific studies in 10 countries have shown that the "risk of developing lung cancer is directly related to the number of cigarettes smoked."

Statistics based on death certificates show that for men who smoke less than half a pack of cigarettes a day, the death rate from lung cancer is seven times higher than the death rate for nonsmokers and for smokers of two or more packs a day, more than 30 times higher. Statistics based on diagnoses of lung cancer confirmed by pathological examinations disclose even larger differences in the death rates of smokers and nonsmokers—15 times as high for half-a-pack-a-day smokers as for nonsmokers and 64 times for smokers of two or more packs a day.

"Although spokesmen for the tobacco industry and a few scientists state that all this evidence does not prove that cigarette smoking causes lung cancer," the cancer society said "there is no other reasonable explanation for the consistent association between cigarette smoking and lung cancer."

"Responsible health agencies, therefore, have no alternative but to act on the assumption that the relationship is one of cause and effect."

This is the conclusion of leading governmental and nongovernmental health organizations and scientific societies of the United States, Canada and Europe and is the basis of the American Cancer Society's policies and programs."

The pamphlet pointed out that the cancer society had been engaged in a major public relations effort directed to teen-agers. "It is to this age group," the pamphlet said, "that much of the promotion and advertising of cigarettes seems to be directed." In its campaign to educate youth to the dangers of smoking, the cancer society has distributed 25,000 copies of a film and 3.5 million copies of a supplementary information booklet. "It is estimated," last week's pamphlet said, "that half of the high school students of the country have seen this film strip."

The new pamphlet that was issued last week will also be put in wide distribution.

The Smoking Side ■ The Tobacco Industry Research Committee issued its report—which was in sharp contrast to the cancer society's pamphlet—five days after the latter was issued. It was in the form of an annual report from the committee's scientific director, Dr. Clarence Cook Little.

The Tobacco Industry Research Committee was founded in 1954. It has appropriated more than \$6 million since then to support research into the relationship of smoking and health.

During 1962, Dr. Little reported, "scientific work continued to support the view that the quest for a single, simple 'magic bullet' to explain the causes or provide the cure for cancer and heart disease is unrealistic and probably futile."

He said that the continuing appearance of reports, based on statistical studies and containing no new or original data "amounts to a statement of opinion [and] is a disservice to true scientific research."

Research has increased knowledge about lung cancer and heart disease, Dr. Little said, but it has also "continued to make clear and to emphasize the great and critical gaps in that knowledge."

Smoking, he said, is only one of many subjects requiring study in the exploration of causes and cures of lung cancer.

Included in the Tobacco Industry Research Committee report were abstracts of 60 medical and scientific papers published in 1962 by scientists who received grants from the committee.

picture's stars, James Garner and Lee Remick, will be featured in humorous television sketches. The radio campaign will have a continuing plot and will run in key markets for several weeks before the picture opens.

Rep appointments . . .

■ **KPAT San Francisco:** Robert E. Eastman & Co., New York, as national representative. KPAT, recently purchased by Dickens J. Wright Associates, was formerly KRE.

■ **WREB Springfield, Mass.:** Mort Bassett & Co., New York, as national representative.

Agency appointments...

■ **Lady Elgin Diamond Division of the Elgin National Watch Co., Elgin, Ill.,** has appointed Taplinger, Gladney Co., New York. The agency was also appointed to handle Balenciaga Parfums, New York.

■ **WLYN Lynn, WNBZ Newburyport,** both Massachusetts and **WTSB Brattleboro, Vt.:** Grant Webb & Co., New York.

M'MANUS, JOHN & ADAMS IN CHICAGO

Hartman billings brings agency up to \$60 million

The expansion of MacManus, John & Adams into Chicago through the purchase and absorption of George H. Hartman Co. there was announced last Wednesday by Ernest A. Jones, president and principal stockholder of MJA.

The merger, a stock transaction involving no cash, will become effective about May 1.

MacManus, which headquarters at Bloomfield Hills, Mich., also has branch offices in New York, Los Angeles, Minneapolis and Toronto.

Adding Hartman's \$6 million billings, MacManus this year will bill an estimated \$60 million, Mr. Jones said. Last year his agency spent about 16% of its billings in TV and radio.

Fred J. Hatch, a senior vice president and member of the board of MacManus, has been named regional director of the agency and will move from Bloomfield Hills to Chicago. George H. Hartman become a vice president of MacManus and will manage the

Chicago office at the same address of his former agency, 307 North Michigan Avenue.

MacManus was founded in 1934 with the Dow Chemical Co. account. Also included on its list are the Cadillac and Pontiac divisions of General Motors, Minnesota Mining and Manufacturing Co., Bendix, American Oil and Standard Oil (Indiana).

Hartman accounts which MacManus gains include United Biscuit Co. of America, Hartz Mountain products and Continental National Insurance Co.

McDonald Research expands

McDonald Research Ltd., Toronto, has become a subsidiary of Interpublic Inc. and plans to extend its broadcast measurement services into areas outside Canada where they do not exist, Clyde H. McDonald, founder of the firm, announced last week. He said details of the new range of services to be offered by McDonald Research will be announced shortly.

RCA SETS FIRST QUARTER RECORDS

Earnings rise to 95 cents; 35 cent dividend declared

Sales and earnings of RCA rose to record levels in the first quarter of 1963, Brigadier General David Sarnoff, board chairman, and Elmer W. Engstrom, president, announced last week.

Sales totaled \$436 million, up 3% from the previous record of \$425 million in the same three-month period of 1962. Profits before taxes totaled \$17.3 million, a 19% gain over the previous high mark of \$14.5 million in 1962's first quarter. Earnings per share of common stock amounted to 95 cents for this year's first quarter, as against 81 cents on a smaller number of shares outstanding in the same period a year ago.

The gains were attributed to record first-quarter sales and profits of NBC, a wholly owned subsidiary; to color television set sales, described as "moving at a pace reminiscent of the early growth period of black-and-white television a decade ago"; to unprecedentedly high sales of RCA TV sets generally; to increased shipments of electronic data-processing equipment, and to such other RCA activities as basic components industrial electronics, communications, international operations and

electronic services.

General Sarnoff and Mr. Engstrom said RCA's backlog of orders for computers is higher than ever before, and that they "feel good progress is being made toward our goal of crossing into a profit position in data processing by the end of next year."

They said RCA's strength "lies in its broad base in virtually all principal areas of electronics. . . . With this firm base we anticipate that RCA's sales and earnings, subject to the continued vigor of the national economy, will maintain their upward movement in an environment of expansion for electronics as a whole."

On the strength of the record performances in 1962 and early 1963, the quarterly cash dividend on common stock has been increased to 35 cents, from 25 cents. The higher dividend is payable April 29 to shareholders of record March 18.

Entron shows profit

Entron Inc., Silver Spring, Md. (manufacturer of community TV equipment with interests in CATV systems) last

week reported a 97% increase in sales for the fiscal year ended Feb. 28, 1963 compared to 1962—from \$1,359,887 to \$2,679,490. Net earnings for 1963 totaled \$137,317 (50 cents a share) compared to a loss of \$373,792 in 1962.

Elected secretary-treasurer of Entron is W. T. Relyea, former controller.

Entron owns two microwave systems feeding TV station signals to CATV systems in Florida and Texas. It also has a part interest in a CATV system in Carlsbad, N.M.

First quarter tops all of 1962 for McFadden

Macfadden-Bartell Corp., owner of three radio stations, reports a consolidated net income of \$483,651 for the first quarter of 1963. The sum is almost three times the profit realized by the corporation for all of 1962—\$162,738. During the first quarter of 1962 the corporation lost \$136,458.

The year ended in December 1962 was the first year of consolidated operations for Macfadden Publications and Bartell Broadcasting. During the first quarter of 1963, the corporation's 12 publications showed a gain in revenue of 20% over the same quarter of last year, and the three broadcast stations reported a revenue for the first quarter of \$600,500, a gain of 4.3% over the first quarter of 1962.

The company projects that combined billing for the radio stations for 1963 will be highest in their history. Macfadden-Bartell owns and operates WADO New York, KCBQ San Diego and WOKY Milwaukee. It is the second company in the U. S. to enter the field of over-the-air pay television, following approval by the FCC for a three-year test of its system in Denver, due to start next month. Macfadden-Bartell also owns an interest in the Telelobe Pay-TV system of New York.

First quarter net up at Papert, Koenig, Lois

Papert, Koenig, Lois Inc., New York, last week announced its first-quarter net income after taxes was \$50,913, produced by gross billings of \$3,988,600 for the fiscal quarter ended Feb. 28. This compares with a net of \$28,931 for the same period of 1962, based on billings of \$2,668,291. Earnings per share for the first fiscal quarter of 1963 were 9.9 cents vs. 5.6 cents for the like period in 1962.

PKL, the first advertising agency to go public since 1929, issued stock on Sept. 20, 1962. Its annual report was published several weeks ago (BROADCASTING, April 8).

'Times' lost \$7 million in strike

The *New York Times* reported last week that the 114-day strike and shut-down of New York newspapers created for the *Times* a loss of more than \$7 million, "before considering any tax offsets."

The figure was contained in the paper's annual report to stockholders and staff. Wage increases and other benefits covered in *Times* contracts with 10 unions will cost more than \$3.5 million a year, the report continued, adding that "additional revenue must be obtained and productivity increased to meet this heavy expense and to make up for our losses." Circulation prices have been increased, with the weekday newstand price going from 5 cents to 10 cents.

Despite the strike, which closed the New York edition (but not the western and international editions) on Dec. 8, 1962, operating revenues in 1962 totaled \$118,009,275 as against \$117,189,220 in non-strike 1961. Newspaper advertising revenues were placed at \$90,266,703 for 1962 as compared to \$89,591,567 for 1961. Circulation revenues (at the old rates) were \$24,116,016 in

1962 and \$24,266,120 in 1961.

Net income from operations in 1962 was \$599,350, up slightly from the \$597,986 reported in 1961. But the 1962 total would have exceeded \$1.3 million if the strike hadn't occurred, according to the report.

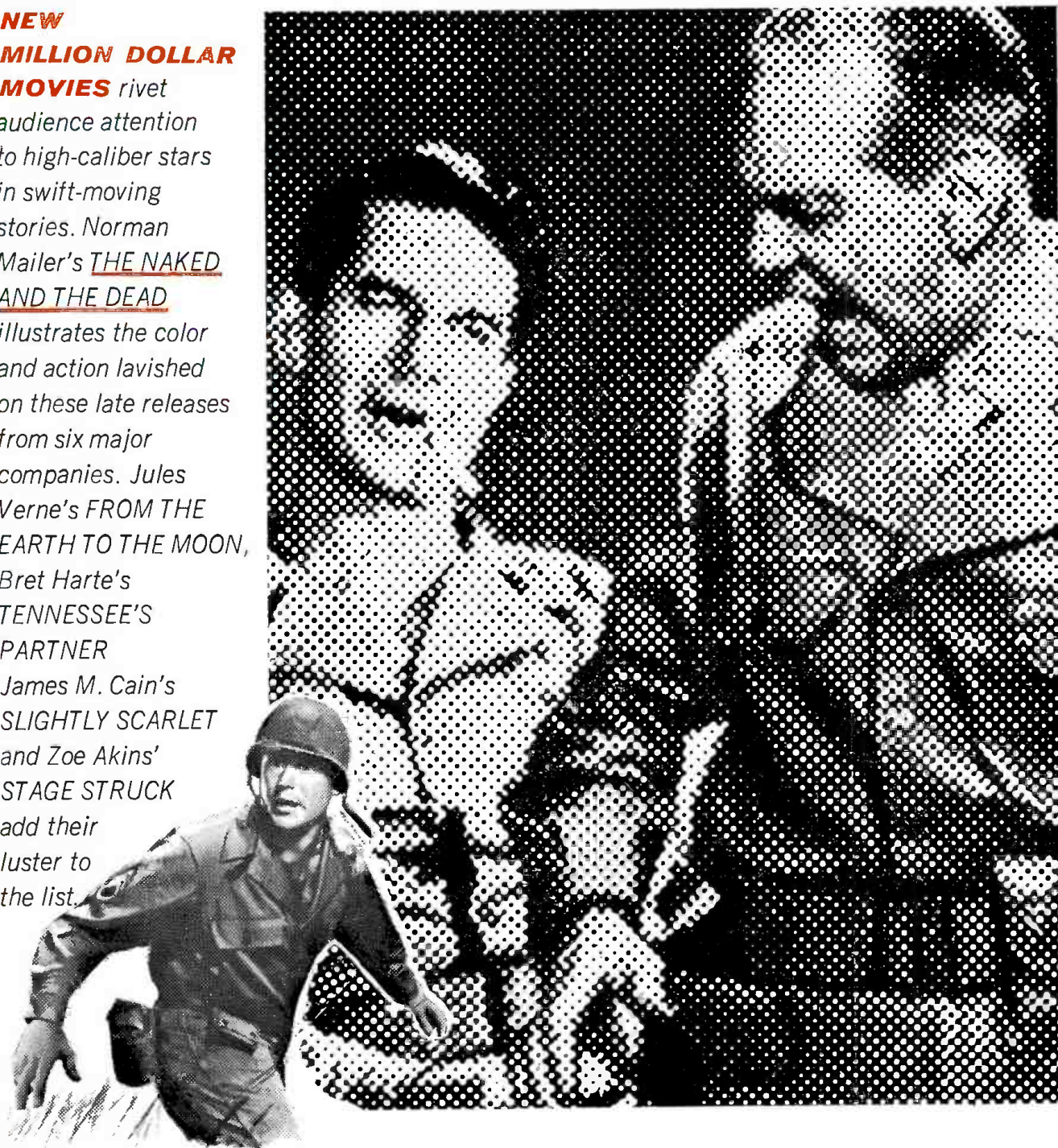
The company's consolidated earnings for the year amounted to \$1,811,550, as compared to \$2,212,709 in 1961. Biggest factor in earnings was net income from dividends received on the company's investment in Spruce Falls Power & Paper Co. Ltd., a newsprint manufacturer. This amounted to \$1,135,173 in 1962 and \$1,237,723 in 1961. Net operating income was the second largest factor, with the rest coming from net gains on the sale of real estate, which totaled \$77,027 in 1962 and \$377,000 in 1961.

Until the strike occurred, the report said, advertising lineage was running at a record high and circulation also had set new records.

The report said that WQXR-AM-FM New York, owned by the *Times*, had "a successful year." It gave no financial details.

**NEW
MILLION DOLLAR
MOVIES**

rivet audience attention to high-caliber stars in swift-moving stories. Norman Mailer's THE NAKED AND THE DEAD illustrates the color and action lavished on these late releases from six major companies. Jules Verne's FROM THE EARTH TO THE MOON, Bret Harte's TENNESSEE'S PARTNER James M. Cain's SLIGHTLY SCARLET and Zoe Akins' STAGE STRUCK add their luster to the list.

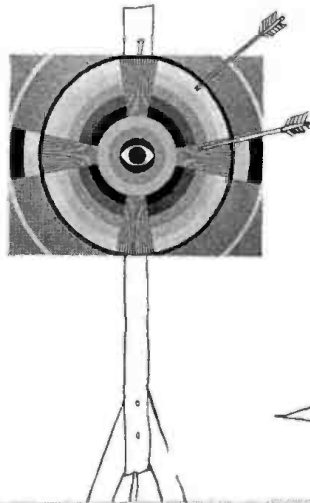


do you have these NEW MILLION DOLLAR MOVIES?

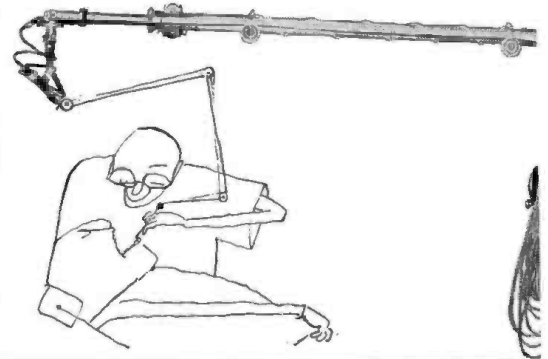
CBS has them scheduled in New York, Chicago, Philadelphia and St. Louis. Time-Life's buy covers Minneapolis, Denver, San Diego and Grand Rapids. Westinghouse (Pittsburgh), Corinthian (Indianapolis), Trans-Continent (Buffalo), Meredith (Syracuse), Scripps-Howard (West Palm Beach) and Crown (Portland) are other families in the fold. Surely, the same facts that persuaded these group owners and dozens of independent buyers are also pertinent to your programming.

SHOWCORPORATION

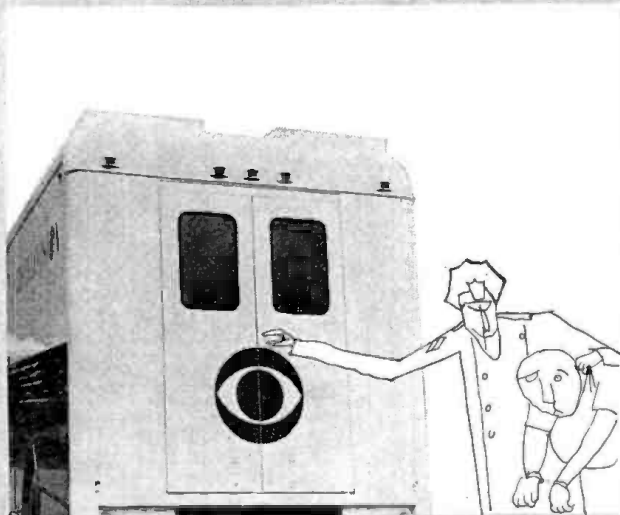
INTERNATIONAL BUILDING • 45 ROCKEFELLER PLAZA, NEW YORK 20 N. Y. PHONE: PLAZA 7-9820



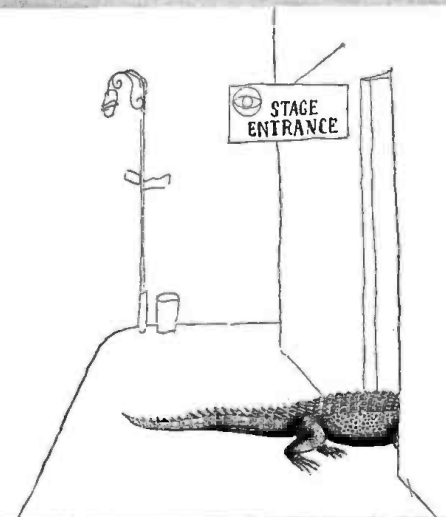
If you aim high...



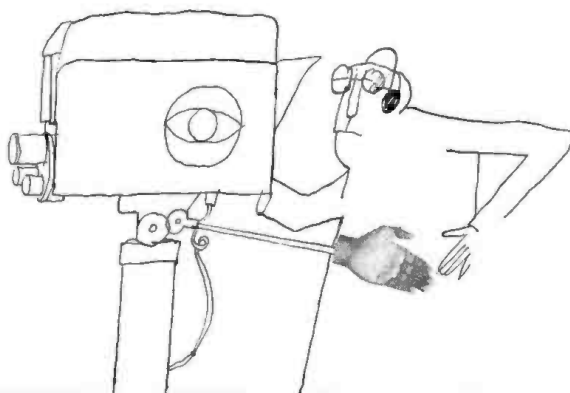
dig deep...



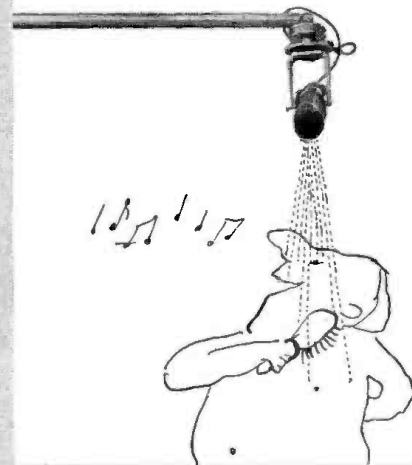
capture big names...



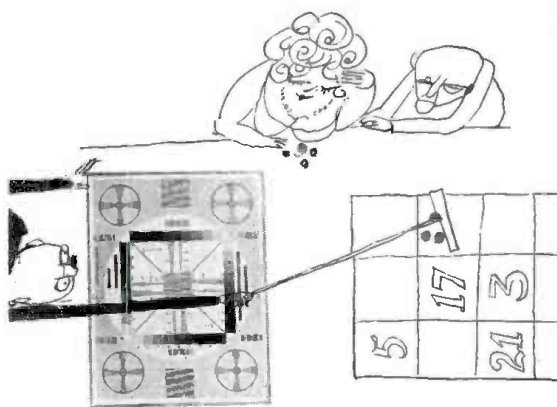
develop new ones...



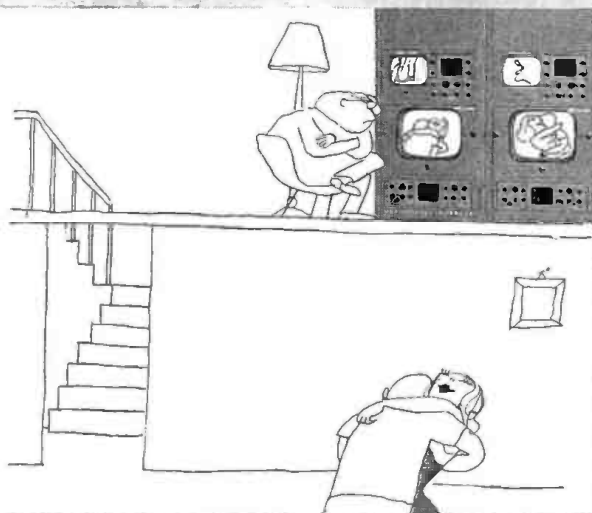
add the best station line-up...



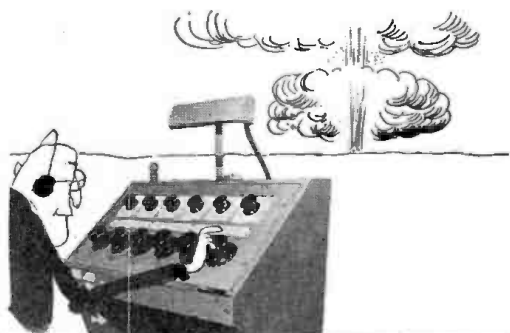
make advertisers happy..



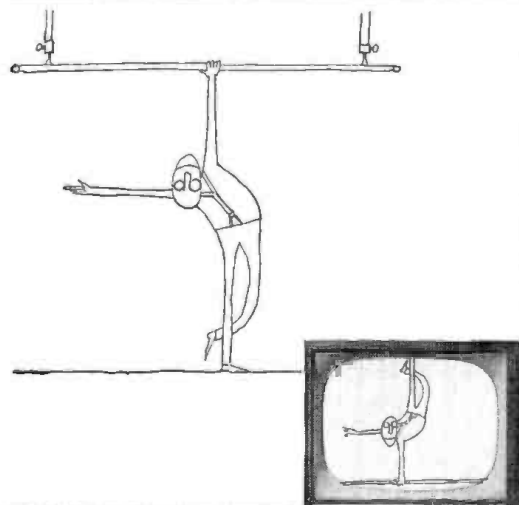
take some gambles...



watch developments...



for a blockbuster schedule...



with balance)...



win the nation's applause...



**then you're the
CBS TELEVISION
NETWORK**

CBS Inc. reports substantial increases

CBS Inc. sales and profits for the first quarter of 1962 were "substantially" higher than those for any corresponding quarter in the past, William S. Paley, chairman, told stockholders at the network's annual meeting in New York last Wednesday.

Mr. Paley said estimated earnings for the first quarter will be about 25% greater than that of the comparable period last year. He added that figures for the year are expected to exceed record sales and income of 1962.

In reviewing CBS' activities since the beginning of the year, Dr. Frank Stanton, president, said "sales are up in all major CBS profit centers" and "we expect this trend to prevail for the year as a whole."

Dr. Stanton pointed out that sales for CBS television stations division are 10% above sales for the corresponding 1962 quarter and CBS Radio "has more commitments for ad-

vertising revenue than it achieved during the whole of last year."

He attributed a drop in first quarter sales of CBS International to the "economic chaos in Argentina, from which the division received over \$1 million in orders during the first quarter of 1962."

To compensate for this loss, Dr. Stanton said, the division is planning to expand sales in Europe and Asia and to U. S. military post exchanges around the world.

Increased News Output — He noted that CBS News' output of news and informational broadcasting last year represented a 34.5% increase over 1961. He added that the division accounted for 18.5% of the television network's schedule and 51% of the radio network's schedule during the first quarter of this year.

CBS News and WCBS-AM-FM-TV were commended by Dr. Stanton for their "fine performance" during the

newspaper strike in New York. He told stockholders regular news coverage was increased 75% by WCBS-TV and 30% by WCBS-AM-FM during the blackout.

"Both WCBS and WCBS-TV will retain some of the special news broadcasts added during the strike with emphasis on expanding regional coverage," he added.

In answer to a question from the floor, Dr. Stanton said CBS will continue to correlate A. C. Nielsen Co. national ratings in comparison with other services "and if they do not measure up we will take steps in getting a new service."

He pointed out that CBS depends partly on ratings for programing decisions but that ratings are not the only determining factor. He added, however, that "we have to have some device for measuring audience. We would be criticized if we did it ourselves."

ITC says annual profit will top \$500,000

Independent Television Corp. anticipates that net profits for its fiscal year ending April 30 will amount to more than \$500,000.

In releasing the estimated figure, Michael Nidorf, ITC president, said the syndication company will top \$2 million in net profits for the three-year period ending April 30, with gross sales totaling better than \$20 million.

"Next year," Mr. Nidorf said, "we expect to do even better . . . with this new product (*The Saint*) and with the large and varied library of programing already in distribution."

MGM reports \$8 million loss in 28-week period

Metro-Goldwyn-Mayer reported a net loss of \$8,716,000 for the 28-week period ended March 14 as compared to net income of \$2,553,000 (\$1 a share) in the same period a year ago.

Gross revenues during the period fell to \$70,114,000 from \$70,766,000 in the corresponding period last year.

Although gross fell only \$650,000, the firm was in the red by \$23.7 million in film production and distribution so that net loss before interest and taxes totaled \$16.9 million.

In his letter to stockholders Robert H. O'Brien, president, said licensing to NBC-TV of 30 post 1948 MGM feature films will contribute substantially to profits in 1963-64 fiscal year.

Mr. O'Brien also noted that MGM-TV will offer five-and-one-half hours of weekly network shows next fall.

Metromedia reports big gain in net income

Metromedia Inc. reported last week that gross revenue for the 13 weeks ended March 31 amounted to \$13,527,470, as compared with \$12,270,314 in the corresponding 1962 quarter. Net income rose from \$138,732 last year to \$703,283 in the 1963 quarter.

Net income per share of stock increased from 7 cents in the 1962 quarter to 40 cents for the 1963 period. It was pointed out that results do not include capital gains from the sale of certain assets.

Stanton sells \$1 million of CBS common stock

Frank Stanton, president of CBS, was reported last week to have sold 20,000 shares of his CBS common stock and to have given 500 shares to an unspecified charitable organization.

Spokesmen for CBS confirmed the dispositions, said the sale was made on the open market at various times during March "to retire certain personal obligations" and noted that he retains 145,890 shares.

Although the sales prices could not be ascertained, CBS stock started and ended March at prices slightly above \$52 a share. Assuming \$52 as the price, the 20,000 shares would have yielded \$1,040,000, the 500 shares in the gift

would have been worth \$26,000 and Dr. Stanton's remaining holdings would be worth more than \$7.5 million.

There was speculation that the "personal obligations" being retired were obligations he had assumed in the past to exercise stock-purchase options.

Dr. Stanton's transaction followed by a few weeks a similar one by William S. Paley, CBS board chairman, who sold 75,000 shares "to provide more diversification" of his personal investments (BROADCASTING, March 18).

Paramount reports 1962 loss of \$3.4 million

Paramount Pictures Corp. reported last week that gross income in 1962 declined to \$106,286,000 from \$115,514,000 in 1961, and the company had a net loss of \$3,410,000 last year, as compared with a net income of \$5,668,000 in 1961.

Paramount noted that the Internal Revenue Service is examining the company's tax returns for the years 1953 through 1960. Paramount said it is in "complete disagreement" with the IRS on certain adjustments proposed and will "contest such adjustments through all available avenues." It added that in the interests of prudent management, a provision was made in 1962, which set aside \$5 million out of retained earnings for possible additional taxes of the prior years involved.

Paramount owns KTLA (TV) Los Angeles and International Telemeter Corp. wired pay TV system.

your salesmen
Caught with our personalities showing...



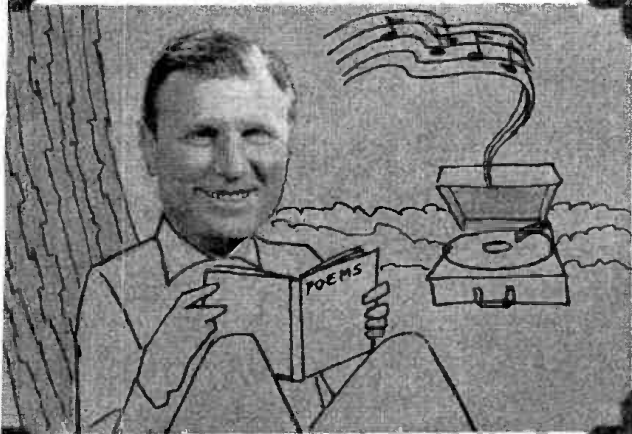
Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



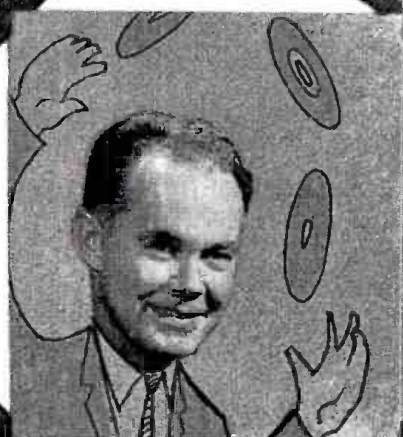
Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

We're caught and rather proud of having one of the most versatile groups of special people in radio. This is a favorite page from the family album of the area's foremost station, WGY.

From dawn 'til long after dark WGY's personalities pinpoint your sales message to specific buying groups. Full range programming makes WGY the most listenable station in the Northeastern New York and Western New England market.

810 KC • 50 KW
WGY
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY
Represented by Henry I. Christal Company

TV camera to go along on next space shot

American television viewers will see live telecasts beamed from within the space capsule of astronaut Major L. Gordon Cooper during coverage planned by the TV networks for the next U. S. space shot in mid-May.

An eight-pound television camera, the size of a large flashlight, will be attached to a clamp inside the capsule and will be focused on the face of Major Cooper. The astronaut will also detach the camera and point it out the window for photographing his orbital surroundings and a view of earth from outer space.

Major Cooper's space flight is scheduled to last 34 hours 20 minutes over the planned 22 orbits. The personnel and facilities of four networks—ABC, CBS, MBS and NBC—will be pooled to supply the radio-TV coverage from two Florida locations—Cape Canaveral and Cocoa Beach—as well as aboard the two recovery ships, one downrange in the Atlantic and one downrange in the Pacific.

Major Cooper is scheduled to be launched from Cape Canaveral at 8 a.m. (EDT) and if on schedule, his Mercury Atlas-9 craft should land in the Pacific Ocean some 60 miles south of Midway Island at 6:20 p.m. (EDT) the following day.

A separate video line, allocated to each network on a rotating basis, will be available for broadcast on launch day. For the first half-hour (7-7:30 a.m. EDT) the line allocation will be made on a five-minute basis to CBS, NBC and ABC in that order. For the remainder of

the coverage, the allocated line will be available on a 10-minute basis on the same network allocation.

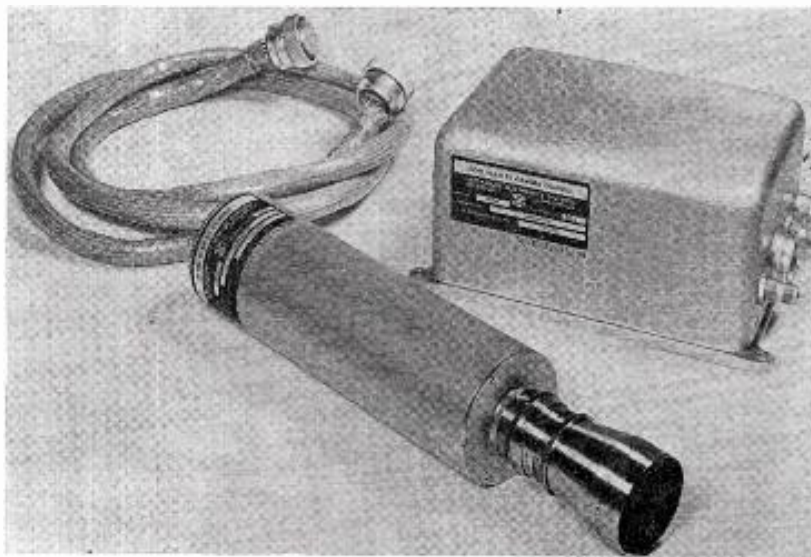
It is expected that after the early coverage, the networks will present the coverage every half-hour or every hour. At least one network, ABC, has said it will interrupt any show to present the first live telecasts from the space capsule.

Network television coverage of the flight will be suspended during the night hours allotted for Major Cooper's sleep (expected to begin around 11 p.m. and continue until early the next morning), but radio coverage of the flight will continue throughout.

Production of the pooled television and radio coverage of the flight will be supervised by ABC News,

with Sid Darion as producer and Jack Sameth as director. ABC News, CBS News and NBC News rotate supervision of the all-network TV pool at Cape Canaveral. The networks have contributed four news correspondents to the pool coverage, in addition to almost 100 technicians, cameramen and production personnel assigned to the pool.

The eight-pound television camera inside Major Cooper's craft will provide slow-scan pictures to be made available either live or taped by the National Aeronautics and Space Administration at various times during the flight. Its 1,000-mile signal will be in range of Cape Canaveral during orbits one, two, three, four and five, and on orbits 15, 16, 17, 18, 19, and 20.



The TV unit for the space shot

ABC, Gillette named in fight film suit

Boxer Doug Jones has filed a \$1.25 million suit against ABC and three other defendants on claims that they improperly presented the film of a closed-circuit fightcast on the ABC-TV network three nights later (March 16).

The fight was Jones's March 13 bout with Cassius Clay, carried that night by closed circuit to a theater-television audience. The New York boxer, who lost the bout on a split decision, claims that the film was shown without his consent on the Gillette-sponsored Saturday night boxing show on ABC-TV.

In his suit, filed through Lawrence Hammer of the New York law firm of Winnie & Matis, the boxer is seeking

\$500,000 on each of two claims against ABC, Madison Square Garden Boxing Inc., The Gillette Co. and the Gillette Safety Razor Co., and Maxon Inc., advertising agency for Gillette.

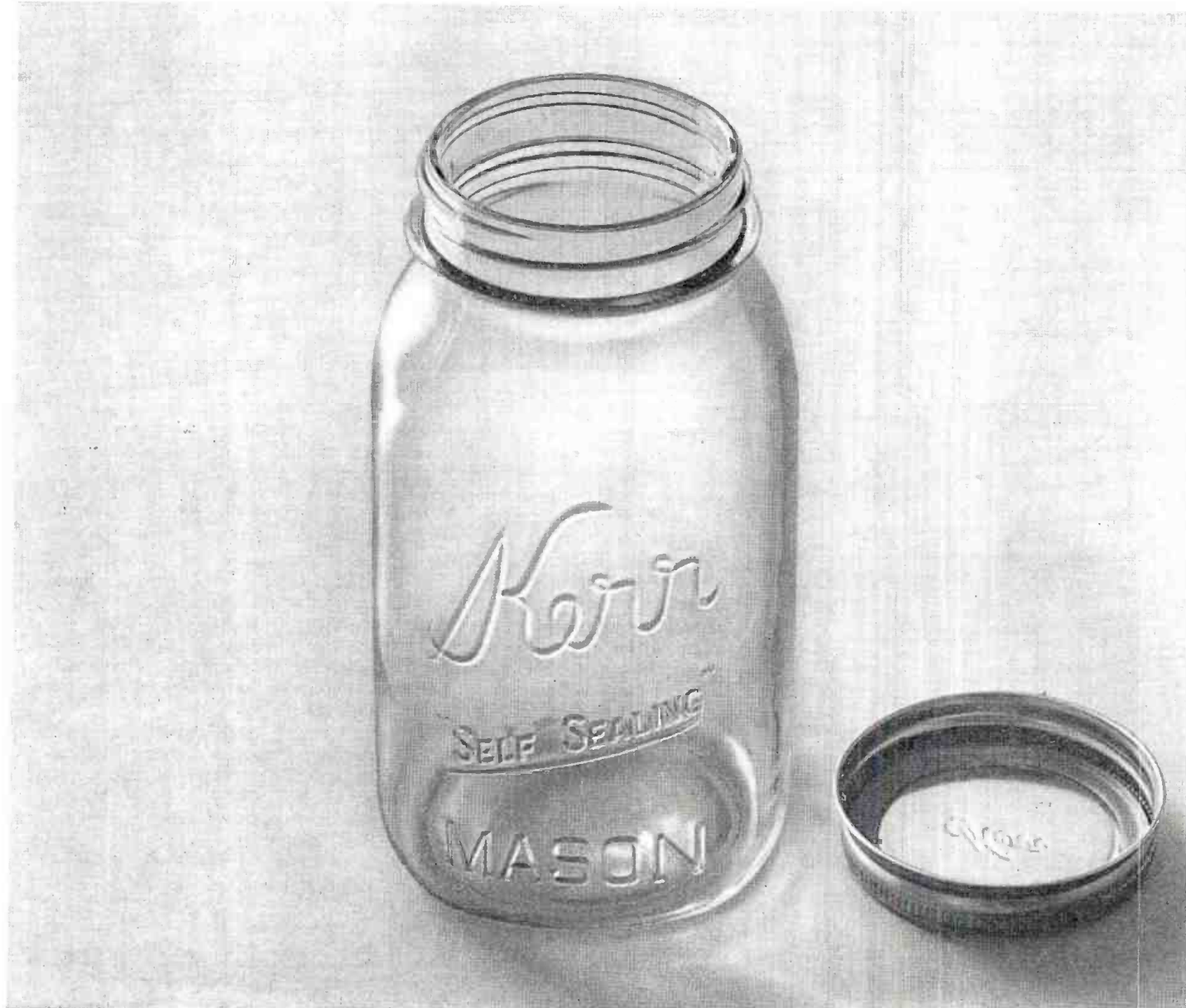
One claim charges the film was used without the boxer's written consent; the other, that "the defendants did wilfully and maliciously further damage the said plaintiff by adding a soundtrack and script that was wholly at variance with the true circumstances of the original bout."

In addition the suit seeks \$250,000 from Madison Square Garden Boxing Inc. on grounds that "in complete violation of the aforesaid agreement, the said defendant, Madison Square Garden Boxing Inc., did make the said films available and did cause to have them shown on public television."

The suit further charges that the boxing company "has failed to divide monies derived from the exhibition of the aforesaid film on March 16, 1963, but on the contrary has kept for itself large sums of money derived from the uses of the aforesaid film without making any disclosure whatsoever of the receipt of the said sums to the plaintiff."

The film reportedly was substituted on ABC-TV when rain forced cancellation of outdoor bouts that had been scheduled to originate in Los Angeles on March 16.

ABC last week declined to comment on the Jones suit. The complaint was filed in the New York State Supreme Court on behalf of Jones and his manager, Alex Koskowitz, also of New York.



How to sell an empty jar:

Put something invisible into it.
Yet something customers believe in.
Something that gives your salesmen
more to sell.

That's what the Kerr Glass people did.
Last year, they put in Arthur Godfrey's
special brand of something. It must have
sold Kerr jars: they've just plunked down
visible cash for more.

And what works for empty jars must
also work for full jars. Bromo-Seltzer just
reordered. So did Listerine.

And Goodyear just bought more God-
frey for Neolite. And Grolier Inc., for their
Book of Knowledge. And Emery Indus-
tries, for Sanitone.

What exactly are they buying?

If we knew we'd bottle it.
It's Godfrey's personal formula. One
sponsor—Kerr Glass—calls it "presence."
Here's what they say it does:

"Your presence makes our sales staff
enthusiastic. We're sure it will result in
even greater selling efforts on their part.
It's made customers write us letters ap-
proving of our sponsorship and our prod-
ucts. And it's expected to increase the
lead Kerr now holds in the home canning
supplies field."

Pretty powerful something! If your
product could use some, call your ad
agency rep or account executive at

The CBS Radio Network



TINTIN

- FIRST FULLY ANIMATED CARTOON COMIC STRIP OF ITS KIND MADE ESPECIALLY FOR TV.
- 89 FIVE-MINUTE EPISODES IN FULL COLOR.
- ADAPTABLE FOR 10 MIN., QUARTER HOUR, HALF HOUR OR AS FULL LENGTH FEATURE.
- THE ADVENTURES OF AN 11-YEAR-OLD BOY AND HIS DOG — ADVENTURE FOR CHILDREN WITH CONTINUING CENTRAL CHARACTERS THROUGHOUT ALL EPISODES.
- IDEAL FOR INTEGRATION INTO EXISTING CHILDREN'S SHOWS.

“I want NTA to know how extremely pleased we are with the TINTIN series. We program in color and the quality of these prints has been excellent. We are programming the perennial children's favorite and Emmy Award winner 'Engineer Bill' in a new hour show and we include 2 TINTIN episodes. The response has been extremely gratifying and I feel TINTIN has had a great deal to do with the success of this show.”

Wally Sherwin
Director of Programming
KHJ-TV
Los Angeles, California

NTA

8530 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

444 MADISON AVENUE, N. Y., 22

Ray Anthony syndicating own musical show

Music, traditionally the way to soothe the savage beast, may also be the method by which a TV series made for syndication can compete successfully for ratings with the network and off-network dramatic and comedy shows and do it at a price that makes sense to the average TV station and local advertisers.

One new musical series now in production for syndication this spring is *The Ray Anthony Show*, featuring the trumpet-playing band leader who in recent years has added acting and singing to his performing accomplishments. For this series, Mr. Anthony also serves as his own syndicator, as head of Ray Anthony Enterprises. The half-hour programs are being taped at KTLA (TV) Los Angeles (whose technical staff will transfer them to film for stations not equipped for video-tape operations). KTLA is also giving the shows an on-air tryout in the Saturday 10-10:30 p.m. period.

Ray Anthony has definite feelings about the syndication field and no hesitation about expressing them, on or off the record. The talk about off-network reruns monopolizing the syndication market is to him so much "humbbug and if I'd listened to it I'd have been scared off. But it didn't ring true, so I did a little research of my own and here I am.

"It's really very simple: crowds around the band-stands and good sales for records show that people still enjoy good popular music played in a style they can comprehend. If that's true—and my own experience shows that it is—it stands to reason that they'll like it on TV, too.

"Another thing, my programs will be new programs, not shows that have been shown at least once before and maybe twice or more. Viewers are fed up with summer reruns all year long, which is exactly what they've been getting, and stations are beginning to find that their vaults full of old film can't attract either an audience or sponsor."

The Ray Anthony Show will have a timeless format, with no holiday shows that might be appropriate one week of the year but ridiculous the other 51. That's another reason Mr. Anthony says he's "avoiding reruns like the plague."

Normally, each show features an Anthony trumpet number and a piano solo by Kellie Greene, with vocals by Vikki Carr, Lisa Marne and Ray Anthony. Jackie Curtiss, who announces the program and helps Lennie Weinrib write it, may sing a comedy song as well. Mort Bernstein directs for producer Fred Benson.

New company to produce film documentaries

A company devoted exclusively to film documentaries has been organized by Lee Mendelson, who had written and produced over 70 television programs for KPIX (TV) San Francisco.

Lee Mendelson Film Productions has five films under production including: "The Russ Columbo Story" with Johnny Desmond as host-narrator; "The Golden Spike," the story of the Central Pacific railroad, with Lucius Beebe as host-narrator and "The World in Motion," a collection of motion pictures taken from 1897 to 1920.

While at KPIX, Mr. Mendelson wrote and produced three historical films for the *San Francisco Pageant* series.

The new firm's address is 211 Park Road, Burlingame, Calif. Phone: Diamond 3-5337.

WBT beams Russian to Cuba

Nightly Russian-language broadcasts which had been scheduled to be broadcast to Cuba on Feb. 25 (BROADCASTING, Feb. 25), began on WBT Charlotte,

last Monday (April 15). The programs had been canceled when Premier Khrushchev promised to remove Soviet personnel from the Caribbean.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., which owns and operates WBT, said that since "no significant number of these people have been removed . . . we now feel it to be in the best interests of the country to begin" the broadcasts.

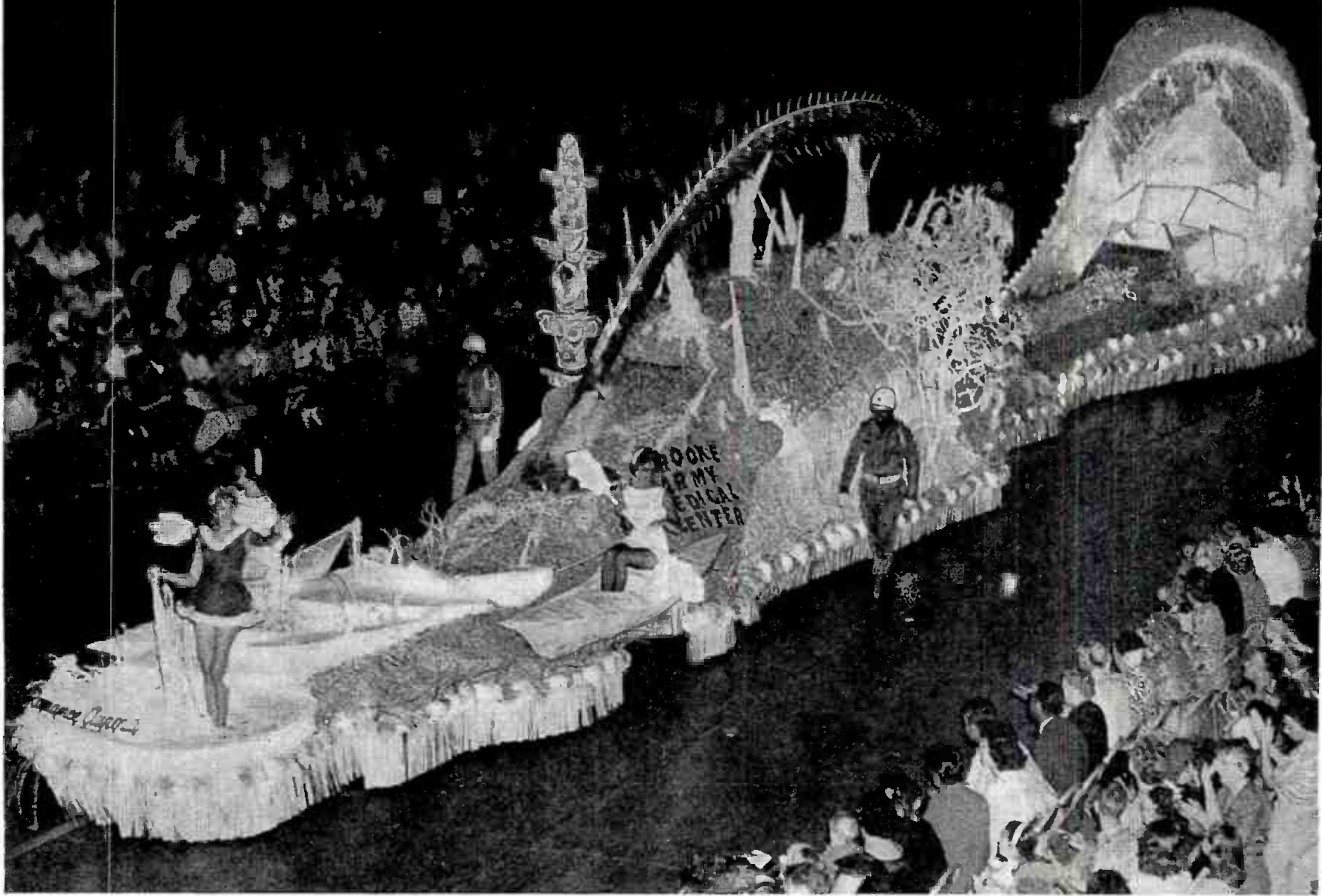
SDIG board to ask for strike authority

The executive board of the Screen Directors International Guild will ask its members at a meeting tomorrow (April 23) to grant the board authorization to strike, if necessary, against the Film Producers Association of New York.

FPA and the guild have been negotiating for more than two months on a contract covering directors employed in the production of TV film commercials and motion pictures.

An SDIG official said that money is not a key issue in the dispute. The union, he said, is seeking to establish

It's Great to Live in San Antonio...



...and it's great fun to be part of the fabulous Fiesta San Antonio every April, when frivolous gaiety builds to a spectacular climax with the torch-lighted Fiesta Flambeau Parade.

During Fiesta week, hundreds of thousands of San Antonians and tourists throng the parade route of the magnificent Battle of Flowers Parade and cheer the transformation of the San Antonio

River into a "Venice River Pageant." A gallery of fans thrill to the masters in golfdom competing in the classic Texas Open Golf Tournament. There's exciting entertainment nightly under

the stars, touched lightly with the flavor of old Spain and Mexico. Pageantry, street dancing, carnival midway, fireworks, band festivals, military parades... fun, fun, fun... to fit every

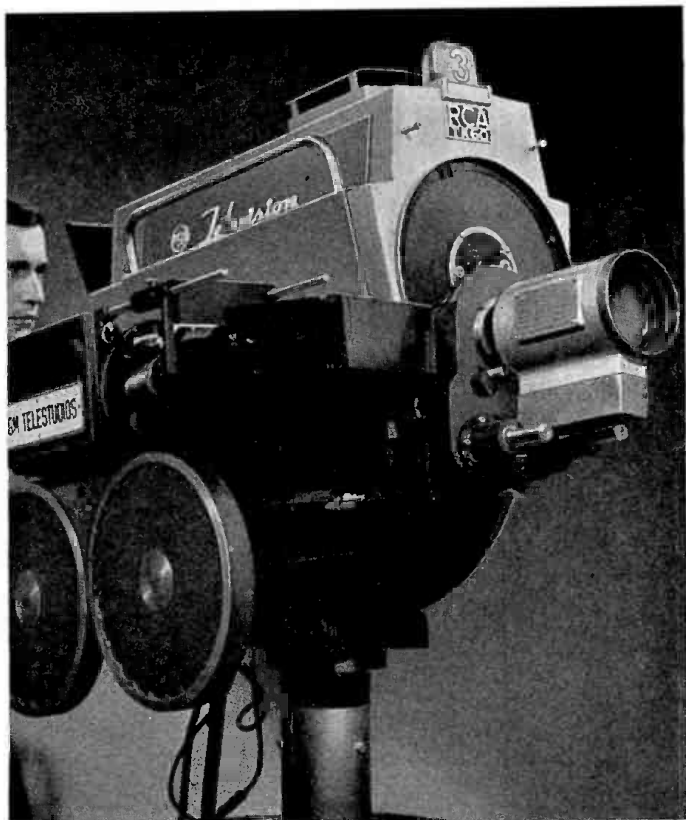
preference in historic San Antonio during Fiesta,
and all year, too.

It's Great to SELL San Antonio on KONO-TV ch.12

 **THE KATZ AGENCY, INC.**
National Representatives



abc



"GEMINI"—is the name of this twin camera system, employing a TK-60 Studio Camera which shares its lens with a 16mm film camera adjacently mounted. The operator uses the viewfinder of the television camera just as if he were shooting with the TK-60 alone. Final product, a high quality television tape and a high quality 16mm film duplicate, eliminates the problem of the kinescope as a factor in spot use of taped commercials and programs. Exclusive rights to "Gemini" are held by MGM.

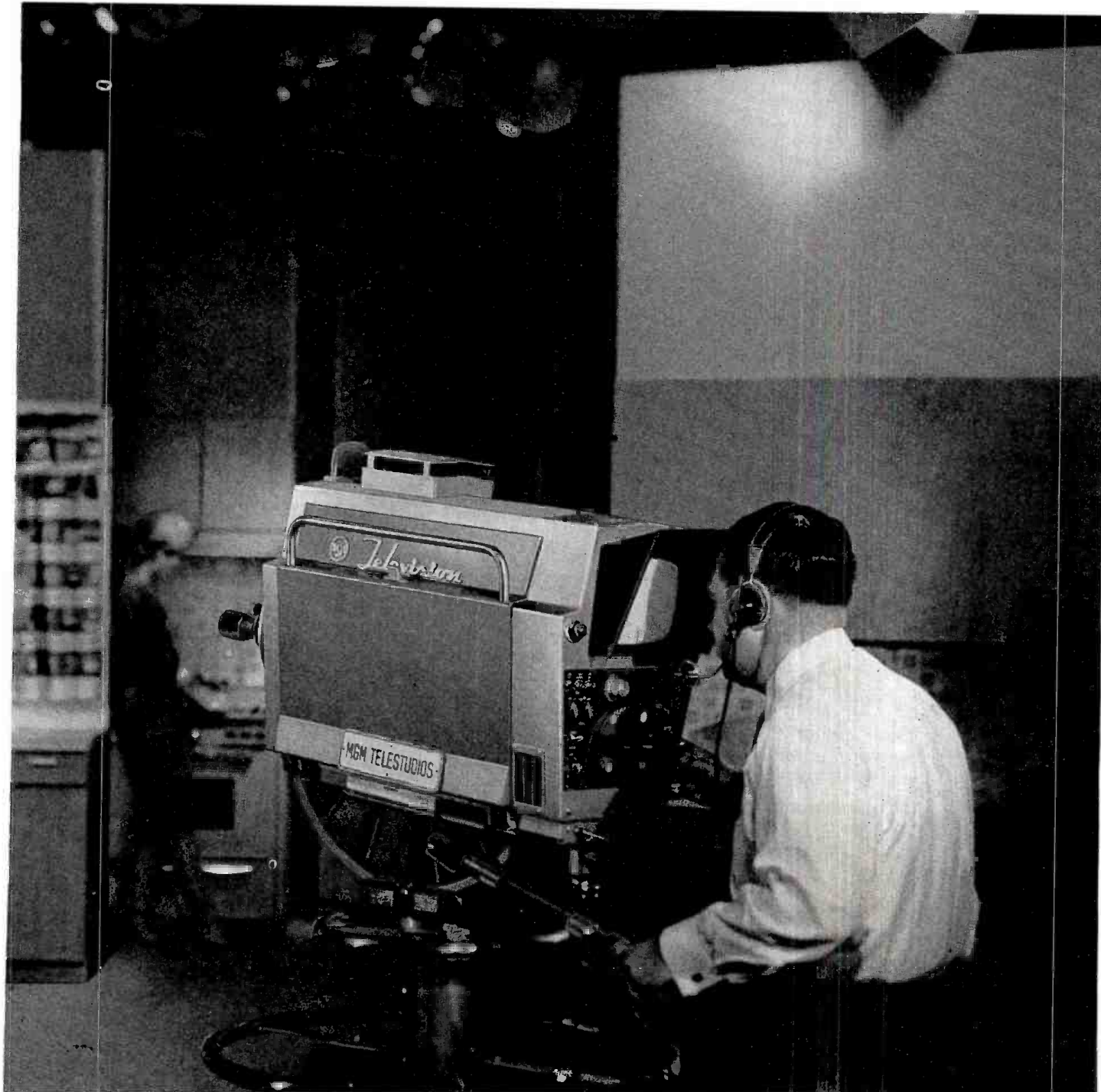


"STUDIO 60"—Food Photography Center, MGM Telestudios, New York, shown with RCA TK-60 Camera and MGM-designed modular sets and special lighting equipment. Specialized studio is for use of advertisers and agencies in producing food commercials with deluxe TK-60 4½" Image Orthicon Cameras and TR-22 Transistorized TV Tape Recorders. Tailored especially to bring the 4½" tube to its highest capability, the TK-60 assures the finest pictures with resolution and gray scale never before achieved. Automatically stabilized circuits assure uninterrupted production. A large bright viewfinder and provision for special effects are among built-in aids to production featured by the TK-60 Camera.

DELUXE "TR-22" TV Tape Recorder—

These strikingly styled, compact tape units are teamed with TK-60 Cameras. The TR-22 is completely self-contained with recording, playback, monitoring and testing facilities all in one compact console. Rated technical performance is higher than any other video tape recorder. Record and playback functions are on opposite sides of the tape transport panel to avoid errors in operation. Tape transport is at a 45 degree angle for ease of loading and threading. RCA experience, creative engineering and highest quality components make the fully transistorized TR-22 the leader in producing fine tapes.





At **MGM** Telestudios...only the finest is acceptable ...in production values...in equipment

That's why MGM Telestudios went "RCA, All The Way" — with the revolutionary new TK-60 cameras for the finest TV picture and the "new generation" TR-22 TV Tape Recorder for the finest tape fidelity. At MGM Telestudios, where some of the industry's top creative craftsmen turn out TV commercials for the nation's leading advertisers, the word "finest" is the day-to-day measure of performance.

As the production capability of television tape has increased, the limitations of original equipment have be-

come more apparent. In the search for equipment compatible with current tape technology, MGM Telestudios decided on RCA's "new generation" TK-60 and TR-22. Four of these new TV cameras and six of these fully transistorized TV Tape Recorders have been ordered. "Made for each other," these two RCA equipments bring new pictorial perfection in TV production, bring increased sales impact to tape commercials. These advanced instruments are destined to become the standard of the industry for many years.

For further information write to RCA,
Broadcast and Television Equipment,
Bldg. 15-5, Camden, N. J. Or see your
Broadcast Representative.



The Most Trusted Name in Television

certain basic principles, including payment for preparation of a production; pay for premium time (working in excess of a normal working day or on Saturday, Sunday and holidays), and setting a clear definition of "staff director." Approximately 400 members belong to the SDIG on the East Coast.

Program notes...

New radio shows ■ Master Artists Corp., recently formed by Hollywood producer Robert Angus and his wife, actress Joyce Miller, is offering radio stations an across-the-board series of five-minute and 10-minute programs featuring name stars. There is *Liberace on Love* (620 five-minute packages); Mel Torme's *Words on Music* (260 ten-minute talks on music both serious and popular); Jimmie Rodgers' *Tales of a Balladeer* (260 ten-minute programs); Peter Lorre's *Treasury of Terror* (260 ten-minute stories of suspense and horror). Master Artists is located at General Service Studios, 1040 North Las Palmas Avenue, Hollywood 38. Telephone is Hollywood 9-9011.

Show stoppers ■ SESAC's new series of 10 LP's of 60-second instrumental themes has been sold in over 125 markets since its introduction at the National Association of Broadcasters con-

Special showing

Excerpts from David Susskind's *Festival of Performing Arts* will be shown to Washington youth on June 17 at the Watergate, the Potomac River summer outdoor concert site, with Mrs. Jacqueline Kennedy as patroness.

The 90-minute program will be open to high school, college and graduate students in the Washington area, the White House announcement said last week.

The Watergate presentation will show, on wide-screen film facilities, three of the series' outstanding programs. They are: the violin-piano concert by Yehudi and Hepzibah Menuhin, the poetry and dramatic reading by Paul Scofield and Joy Parker, and the string trio concert of Pablo Casals, Alexander Schneider and Mieczyslaw Horszowski performing part of the same program they presented at the White House Nov. 13, 1961.

vention. The show-stopper package is titled "Just a Minute."

New NET program ■ *Of Time, Work*

and *Leisure*, a one-hour TV program produced by National Educational Television, with the financial support of the Twentieth Century Fund, will be telecast on the NET network of more than 70 stations. The program, adapted from a book of the same title, is a combined documentary and symposium concerning the leisure habits of modern Americans.

Possible 1964-65 show ■ CBS-TV and Gilchrist Productions have reached a tentative agreement for co-production of a one-hour dramatic series, *Ambassador at Large*, for the 1964-65 network season. Franklin Schaffner, Gilchrist head, will prepare a pilot script.

Record company sold ■ The acquisition by Columbia Pictures-Screen Gems of the assets of Aldon Music-Dimension Records was announced last Friday (April 19) by A. Schneider, president of Columbia Pictures-Screen Gems. Dimension Records was said to have had approximately 300 songs on best-seller lists over the past four years.

Public interest producers ■ Union Broadcasting Co., New York, has been established by Hardy Burt, president, and Charles Taubman, vice president, to produce and syndicate "public interest" radio-TV programming. Headquarters is at 18 East 50th Street, New York 22. Telephone is Plaza 9-7979. Mr. Burt formerly produced various network radio and TV programs, including *Facts Forum* and *Answers for Americans*.

Sextant-'Life' pact ■ Sextant Inc. and *Life* magazine have entered into an agreement for Sextant to develop TV entertainment shows based on forthcoming special issues and articles in *Life*. Programs will carry the credit, "produced in association with the editors of *Life*." Sextant, an independent production company formed by Robert Graff, Robert Emmett Ginna Jr. and Milton Fruchtmann, is preparing the *FDR* series for ABC-TV next season.

Film sales...

En France (Seven Arts Associated): Sold to KLZ-TV Denver; WOOD-TV Grand Rapids, Mich.; WFBM-TV Indianapolis; WTCN-TV Minneapolis-St. Paul, and KOGO-TV San Diego. Now in five markets.

Probe (NTA): Sold to KVII (TV) Amarillo, Tex.; KTRG-TV Honolulu; WTTV (TV) Bloomington-Indianapolis; WDAF-TV Kansas City, Mo.; WBIR-TV Knoxville, Tenn.; WSFA-TV Montgomery, Ala.; WHYN-TV Springfield, Mass.; WECT (TV) Wilmington, N. C. and WKST-TV Youngstown, Ohio. Now in 62 markets.

The Steve Allen Show (WBC Program Sales): Sold to WISN-TV Milwaukee. Now in 34 markets.

WAVE-TV

gives you

28.8% more SHOPPERS



Since Nov.-Dec., 1957, NSI Reports have never given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the superiority during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

LOUISVILLE, Channel 3

WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville
All NBC, All Represented By THE KATZ AGENCY





Courtesy of The Detroit Institute of Arts

"LAUGHING BOY"

by Frans Hals, 17th Century Dutch artist, is a vivid example of the intensely personal style that distinguished the master painter. One of Hals' sons probably was the model.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.



BEST NEWS SERIES
HUNTLEY-BRINKLEY REPORT—Produced by
 NBC News. Producer: Eliot Frankel



FAVORITE MALE PERFORMER
RICHARD CHAMBERLAIN OF "DR. KILDARE"—Co-starring Raymond
 Massey. Executive Producer: Norman Felton. Producer: David Victor.
 Produced by Arena Productions in association with MGM Television



BEST CHILDREN'S SERIES
WALT DISNEY'S WONDERFUL WORLD OF COLOR—Produced by
 Walt Disney Productions in association with NBC Television



BEST SINGLE NEWS PROGRAM
THE TUNNEL—Produced by NBC News. Producer: Reuven Frank.
 Written by Reuven Frank and Piers Anderton. Filmed by Peter and
 Claus Dehmel. Supervisor of production: Gary Stindt



FAVORITE SERIES
BONANZA—Starring: Lorne Greene, Pernell Roberts, Dan Blocker,
 Michael Landon. An NBC Television Network Presentation, filmed
 at Paramount Studios and produced by David Dorfert



BEST SINGLE ENTERTAINMENT PROGRAM
BOB HOPE CHRISTMAS SHOW—Executive Producer: Bob Hope.
 Produced by George Hope. Directed by Jack Shea

THE VIEWERS VOTE FOR NBC's DIVERSIFIED PROGRAMMING

With six out of eight* *TV Guide* Awards, the public has confirmed that NBC is bringing the viewer the best and most varied television in America. Our thanks for that confirmation.

We're particularly proud that these honors cover the *full range* of television's news, entertainment and information. For no network believes so strongly in the principle of diversified, creative programming; and no network is as conscientious about putting that principle into practice.

May we express our congratulations and gratitude to these gifted people whose talents made the winning programs such notable presentations: producers, directors, writers, performers and composers.

The chief value of awards, however, is to set standards for future performance. And NBC's forthcoming schedule for the 1963-64 season shapes up as the very finest in our history.

There may never come a time when we win *all* the *TV Guide* Awards. But that won't keep us from trying.



*The other two Awards went to the CBS Television Network: Carol Burnett was voted Favorite Female Performer and "The Beverly Hillbillies" the Favorite New Series.

SMPTE CONVENTION GETS UNDERWAY

TV broadcasting equipment to be displayed

The Society of Motion Picture and Television Engineers opens its 93d semiannual convention today (April 22) at the Traymore hotel in Atlantic City. The convention, to continue through April 26, will include demonstrations of television broadcasting equipment as well as presentations of technical and scientific papers.

A series of papers on television and motion pictures in outer space will be read tomorrow. On Wednesday and Thursday three meetings will cover circuit development; color and monochrome television and automation, and motion pictures for television and video tape. Television and motion pictures for education will be covered on Thursday and Friday.

Television broadcasting equipment to be demonstrated by exhibitors at the convention includes:

CBS Laboratories: automatic level control (Audimax II RZ); video distribution amplifier (VA-1); a record (BTR 150) for adjustment of all audio equipment, and digital display units

(DDU) of display system seen on CBS-TV during the 1962 elections.

Zoomar Corp.: Angenieux lens with zoom ranges of 1 to 10 for vidicon and 16 mm and 35 mm motion picture cameras; 40-inch remote-control reflector optic, and 2-in-1 tracking system.

Canon Camera Co. (Japan): Zoom lens with range of 55 mm to 2,000 mm (TV-154).

S.O.S. Photo-Cine-Optics: Tel-Animastand II portable table-model animation stand featuring electrically operated self-adjusting platen and motor-driven vertical camera adjustment; television newsroom projectola editing timer outfit.

Elgeet Optical Co.: Zoom navitar lenses for vidicon television cameras.

New laser light control

RCA Laboratories has developed a new method for controlling light emitted by solid-state lasers, making possible their use in communications systems.

The new technique, which involves

a magnetic method for turning, modulating or pulsing light inside the laser crystal before it is emitted, "promises to make practical new high capacity communications systems that can be tuned over the widest spectral range ever achieved," according to Dr. James Hillier, vice president.

Technical topics...

Ampex guide ■ Ampex Corp. has released a special issue of its "Ampex Guide Lines" devoted to instructional television. The 16-page brochure, titled "The Videotape Recorder in Education," contains a full account of the way the VTR equipment is being used for classroom instruction in this country and abroad at all levels from grade school to university, well illustrated with photographs of the equipment in use. Copies are available from Ampex Corp., 934 Charter Street, Redwood City, Calif.

Standardized heads ■ Michigan Magnetics, Vermontville, Mich., has standardized three widely used types of tape recorder heads. The 5QT17, record-playback quarter track stereo; 7B17, two-track stereo record-playback, and 9EQ3, quarter track stereo erase, will be mass produced and kept in constant inventory. The manufacturer anticipates savings up to 40%, resulting from the standardization.

Altec mikes ■ Two new microphones for use in recording, radio and television studios are being produced by Altec Lansing Corp., a subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif. Altec Model 688, an omnidirectional mike, and Model 689, a cardioid type unit, are both moving-coil type microphones. Both use a mylar polyester "golden diaphragm" that features peak-free response.

Smithsonian gift ■ International Telephone & Telegraph Corp. has presented the Smithsonian Institute, Washington, with a replica of the 10-foot dish antenna, transmitter, power electron tubes and the original antenna dipole assembly which performed the first microwave communication over 30 years ago across the English Channel. The gift was presented by Andre G. Clavier, who directed the 1931 operation and is now with IT&T Federal Labs, a division of IT&T.

Portable intercom amplifier ■ A new transistorized portable intercommunications amplifier, in a 19-inch rack mount for radio and television use, has been designed by Cambridge Electronics, Little Falls, N. J. The unit can take four headset-microphone plug-ins and operates from integral battery.

nine

IN A ROW FOR CHANNEL 4 KTIV-SIOUX CITY!

ARB Area Studies Show KTIV "FIRST IN SIOUXLAND"

ARB Area Study Fall '58 | ARB Area Study Spring '60 | ARB Area Study Fall '61
ARB Area Study Spring '59 | ARB Area Study Fall '60 | ARB Area Study Spring '62
ARB Area Study Fall '59 | ARB Area Study Spring '61 | ARB Area Study Fall '62

KTIV wide-range appeal reaches into more of SIOUXLAND'S 255,000 homes, 85% of which are outside the Sioux City Metro area. No other station penetrates the combined metropolitan and outlying SIOUXLAND market areas as well as KTIV. Your message is delivered at the **LOWEST COST PER THOUSAND ON KTIV CHANNEL 4.**



NBC • ABC
Sioux City, Iowa

NATIONAL REPRESENTATIVE:
George P. Hollingbery

REGIONAL REPRESENTATIVES:
Harry S. Hyett Co., Minneapolis | Soderlund Co., Omaha
Eugene F. Gray Co., Kansas City, Mo.

Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting... with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. □ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception...happy listeners. And you know what that means to advertisers! □ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. □ COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas

FIRST WITH

2



Biggest station trade in history

LAST PIECES FITTED INTO TRANSCONTINENT'S \$40 MILLION SALE

The \$40 million Transcontinent Television Corp. stations sale is all but buttoned up. TTC and Midwest Television Inc. (August C. Meyer) have entered negotiations for TTC's San Diego and Bakersfield, Calif., properties.

TTC owns KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield. These were the two properties not sought by Taft Broadcasting Co. which is buying TTC's Buffalo, Kansas City, Mo., and Scranton/Wilkes-Barre, Pa., stations (BROADCASTING, April 15).

Although the TTC-Midwest announcement did not mention any price for the two California properties, they carry an estimated valuation of between \$10.5 million and \$11.5 million—\$9-10 million for San Diego and \$1.5 million for Bakersfield. KERO-TV is on a UHF channel.

Senator's Letter ■ The Friday announcement that Midwest and TTC had begun negotiating for the Califor-

nia stations came two days after Senator Clair Engle (D-Calif.) injected himself into the picture. By telegram on Tuesday, followed by a letter on Wednesday, both to Paul A. Schoellkopf Jr., chairman of TTC, Senator Engle urged that "full consideration" be given to a California group seeking to buy the San Diego stations.

This was taken to refer to California Television Inc., which is known to be seeking the KFMB stations in San Diego and purportedly offering \$10 million.

Television California, headed by George Fleherty, owns KJEO (TV) Fresno, KVIQ-TV Redding (which it is selling), and KVIQ-TV Eureka.

"Because there is no San Diego television station owned by Californians at the present time," Senator Engle said, "I am hopeful that any and all California groups interested in purchasing a station located in the state and serving Californians will receive full considera-

tion." San Diego is also served by KOGO-TV, owned by Time-Life, and by XETV (TV) Tijuana, Mexico, owned by Emilio Azcarraga.

On Friday, his office said all he had asked was consideration for the California group and that he had been assured this was the case, although unsuccessful. He intends doing nothing further, his office said.

Offers Pour In ■ The jockeying for the San Diego and Bakersfield stations began immediately after it became known that Taft and TTC had begun negotiating. Taft is offering \$21.20 a share for TTC's 1.8 million shares, with 80 cents a share allocated to TTC's Cleveland stations (WDOK-AM-FM) purchased just last year but not included in the transaction.

Taft already owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky., a UHF station.

Due to the FCC's multiple ownership regulations, Taft is only eligible for two additional VHF outlets and one UHF.

At least a dozen offers for the California stations, together or separately, have been submitted to TTC, it is understood.

Midwest Television is 51% owned by August C. Meyer and wife. Other stockholders are Lindsay-Schaub Newspapers 20%, Helen M. Stevick and daughter (principal owners of the *Champaign News-Gazette*), 20%, and others.

Midwest owns WCIA-TV Champaign-Urbana and WMBD-AM-FM-TV Peoria, both Illinois. The Lindsay-Schaub group (a chain of Illinois newspapers) owns WSOY-AM-FM Decatur, WVLN-AM-FM Olney, and WSEI (FM) Effingham, all Illinois.

Package Deal ■ In announcing that negotiations between TTC and Midwest have begun, it was made clear that the transfers of TTC's three properties to Taft and two to Midwest are intertwined. The disposition of TTC's California stations to Midwest, the announcement read, would be subject to the approval of the FCC "and would be expressly conditioned upon FCC approval and consummation of the sale of the other TTC stations to Taft."

In addition to the California stations, TTC owns WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton/Wilkes-Barre, Pa. The Pennsylvania station is UHF.

The station sales, and the manner

Salinger says news isn't 'managed'

Pierre Salinger, President Kennedy's news secretary, met the "managed news" issue last week by stating that he has too high an opinion of the Washington news corps to believe that a handful of federal employees can lead all of the correspondents down a blind alley.

Mr. Salinger spoke last Thursday

(April 18) in Los Angeles at a meeting co-sponsored by the Los Angeles chapter of the Public Relations Society of America and the Los Angeles World Affairs Council.

Mr. Salinger also got into the matter of "news access" and the responsibility of government to make its top officials available to newsmen, so that they and through them the public who listens, views and reads may be informed of what is going on. He cited a recent survey of Washington newsmen which showed a strong majority opinion that it is easier for them to get to top news sources now than in any recent times.

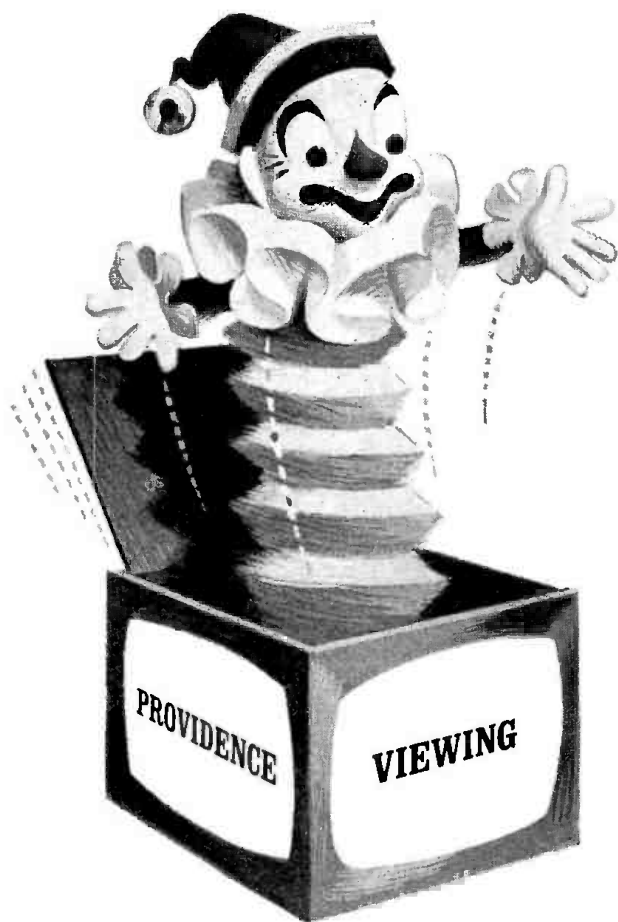
"For many years the White House has been pretty much a closed province to reporters," he said. They had to go through the news secretary before they could get to see anyone. "It was hand-out journalism. Today, any reporter can go directly to any news source without consulting me."

Asked if he believes the government is ever justified in giving false information to the public, Mr. Salinger answered with an emphatic negative. However, he added, in a time of crisis the government has the right to withhold information, "but only for paramount reasons of national security."



Mr. Salinger
Doesn't 'manage' news

THE Jumpingest



JUMPS 35%

MARKET IN TELEVISION



JUMPS 19%

PROVIDENCE MARKET

182,500 Homes Reached
Nov/Dec 1962 ARB
(7:30-11 PM Mon-Sun)

245,600 Homes Reached
Jan 1963 ARB
(7:30-11 PM Mon-Sun)

WJAR-TV

106,300 Homes Reached
Nov/Dec 1962 ARB
(7:30-11 PM Mon-Sun)

126,100 Homes Reached
Jan 1963 ARB
(7:30-11 PM Mon-Sun)

WJAR-TV historically has been PROVIDENCE's leading television station, enjoying a substantial COVERAGE advantage in addition to dominance of metro area viewing.

The addition of the third station has not altered WJAR-TV's leadership. It has, rather, magnified it considerably.

The increases in total viewing to PROVIDENCE stations and, in particular, to WJAR-TV offers strong evidence that viewers who formerly tuned to outside stations, now view PROVIDENCE television.*

**For a detailed analysis of the January ARB report, pin-pointing the dynamic changes that have taken place in the PROVIDENCE television market, contact WJAR-TV or your Edward Petry Man.*

WJAR-TV

NBC REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 41ST YEAR.

**When every emotion is exposed
When the laughs are close to the tears
When thrills come every minute...**

you've got what P. T. Barnum called "The Greatest Show on Earth." The circus.

And you've also got a great new television series of hour-long dramas, in color, shot against the background of Ringling Bros. Barnum & Bailey Circus.

You've got stories that go beyond the spotlights. To the other side of the canvas wall where the make-up is removed and sweat...fear...laughter...and love paint the faces.

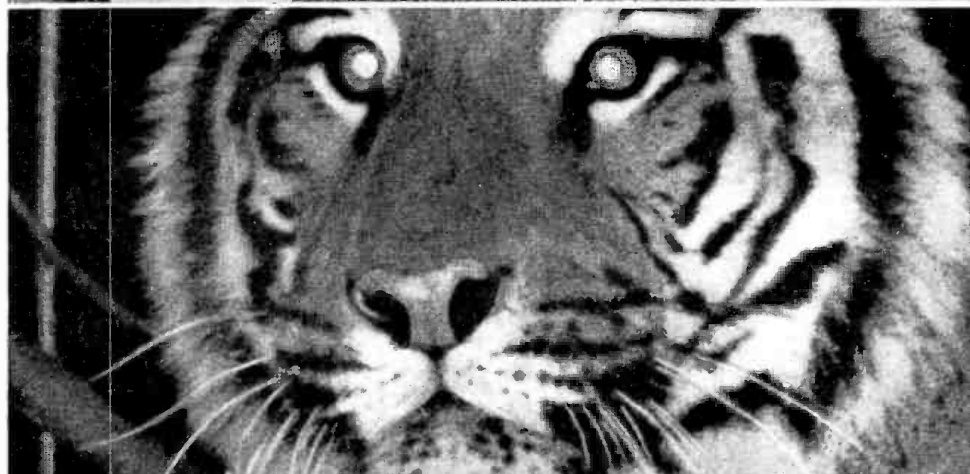
You've got award-winner Jack Palance as head ring-

master. Stuart Erwin as Treasurer. New guest stars—*great* guest stars. And Richard Rodgers' "March of the Clowns" as theme music.

In short, ladies and gentlemen, you've got "The Greatest Show on Earth," one of the more than a dozen new shows coming to ABC this Fall.

All different. Imaginative. And with one quality in common. Entertainment. Fresh programming that attracts the younger, larger families that we—and you—want to reach.

**"The Greatest Show on Earth" Tuesdays 9PM
One of the big new shows on ABC this Fall **



in which they are accomplished, are certain to be a major subject at TTC's stockholders meeting in Buffalo April 25. It is pointed out, however, that a special stockholders meeting will have to be called to act on the offers (CLOSED CIRCUIT, April 15). If the deal is closed, it will be the biggest sale of stations in broadcasting history.

Redding-Chico TV wants to purchase KVIP-TV

The principals of Redding-Chico Television Inc., an applicant for ch. 9 in Redding, Calif., last week filed an application at the FCC to buy KVIP-TV Redding (ch. 7) for \$1,280,000. The application to buy KVIP-TV, owned by Shasta Telecasting Corp., was filed under the corporate name of Sacramento Valley Television Inc.

The application was accompanied by a plea for the FCC not to dismiss the channel 9 application until the acquisition of KVIP-TV is approved. Redding-Chico is competing for the channel with Northern California Educational Television Association, which plans a non-commercial educational operation. Last week's application noted that if the FCC grants Sacramento Valley the right to buy KVIP-TV, Redding-Chico will withdraw its channel 9 application and the commission will be free to grant the channel to NCETA.

Roth letter draws criticism of NAB

A letter from the president of the Texas Association of Broadcasters urging the formation of a new association to compensate for "lack of leadership" by the National Association of Broadcasters drew criticism last week.

In a speech to another state association LeRoy Collins, NAB president, appealed for unity. He said the NAB performs duties "that no state association can adequately meet on its own; nor can such be done by any loose federation of state associations."

In Texas a meeting of directors of the state association was called for tomorrow (April 23) to consider the letter their president had written.

A Federation — The letter was sent by Jack Roth, KONO San Antonio, to the presidents of all state associations (BROADCASTING, April 15). In it Mr. Roth said he had been authorized by his association to obtain the reaction of other state groups to the proposed formation of a "state federation" of broadcasters, with an office in Washington.

Mr. Roth said the proposal was premised on the belief that the NAB lacks "the capacity or ability to handle the most important problems of the broadcast industry." He suggested that

an "outstanding" broadcaster be hired to head the Washington office of the federation.

Speaking last Friday at a meeting of the New Mexico Association of Broadcasters (see story page 70), Governor Collins said: "I believe in state associations—even the one in Texas."

Governor Collins said there was room for dissent among NAB members, but "I urge those who disagree with the policies of the NAB to work within the established framework to change those policies rather than attempt to weaken the whole fabric of industry unity."

If broadcasters do not "close ranks in a common effort to reach our goals," Governor Collins said, "there can be no recognizable voice of broadcasting, only a meaningless din of chaos and confusion."

The special meeting of the board of the Texas association was called after BROADCASTING reported the contents of the letter Mr. Roth had sent the other state association presidents. At the meeting, one board member said last week, the directors will either ratify Mr. Roth's action or rectify it.

ABC Radio announces 12 new affiliations

Signing of 12 new ABC Radio affiliates was announced last week by Earl Mullen, vice president in charge of station relations. They are:

WRUN-AM-FM Utica-Rome, N. Y. (1150 kc, 5 kw-day, 1 kw-night); KARM-AM-FM Fresno, Calif. (1430 kc, 5 kw); WBBX Portsmouth, N. H. (1380 kc, 1 kw); WTAL Tallahassee, Fla. (1450 kc, 1 kw-day, 250 w-night); WOKK Meridian, Miss. (1450 kc, 1 kw-day, 250 w-night); WTSB Lumberton, N. C. (1340 kc, 1 kw-day, 250 w-night); KASE Austin, Tex. (970 kc, 1 kw-day); WMOU-AM-FM Berlin, N. H. (1230 kc, 1 kw-day, 250 w-night); WABJ Adrian, Mich. (1490 kc, 1 kw-day, 250 w-night); WSPJ Paintsville, Ky. (1490 kc, 1 kw-day, 250 w-night); KNGL Paradise-Chico, Calif. (930 kc, 500 w-day), and WHBB Selma, Ala. (1490 kc, 250 w).

IRTS told understanding is industry challenge

New York's Governor Nelson Rockefeller called on broadcasters last week "to accelerate the growth of understanding" between the U. S. and Latin American countries.

Speaking at a luncheon meeting of the International Radio and Television Society (IRTS), Governor Rockefeller cited the commercial interests of CBS, NBC and ABC in Central and South America as giving broadcasters "the capacity to re-establish understanding"

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among nations of the Western Hemisphere. (ABC has interests in Central America, ABC and NBC in Venezuela, ABC and NBC in Argentina, ABC in Brazil, CBS and NBC in Mexico and ABC in Ecuador.)

Governor Rockefeller traced his own role in establishing closer relations between Latin America and the U. S. prior to and during World War II, and referred to radio at that time "as a vital link in the development of understanding."

He said, however, that since the latter days of World War II Latin America has tended toward "disillusionment, disintegration and disinterest."

Generally sketching the economic, political and social conditions in Latin America since those days, Governor Rockefeller pointed out that there are 5.2 million television sets now in Central and South America. This total, he said, presented the American networks, with their growing ties in Latin America, the opportunity for laying the groundwork of better understanding.

"This is the challenge of your industry," he said.

New appointment made to APBE board of directors

Henry H. Fletcher, KSEI Pocatello, Idaho, was appointed by NAB President LeRoy Collins to a three-year term on the board of the Association for Professional Broadcasting Education. He replaces Richard M. Brown, KPOJ Portland, Ore., who has served two consecutive terms on the APBE board and is not eligible for reappointment.

Reappointed to the APBE board was Roy E. Morgan, WILK Wilkes-Barre, Pa. Mr. Morgan was named last year to fill an unexpired one-year term.

Gov. Collins also designated Dr. Harold Niven, assistant to NAB Vice President Howard H. Bell, as executive secretary of the educational group. Dr. Niven, an immediate past president of APBE and formerly at the University of Washington, succeeds Mr. Bell in that position.

APBE's board is comprised of five broadcaster members and five educators representing universities and colleges which are members of the association. NAB provides financial support to APBE.

KAGT declared bankrupt

KAGT Anacortes, Wash., has been declared a bankrupt and ordered to be sold. This was reported last week by Archie Baker, an Everett, Wash., attorney who has been named trustee with authority to negotiate the station's sale. KAGT, a 250 w full time station on 1340 kc, is in a single station market.

NAB's Future of TV in America group meets

FIRST PROBLEMS DISCUSSED: PAY TV, CATV, SATELLITES

The National Association of Broadcasters' committee on the Future of Television in America met for the first time last week in Washington and surveyed the potential problems facing TV.

Among those to which it gave first consideration, it is understood, were community television, subscription television, satellite communications and broad, basic technological advances.

The committee asked the NAB staff to draw up background reports on these subjects. They will be considered at a second meeting in late May or early June before the NAB boards meet in Washington June 24-28.

After study by the committee, the items will be submitted to the TV board for action and decision. It is not the function of the "future" unit to decide policy or make decisions, it was decided.

CATV Views ■ For some time now NAB has favored federal regulation of CATV. In recent years, however, more and more broadcasters have entered the CATV field. This may make a difference in the association's point of view regarding cable systems, it is thought.

Similarly, NAB and most broadcast-

ers have felt that pay television must be kept off the air, although the association has never taken a stand on wired pay TV.

One on-the-air test, of the Phonevision system of pay TV, is already underway in Hartford, Conn., over WHCT (TV). Scheduled to start in 90 days is the Tele-Globe system in Denver, using KCTO (TV). And only last week a new system of pay TV, Melco, asked the FCC for permission to test over KVUE (TV) Sacramento (see page 72).

The committee's interest in communications satellites and basic technological activity stems from its belief that both of these fields may affect domestic broadcasting. Mentioned several times by engineers and others has been the possibility of using satellites to broadcast television to home receivers. Also referred to in several satellite studies has been the possibility of using space transmitters to relay network programs to stations. This could result in an all-industry system of interconnection in place of the present method of leasing "lines" from AT&T.

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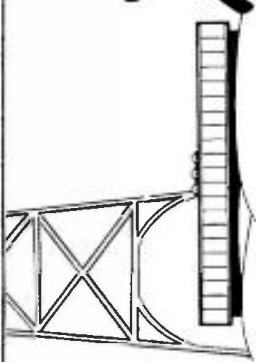
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vision are such developments as the use of coherent light via laser devices to transmit messages, including TV, and the several proposals for signal compression which could result in the establishment of many more TV stations in all areas of the United States.

The future of television in America committee was activated at the NAB convention in Chicago earlier this month. It was authorized by the NAB board last February. Members are: Dwight Martin, WDSU-TV New Orleans, chairman; Bill Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, Steinman Stations; John Murphy, Crosley Broadcasting Corp.; G. Richard Shafto, WIS-TV Columbia, S. C., and Willard Walbridge, KTRK-TV Houston. All were present at last week's meeting except Mr. McCollough.

Radio-TV barred from two New York meetings

Frustrated attempts by broadcasters to gain access for live coverage of two public hearings in New York City brought strong protests last week from two of that city's stations and the New York Radio, Television and Newsreel Working Press Association.

WINS, which had hoped to take its microphones into the New York City Council's hearing on a proposed sales tax increase last Thursday, was advised by Erich Treulich, the council's majority leader, that "absolutely no live coverage" would be allowed.

The council's stand was attacked by the working press association in a telegram sent to Mayor Robert Wagner which held that the arbitrary barring of microphones and cameras was "contrary to the guarantees of a free press as contained in the Bill of Rights."

Meanwhile WABC-TV was carrying on another fight for access to a board of education meeting in Levittown, L. I., scheduled for today (April 22).

In notes sent to Governor Nelson Rockefeller, the Levittown superintendent of schools, and the Levittown Board of Education, WABC-TV contested a decision by the board of education to prevent the station from camera coverage of the meeting. Included on the agenda of the meeting is a discussion of textbook censorship in Levittown schools.

Sports now part of NBC News

A reorganization at NBC last week placed the network's sports department under the responsibility of NBC News, headed by William R. McAndrew, executive vice president. The sports department formerly came under Mort Werner, vice president in charge of programs for the television network. The change became effective Friday.

Speak up, we're taping

How unobtrusive can a tape recorder be? Jim Gordon, newsman at WINS New York, provided an answer to that question last week when he walked into the New York City Council's public hearing on proposed tax increases with a recorder concealed in his clothing. The council was enforcing a strict ban against microphones and television cameras at the hearing. (See adjacent story this page.)

Mr. Gordon, whose recorder went unnoticed, managed to tape several segments of the proceedings. WINS, which has been editorializing against the coverage ban, said the "illegal" tape demonstrates that an electronic journalist can work very quietly indeed.

Liberal party buys radio time on WCBS

The Liberal party of New York, trying since last January to purchase radio time in New York City, has succeeded in buying two 15-minute segments from WCBS.

The party's request for broadcast time for a planned series of alternate-week discussion programs had been refused by New York stations WMCA, WNBC and WQXR (BROADCASTING, Feb. 11). Refusal of these stations precipitated a complaint by the New York Liberal party to the FCC on Jan. 21, in which Ben Davidson, executive director of the party, expressed his concern for "the consequences for democracy if radio companies are to have the power to silence political parties through denying them even the right to purchase time on mass communications media . . ."

WNBC and WQXR spokesmen explained that it is their stations' policy not to sell political time except during political campaigns. R. Peter Straus, president of WMCA, labeled the party's complaint "irresponsible," and noted that the request to his station was for a specific time period which has been reserved for public service time and sold only rarely on a single program basis.

The contract signed between WCBS and the Liberal party last week covers two programs only (7:45-8 p.m. on April 29 and May 13). However the party said it was "understood that the alternate Mondays at 7:45 p.m. would be made available to (it) on a continuing basis if no serious programming difficulties are encountered." A spokesman for WCBS confirmed this report, pending reaction to the first programs.

Capital Cities joins RAB on June 1

Radio Advertising Bureau announced last week the signing of Capital Cities Broadcasting Corp.

The company, whose new membership goes into effect June 1, is the second major broadcasting group to join RAB in the past two months. NBC and its owned-and-operated stations joined the organization on March 1.

Capital Cities radio stations are WPAT Paterson, N. J.; WPRO Providence, R. I.; WROW Albany and WKBW Buffalo.

ASNE hears report on Canon 35's status

The decision of the American Bar Association to continue Canon 35 without substantial change was listed last week as one of the major situations of the past year which involved the Freedom of Information committee of the American Society of Newspaper Editors.

The committee report was made to the ASNE meeting in Washington.

At its February meeting in New Orleans, the ABA adopted a special study committee report which recommended retention of the controversial Canon 35 [BROADCASTING, Feb. 11]. This prohibits use of TV cameras, radio microphones or news cameras during trials.

In its report the committee said "The press can take some satisfaction in that the bar association did not impose more stringent regulations favored by some members.

"... There were also private indications that if still photography could have been divorced from television and broadcasting, a committee report might have been favorable to permitting photographers with small, inconspicuous cameras to operate under certain courtroom conditions."

The report was also critical of a federal policy of news manipulation and deception which could "destroy the confidence of our own people in the integrity of our government."

Senator Kenneth B. Keating (R-N. Y.), speaker at the Thursday luncheon, attacked the State Department for "blocking Russian language broadcasts that Radio Liberty had originally proposed to beam to Soviet personnel in Cuba."

Stressing the need for nonmilitary measures, as a lesson learned from the Cuban situation, Senator Keating said "our government hesitates to expose Soviet military personnel to uncensored news and other reports, on the theory that such an act on our part might delay the Soviet troops withdrawal. If they were effective, such broadcasts could well have the exact opposite effect."

BROADCASTING, April 22, 1963



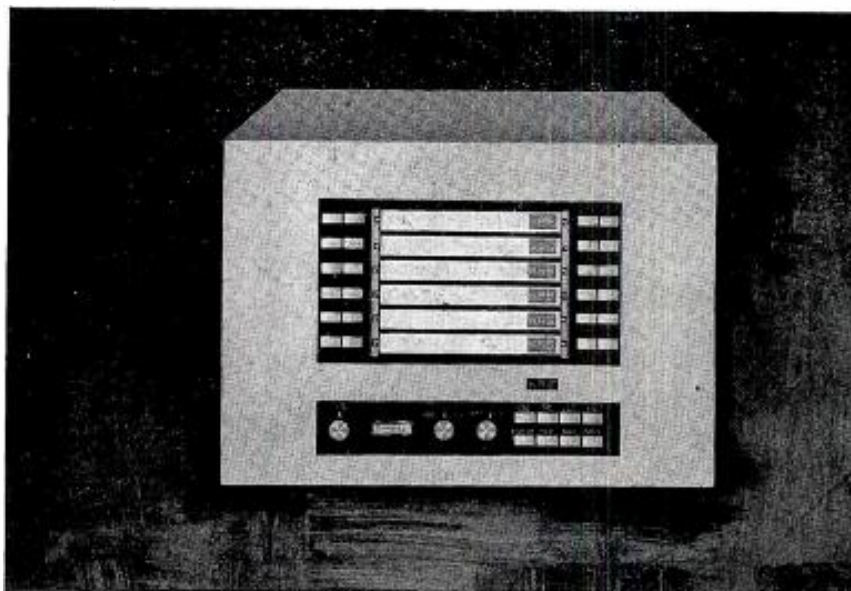
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Self-regulation or government control

COLLINS SOUNDS CALL TO ARMS ON COMMERCIAL LIMITS

Unless broadcasters do an effective job of self-regulation, "the day is certain to come when someone from government will tell broadcasters more and more of what they can and cannot do" about commercials on the air.

This was the warning sounded by LeRoy Collins Friday night in a speech scheduled to be delivered to the New Mexico Association of Broadcasters meeting in Albuquerque.

Speaking of the FCC's invitation for comments on proposals to limit the number and length of commercials, the president of the National Association of Broadcasters declared: "We will resist these efforts with all our might."

But, he added, "Let us not kid ourselves. Unless broadcasters manage their own house, the government will move into this area."

Governor Collins declared that the radio and tv codes are the "best defense" against government encroachment. But, he added, "we have thus far failed to get a majority of our radio broadcasters to cooperate in this highly

essential industry-wide effort."

After commending state associations for their activities, Governor Collins warned that "our job is not just to convince people in government that we want to be free, but rather that we deserve to be free, and therefore, have a right to be free."

He continued:

"... We must convince the men in government that the public interest is the broadcaster's business, the broadcaster's responsibility, and that he can and is discharging it. They must be made to understand that any course of government action which weakens broadcasting undermines the people's greatest means for being free themselves; that one who, without just cause, shackles a broadcaster enchains not one licensee, not one businessman, not one citizen, but all licensees, all businessmen, all citizens."

In the changing world of today, Governor Collins said, "There is a great challenge confronting all private business in America to devise sound means

to act collectively and within the framework of open competition, better to advance the public interest. This is the way we can tell the government to stay out and make it stick. . .

"Broadcasters can give to the nation its strongest leadership in solidifying here on our shores a strong permanent free enterprise. This is a burning need which is squarely at our door."

WNBT(TV) leader answers his critics

Those writing the obituary for New York's educational TV station WNBT (tv) are a bit premature, according to Dr. Samuel B. Gould, station president and general manager.

In an interview late last week, Dr. Gould described his harried ETV enterprise as healthy, happy and optimistic.

Dr. Gould's comments came after a week in which the station had been beset by extensive criticism for the dismissal of Richard D. Heffner, vice president and general manager, by the board of trustees 10 days ago (BROADCASTING, April 15).

The removal of Mr. Heffner, in charge of programing for the station's first year, was announced as being "in the interests of economy." It was also announced that Dr. Gould would assume Mr. Heffner's duties.

The Reaction ■ There ensued considerable reaction, most notably among academic participants on the station. A Columbia University professor resigned as a panel moderator and another Columbia professor said he was "disheartened" and "shocked" at Mr. Heffner's dismissal.

President Kennedy's special consultant on the arts, August Heckscher, said "it might not be possible" for him to continue conducting a weekly book discussion "without the confidence and full co-operation of the academic community."

Seven eastern educators said they would abstain from appearing and five literary and theatrical figures wired their disapproval of the action to Dr. Gould.

Amid this flurry of activity, published reports during the week described WNBT as "floundering," lacking "adequate popular cash support," with its "morale riddled . . . torn by dissension" and aggravated by "staff rebellion."

Howard C. Sheperd, chairman of the board, gave Dr. Gould a vote of confidence by saying "the trustees have full and complete confidence in the determination of Dr. Gould to fulfill his trust and his announced obligation to the public."

Dr. Gould's Reply ■ Here are Dr. Gould's comments on (1) alleged pro-



TB association thanks broadcasters

The National Tuberculosis Association cited the National Association of Broadcasters last week for "outstanding public service" in an award presented to LeRoy Collins, NAB president, by Harold J. Mayers (right), member of the tuberculosis association's national board of directors and consultant to the United

Mine Workers of America welfare and retirement fund. The award cites the major networks as well as independent and affiliated radio and television stations for the record amount of air time contributed for the 1962 Christmas Seal campaign. The 1962 campaign was the most successful since its beginning in 1904.

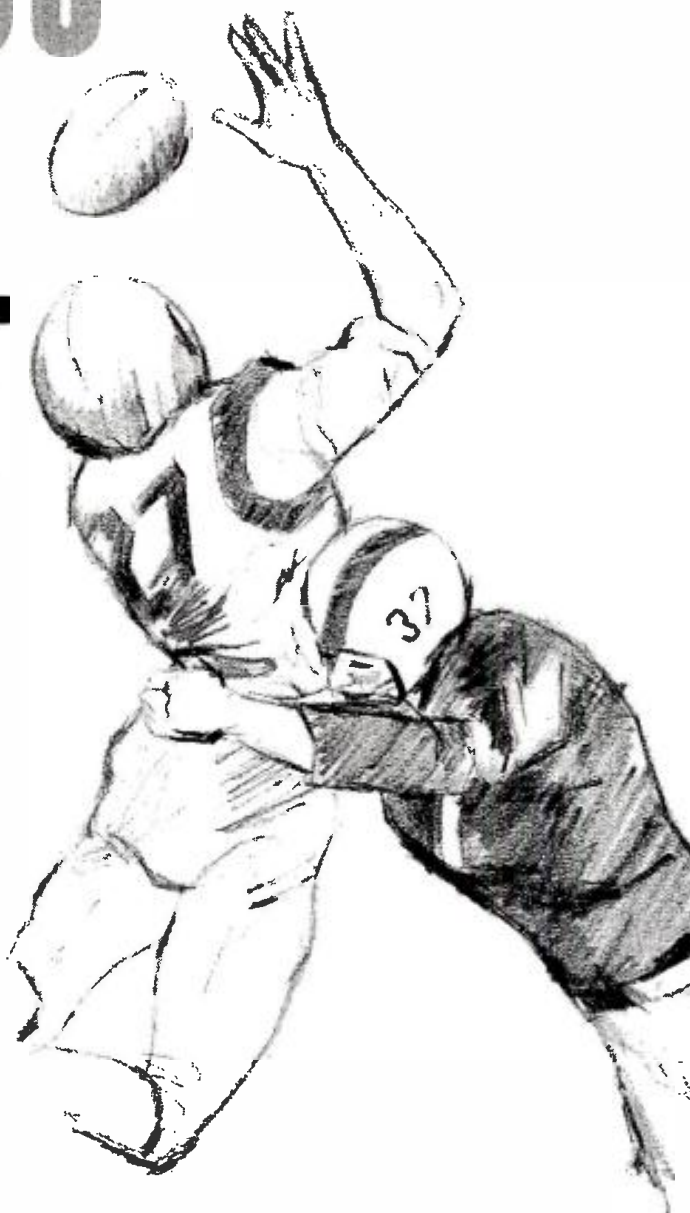
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BROADCASTING, April 22, 1963

'Forest' in the eyes of the beholder

A footnote to courtroom coverage history was disclosed last week by Douglas Anello, general counsel of the National Association of Broadcasters.

Contrary to reports indicating a "forest" of microphones and wires all over the floor during the first Billie Sol Estes trial in Tyler, Tex., there were only seven microphones and four of them belonged to the court itself, presiding Judge Otis T. Donegan has explained.

"The other three [microphones]," Judge Donegan said, "were very small and short microphones. Also there were only two wires that went across the floor, and they were small wires and fastened to the floor and would have been noticeable only to one seeking them out."

The judge's remarks were made in an April 4 letter to a law student. Mr. Anello read excerpts from the letter during a panel discussion on Canon 35 scheduled to be broadcast over WTTG (TV) Washington yesterday. Richmond C. Coburn, counsel for a Senate subcommittee on natural gas stockpiling and a former member of the American Bar Association committee on revising Canon 35, was the other member of the panel. It was moderated by District of Columbia Circuit Judge Warren E. Burger. Canon 35, affirmed by the ABA at its annual meeting last February (BROADCASTING, Feb. 11), prohibits broadcasting or picture taking from a courtroom while a trial is in progress.

gram changes, (2) WNDT's financial position, and (3) staff morale.

"There has been an inference to the effect that my being general manager and president would bring about a change in programming policy. Let me say that the programming policies and philosophy of this station were laid out by me back in February 1962. . . . Under these policies we have operated for the last year, and there is no reason to believe we will change now.

"It has been said that I would try to get more classroom type of programming and less original programming. If anything, I hope to encourage more original programming."

About the station's financial condition, Dr. Gould referred to WNDT's most recent financial report which in-

dicated that of a \$3,191,000 budget, the station had received, as of April 8, \$2,843,500, with a remainder of \$347,500 to be raised and two-and-a-half months in which to raise it. "I consider this normal, and see no reason why we shouldn't be able to raise this money," said Dr. Gould, adding that "\$800,000 in solid pledges have already been raised for next year."

About staff morale, Dr. Gould reported that not a single permanent employee has resigned from WNDT, and said that while there "was a flurry of excitement and some who were disturbed" over Mr. Heffner's dismissal, "there were also many who rallied to our side. One thing is certain, the board of trustees has been solidified" by the actions of the week.

Media reports...

Negro analysis ■ Radio has moved forward as the primary, daily communications force in the U.S. Negro community, according to an analysis released last week by Harry Novik, general manager of WLIB New York. Mr. Novik said that among the nation's top 10 metropolitan areas the Negro community in only one, Chicago, is serviced by a daily newspaper. In contrast, he said, at least one and as many as three radio stations program for Negro audiences in each of the 10 cities.

WGN memorial ■ WGN-AM-TV Chicago has founded the Pierre Andre memorial intern course in cooperation with Northwestern University to honor late announcer, Pierre Andre. Four students a year will be enrolled in a three-month course related to broadcasting.

Sept. 1 target date ■ WSYE-TV Elmira, N. Y., will extend its primary coverage by more than one-third when a new 843-foot tower is built at the station's transmitter. Construction of the new tower is expected to be complete by Sept. 1. WSYE-TV (ch. 18) is a satellite of WSYR-TV Syracuse, N. Y.

Network adds station ■ KBER San Antonio, Tex., will become an affiliate of MBS on April 28. The station, established in 1961, operates with 1 kw on 1150 kc.

Call letter change ■ KBIG Avalon, Calif., yesterday (April 21) changed its call to KGOL and at the same time began using KBIG to identify its sister FM station which has been using the call KBIG. While KGOL is the call approved by the FCC, the station's announcers will pronounce the name as k-gold, Kevin Sweeney, general manager, said.

GOVERNMENT

Three-year pay-TV test requested

KVUE(TV) ASKS COMMISSION APPROVAL FOR TRIAL IN SACRAMENTO

The FCC last week was asked to approve a three-year test of pay-TV over KVUE (TV) Sacramento, Calif. If approved, the test on the channel 40 station would be the third such experiment authorized by the commission.

The request was made by Capitol TV Co. Inc., licensee of KVUE, which has been dark for three years, and Melco Pay TV Co. Melvyn E. Lucas, developer of the system proposed for the test, heads both companies.

Under the Melco system, the video portion of the program is broadcast normally, but special equipment is required to receive the sound, which is

multiplexed on a subcarrier.

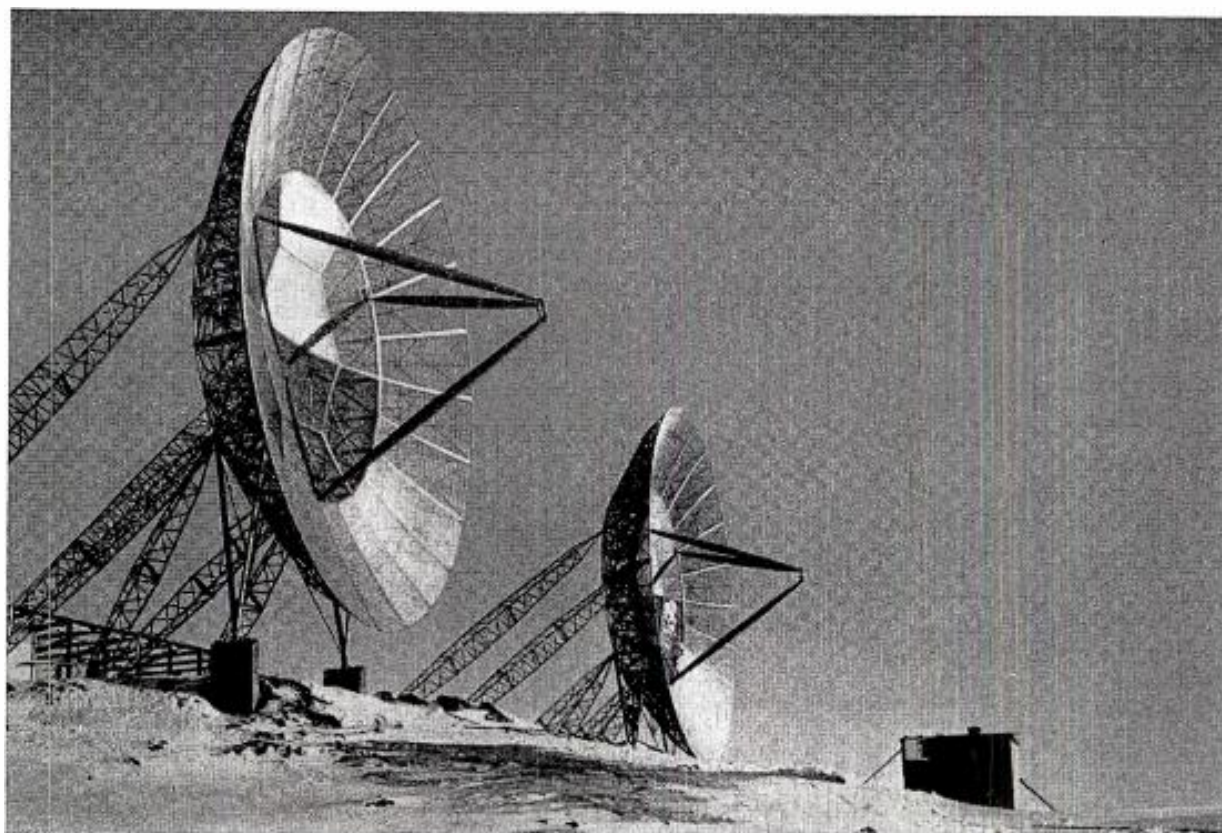
The petition requests approval of one or both variations of the system. Under one, the sound is sent via a subcarrier directly from the television transmitter. Under the other, the sound is carried by telephone line to an FM station, and then multiplexed.

Under both variations, background music (not related to the program) is broadcast on the main aural carrier. To receive the sound portion of a pay-TV program, a subscriber turns down the volume on his set, and switches on a Melco multiplex receiver.

Differs From Other Systems ■ The

Melco proposal thus differs from the two pay-TV systems previously authorized by the FCC. The test underway over WHCT (TV) Hartford, Conn. (ch. 18), involves the transmission of a scrambled picture. The Teleglobe System, expected to start over KCTO (TV) Denver (ch. 2) in July, broadcasts a clear picture but sends the sound into homes by telephone lines.

Current feature films would constitute the major programming fare in the proposed test, at least initially. The petition states that sporting events would also be broadcast, along with dramas, operas, and ballet as they became avail-



The world's horizons are in full retreat —before communication advances by ITT

Towering structures are springing up on remote and distant sites around the globe. From one to the other, hurdling the earth's curvature, microwave signals are sent and received. They scatter off the troposphere and evade obstructing horizons. In this way, direct communication links are established—many times as long as the average 30-mile conventional line-of-sight microwave span.

This sophisticated technique is today being used to transmit critical NATO, NORAD, Air Force and Army information and commands, as well as civilian communications. 'Over-the-horizon' networks developed by ITT form electronic 'bridges' across Europe, North Africa, the Caribbean, the South Pacific and the Arctic. They transmit TV broadcasts, telephone and telegraph signals, or military intelligence,

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These advanced 'tropo-scatter' systems are typical of the contributions ITT is making in every important area of modern electronics and communications—in telephony, telegraphy, telemetry and television... in space and missile systems... in navigation and air traffic control... in computing and automation, data processing and data communications... in electronic defense systems... in consumer products and industrial components. The total of this activity makes ITT the largest international supplier of electronics and telecommunications in the world.

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able for pay-TV. Subscription programs would account for 15 to 40 hours a week of KVUE programming.

Subscribers would pay a flat monthly fee, but would not be required to purchase any receiving equipment and would not pay for individual programs. The petition says the rate proposed for home subscribers is \$10 monthly; for others, such as taverns, cocktail lounges and hotels, a minimum of \$20.

The petition says the system would be launched with at least 500 subscribers "and a possible 2,000 in the first 90 days of operation." After the first year, the petitioners say, "there would be a possible 9,000 [home] subscribers."

Financing Plans ■ Melco Pay TV plans to finance the test by issuing 200,000 shares of common stock at \$1 par value, with an offering price of \$2. With an underwriting discount of 15 cents a share, this would provide Melco with \$379,000, the petition says.

Melco Pay TV, which holds copyrights on the systems proposed in the petition, will supply all equipment necessary for toll tv other than station operations and will handle programing, scheduling, equipment installation, sales, and all other business connected with the test.

Under the contract between KVUE

and the pay-TV company, the station would be paid \$1,000 a week for the first 90 days of the test. Melco would then pay the station's basic film rate published in Standard Rate and Data Service, \$150 per hour Class A time. But it will also earn advertisers' discounts, as provided in the station's rates.

In addition to the hourly rate, KVUE, after the first six months of subscription TV, will receive 20% of the net subscription fees charged by Melco.

KVUE, which went on the air in September 1953, was purchased by Capitol TV in 1958. The station went dark on March 19, 1960. Mr. Lucas said he is hoping for prompt approval of the test to permit "early reactivation" of KVUE.

Reply comments received on FM allocations plan

The FCC last week received over 25 reply comments on its proposed table of FM allocations from prospective applicants and other parties concerned that particular communities would be left without sufficient FM outlets.

The allocations table which was proposed by the commission last December provides 80 commercial FM channels in the U. S., and would make 2,730 channels assignments to specific communities within the continental U. S.

FAA extends FM ban

The Federal Aviation Agency last week made permanent its ban on use of FM portables on civil aircraft. The rule prohibits FM radios being used at any time on commercial planes, and it also outlaws their use on other civil flights when VHF radio navigation equipment is being operated.

The rule was temporarily adopted in 1961 when it was suspected that FM interfered with the VHF equipment. Such interference has now been proven, the FAA said in making the ban permanent.

(BROADCASTING, Dec. 24, 1962).

Last week's requests for specific assignments followed logically from the views expressed in comments made to the FCC last month. The commission was then told in more than 150 comments that the proposed table of allocations may leave some communities without any FM service, while other facilities may lie unused (BROADCASTING, March 25).

Onondaga opposes plea to reopen ch. 9 hearing

Onondaga Broadcasting Inc. and the FCC's Broadcast Bureau told the commission last week that a joint request by the eight other rival applicants for ch. 9 in Syracuse, N. Y., to reopen the hearing should be denied because it was not based on any new evidence. Onondaga also charged that the joint petition was grossly misleading.

The joint petition by the rival applicants questioned the character qualifications of Onondaga's president and 12% owner, Asher S. Markson, because of Mr. Markson's past business dealings (BROADCASTING, April 8).

Onondaga said that the decision made by the U. S. Court of Appeals on the bankruptcy of Markson Brothers Inc., a furniture firm, on which the competing applicants based their pleading, was not based on any evidence unknown to the hearing examiner at the time he issued his initial decision. Onondaga defended Mr. Markson by saying that the Markson Brothers' funds were withdrawn after Mr. Markson had sold the firm, and that at the time it was sold it was in solid financial condition. Mr. Markson didn't know of the weakened condition of his former company until a few months before the bankruptcy, Onondaga said, and "endeavored to repurchase the business . . . to set things right."

According to Onondaga the "joint

1st
waga-tv...first in total homes
daytime...prime time...overall!

Dec. '62 Nielsen / Jan. '63 ARB—Mar. '63 ARB WAGA-TV 1st
Daytime and overall . . . 2nd Prime Time

STORER
BROADCASTING COMPANY
5 Atlanta
waga-tv



Files interlock solidly for stacking—can be safely stacked up to seven units high.



Easy-glide "follow block" keeps tape neatly in place. Slotted back for easy wall mounting.

Hang it, stack it, however you use it... the new Storette tape rack's a good deal!

Only \$6.95 with SCOTCH® Professional Recording Tapes!

The Storette is the first quality tape storage rack ever offered at this special price... only \$6.95 (\$12.95 value) with your order of 36 rolls of "Scotch" Brand Professional Recording Tapes in either 5" or 7" size! The Storette was specially designed for storing tape—holds 36 boxes of either 5" or 7" reels, has a "follow block" for easy dividing. Sits on counter or shelf book-case-style, lays on its back or hangs on wall. 9 $\frac{3}{8}$ " high, 25" wide, 8" deep. All welded construction with smooth corners and edges. 2-coat gray baked enamel finish. Completely assembled. Units interlock for stacking—up to seven shelves high.

The special offer on the Storette tape rack is available

with assortments of all popular professional "SCOTCH" Recording Tapes including *All Purpose*, *Extra Play*, *Double Length*, *High Output*, *Low Print*... in fact a tape for every professional need. See your supplier. (Please note that all tapes are offered by your supplier at regular industrial consumer maximum discount prices.) Larger storage cabinet holding up to 300 tapes also available. For information ask about CAB-1 unit.



"SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT: 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO, ©1963, 3M CO.

Magnetic Products Division **3M** COMPANY

The FCC gets a 'gift' from VOA—Dr. McIntire

One of the stickiest problems confronting the FCC has nothing to do with the frequency or volume of commercials, or vhf drop-ins or network regulation. Rather, it involves the Rev. Dr. Carl McIntire of Collingswood, N. J., and the conservative views he broadcasts to an international audience over WINB Red Lion, Pa.

Dr. McIntire, who broadcasts a half-hour daily on WINB, has attacked "one-world government" and the State Department, accused the UN of "moral bankruptcy" for permitting Communist nations to belong, and denounced the attempt of "the ruling party of the administration to be the only voice of the American people."

He has also assailed the World Council of Churches, which, he says, is in league with the State Department, the National Council of Churches, with which he has been feuding for years, and the Russian Orthodox Church, which he says is Communist dominated.

VOA to FCC ■ The McIntire issue was dropped into the FCC's lap by the Voice of America, some of whose officials feared the broadcasts would confuse foreign listeners about American policies. An official of the U. S. Information Agency, VOA's parent agency, said the government first became aware of the McIntire broadcasts several months ago after a ham operator in Sweden reported picking up one of them that attacked President Kennedy. Dr. McIntire claims a large audience in Europe, Africa, the Middle East, and South America.

WINB, one of three private U. S. shortwave stations heard abroad, went on the air in November, is still operating on its construction permit. The permittee is the Rev. Mr. John M. Norris, who also operates WGB-AM-FM Red Lion.

FCC staff members, who have been following Dr. McIntire's programs closely, say the commission is not concerned with him but with whether WINB is carrying the diversified religious programming the Rev. Mr. Norris promised to provide

when he applied for the station.

Dr. McIntire, however, who has accused the FCC in his broadcasts of attempting to "put an iron curtain around America," says a clear-cut question of freedom of speech is involved. "They are investigating my views," he said in an interview last week. "My defense is the First Amendment to the Constitution," which guarantees free speech.

Furthermore, he sees himself as defending the rights of all broadcasters. "If the program is eliminated [from WINB], the same thing can be done domestically," he said. "I regard this as a test case."

He also said that if the commission attempts to strip the Rev. Mr. Norris of his station, he would raise funds to fight the case in the courts.

Fund Raising ■ And Dr. McIntire has demonstrated an ability to raise funds. His program, *The 20th Century Reformation Hour*, is heard on 457 stations as well as WINB. He pays commercial rates for the time out of money he raises by appeals.

He also is able to arouse his listeners. His requests that listeners protest the FCC's investigation of him resulted in a flood of complaints from his supporters saying the commission was attempting to deny Dr. McIntire free speech.

One FCC official estimated the number of letters at "more than a thousand," including many from members of Congress who had received complaints from their constituents.

Dr. McIntire, in addition to presenting his own views on the controversy, has broadcast those of commission officials, including Chairman Newton N. Minow and his legal assistant, Joel Rosenbloom. Their comments were contained in letters replying the queries from Dr. McIntire's supporters.

Dr. McIntire, who was ousted from the United Presbyterian Church in the U. S. A. 27 years ago, has since established his own denomination. He has been a leading figure in the International Council of Christian Churches.

No Official Stand ■ Although

some VOA officials are concerned about the effect Dr. McIntire's broadcasts might have on their efforts in communicating with the rest of the world, the USIA official said the agency has no official position on the clergyman.

As a practical matter, he feels Dr. McIntire has little effect abroad. "He speaks in English, and his broadcasts are tailored for an American audience," he said. "What's an Arab going to make of him?"

This assessment hasn't made things easier for FCC staff members working on the problem. Because of the free-speech question and the storm of controversy that has developed, they are moving carefully.

One commission rule discussed in connection with the case requires international broadcasters to provide service "which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation." But some commission lawyers feel this is "too subjective" and would be difficult to enforce.

Something, But What ■ One commission official working on the matter said "something" would be recommended to the commission "fairly soon." But, he added "I don't know what. It's difficult even for the staff to agree on something to submit."

The commission's action last week in freezing international broadcast station applications pending a review of the rules governing such stations might be the first step to a solution (see story page 81). Commission officials have denied any connection between the freeze and the McIntire case. But it seems likely that any revision will be made with Dr. McIntire in mind. There is also the possibility that international broadcasting by private individuals might be prohibited. This kind of broadcasting was a problem for the commission even before WINB went on the air. At present, there are only two other private international stations in the U. S.: WRUL Scituate, Mass., and KGEI Belmont, Calif. Both broadcast religious programs of a non-controversial nature.

petition is grossly misleading and erroneous in its characterization of the opinion [of the court of appeals]." Onondaga also said that the court's use of the name "Markson" referred not to Asher S. Markson, but to the firm of Markson Brothers. And that the burden of showing how the company's

funds were dissipated was not placed on Mr. Markson but on the firm that bears his name.

The Broadcast Bureau said that the joint petition offered no new alleged facts which should be taken into account in the proceeding. The bureau said that no useful purpose would be

served by asking the hearing examiner to reconsider his findings, which would only cause delay.

Onondaga told the commission that if the competing applicants wish to express their views on Mr. Markson they should hold them for their formal exceptions to the initial decision, which



"The legitimate object of government is to do for a community of people whatever they need to have done, but can't do at all or cannot do so well for themselves..."

LINCOLN WAS RIGHT. And rural electrification is a living example of his wisdom. When rural people could get electricity no other way, Congress created the Rural Electrification Administration to help them finance their own non-profit power systems. Today this combination of local ownership and REA financing brings electric power to 20 million rural people.

Following Lincoln's concept of helping people to help themselves, the rural electrification program is strengthening the nation's economy and fostering democracy in rural America. Based on the finest principles of the American private enterprise system, rural electric cooperatives are owned, operated, and controlled by the local people they serve. Although they serve the sparsely-settled, country areas, rural electrics manage carefully to make ends meet. Already they've repaid more than \$1½ billion in principal and interest on their REA loans.

Few programs in our nation's history have accomplished so much for so many Americans. Rural electrification does, indeed, prove the truth of Lincoln's idea.



AMERICA'S RURAL ELECTRIC SYSTEMS *Important to America's strength*



Gates 12 and 16-inch turntables are designed for continuous 24-hour commercial service. No programming load too great for these rugged Professionals.

CB-500

16-inch turntable chassis with synchronous motor.

\$250.00



CB-77

12-inch turntable chassis with synchronous motor.

\$230.00

FEATURES:

- Exclusive "hub drive" effectively isolates motor vibration from turntable surface, resulting in lower noise and rumble.
- Low speed synchronous motor (600 RPM) reduces motor noise.
- Extra heavy aluminum castings used for base plate. Turntable platter is precision machined and balanced.
- Three speeds—78, 45 and 33 $\frac{1}{3}$ RPM.
- Entire chassis floats on foam rubber cushion to isolate floor and desk vibrations.
- Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings. Operation is silent, smooth and trouble-free.
- Silent, illuminated mercury switch.
- Built-in stroboscope.

SHIPMENT FROM STOCK

CB-500 (16") **\$250.00**

CB-77 (12") **\$230.00**

Prices are FOB Quincy, Ill.

GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
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Offices in: HOUSTON, NEW YORK,
LOS ANGELES, WASHINGTON, D.C.

avored Onondaga for channel 9.

The eight applicants that filed the petition to reopen the hearing were: Veterans Broadcasting Co.; Syracuse TV Inc.; W. R. G. Baker Radio and TV Corp.; WAGE Inc.; Syracuse Civic TV

Association; Six Nations TV Corp.; Salt City Broadcasting Corp., and George P. Hollingbery. The above applicants and Onondaga presently operate WNYS (TV) on ch. 9 in Syracuse pending a final decision by the FCC.

FCC URGED TO RECONSIDER DROP-INS

Huddleston calls Birmingham VHF 'ill advised'

The FCC was asked again last week to reconsider its tentative decision in the VHF drop-in case.

Representative George Huddleston Jr. (D-Ala.), in a 10-page letter to FCC Chairman Newton N. Minow, said the proposal to deny a VHF drop-in for Birmingham was "ill advised" and should be reconsidered.

The letter was one of a series of appeals the commission has received to modify the instructions it gave its staff last month to prepare a final order denying the short-spaced VHF drop-ins proposed for seven markets, including ch. 3 in Birmingham (BROADCASTING, March 11). The order, which would reverse a proposal originated by the commission itself, is still being drafted.

Representative Huddleston said the VHF channels in Birmingham—WBRC-TV (ch. 6) and WAPI-TV (ch. 13)—are insufficient for the needs of the Birmingham area. He said Birmingham metropolitan area is the largest in Alabama, with a population of 634,864, and ranks near the middle of the top 75 television markets in the country. He added that 35 smaller areas in the country are served by three or more VHF channels.

Constituents Comment ■ Representative Huddleston's letter contained excerpts from letters and statements of his constituents requesting action to bring a third VHF channel to Birmingham. The congressman said the lack of a third VHF station has denied area residents the opportunity of seeing many public service programs.

Representative Huddleston said the apparent reason for the commission's tentative decision to reject the short-spaced VHF drop-ins is a desire to assist the development of UHF television. But, he said, it would take 6 to 10 years for Birmingham to have a sufficient number of all-channel TV sets to make a UHF operation there economically feasible. And that's "too long for the people of Birmingham to wait," he said.

Representative Huddleston endorsed ABC's proposal for dual UHF-VHF operation as a means of both stimulating UHF development and meeting the present need he says exists for additional VHF service. He said such dual operation in Birmingham would represent "the cornerstone of stable and enduring UHF television for similarly situated markets throughout the country.

AMST Opposes Proposal ■ This ABC suggestion, however, was opposed last week in comments filed by the Association of Maximum Service Telecasters, one of the leading opponents of short-spaced drop-in proposal.

AMST said arguments in the drop-in case have involved the short-term need to strengthen ABC by providing it with additional VHF affiliates and the long-term need to assist UHF. But, AMST added, the "public interest" requires a denial of the drop-ins.

The pleading—the second AMST submitted in opposition to the ABC proposal—also said dual operation would not give UHF the boost the network says it would. AMST said the proposal is based on the theory that dual-operated UHF stations would reach twice as many viewers as short-spaced VHF channels and that this would help stimulate UHF.

But, AMST said, in one of the markets under consideration, Baton Rouge, the short-spaced VHF channel would cover more area than the dual UHF and that in the six others UHF coverage would not be as great as ABC estimates.

Court upholds FCC in Moline TV case

A federal court in Washington upheld the FCC's 1962 grant of ch. 8 in Moline, Ill., to Moline Television Corp.

Answering charges that the commission failed to require proof from Moline that it had surveyed the needs of the community, the appeals court last week in an unsigned opinion ruled that the FCC was correct in assuming that the needs of the community were obvious to Moline's stockholders since "so many officers and directors, representing 75% of the stock, are local residents . . . the very community leaders among whom a survey as to community programming needs would be conducted."

It also upheld the FCC's point giving Moline a plus for broadcast experience because of the past experience of Frank P. Schreiber, president and 10% stockholder of Moline. Mr. Schreiber is a former executive of WGN-AM-TV Chicago and of MBS.

Applicants who argued against the grant were Community Television Corp., Midland Broadcasting Co., Iliway Television Inc. and Tele-Views News Co.



MEET MISS LEADING OF 1963

We'd like to see more of her. Sweet, young things like this young lady are good for America. But we'd like to see less of a well-known phony with a similar name. He's a crook known as misleading advertising.

He cheats broadcasters by undermining believability in advertising. He cheats the public.

And, when he masquerades as an automobile dealer, he blackens the reputation of ethical dealers everywhere. We're out to get him... with your help. We urge all broadcasters to establish high standards of acceptability for automobile advertising. Let nothing on your station associate the fast-buck dealer with ethical, franchised new-car and truck dealers... who work with you to make your city a better place in which to live and do business. NADA pledges itself to fight dishonest advertising. We appreciate your co-operation.

Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers



2000 "K" Street N.W., Washington 6, D.C.

McGee: Birch money, ideas behind some Wyoming programs

Senator Gale W. McGee (D-Wyo.) went on a state-wide radio hookup last week to warn listeners they should demand balanced political programing from Wyoming broadcasters to counter right-wing saturation heavily flavored with the extremist John Birch Society line.

The senator warned that the secret society was behind a bold effort to control the state at all levels of government.

"Approximately six" Wyoming radio stations are paid about \$1,000 a month to carry programs directly linked to the society and about 15 stations of the 29 in Wyoming "are carrying similar right-wing materials," Senator McGee said.

"I am confident you will find our Wyoming broadcasters cooperative" in providing opportunities to air "the other side," said the senator, a member of the Senate Commerce Committee. "But if for any reason your broadcaster refuses to satisfy your request you are then entitled to write to the Federal Communications

Commission . . . to register your complaint."

The unusual state-wide link was set up at Senator McGee's request by the Wyoming Broadcasters Association which had asked the senator to explain statements about the Birch Society's influence in Wyoming broadcasting which had been attributed to him in a syndicated newspaper column by Marquis Childs, which appeared the week before.

The senator's remarks were carried live out of Cheyenne on KFBC, which fed 16 other stations on the Wyoming leg of the Intermountain Network Thursday night (April 18). Other stations carried the broadcast on tapes supplied by the senator, and he appeared later on KFBC-TV Cheyenne and on KTWB-TV Casper.

The senator's remarks were "welcome" and "cleared the air," said Larry Birleffi, president of the Wyoming association and station and commercial manager of KFBC.

Began With Childs ■ The board

of the Wyoming group had wired Senator McGee April 13 seeking an explanation of Mr. Childs's statement that half the state's stations were on "monthly retainers" by Birch Society groups.

Mr. Childs was "technically and grammatically incorrect," the senator said. But it is true that an unnamed source pays \$150 a month to put on programs of the Reverend Carl McIntire of New Jersey. "Other programs . . . are financed in rather devious ways," Senator McGee said. They are either sold for local sponsorship or played without charge as a public service, he said.

"The Wyoming broadcasters alone hold the secret as to how much time is actually being allocated to the extremists' broadcasts in our state," he continued. "Their programing is not always a matter of public record."

Senator McGee said the following programs offered in Wyoming and elsewhere echo the Birch Society line:

Manion Forum, featuring Clarence

The local store knows the score

These prominent Washington advertisers have been with us

12 YEARS OR MORE

CHERNER MOTORS

16 YEARS

ARCADE PONTIAC DEALERS

15 YEARS

PEOPLES DRUG STORES

12 YEARS

WWDC RADIO
WASHINGTON, D. C.
represented nationally by John Blair Co.

What program authority does FCC have?

U.S. SUPREME COURT MAY DECIDE IN NEW MEXICO CASE

The extent of the FCC's authority over programing came into question before the U. S. Supreme Court last week—and the ruling of the court may very well become a legal milestone in the controversy surrounding the commission's power in this field.

The case, argued last Monday and Tuesday, involves the New Mexico Board of Optometry and KWEW Hobbs, N. M. The state board last year sought and received a state court order against KWEW, KHOB Hobbs and the local newspaper enjoining them from carrying price and discount advertisements of a Texas optometrist. New Mexico law forbids state optometrists from mentioning prices in their advertising.

In their appeal to the U. S. Supreme Court KWEW and the newspaper charged that the state's actions interfere with interstate commerce and also that the Communications Act and the FCC have pre-empted the field of radio programing and advertising.

Pre-Emption Case ■ The pre-emption argument was made principally by Solicitor General Archibald Cox, who maintained that the FCC's control over programing was extensive and of long standing (BROADCASTING, March 11).

Detailing this contention, Mr. Cox pointed to the FCC's actions in (1) con-

sidering programing plans in applications for new stations, (2) comparing past, present and future programing at renewal time, (3) requiring stations to maintain program logs, (4) denying licenses to applicants who have engaged in "bait and switch" advertising, and (5) warning licensees against accepting deceptive advertising, birth control products, medical advice, quack medicines and double billing.

He also noted that in 1960 the FCC issued a policy statement on its interest and authority in programing.

The only limitation, Mr. Cox observed, is that the FCC is prohibited from censoring programs.

Although states are not prevented entirely from applying their laws to broadcasters (defamation, taxation, etc.), it would be "intolerable," Mr. Cox said, if each of the 50 states were allowed to apply special laws to broadcasters.

Earl E. Hartley, New Mexico attorney general, and Robert Pyatt, special assistant attorney general for the state, stressed that neither the Communications Act nor the FCC has any provision or regulation on price advertising. Therefore, they claimed, the federal government has not pre-empted the field and the state has a right to impose these standards on radio and newspapers.

Manion, a former law professor and a member "of the board of directors of the Birch Society."

Life Line, financed by H. L. Hunt, and *Dan Smoot Report*, featuring Dan Smoot, a former editor for Mr. Hunt. "The *Dan Smoot Report* and *Life Line* have both been adopted as the official literature of the John Birch Society," the senator said.

The Independent American, which features Kent Courtney, who the senator said also is a director of the society.

Evidence that the society has already made long strides toward control of Wyoming, said the senator, is that the state legislature has adopted, despite disavowals of Birchism, these Birch goals: a right to work law and resolutions urging that the U. S. get out of the United Nations, repeal of the income tax and the destruction of the nation's foreign aid programs.

"Believe me, my friends, the John Birchers are here and they are burrowed in deeply," Senator McGee said.

ANOTHER SERVICE CAUGHT IN THE ICE

FCC calls halt to action on international applications

International broadcasting went into the FCC deep freeze last week pending a revision of the commission's rules governing such operations.

The freeze, adopted on a 4-1 vote, affects applications for new private international stations and requests by existing stations to expand their broadcast day. Commissioner Rosel H. Hyde, the lone dissenter, criticized the decision to impose a freeze without prior notice.

The commission said "mounting frequency congestion and resultant shortage of available frequency hours in the international broadcast bands for both private and governmental use" require a revision of its international broadcast rules. These were first adopted in 1939 and later modified in 1955.

No hint was given as to how long the freeze might last. The commission said only that proposed rules "will be issued as soon as possible."

A Formality ■ The commission action formalized a situation that has been in effect for about a year (CLOSED CIRCUIT, March 11). Commission officials said last month concern about the implications of international broadcasts

by private individuals had caused the commission to defer action on new applications pending a review of the purposes of international broadcasting.

The commission announcement immediately raised speculation that the freeze was aimed at—or prompted by—the international station, WINB Red Lion, Pa., because of the controversial broadcasts of the Rev. Dr. Carl McIntire (see story page 76).

Commission officials, however, said there was no connection. They pointed out that WINB is already on the air. Furthermore, they said, the matter had been under study long before WINB began operating last winter.

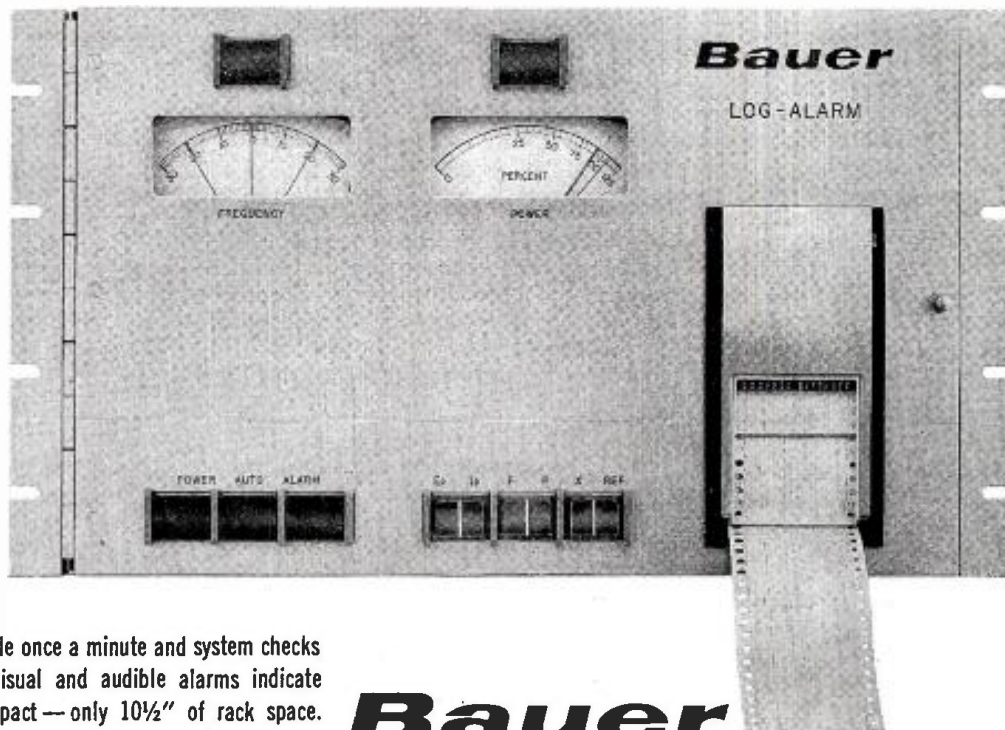
But some commissioners acknowledged that the McIntire issue was one of the factors considered in the decision-making process.

Not Many Stations ■ Most international broadcasting from the U. S. is done by the Voice of America over facilities leased or owned by its parent organization, the U. S. Information Agency. As a result, the latest freeze will have nothing like the effect of the commission's two other freezes—on AM radio (imposed May 10, 1962)

LOG FCC REQUIRED TRANSMITTER READINGS FOR ONLY

\$3.00 A MONTH!

Buy a Bauer "Log Alarm"! The Bauer "Log Alarm" logs all required parameters — Transmitter Frequency, Power, Plate Voltage, Plate Current and Tower Lights for only \$3.00 a month (operating cost). Parameters are logged continuously and readings correlated automatically because they are printed on a single, pressure sensitive, chart. Readings are made once a minute and system checks calibration every 26 minutes. Visual and audible alarms indicate out-of-tolerance conditions. Compact—only 10½" of rack space. Reload chart paper only twice a month—daily readings may be torn off for filing in a convenient log book...You can start saving money right now! Send for complete details today!



Bauer
ELECTRONICS CORPORATION
1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

Harris: 'Things could be a lot worse'

A congressman who holds more power and influence over broadcasting legislation than any other member of the House of Representatives warned broadcasters last week that if their problems with federal regulation look bad to them now, an examination of some of the alternatives would show that things could be a lot worse.

That "worse" might be government control of programming or the establishment of government stations, suggested Representative Oren Harris (D-Ark.), chairman of both the House Commerce Committee and the Special Subcommittee on Investigations, which has recessed for the time being its hearing on broadcast measurement services (BROADCASTING, April 15).

Representative Harris used a discussion of the ratings question to reiterate his opposition to pay-tv. He said programming by the numbers could lead to subscription television which, he said, would not be in the public interest.

But the picture for broadcasters doesn't have to be so gloomy, Representative Harris said. If broadcasters can walk on the tightrope between private and public interest, he said, they needn't fear the alternatives.

In a speech prepared for delivery before the Mississippi Broadcasters Association convention in Biloxi Saturday (April 20), Representative Harris reminded his audience that "Winston Churchill has stated that democracy is easily the worst form of government until you have considered the alternatives."

Similarly, said the congressman, "tightrope walking is easily the most uncomfortable and dangerous position" until one considers the other choices available.

With a sympathetic understanding of broadcaster problems, Representative Harris said Congress is mindful and concerned about the FCC's actions in the programming area. He

revealed that the agency's Omaha hearing prompted him to seek an explanation of the FCC's authority in that area from its chairman.

On broadcast ratings, Representative Harris said he has seen a similarity in that problem to what an earlier subcommittee of his found in the payola and fixed quiz show scandals: that many persons connected with broadcasting and advertising "suspected something was amiss" before his hearings "but few persons, if any, seemed to have cared to learn the full



Representative Harris

truth about what was going on. Everybody seemed happy to share in the prosperity. Nobody was anxious to kill the goose that laid the golden eggs," he said.

(Chairman Harris has made it clear that broadcasters, advertising agencies and advertisers had better be prepared with some solutions to the ratings problem when his subcommittee resumes its hearing. See related stories on pages 33, 34 and 36.)

Some of the highlights of the pre-

pared Mississippi speech:

Programming ■ When FCC Commissioner E. William Henry said at the Omaha local programming hearing, "I don't think necessarily that the standard that the community might have is necessarily the one we would have," Representative Harris asked FCC Chairman Newton N. Minow whether Commissioner Henry's remarks correctly reflected commission policy. He also requested "an authoritative statement" on the commission's powers and policies in the programming area.

Revealing the chairman's reply to him, Representative Harris said he was told that the commission's July 29, 1960, *en banc* statement on programming contained the standards to which Commissioner Henry had referred. "He contemplated no change from those policies," Chairman Minow wrote, but pointed out that the "general public may not always be aware" that the broadcaster "has the responsibility to seek out and fulfill diligently the needs and interests of his area—as opposed to simply acting on a few inquiries and suggestions."

However, Representative Harris suggested that some discrepancies may be disclosed in comparing Commissioner Henry's remarks in Omaha and the 1960 FCC statement, "particularly . . . that the commission does not 'intend to guide the licensees along the path of programming' and that 'on the contrary the licensee must find his own path with the guidance of those whom his signal is to serve.'"

Concerned that Commissioner Henry, "who is relatively a novice on the commission and a newcomer to the field of broadcast law," may have been unsure in his footing on the tightrope "which stretches between the public interest provisions and the anti-censorship provisions of the Communications Act," Representative Harris said he was glad the commissioner "ap-

and FM (imposed Dec. 21, 1962). Only three international stations are now authorized by the FCC and only three applications for new stations are pending.

Besides WINB, which is licensed to the Rev. John M. Norris, the stations now operating are WRUL Scituate, Mass., International Educational Broadcasting Corp.; and KGEI Belmont, Calif., Far East Broadcasting Co.

The pending applications were filed by Trans World Radio, for a station in Arecibo, Puerto Rico, and International

Educational Broadcasting Corp., for stations in Deer Park, Fla., and on Guam.

Voting in favor of the freeze were Chairman Newton N. Minow and commissioners Frederick W. Ford, E. William Henry and Kenneth A. Cox. Commissioners Robert T. Bartley and Robert E. Lee were absent.

Hyde's Dissent ■ In his dissent, Commissioner Hyde said the commission shouldn't take such an action without giving interested parties an opportunity to be heard "as contemplated by the Administrative Procedure Act." He

said the international broadcast situation hadn't changed in months and that "no emergency exists which justifies departure from the procedures prescribed by law."

Commissioner Hyde said that before imposing a freeze, the commission might well ask for information on such basic questions as whether international frequencies should be restricted to a single governmental agency, or whether "responsible private entities" might be "more effective" than government in presenting "the American concept

appears to have regained his balance and that he solidly subscribes to the commission's statement on programing policy.

"I also would like you to note that Chairman Minow's letter to me does not report any dissent on the part of any commissioner with regard to the 1960 statement on programing policy," Representative Harris said. (The congressman didn't state it, but Commissioner Rosel H. Hyde filed a vigorous dissent to the statement in 1960.)

Representative Harris said that a Federal Communications Bar Association proposal to amend the Communications Act and take the FCC out of programing functions "may seem extremely attractive to broadcasters—at least until they have thought about it more carefully." Not only would the proposal give broadcasters primary responsibility in programing, "but it would make it unnecessary for broadcasters to render a public accounting for their programing."

Such a substitution of private for public interest, the congressman warned, could lead to a public demand for "complete government control over radio and television programing" or short of that, to a demand for government-operated stations "which will meet public needs not met by privately operated stations."

Must Test FCC Powers ■ "Unless individual broadcasters have the courage to test by legal processes the limits of the commission's powers, we shall never gain the greater certainty which is required not only in the interest of broadcasters but in the public interest as well," Representative Harris said. He cited (though not by name), a 1960 Mississippi case in which WLBT-TV Jackson "gave in to the commission" and sold time to candidates in a congressional race even though the station said it did not want to sell time at all.

(Representative Harris confronted Chairman Minow with this problem last month and told the chairman he didn't like the "real hammer" the

agency was wielding over broadcasters at renewal time. He said then that the Congress "ought to look into . . . many . . . things that the commission takes into consideration with the renewal because this question of holding a real hammer over the head of somebody when they know it is held there seems to me a very, very serious problem" [BROADCASTING, March 11].)

The station complied with an FCC letter sent in response to one of the candidate's complaint that he could not buy time on the station, but Representative Harris said "it is clear to me . . . that this particular situation might well have been pursued further by the television station. . . . It might well have requested a declaratory ruling by the commission and might well have tested that ruling in the courts," he said.

The congressman said, however, he understood "why the station preferred not to incur the possible wrath of the commission and thus place its license in jeopardy."

In other remarks on political broadcasting, Representative Harris said broadcasters seeking complete repeal of Section 315 must come up with "specific answers to difficult and complex specific situations" which have arisen and probably will again.

Section 315 exemptions for bona fide news "will go a long way towards" remedying problems, he said.

On Ratings ■ "Most everybody in the industry has been anxious not to rock the boat," Representative Harris said in a reference to broadcaster and advertiser failure to do something about their suspicion of rating service inadequacies. "Most everybody has been doing well financially, though it certainly cannot be said that they have been doing good," he said.

"The question as to the use to which ratings may properly be put is first of all a question which broadcasters must answer, and secondly, it is a matter of concern for the FCC," he said. "I am not so sure that the

Federal Trade Commission, which is one of the agencies which has jurisdiction [in ratings accuracy] in this respect has done all that can be done."

The lawmaker, who remarked during the ratings hearing that Congress has the power to fix weights and measures, reminded the Mississippi broadcasters: "Surely, ratings are used as a measure. We may want to explore whether the Congress should enact legislation with regard to rating standards.

"I can promise you this," he said. "We shall leave no stone unturned in exploring what can and should be done to improve the ugly rating picture which we have found to exist.

"Absolute or excessive reliance [on ratings] constitute an abdication of broadcasters' responsibility no matter how accurate the ratings can be demonstrated to be," Representative Harris said. If that's what is wanted, he continued, "I should like to warn . . . [this action pleads] most effectively for the substitution of pay television for free television. In the question of pay television, the question of ratings would be answered with absolute certainty. But is that what is wanted? Would that be in the public interest? I submit to you most sincerely that it would not."

And the Daytime Stations ■ The congressman said he was aware that House-passed but Senate-defeated legislation to extend pre-sunrise operations, and a proposed FCC rule change now under consideration, do not go "as far as many daytime stations would have liked to see us go." But the standard of public interest is vital in deciding this and other broadcast problems, he said.

Hearings conducted by his committee showed clearly "that the post-sunset operations by daytime stations were likely to lead to insufferable interference with the signals of other radio stations." An "urgent public need" shown for pre-sunrise operations was not shown during post-sunset hours, he said.

of a free society."

He also said the commission might consider whether the U. S. should conserve international frequencies "while engaged in a world competition with other countries [the USSR and Communist China]" which outstrip it in the use of international radio.

Springfield ch. 2 move argued in appeals court

A five-year-old action of the FCC, moving channel 2 from Springfield, Ill.,

to St. Louis and Terre Haute, Ind., was reviewed by the U. S. Appeals Court in Washington last week.

Again objecting to the move was Sangamon Valley Television Corp., one of the original applicants for the VHF facility. Also before the court were 220 Television Inc., an applicant for channel 2 in St. Louis, and Fort Harrison Corp., seeking channel 2 in Terre Haute.

Both 220 Television and Fort Harrison claim that since the commission has had to review its 1957 order, new ap-

plications should be accepted for the VHF channel. This the FCC has refused to do. The Terre Haute channel has been in hearing since 1959, with an initial decision issued in December of that year favoring WTHI-TV already on channel 10 in Terre Haute. Seeking channel 10 if vacated is Livesay Broadcasting Co. (WLBH Mattoon and WHOW Clinton, both Illinois). Other applicant seeking channel 2 in Terre Haute is Iliana Telecasting Corp., which includes principals of Truth Publishing Co. (WSJV [TV] Elkhart and WKJG-TV Fort

Wayne, both Indiana).

When the FCC first moved channel 2 out of Springfield, Sangamon Valley appealed. The District of Columbia circuit court affirmed the FCC's action. The case was then taken up to the U. S. Supreme Court. It was returned to the lower court because by then allegations had been made that a principal of KTVI had had off-the-record conversa-

tions with FCC commissioners. The appeals court asked the FCC to investigate. The FCC held new hearings and last July issued its second decision affirming the moves. It was from this ruling that the present appeal was taken.

The Sangamon case was heard by Circuit Judges David L. Bazelon, George T. Washington and J. Skelly Wright.

PUCINSKI IN SPOTLIGHT AT HEARING

WYNR probe centers on congressman's letters and attitudes

A crossfire of allegations concerning political pressure and attempted intimidation of Representative Roman C. Pucinski (D-Ill.) punctuated a sizable portion of the record during the second week of the FCC's informal hearing involving WYNR Chicago.

The commission is investigating whether McLendon Corp. was candid in representations about program plans when it acquired WYNR (formerly WGES) last year. The public probe is unusual in that no sanction against McLendon is involved at this stage (BROADCASTING, April 15). The case is being heard in Chicago by Chief Examiner James D. Cunningham.

Representative Pucinski, a surprise FCC witness Wednesday, disclosed that earlier this year a WYNR employe wrote Representative Adam Clayton Powell (D-N. Y.) threatening to "embarrass" the Illinois congressional member of Mr. Powell's House committee should Mr. Powell fail to influence Mr. Pucinski to modify his protest against McLendon. Mr. Powell sent the letter to Mr. Pucinski for comment.

Representative Pucinski said the incident made him more determined than

the congressman's mother.

Douglas and Dirksen ■ He charged it was a "personal insult" as well as a "smokescreen" effort on the part of WYNR counsel, Marcus Cohn, and the McLendons to attempt to so intimate during earlier testimony in the case which he said he read about in BROADCASTING last Tuesday night. He said many others protested too, including Senators Paul Douglas (D-Ill.) and Everett Dirksen (R-Ill.).

Cross-examination of Representative Pucinski by WYNR counsel Cohn, however, produced for the record two letters indicating Senator Dirksen's support may have been solicited by persons joining Mr. Pucinski in the McLendon protest to the FCC. Several efforts by Mr. Cohn to delve into testimony that he said was pertinent to the motive issue were blocked by FCC objections.

Other testimony last week included public witnesses for the FCC who related how a WYNR "school spirit" petition-signing contest last fall caused disturbances in two public schools. An official of the Polish-American Congress, of which Representative Pucinski long has been president and his mother a vice president, testified of hardships caused by cancellation of Polish-language programs of many years's standing.

Public witnesses for WYNR, representing such organizations as the Urban League, United Negro College Fund and the Cook County Bar Association, paid tribute to WYNR's public service activities. Rev. Rubin H. Gums, Church Federation of Greater Chicago, praised McLendon cooperation in religious programming.

Sudden Change ■ On Tuesday FCC counsel Pat Valicente questioned Gordon McLendon, president of McLendon Corp., at some length about the circumstances leading up to the sudden change of programing

Mr. McLendon said he questioned Chicago cab drivers, waitresses, and others about programing tastes and listened to a lot of Chicago radio. He said Jay Schatz, WYNR's manager, also surveyed. There was then no 24-hour station serving Negro needs, he noted, whereas other area stations carried

foreign languages for much smaller segments of the minority population. Negro population has boomed in recent years, he noted.

Mr. McLendon denied that this activity came after a mid-August date when Congressman Pucinski first protested the format change. To one question pressing him as to the initial date of advertising arrangements to support the new format, Mr. McLendon explained in part, "I like to do things as fast as possible."

McLendon witnesses also have explained during the hearing that the sudden decision to drop all foreign language shows came upon their discovery of time brokerage after assuming operation of WYNR.

Besides WYNR, the McLendon stations include KLIF Dallas, KTSA San Antonio, KABL Oakland-San Francisco and WYSL Buffalo plus sales representation of Mexican station XTRA Tijuana (Los Angeles).

The WYNR probe is to continue this week. When completed the record will be certified without recommendation or report by the examiner to the full FCC for review as an agenda item at one of its regular meetings. The FCC counsel will give his recommendation to the commission then. At that time the commission will decide if some formal type proceeding is desired.

Rely on good faith, broadcasters told

The FCC last week expressed its views on bipartisan promotions for campaign contributions. The commission said that broadcasters must rely on judgments made in good faith.

The commission's latest views came in answer to an inquiry by Lawrence M. C. Smith of Philadelphia on how the political equal-time and fairness doctrine requirements would apply to bipartisan campaign promotions through use of spot announcements.

Mr. Smith was told that the equal-time provision of Section 315 would not apply to bipartisan announcements since it refers only to the political candidates and not to those speaking in their behalf.

However, the commission said, the fairness doctrine does apply "where a licensee allows its facilities to be used for the expression of an opinion on a controversial issue of public importance." The broadcaster then has "an obligation" to provide for the presentation of opposing views, the commission said.

The commission said that it would not give an opinion as to the applicability of the fairness doctrine to specific future situations since it did not have the necessary facts, but could give "general principles" as guide lights.

Good Faith ■ The FCC said that it



Mr. Pucinski



Mr. Powell

ever to press his efforts for an FCC hearing. He said he replied to Mr. Powell that the evidence would make it hard for McLendon to keep its license for WYNR.

Congressman Pucinski also repeatedly and strongly denied any personal motive in his protests to the FCC about McLendon's sudden change of WYNR programming from 80% to 100% Negro late last August. The format change included the cancellation of all foreign language and time brokerage programs on WYNR, including that of

could not develop an all embracing formula to insure fair and balanced broadcasting of public issues. "The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs. . . , the different shades of opinion. . . , and the spokesmen for each point of view." The commission quoted from its "Editorializing Report." The commission also said that the broadcaster will be faced by questions of value and the amount of time it is necessary to extend to a requesting party.

The commission said that as far as two candidates from opposing, major political parties are concerned they should be afforded "roughly" the same amount of emphasis in calls for contributions to campaign funds, such as were described by Mrs. Smith.

The FCC added that "it does not follow that if there were, in addition, so-called minority party candidates. . . ,

these candidates also would have to be afforded a roughly equivalent number of announcements." In such cases, the commission said, it would be up to the broadcaster to make "good faith judgment" as to the need in a community to provide for announcement time to minority parties.

The commission concluded that in short it is the broadcaster's responsibility to afford "a reasonable opportunity for the presentation of opposing views" according to each situation. This is also true for party spokesmen, but not candidates, who may appear, the commission added.

Presidential Support ■ The FCC said that announcements for campaign contributions, such as Mr. Smith described, have been given the support of President Kennedy. The commission pointed out the President's proposed legislation in May 1962 to free political campaigns from reliance on large contributions from special interest groups. "To accomplish this, improvement of public

understanding of campaign finance, coupled with a system of incentives for solicitation and giving, is necessary," the proposal said.

The commission agreed that bipartisan requests for campaign funds is a "worthwhile and commendable goal of broadening the base of political contributions." The commission added that such efforts are in keeping with the objective of the fairness doctrine policy, that is the right of the public to be informed on controversial issues affecting it, including those of political parties and candidates.

As to whether such campaign fund requests will cause conflict with the many other public announcements which may be requested, is for the broadcaster to answer, the FCC said. The commission said it did not wish to give an opinion as to how a station's time should be allocated, but that a broadcaster should not reject requests on the grounds that he "would have to be fair in their presentation."

INTERNATIONAL

2ND FRENCH TV NETWORK FOR CANADA

Present plans call for three stations on hook-up

A second Canadian French-language television network, in addition to that of the Canadian Broadcasting Corp., is to be formed by CFTM-TV Montreal and Societe de Television du Canada Francaise. The group of broadcasting executives was given one year in which to form the network by the Board of Broadcast Governors at Ottawa, following its March meeting.

BBG announced its decision on April 11 regarding the new French TV network. It will be composed at first of CFTM-TV Montreal, CJPM-TV Chicoutimi, Que., and CFCM-TV Quebec City, Que. The BBG will have to be requested for permission for the network to start operations. Present authority is only for setting up the network.

Other BBG recommendations following the March public hearing were:

Sale of CHIC-AM-FM Brampton, Ont., by Spencer Caldwell and Gordon Keeble, both of CTV Television Network Ltd., Toronto, to Leslie A. Allen, Toronto film distributor. CHIC is authorized to increase power from 250 w to 1 kw and move from 1050 kc to 790 kc for full 24-hour service.

Royce Frith, Toronto lawyer and TV commentator, is authorized to start a 500 w AM station on 580 kc at Windsor, Ont.

Jack Shapira, secretary of the Winnipeg Musicians Union, has been recommended for a new 5 kw AM station on 1470 kc at Winnipeg, Man., and an

FM station on 94.3 mc with 6.5 kw at Winnipeg.

CFCP Courtenay, B. C., is recommended for a new 250 w AM station on 1490 kc at Campbell River, B. C., to be fed programs part-time from CFCP.

CKGM Montreal, Que., authorized for an FM station at Montreal with 14 kw power on 98.5 mc, to be programmed separately from CKGM-AM.

CFCB Corner Brook, Nfld., authorized to build a satellite AM station at Stephenville, Nfld., with 500 w on 910 kc.

Canadian Broadcasting Corp., Ottawa, Ont., authorized to build a low power 40 w unattended satellite AM station on 1190 kc at Stephenville, Nfld., to carry CBC network programs.

CBC also was recommended for satellite TV stations at Atikokan, Ont., on ch. 7 with 544 video and 272 w audio power to rebroadcast programs from Winnipeg satellite station CBWAT Keora, Ont.; and at Castlegar, B. C. on ch. 3 with 5 w power to rebroadcast programs of Vancouver satellite CBUAT Trail, B. C.

CHVC Niagara Falls, Ont., recommended to form a network with WKMH Dearborn, Mich., to carry regular games of the Detroit Tigers baseball team from April 9 to Sept. 30.

A change was recommended in BBG regulations to permit AM stations to broadcast programs in another language

than English and French for up to 20% of total broadcast time. This is an increase of 5% in this allowance.

CKOY Ottawa has been authorized to increase power from 5 kw day and 1



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KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KBLI Helena / KLIX Twin Falls

DATELINE: network TV in Ireland

by Michael O'Reilly

One year and 700 sponsors later, Telefis Eireann claims success

The Irish national television network has recently celebrated its first birthday. From a stormy beginning, including the resignation of several top executives, the new system, Telefis Eireann, has established itself as one of the most modern and competent in Europe.

While the ancient BBC and British commercial television continue to transmit a 405-line picture, the infant in Ireland uses 625 lines in rural areas and works on both simultaneously in places where many old receivers are in operation. Ex-NBC man Edward J. Roth was the first director-general, a place now filled by an Irishman, Kevin McCourt. Mr. Roth is with commercial television in Britain.

Although shows in Ireland cannot be sponsored by commercial firms, there are plenty of advertising breaks and heavy advertising between shows. Being a government controlled service, the network also collects the \$12 annual license fee.

The advertising agencies get a 15%

tisement in a fixed position within a chosen break in a particular show.

An order for \$45,000 worth of TV advertising gets a volume discount of 2½%; \$150,000, 5%; \$300,000, 10%. All discounts are allowed on the total gross expenditure over a 52-week period, provided it is arranged in advance with the station. An unusual feature is the special discount of 25% which applies to Irish-language advertisements. In spite of this advertising in the native Irish language does not make up more than 1% of the total advertising time.

The population of the Republic of Ireland is slightly less than 3 million and the present estimated number of TV sets, is 160,000 with a great sales boom at present as the service completes the national coverage.

A strict code for advertisers is laid down by the Irish TV Authority. Eight cardinal points include:

1. No advertisement which encourages children to enter strange places or to converse with strangers.

cines, statements are not allowed that give the impression of professional medical advice.

5. Mail order advertisements are accepted only if the advertiser has sufficient stocks on hand and gives as guarantee that goods may be returned and money refunded if not satisfied.

6. No advertisement should be calculated to induce fear on the part of the viewer that he is suffering from any ailment.

7. No advertisement of products or medicines should contain any expressions like "female pills"; "never known to fail"; etc.

8. No advertisement can claim that the product will promote sexual virility or offer a cure for loss of virility. No advertisements relating to sexual intercourse or sexual diseases are allowed.

Many more "don'ts" are listed and some advertisements shown on British TV have been rejected by the Irish system. Several TV film studios have set up in Dublin to provide locally made advertising films. A preferential advertising rate reduction, maybe \$15 off the rates shown for a 60-second commercial is allowed if the product or service advertised is wholly Irish.

Modern Ireland in the few short years since it gained its freedom from the British has made remarkable progress. A productivity increase of almost 5% per annum in recent years has raised the standard of living. In the past few years, Irish exports to Britain and the U. S. A. were able to balance the value of imports. The average weekly wage for a skilled man is \$40 but in Ireland one can live in reasonable comfort on that amount.

Television illustrates the progress in Ireland. Five transmitting stations, in Dublin, Cork, Galway, Sligo and Kilkenny, make up the network and give national coverage. The central studio at Montrose, Dublin, is one of Europe's

Michael O'Reilly, a 36-year-old freelance writer, has had feature articles published in five countries. He was educated at Blackrock College in Dublin, Ireland. Among the American publications he has written for are 'The

American Weekly,' 'The National Observer,' 'World,' and 'Argosy.' Overseas publications include 'Time and Time,' 'Irish Digest,' 'Import-Export,' and 'The Onlooker' (India). He resides with his wife Maureen in Dublin.

commission from the TV Authority and the table of rates makes interesting reading:

	15 Sec- onds	30 Sec- onds	45 Sec- onds	60 Sec- onds
A 7:30-10:30 p.m.	\$120	\$180	\$260	\$330
B 5:55-7:30 p.m.	80	130	180	230
C Before 5:55 p.m. after 10:35 p.m.	55	85	120	150

A slide with station announcer's voice costs \$30 for five seconds; seven-second films \$45.

It costs 10% more to have an adver-

2. No advertisement which suggests that children who do not own a certain product are inferior in any way to children who do.

3. Unacceptable products and services include: money-lenders, matrimonial agencies, correspondence clubs, fortune tellers, undertakers, betting services, unlicensed employment bureaus, products for bust development; contraceptives, smoking cures, products for treatment of alcoholism, contact or corneal lenses.

4. In the advertisement of medi-

kw night to 50 kw day and night on 1310 kc, to provide improved service for listeners.

CJNB North Battleford, Sask., is recommended for a change in frequency from 1460 kc to 1050 kc with 10 kw.

BBG asks for review of Broadcasting Act

A thorough review by the Canadian government of broadcasting policy and the Canada Broadcasting Act has been

requested by the government-appointed Board of Broadcast Governors. In a note to the office of the Canadian prime minister, BBG chairman, Dr. Andrew Stewart, has asked that broadcasting policy be more clearly defined so that the BBG can properly administer the legislation and government policy.

He said that the 1958 Canada Broadcasting Act brought difficulties of interpretation. Dr. Stewart mentioned specific problems of the definition of broadcasting and the growth of cable

systems, political broadcasting, licensing of new Canadian Broadcasting Corporation television stations, affiliations of stations to the government-owned CBC, and conflicts between the CBC and independent television networks.

He reported receiving complaints about alleged irregularities concerning political broadcasting during the recent federal election campaign, and felt that the clause in the Broadcasting Act prohibiting political broadcasting 48 hours preceding an election was badly draft-

most modern. The unique self-supporting marble staircase bids visitors welcome to this home of the latest technical equipment. It is worth mentioning that the BBC asked for (and received) the loan of Irish Television's converter for the first Telstar broadcast in order to convert from U. S. to European standards.

In Dublin, all programs are originated and transmitted on the new 625-line standard while, simultaneously, another feed is converted to 405 and routed to the 405-line transmitter. Viewers can receive perfect pictures with either type of television set.

The Irish Television Service operates its own *Programme Guide*, published weekly, and the advertisement rates for this are \$4 per single column inch. A hundred TV homes have been selected to report on their viewing habits; favorite programs; and a Recordimeter has been attached to each set to measure the time the set is on.

In the past year, over 30,000 commercials for more than 700 advertisers were shown on Irish TV and many sales success stories have been reported. Drama, variety, sport, all play a big part in the day's programs and local productions always draw a big viewing public. American shows like *Checkmate*, *Have Gun-Will Travel*, *Boris Karloff's Thriller*, all have their regular Irish viewers. Here is a comparison of American and Irish program tastes for a three-month period. From a total of 562 hours of programs:

Home produced: news, 67 hours; public affairs, 62 hrs.; sports, 37 hrs.; light entertainment, 36 hrs.; children's shows, 34 hrs.; women's shows, 11 hrs.; drama, 6 hrs.

Imported programs; (mostly American and British): detective and adventure series, 89 hours; comedy and cartoons, 58 hrs.; children's features, 34 hrs.; dramas, 22 hrs.; westerns, 20 hrs.; documentaries, 17 hrs.; public affairs special, 16 hrs.; medical dramas, 12 hrs.; sports, 12 hrs.; variety, 6 hrs. The remainder of the time under review was taken up with station announcements, road safety, religious broadcasts, etc.

Americans, remembering the famous Abbey Theatre and Joyce, O'Casey and

many others, will no doubt wonder at the six hours of home-produced drama in three months. This has been one of the great disappointments of the new TV service to date, but a shortage of funds is the principal reason. An analysis of the advertisements that appear on Irish TV follows:

Food and drink 32%, household stores and services 12%, tobacco and cigarettes 9%, cosmetics 9%, house-



Sports programming has universal appeal and in Ireland it's the national

hold equipment 8%, medical products 6%, wearing apparel 6%, motors and cycles 5%, radios and music 1%, miscellaneous articles 12%.

Advertisers provided the TV service with an income of more than \$600,000 and license fees a further \$750,000 in the first three months of operation and this exceeded expenditures by about \$30,000 for the period.

At the moment of writing, journalists and newscasters have been on strike for several weeks and there are no news programs on Irish TV. The trade union is demanding that TV journalists be paid the same as British TV journalists, more than \$100 a week, while TV chiefs say they should only get the same as Dublin journalists, about \$60 a week.

Unlike television, radio in Ireland (there is only one station—also govern-

ment controlled) allows commercial firms to produce their own morning and afternoon programs while the government programs at night.

Sponsors account for almost 25% of time on the air and music and news programs take up more than a third of program time. Radio advertising revenue is now falling off as television gains national coverage.

ed. He also felt there should be a parliamentary policy on granting CBC their own TV stations in cities where they now have affiliates.

Abroad in brief...

Small growth ■ In Switzerland, there were 283,006 television sets in operation on Feb. 1, this year, representing a gain of only 9,112 units over the Jan. 1 figure. Disappointing slow tv growth in Switzerland is laid by observers most-

ly to programming of the (non-commercial) national tv network. Other reasons offered are serious financial problems of existing stations which claim that there is still not enough money for high-quality programs. Finally, lagging construction of additional small transmitters (boosters and relays) is cited as influencing the slow television growth rate.

Australia adds two ■ New commercial TV stations were granted for Sydney

and Melbourne, according to the Australian News and Information Bureau. United Telecasters Sydney Ltd. was granted the Sydney license and Austarama Television Pty. Ltd. received the license in Melbourne. The new stations make a total of three commercial TV stations in each city in addition to the national, non-commercial television network.

3d TV channel ■ Moscow will get its third TV station in 1963, Tass, the

Soviet news agency, reported last week. The Soviet Union has 123 TV stations and nearly 250 relay stations serving an area with more than 90 million persons. The 3d channel is now being operated experimentally several hours each day.

Huge TV profit drop if British tax goes through

If the British government enforces its new tax proposals for commercial television, gross profits of the industry would slump drastically from an estimated \$61.6 million for 1962-63 to about \$17.5 million. After ITA charges and ordinary taxes, only \$8.1 million would be available to shareholders, of

which \$5.3 million would be for the four largest companies.

This claim is made in a memorandum submitted to members of Parliament on behalf of the four major companies: Associated Rediffusion, Associated Television, ABC Television and Granada TV Network.

Main point of issue between the companies and the authorities is the proposed new Clause 7 of the Television Bill, now in the hands of a select committee of the House of Commons. The effect of the new clause is to substitute a tax on turnover for a tax on profits.

Though the memorandum does not specify the impact on particular companies, most of the decline would fall on ABC-TV and ATV. The memorandum also implies that adoption of the new tax might involve big dividend cuts made by the majors.

In 1961-62, for example, ATV earned \$6.7 million after tax and distributed \$4.7 million to shareholders—almost as much as the combined net earnings of the big four companies, if the new tax were introduced.

British commercial television companies claim that for the first three months of this year 57% of the national viewing time was devoted to their programs against 43% to BBC-TV.

These figures are given in a report drawn up by Television Audience Measurement Ltd., which bases its findings on the number of hours sets are turned on.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Jacoby

Robert E. Jacoby, former VP and account supervisor at Ted Bates & Co., New York, joins Doherty, Clifford, Steers & Shenfield, that city, in similar capacity.

Georg Olden, former senior art director at BBDO, New York, joins McCann-Erickson, that city, as vice president and senior art director. Mr. Olden has also served as director of graphic arts for CBS-TV.

Joan Chamberlain, VP and copy group head at Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample, that city, as VP and copy supervisor.

Robert C. Blumer, copy chief at Fuller & Smith & Ross, elected VP of Cleveland office.

David Nutt, account executive at Ketchum, MacLeod & Grove, New York, named account supervisor. Agency also added three new account execu-

tives: **William Green**, formerly with Young & Rubicam; **Henry W. Taylor Jr.**, from G. M. Basford; and **Donald H. Cady**, from Fletcher Richards, Calkins & Holden. **Marvin Raeburn**, previously with Young & Rubicam as copy writer, joins agency in similar capacity. **Edward Hauser** and **Eugene Walter** also join agency as writers in TV-radio department.

Stephen P. Bell, account supervisor in New York office of Needham, Louis & Brorby, joins Advertising Federation of America (AFA), New York, as VP in charge of member services.



Mr. Viscardi

Thomas Viscardi, director of sales development for WADO New York, appointed to newly created position of media manager of General Cigar Co., that city, effective April 29. He will work closely with General Cigar's advertising agency, Young & Rubicam, in analyzing media buys and in merchandising General Cigar advertising. Prior to joining

WADO 18 months ago, Mr. Viscardi was with Young & Rubicam for five years.



Mr. Lorick

John Lorick, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected vice president.

Gay H. Pryor, former head of Gay H. Pryor Inc., food brokerage firm, joins Weldon Farm Products in newly created post of director of national sales for consumer products.

Art Keeney, co-owner and general manager of Six Twenty Nine Productions, producers of taped radio programs and commercials, elected VP of Ovitt & Cunningham, Pensacola, Fla., advertising agency.

Kenneth C. Podalsky, with BBDO, Chicago, since 1952, joins Earle Ludgin & Co., that city, as account executive.

Donald H. Price, account executive with BBDO, joins McCann-Erickson, San Francisco, in similar capacity.

Samuel L. Rosenfeld, assistant to marketing director and brand manager at Helena Rubinstein since 1960, joins Lehn & Fink Products Corp., New York, as new products coordinator.

His responsibilities will primarily be on introduction of new cosmetic products for Dorothy Gray and Tussy divisions. Prior to joining Helena Rubinstein, Mr. Rosenfeld was assistant to merchandising VP at Revlon.



Mr. Rosenfeld

Stan Holmes, member of Eastman Kodak Co.'s editorial service bureau



since 1956, appointed account representative in public relations division of The Rumrill Co., Rochester, N. Y.

Elaine Whalen, former chief time-buyer at Mogul, Williams & Saylor, joins Altman, Stoller, Chalk Adv., New York, as director of broadcast media.



Mr. Herdegen

John W. Herdegen, VP of Geyer, Morey, Ballard, New York, appointed director of creative services for western division offices. He will make his new headquarters in Chicago. Prior to joining GMB, Mr. Herdegen served as VP and copy group supervisor at Lennen & Newell.

Robert J. Decker, senior broadcast buyer at Ted Bates, joins Ellington & Co., New York, as media director.

Ted Nelson, former American correspondent for *TV International*, London, joins Diener & Dorskind, New York, as director of radio-TV department. Mr. Nelson has served as radio-TV consultant to advertising agencies and stations during past 15 years.

Daniel C. Park, onetime general sales manager of WIRE Indianapolis and president of Indiana Broadcasters Association, named media director of Results Inc., Tucson advertising and pr firm.

Ron Brown, formerly with Warner-Lambert Inc., New York, joins Street & Finney, that city, as executive on Colgate-Palmolive account.



Mr. Yanow

Mort Yanow, director of radio-TV for Bayuk Cigars Inc., Philadelphia, for past four years, appointed director of advertising, succeeding **Magnus Hendell**, recently named director of marketing. Prior to joining Bayuk in 1959, Mr. Yanow spent 6 years in advertising agency and broadcasting fields.

George Kern, former media coordinator at Revlon Inc., New York, joins Fletcher Richards, Calkins & Holden, that city, as associate media director.

Tully Plesser, VP and director of research at Fuller & Smith & Ross, New York, named VP and director of marketing services. Mr. Plesser, also member of agency's plans board, will be responsible for coordination of marketing and research functions. He joined FSR in 1960 as director of research and was elected VP year ago.

Edward Gori and **Donald L. Lauve** join copy department of N. W. Ayer &

L.A. ETV officials

Elden Smith, recently retired vice chairman of Security First National Bank of Los Angeles, elected president of Community Television of Southern California, organization dedicated to establishing ETV station in Los Angeles. **Dr. L. A. DuBridge**, CTSC chairman, also announced six new board members: **Burton Baskin**, Baskin-Robbins Ice Cream; **W. J. Bassett**, executive secretary, Los Angeles County Federation of Labor; **Gen. James H. Doolittle**, director, Space Technology Labs; **Entertainer Art Linkletter**; **Harold Quinton**, board chairman, Southern California Edison Co.; **Jesse Tapp**, board chairman, Bank of America.

Son, Philadelphia. Mr. Gori formerly served with Jules Rabin Associates. Mr. Lauve moves to Ayer from media department of Wermen & Shorr.



Mrs. Simpson

Jean Simpson, VP-copy group head at J. Walter Thompson Co., Chicago, named "advertising woman of year" in annual balloting of Women's Advertising Club of Chicago. Mrs. Simpson has been with JWT since 1956. She previously was with Leo Burnett and Knox Reeves.

Tom Pringle joins copy staff of Guild, Bascom & Bonfigli, San Francisco. He was formerly with Dancer-Fitzgerald-Sample and Young & Rubicam.

George Svestks, formerly with Post, Keyes & Gardner, and **M. G. Schultz**, previously advertising manager of Chicago Show Printing Co., join **George H. Hartman** Co., Chicago, as art director and production assistant, respective-

ly. **Marianne Morgan**, with Shaw, Hague Inc., and **Anne Keleher**, J. Walter Thompson, join Hartman as assistant space buyer and broadcast estimator. **Gay Gelb** and **Joanne Corwin** join agency's broadcast department as assistant supervisor and traffic manager.

G. Lloyd Bunting, president of Noxzema Chemical Co., Baltimore, elected board chairman, replacing **Raymond F. Sullivan**, founder, board chairman and chairman of executive committee of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Sullivan will remain as board member. Mr. Bunting will continue as chief executive officer. **Norbert A. Witt**, executive vice president, elected president, succeeding Mr. Bunting.



Mr. Bunting

Roger (Swede) Larson, former manager of KIRV Fresno, Calif., joins Winter Adv. Agency, that city.

Harry W. Daniels joins MacManus, John & Adams, New York, as director of research, replacing **Wallace Lepkin**, who joins Foote, Cone & Belding there.

THE MEDIA



Mr. Edwards

Stanley H. Edwards, station manager of WTRY Troy, N. Y., joins broadcast division of Triangle Publications as general manager of WNHC-AM-FM New Haven, Conn. Mr. Edwards replaces **Robert Dooley**, who resigned.

Tom Johnson, manager of KTOX Oklahoma City for past 10 years, retires from active management of station to become consultant to Wendell Mayes Stations: KTOX and KNOW Austin, KBWD Brownwood, KXOL-AM-FM Fort Worth, KCRS Midland, KSNY Snyder, and WACO-

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Stewart resigns Telecommunications post

Dr. Irvin Stewart, director of Telecommunications Planning at the White House, resigns as of April 30 to return to his teaching post at the University of West Virginia. President Kennedy announced Dr. Stewart's resignation April 12.

One of the original FCC commissioners, Dr. Stewart was named by President Kennedy to the telecommunications post in February 1962



Dr. Stewart

and confirmed in March of that year.

Dr. Stewart said he plans to do research at the Brookings Institution in Washington and some traveling before returning to Morgantown for the fall semester. He is professor of American government at the university. He served as president of the West Virginia institution from 1946 until 1958.

After serving on the FCC from 1934 to 1937, Dr. Stewart was director of the Commission on Scientific Research. In 1950-51, he was chairman of President Truman's Communications Policy Board; in 1958 he was a member of the Special Advisory Committee on Telecommunications.

AM-FM Waco, all Texas. **George Collison**, KTOK commercial manager, named acting general manager.

John A. MacGregor, account executive with Naegele Outdoor Adv. Co., Evansville, Ind., joins WFIE-TV, that city, in similar capacity.



Mr. Cropper

Samuel H. Cropper, VP of Chemical Bank New York Trust Co., elected to board of directors of Scripps-Howard Broadcasting Co., licensee of WEWS (TV) Cleveland; WCPO-AM-TV Cincinnati; WMC, WMC (FM) and WMCT (TV) Memphis; WPTV (TV) Palm Beach, Fla., and WNOX Knoxville, Tenn.

M. O. Simundson, manager of WGGO Salamanca, N. Y., appointed general manager of KLWW Cedar Rapids, Iowa. **Clayton Scott**, for past two years in regional sales at KWWL-TV Waterloo, Iowa, appointed sales director of KLWW and KWWL. Both stations are owned by Black Hawk Broadcasting Co.



Mr. Dix

Jack Dix, member of sales staff of WFAA-TV Dallas, Tex., since 1958, promoted to local sales manager, replacing **Bill Hobbs**, who resigned to become general manager of KSYD-TV Wichita Falls, Tex. Prior to joining WFAA-TV, Mr. Dix was sales manager of KOME Tulsa, Okla. **Bob Gooding**, member of WFAA radio staff for past year, named newscaster for WFAA-TV's 6 and 10 p.m. *Report of the News*, replacing **Murphy Martin**, now with ABC-TV network.

William E. Nichols, former manager of Finnsauna Inc., makers of bath heating equipment, joins KPAT-AM-FM San Francisco as sales manager. Mr. Nichols previously served in managerial posts at KYA-AM-FM and KFRC-AM-FM, both San Francisco, and KROY Sacramento.

Paul Hughes, group media buyer for Henry Cabot Co., Boston, joins WPRO-TV Providence as account executive.

Bruce Buchholzer joins WCUE-AM-FM Akron, Ohio, as account executive.

Jon Ruby, account executive at Venable, Torbet & McConnell, joins The Katz Agency, Chicago, on radio staff.



Mr. Smith

Elmer F. Smith, resident manager of WNAX Yankton, S. D., elected resident VP of Peoples Broadcasting Corp. and WNAX general manager. Mr. Smith joined station in 1957 and has served as resident manager since 1959. Peoples Broadcasting Stations are WNAX; WRFD-AM-FM Columbus - Worthington, Ohio; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland; KVTN (TV) Sioux City, Iowa; and WTTM-AM-FM Trenton, N. J. (sold to Scott Broadcasting Co., pending FCC approval).

Gust J. Theodore, with Adam Young Inc., Chicago, joins BTA Division of Blair Television, that city, as account executive. **Robert F. Carney Jr.**, formerly with Compton Adv., New York, and **Richard C. Coveny**, recent graduate of University of California at Berkeley, join Blair Television's sales service department. **Richard Coveny** is son of **Charleton E. Coveny**, who had been with John Blair & Co. for last 26 years and was in charge of Blair Radio's

Los Angeles office until his retirement last month.

Dan Shannon, operations manager of KING-FM Seattle, re-elected president of Greater Seattle FM Broadcasters Association. Mr. Shannon was first elected president when association was organized last year.

Earle H. Rast Jr., sales manager of KOGO-TV San Diego, Calif., named station manager of KBUZ-AM-FM Mesa, Ariz., succeeding **Raymond D. Bluestein**. Prior to joining KOGO-TV, Mr. Rast was commercial manager and program director of KANG-TV Waco, Tex.



Mr. Rast

Frank P. Fogarty, executive VP of Meredith Broadcasting Co. (KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y.), re-elected to board of directors of Chamber of Commerce of the United States.

Gene Redburn, air personality at WMYR Fort Myers, Fla., to program director of WCCF Punta Gorda, Fla.



Mr. Cruise

Richard G. Cruise, account executive at Edward Petry & Co., Los Angeles, joins ABC Television Spot Sales, that city, in similar capacity. Mr. Cruise served with KHJ-TV Los Angeles and CBS Radio Sales in New York and Detroit prior to joining Petry organization.

Alvin Jeweler, former chief audio engineer for Koster Film Facilities, Washington, named program director of WHFS (FM) Bethesda, Md.



Mr. Roberts

Clete Roberts, veteran Los Angeles newscaster, has joined RKO General as correspondent - at large for all its TV and radio stations, to which he will contribute special news reports from all parts of world. His new assignment begins today (April 22) in Washington, where he is covering State Department's national foreign policy conference. On May 1 he will give a comprehensive report in half-hour TV news special, filmed, edited and narrated by Mr. Roberts and including appearances by President Kennedy and Secretary of State Dean Rusk. This will be first of weekly series, *Clete Roberts' World Reports*. Mr. Roberts last month resigned as top newsmen of KTLA (TV) Los Angeles, post he had

held for several years. In his new post at RKO General, he will serve as roving correspondent for WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis, and WGMS-AM-FM Washington.



Mr. Rimes

Robert P. Rimes, publicity manager of WWJ-AM-FM-TV Detroit, appointed public relations manager of KDKA-AM-FM Pittsburgh, effective today (April 22), succeeding **Owen Simon**, recently named advertising and sales promotion manager. Before joining WWJ in 1957, Mr. Rimes was assistant director of promotion and research at WKAR-TV (now WMSB [TV]) Onondaga, Mich.

Graham Wallace, director of research at KPIX (TV) San Francisco, named research director of KGO-TV, that city. Before moving to San Francisco year ago, Mr. Wallace was with Bureau of Broadcast Measurement in Toronto.

Theodore M. Wrobel, former assistant sales manager of WBZ-TV Boston, joins Metro TV Sales, Philadelphia, as manager. Mr. Wrobel will service Philadelphia, Baltimore and Washington, D. C., agencies. He has also held posts at Weed Television and WTTG (TV) Washington.

Charles W. Maxwell, formerly operations manager of KBEA Kansas City, appointed program director of KBIG Avalon (Catalina), Calif. He succeeds **Robert Gage**, who resigned to devote himself to his Avalon business interests. Mr. Maxwell will have his offices in Hollywood instead of at Avalon, where station's program operations have been located for past year. He will be im-

mediately active in new format which **Kevin Sweeney**, 40% owner of KBIG, is instituting later this month.

Harold W. Walker, editorial assistant in New York State Education Department in Albany, joins news staff of WTOP-AM-FM-TV Washington.

Brenda Fischer, former reservations manager for Dunes Hotel of Las Vegas in Beverly Hills, joins promotion department of KGO-TV San Francisco.

Bob Gilbert appointed producer-director of public service programs for WTVT (TV) Tampa, Fla.

GOVERNMENT

William F. Jibb, head of his own public relations firm in Florida, joins Federal Trade Commission in Washington as director of information, replacing **Seymour F. (Sam) Stowe**, who retired recently on medical disability.

EQUIPMENT & ENGINEERING



Mr. Kontuly

Joseph J. Kontuly, market sales promotion manager for Minneapolis - Honeywell, Philadelphia, appointed assistant advertising and sales promotion manager for Jerrold Electronics Corp., that city. **Daniel**

Aaron resigns as manager of Jerrold Electronics' CATV operations division to join Philadelphia-based business brokerage and management consulting firm to be known as Garfield, Musser and Aaron Inc. The firm, formed six months ago, specializes in CATV systems industry.

John R. North, northeastern regional manager for Ampex Corp., named to new post of computer products sales manager, with headquarters at Ampex Computer Products Co., Culver City, Calif. **George S. Shoaf**, Ampex mid-western regional manager, succeeds Mr. North as northeastern manager and is himself succeeded by **Thomas W. Harleman**, who has been district sales manager in Dayton, Ohio.

Richard S. Wahlberg, advertising manager of The Magnavox Co., Ft. Wayne, Ind., joins Westinghouse Electric Corp., Metuchen, N. J., as advertising and sales promotion manager for radio-TV division.

Raymond P. Rivoli, sales promotion representative for private brand renewal sales of Sylvania Electric Products, Seneca Falls, N. Y., appointed manager of private brand renewal sales for electronic tube division.

Curtis W. Symonds, controller for Sylvania Electric Products' semiconduc-

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Jewish fund chairmen

Selig Seligman and **Leon Mirell** named chairman and co-chairman, respectively, of radio, TV and recording section of amusement industry campaign for 1963 United Jewish Welfare Fund drive. Unit chairmen include: **Howard Lipstone**, ABC; **Rudolph Petersdorf**, Desilu; **Stanley Cherry**, Four Star; **Ben Hoberman**, independent radio and TV stations; **Frank Gertz**, NBC; **Lynn Stalmaster**, Producers Studio; **Daniel J. Bloomberg**, Republic Studios; **Marshall Wortman**, Revue Productions; **William Blowitz**, publicists, and **Sy Waronker**, recording.

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NBC cited for 33 years of creative leadership

Robert W. Sarnoff, board chairman of NBC, last Monday accepted a citation from the National Council of Catholic Men in Washington for NBC's 33 years of creative leadership and cooperation in religious broadcasting. The Most Rev. Patrick A. O'Boyle (right), archbishop of Washington and chairman of the National Catholic Welfare Conference, noted the association of the council and NBC date back to the first radio presentation of *The Catholic Hour* in 1930. Occasion for the presentation was the world premiere of NBC-TV's four-part series, *I Am With You*, a religious-historical documentary on the history of the Cath-



olic Church and its 21 Ecumenical Councils. The series will be shown on the four Sundays of May, 1:30-2 p.m., EDT.

tor division for past five years, joins Raytheon Co. as controller for semiconductor division with headquarters at Mountain View, Calif.

Lynn L. Long, sales coordinator for electronic tube division of Sylvania Electric Products, New York, appointed sales administrator.

PROGRAMING

Charles F. Simonelli, former general VP of Entertainment Corp. of America, named corporate VP of Technicolor Inc., in charge of Technicolor activities in New York, where he will make his headquarters.

Robert J. Enders, producer of TV series *Best of the Post* and more recently of theatrical motion picture "A Thunder of Drums," signed by Warner Brothers Television as producer to develop several new projects for 1963-64 season. One project assigned to Mr. Enders is to develop series, *The Adventures of Phileas Fogg*, based on stories by James Warner Bellah.

Jack Laird, associate producer of *Ben Casey* for past two seasons, named producer of *Channing*, Revue's new college series for ABC-TV. Mr. Laird will take over assignment June 1, when Stanley Rubin leaves on prearranged six-month European vacation.

Jerry C. Karpf, former TV commercial producer at Norman, Craig & Kummel, New York, joins Videotape Productions, that city, as account executive.

Barry Shear obtains release from six-year contract with NBC-TV running through 1956, as of May 8, to devote himself to his own firm, Briwen Production Co. Agenda calls for three TV series: *The Five Fingers of Jazz*, *Anatomy of Hate* (two-hour clinical studies

of such groups as Ku Klux Klan, American Nazi party and Muslims) and *Like La Ronde*, musical variety series. Briwen's plans also include theatrical pictures and stage productions.

John Kalas, formerly with Stanford Kohlberg Drive-In theatres, joins advertising staff of Filmack Studios, Chicago.

Robert M. Walters, formerly on United Press International staff, Harrisburg, Pa., named manager of UPI's Cincinnati bureau.



Mr. Gross

Arthur Gross, recently resigned as program director of WABC-TV New York (WEEK'S HEADLINERS, March 25), appointed to newly created post of sales director for United Artists Associated's western and southwestern divisions, with headquarters in Los Angeles. Mr. Gross' appointment is in line with UAA's policy of closer supervision of its territorial divisions and stronger emphasis on programming needs of stations. He had been WABC-TV program director since April 1962.

Julio Di Benedetto, producer-director of *Candid Camera*, appointed by Bob Banner Associates as producer of Jimmy Dean variety series which starts on ABC-TV next fall.

Michael J. Marlow, director and executive producer of Norwood Television, Washington, named production manager for special TV productions for Washington area general campaign of National Cultural Center.

Lou Bunin, puppeteer and creator of film effects, named special effects director and producer at ATU Productions,

New York, maker of TV commercials and feature films.

James McAdams, for past three years associated with Revue Studios' story department, appointed assistant to Frank P. Rosenberg, executive producer of Revue's new 90-minute series for ABC-TV, *Arrest And Trial*.

Ralph Bellamy, veteran actor of Broadway, motion pictures and TV, signed to star in MGM-TV's *The Eleventh Hour* series in its second season on NBC-TV beginning next fall. Mr. Bellamy will introduce new character, Dr. Simon Berke, psychiatrist, with Jack Ging continuing in his present starring role of clinical psychologist.

Michael Burns, 14-year-old actor featured in late *It's a Man's World* series, signed as permanent star of *Wagon Train*. Like *It's a Man's World*, *Wagon Train* is produced at Revue Studios, with Howard Christie as executive producer.

Carl Fick, former president of Carl Fick Productions, New York, joins Gerald Productions, that city, as director of scenario department.

Joe Manduke, freelance producer-director, joins New York staff of Fred Niles Communication Centers Inc.

Marilyn Granas, former casting director for MPO-TV, joins Jack Wormser Agency, Hollywood talent representative, as an associate. She will be head of "on camera" department, specializing chiefly in commercials.

Paul Heinecke, president of SESAC Inc., named co-chairman, Musichthon, to be staged for Music of the Blind Inc., May 19 in Carnegie Hall, New York.

Arnost Horlik, formerly associated with law firm of Gang, Tyre, Rudin & Brown, joins legal staff of Screen Gems, Hollywood, and becomes staff member of Arthur Frankel, resident counsel.

INTERNATIONAL

C. E. Brown, executive VP of MacLaren Adv. Ltd., Toronto, elected chairman of agency's executive committee. C. J. Chandler elected senior VP of agency and G. G. Sinclair elected VP and general manager.

J. Ray Peters, general manager and managing director of CHAN-TV Vancouver, B. C., elected president of Vantel Broadcasting Co. Ltd., owner of station. Before joining CHAN-TV in 1960, Mr. Peters was commercial manager of CHCH-TV Hamilton, Ont., and prior to that with CJOR Vancouver.

Edgar H. Griffiths, treasurer of RCA Service Co., named to newly created post of division VP, international finance, international division.

Carl R. Fallettan, former advertising manager for Latin American and Pacific operations of Quaker Oats Co., joins Borden Foods Co., New York, as international advertising manager.



Mr. Chancellor

John Chancellor named head of new NBC News bureau in Brussels to cover activities of European Common Market. Bureau will open July 1, according to announcement made last week by William R. McAndrew, executive VP of NBC News. Mr. Chancellor joined NBC news division in 1950 as midwestern correspondent and has since served in Vienna, London and Moscow bureaus. He was Moscow bureau chief before one-year assignment in U. S. as host of *Today* show. Most recently, Mr. Chancellor has been general assignment correspondent, working out of New York.

John C. Hierlihy, former sales coordinator for United Artists Television, New York, joins Four Star Television International, that city, as sales manager. **Robin C. Armstrong**, former

member of executive sales staff of All-Canada Radio and Television Ltd., joins Four Star Television of Canada, Toronto, as general sales manager.

DEATHS

Garland Sevier Ferguson, 84, five-times chairman of Federal Trade Commission, died April 12 at Ayr Hill Nursing Home in Vienna, Va., after lengthy illness. He retired in 1949.



Mr. Johnson

Walter C. Johnson, 59, VP and general manager of Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford, Conn.), died April 16 at Hartford Hospital of cerebral hemorrhage. Mr. Johnson joined WTIC's parent firm, Travelers Insurance Co., in 1922 as chief clerk and was transferred in 1925 to WTIC as station's first announcer. He was named sales manager in 1939 and assistant general manager in 1942. Mr. Johnson was elected secretary in 1953, director in 1955, and VP and general manager in 1957.

Robert D. Houck, 52, owner of KTNM Tucumcari, N. M., died April 9.

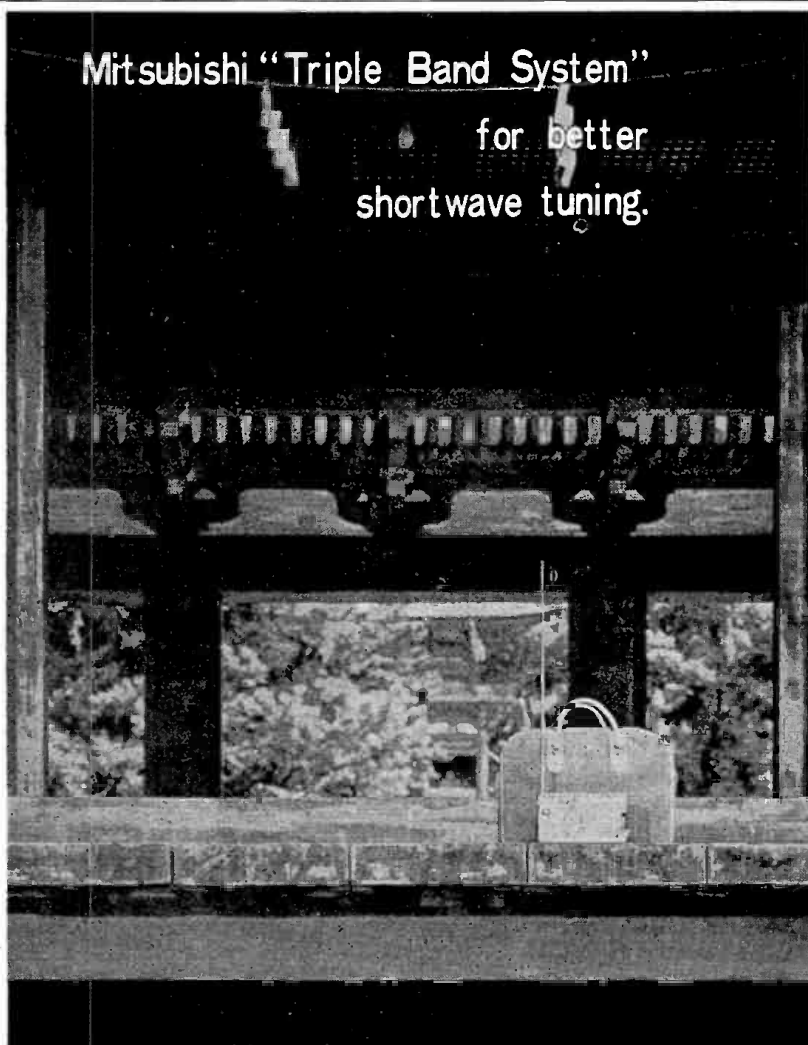


Mr. Heywood

Frank Austin Heywood Jr., 39, manager of advertising, promotion and publicity for KTLA (TV) Los Angeles, died April 12 of diabetes. Before joining KTLA last year, Mr. Heywood had been with KNXT (TV) Los Angeles for eight years, last four as head of station's promotion-publicity department. He started his advertising career with Sylvania Electric Co. in New York in 1945. Moving to Los Angeles, he was associated with number of organizations, including Rexall Drug and Los Angeles Area Community Chest, before entering TV in 1954.

Howard Snyder, 53, comedy writer for Jack Benny for 30 years, died April 13 in automobile accident in West Hollywood, Calif. Mr. Snyder also wrote radio material for Jack Oakie, Edgar Bergen, and Fibber McGee and Molly, and worked on Bob Newhart TV show. At time of his death he was writing for TV series, *My Three Sons*.

Mitsubishi "Triple Band System" for better shortwave tuning.



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system" of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.



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It was 'smile time' at the Polo Grounds

WABC HOLDS FINAL JUDGING OF MONA LISA CONTEST

When Leonardo da Vinci painted the "Mona Lisa" back in the 15th century, there probably weren't more than 31 assorted Indians living on and around Manhattan Island, and it's a safe bet that none of them cared a good war whoop about the painting, either.

But about 500 years later, there were 31,630 persons on and around the same island who cared enough about the mystical lady to try their hand at reproducing the Renaissance classic.

It all came about as response to a promotion by WABC-AM-FM New York to publicize the appearance of the Mona Lisa at New York's Metropolitan Museum of Art.

The station asked its listeners to submit their versions of the painting, and offered nominal cash prizes for the largest, smallest, most artistic, and most humorous reproductions. The biggest entries were so big that the Polo Grounds had to be used for their display,



Mona at Polo Grounds

(see picture above) the smallest were so small a 1,000-power microscope had to be employed, and the best were so good that a midtown department store displayed some of them for a month. Salvatore Dali was called in to judge the winners in each division.

Customized hints for amateur photographers

Radio stations desiring to inform listeners of picture-making opportunities at local events, can get custom-tailored scripts on the subject.

Frank R. Knight, P.O. Box 38, Onychota, N. Y., wrote a few one-minute and three-minute scripts for WNBZ Saranac Lake, N. Y., during that city's winter carnival. The non-commercial scripts were designed to aid the thousands of amateur photographers who were misusing their cameras during the daytime events and not using their cameras at night, because they didn't know how.

Mr. Rogers, who has written books, articles and columns on amateur picture making for Eastman Kodak Co., is now offering this "how-to" service free.

To receive localized scripts, tailored to local stations' needs, a listing and description of impending events representing popular picture-making opportunities should be sent to Mr. Rogers.

Bird's eye view of market for agency men

Providence, R.I., agency account executives last week got a birds'-eye view of their market as part of a two-day open house sponsored by WTEV (TV) New Bedford, Mass.

The station, which went on the air Jan. 1, played host to about 75 agency men and also personnel of H-R Televi-

sion Inc., New York, WTEV's representative. The April 18-19 sessions included an air tour of the Providence market in a 25-passenger helicopter, a market presentation, a tour of the ch. 6 outlet's studios, cocktails and dinner.

Army uses 'Gallant Men'

A new Army recruiting campaign is employing still photographs and sound film segments from two ABC-TV wartime series in a display at New York's Coliseum. The campaign, part of a national tie-up between the Army and ABC-TV for recruiting purposes, uses photos and segments from *The Gallant Men* and *Combat*. Also being distributed nationally are three-color posters and window cards using the slogan "Join The Gallant Men of the U.S. Army."

Coca-Cola plans bigger 'Sweepstakes' promotion

The Coca-Cola Co. is following its successful "Tour the World Sweepstakes" of last summer with a "Go America Sweepstakes" this year. Last year's promotion drew over 9 million entries and more are expected this summer as the contest and its advertising and promotion support have been expanded.

Value of prizes in this year's competition is \$250,000, with 55 prizes set as a special incentive for Coca-Cola dealers.

Local and national television spots will support the promotion as well as

advertising in other media.

This year, contestants will enter with a special removable liner in Coke bottle tops. Last year, the mailing of actual bottle caps caused difficulties with cancelling equipment of the Post Office Department.

60 TV columnists interview NBC stars

NBC-TV is giving some 60 television editors from newspapers around the country a chance for face-to-face interviews with some of the network's top stars.

Starting last week, the network is playing host to the writers in weekly sessions in New York for four weeks. A group of 15-18 writers will be received each week, and interviews with network performers, producers and executives, as well as personalities from NBC-TV's new shows will be arranged. By breaking the editors into smaller groups instead of the mass interviews held in previous ventures, NBC hopes to give each editor an exclusive story, with more than 1,000 interviews resulting.

The groups are received at Sunday night cocktail parties where Johnny Carson of the *Tonight* show is host. Mondays, Tuesdays and Wednesdays are occupied with interviews, each editor having 15 interviews.

The second half of the week, the same NBC personalities will be interviewed by the New York syndicated and wire-service press. The operation was developed by two NBC-TV vice presidents, Sydney H. Eiges and Ellis O. Moore. Some 75% of the 80 invited editors accepted.

Drumbeats . . .

Three weeks' mail ■ WBBM-TV Chicago received 31,000 requests in three weeks for a game and puzzle book offered on its morning children's program, *Breakfast House*. John Coughlin, the show's host, had offered to mail the book to viewers sending their names and addresses to the station.

Major Gray ■ Barry Gray, host of the *Barry Gray Show* on WMCA New York, is originating his shows from Washington in the last two weeks in April during which time he is interviewing prominent Washington officials. The long-distance broadcast is to accommodate the active Pentagon duty of Mr. Gray, who is a U. S. Army reserve major.

Auto ad standards ■ The National Automobile Dealers Association has published a guide for all advertising media, "Recommended Standards of Practice for Selling and Advertising Automobiles." It is part of the group's cam-



WFAA blinks news warning to motorists

WFAA Dallas now signals motorists when it is broadcasting news. Billboards flash the station's frequency from quotation marks. Since the station broadcasts on two different fre-

quencies (alternating with WBAP Fort Worth), one quotation mark flashes "570" (see picture) and the other flashes "820," indicating the frequency WFAA is on at the time.

paign against false, misleading, deceptive and unethical automobile advertising. The association is urging publishers and broadcasters to establish the highest standards for acceptance of automobile advertising. The booklet is available from the association's public relations department, 2000 K Street N. W., Washington 6.

WFIL rooting kit ■ A kit for cheering on the Philadelphia Phillies National League baseball team has been issued by WFIL-AM-TV in that city, the stations which broadcast the club's games. The kit, which the stations had printed

in the *Philadelphia Enquirer*, consists of various cut-out items, including a "do not disturb" sign for the attentive fan and a "victory pennant" which a Phillies rooter can wave as he follows the game at home.

WJW-TV Golden Agers receive benefits ■ WJW-TV Cleveland has started a "Golden Agers Club." Robert S. Buchanan, general manager of WJW-TV, says the prime purpose of this club is to provide benefits for senior citizens 62 years of age or older, retired, or no longer engaged in an occupation. One benefit has been initiated with admis-

sion to the home ball games at a minimal cost. Eventually the "Golden Agers" themselves will be responsible for the promotion and the upkeep of the club.

Free music given ■ WCOP-AM-FM Boston held a competition for non-profit civic, religious and social clubs. The winning organization will have at its disposal for one night's use the Civic Symphony Orchestra of Boston, composed of 70 musicians, a choral group and a free hall that will seat 1,100 people. The winner has a choice of either selling fund-raising tickets or holding a free concert for its own organization.

Far-flung contest ■ Entries from 36 states, the District of Columbia, four Canadian provinces and one Mexican territory were received by WCCO Minneapolis in its mail pull promotion on the *Hobbs House* all night show. Host Franklin Hobbs received 12,449 entries in the contest, which offered listeners a chance to win three portable transistor radios by giving the time of the contest announcement to which they were responding.

The next 40 ■ WOW Omaha observed its 40th anniversary on April 2. As part of the celebration, wow is conducting a contest asking its listeners to tell what programing they would like to hear in the next 40 years.

ADDENDA TO 1963 BROADCASTING YEARBOOK

Corrections to the 1963 BROADCASTING YEARBOOK. For readers' convenience, the information is arranged in order of YEARBOOK section and page number.

A—Facilities of Television

- A-18—WCKT Miami, licensee changed to Sunbeam Television Corp. (acquired station Dec. 19, 1962).
- A-38—KTAG-TV Lake Charles delete entire listing.
- WVUE-TV New Orleans, correct call letters.
- A-52—KMBC-TV Kansas City, delete Robert Draughon, add David Green, dir adv prom.
- A-57—KRNM-TV Roswell delete entire listing.
- A-65—WECT Wilmington change ownership to Roy H. Park Broadcasting Inc.
- A-80—WSBA-TV York add after highest hour rate \$220; under color facilities, substitute none for network; under Executives John D. Eisenhower is prog mgr only (delete prom mgr); add H. David Berlin, loc sis mgr.
- A-98—KBAS-TV Ephrata delete entire listing.
- A-101—WJPB-TV Weston, under Ownership delete "and 10% of WETZ New Martins-

ville, W. Va."

- A-142—Under Salisbury, Maryland, delete listing for Delmarva Community Antenna Corp. Under General Tv Inc. Salisbury change street number to 227; change number of subscribers to 6,200; under channels listed for Washington delete WRC-TV, WTOP-TV and WMAL-TV; add WMAR-TV, WJZ-TV, WBAL-TV, all Baltimore.

B—Facilities of Radio

- B-11—KOFA Yuma delete entire listing.
- B-15—KERN Bakersfield delete reference to McClatchy; station sold to KERN Inc., Feb. 1, 1963.
- B-16—KRML Carmel under Specialty programs substitute 1 for 1/2 hr. after German; delete executives and substitute Sam S. Smith, owner & gen mgr; Beryle I. Gonzales, stn mgr, prog dir & coml mgr.
- B-28—Insert before Woodland: WILLOWS, Glenn County, KIQS (1962): 1560 kc; 250-D. Willows Hotel. Phone Wellington 4-4654. Glenn County Broadcasters (original owners). Vern C. Hatfield, vp & gen mgr.
- B-42—WILZ St. Petersburg Beach new phone 362-1711. Delete executives and substitute Charles W. Mackey, pres; Richard L. Marsh, gen & coml mgr; Thomas W. Lawson, prog dir; Joy Hill, prom mgr;

(continued on page 96)

"INSURED AGAINST EVERYTHING."

YES? Check on the chance that somebody "out there" will accuse you of

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PIRACY, VIOLATION OF COPYRIGHT.

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New York,
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St.

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St.

Donald K. King, news dir; Neil Spencer, chief engr; Jim Gallagher, sports dir.
B-51—WHTN Thomaston delete entire listing.
B-53—KBGN Caldwell delete executives and substitute F. Demcy Mylar, co-owner & gen mgr; Vic Crandall, stn mgr; Dick Shaw, news dir; Chuck Randolph, prom dir; John Runkle, sls mgr and chief engr.
B-58—WNSH Highland Park mailing address: 570 County Line Road, Deerfield, Ill.
B-73—WTCO Campbellsville change address to P. O. Box 28; delete executives and substitute Dr. R. D. Ingram, pres; Linsey Hardin, vp & prog dir; George O. Bertram, secy-treas; Mrs. Naomi Beard, gen mgr; Thomas Kerr, coml mgr; Jim Humphrey, news dir; Pat Beard, sports dir; Harvey Kingsbury, chief engr.
B-86—WNAC Boston change executives listing to William M. McCormick, pres & gen mgr; Proctor Jones, sls dir; John D. Maloy, prog dir; Al Korn, prom & adv dir; Bill Whalen, news dir; Irving Robinson, technical dir.
B-89—WSPR Springfield delete Durham Caldwell, add Keith Silver as news & sports dir.
B-94—WILS Lansing delete WILX-TV: Tv companion of WILS.
B-107—KEMO (FM) St. Louis delete entire listing.
B-109—KGHL Billings delete KGHL-TV: Tv companion of KGHL.
B-112—WMOU Berlin Rep is Bill Creed Associates.
B-132—WMYN Mayodan correct call letters.
B-140—WRFD-FM Columbus programs separately from WRFD.
B-162—WLOV (FM) Cranston delete entire listing.
WWRI West Warwick change power to 1 kw-D, 250 w-N.
B-166—WGUS North Augusta, Aiken County change address to P. O. Box 1475, Augusta, Ga. Add to Rep Dora-Clayton and

Harlan Oakes. Executives are Cal Young, pres; Pat Mulherin, gen mgr.
B-172—WMPs Memphis executives Harold R. Krelstein, pres; Allan Avery, vp & gen mgr; Charles Sullivan, sales mgr; Hal Smith, prog dir; Rodge Warwick, news dir; Joe Deaderick, chief engr. WMPs-FM: Aubrey Guy, dir.
B-174—KTON Belton, Bee County not Beeville.
B-176—KLIF Dallas (move listing from Highland Park, page B-179 where it was placed in error).
—KPSD (FM) Dallas delete entire listing.
B-179—KPCN Grand Prairie add Dallas 21, Tex., after P. O. Box 866.
B-183—KNEE Nacogdoches correct call letters KNEE.
B-185—Terrell Hills is in Bexar County. KITE listing should appear under Terrell Hills, not San Antonio.
—KTLW Texas City change P. O. Box to 2279. Executives are J. G. "Bob" Greer, gen & coml mgr; James C. Brannon, prog & news dir; Luke Stripling, chief engr.
B-188—KNOI Spanish Fork change phone number to 489-5166. Delete John Galarnau, news dir.
B-194—WARR (FM) Warrenton add See Arundel Stations in Group Ownership. WEER Warrenton delete reference to Arundel Stations in Group Ownership.
B-198—KREW Sunnyside Network CBS, delete MBS.
B-199—KPQ Wenatchee change address to P. O. Box 159; Network ABC; Reps Hollingbery, Moore (Seattle and Portland). Executives are James W. Wallace, pres & mgr; Carl Tyler opns & news dir; Fred Harkness, traffic.
B-200—WKKE Huntington change address to 623 Fourth Avenue. Executives are Wayne W. Geyer, pres & gen mgr; Robert O'Dell, vp & stn mgr; Paul M. Brown, sls prom mgr; John T. Thacker, coml mgr; James Robert Martin, prog dir; Raydon Thompson, chief engr.

C—Equipment
C-3—Product Guide: Utility Tower Co. should be listed under the following headings:
C-3 Antennas & Accessories
C-5 Community Antenna Tv Systems Communications Systems
C-10 Towers, Accessories, Services Translators & Accessories Transmission Line
D—Codes/Program Services
D-10—British Information Services change address to 845 Third Ave., New York 22. Plaza 2-8400. Alan J. Waple, dir news division.
D-15—MPO Videotronics Inc. change address to 222 E. 44th St., New York City.
D-26—Under Radio and Tv News Services American Radio News Inc. change address to 505 Fifth Ave., New York 17. Phone: HA 4-8211 and YU 6-3410.
D-26—Radio Pulsebeat News change address to 222 E. 46th St., New York 17. Phone TN 7-8770.
D-31—Negro Programming under Texas, add: KZEY Tyler 100%.

E—Networks, Reps, Trade Groups
E-3—Advertising Time Sales Inc. new Chicago address: 1 E. Wacker Dr. Phone 321-0180.
E-10—Change WPST-TV to WLBW-TV Miami.
—Assn. of Maximum Service Telecasters Inc. 1735 DeSales St., N.W., Washington 6, D. C. District 7-5412. Jack Harris, KPRC-TV Houston, pres; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C., 1st vp; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, 2nd vp; Harold Essex, WSJS-TV Winston-Salem, N. C., sec-treas; Lester W. Lindow, exec dir, asst secv-treas.
—Delete Committee for Competitive Television. See Assn. for Competitive Television.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 11 through April 17 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 & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

El Centro, Calif.—KXO-TV Inc. Granted CP for new TV on VHF ch. 7 (174-180 mc); ERP 82.3 kw vis., 45.7 kw aur. Ant. height above average terrain 410 ft. P. O. address Box 140, El Centro. Estimated construction cost \$101,715; first year operating cost \$120,000; revenue \$127,000. Studio and trans. locations, both El Centro. Geographic coordinates 32° 48' 34" N. Lat., 115° 32' 59" W. Long. Type trans. RCA TT2-BH, type ant. Jampro JATV 48/H. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington, D. C.; consulting engineer E. E. Benham, Van Nuys, Calif. Principals: Marco Hana (58%), William J. Ewing (17.2%), Robert N. Ordenez (15.2%) and Gordon Belson and Robert E. Baker (each 4.8%). Action April 10.
El Centro, Calif.—Tele-Bcstrs. of California Inc. Granted CP for new TV on

VHF ch. 9 (186-192 mc); ERP 55 kw vis., 30 kw aur. Ant. height above average terrain 600 ft., above ground 147 ft. P. O. address c/o H. Scott Killgore, 100 California Street, San Francisco. Estimated construction cost \$53,126; first year operating cost \$100,000; revenue \$110,000. Studio and trans. locations El Centro. Geographic coordinates 32° 47' 35" N. Lat., 115° 32' 32" W. Long. Type trans. Gates BT500 CH, type ant. Jampro JAT 4/7. Legal counsel Cohen & Marks, Washington, D. C.; consulting engineer A. E. Towne & Associates, San Francisco. Principals: H. Scott Killgore (50.1%) and others. Tele-Bcstrs. is licensee of WPOP Hartford, Conn.; KUDL Kansas City, Mo.; KALI San Gabriel and KOFY San Mateo, both California. and KZON Tolleston, Ariz. Action April 10.

APPLICATIONS

Miami, Fla.—Supreme Bestg. Inc. UHF ch. 33 (584-590 mc); ERP 220 kw vis., 22 kw aur. Ant. height above average terrain 253 ft., above ground 253 ft. P. O. address c/o George A. Mayoral, Jung Hotel, 1500 Canal Street, New Orleans, La. Estimated construction cost \$191,200; first year operating cost \$90,000; revenue \$90,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46' 34" N. Lat., 80° 11' 26" W. Long. Type trans. ITA TVU-12A, type ant. Alford 1044 S. Legal counsel Loucks and Jansky, Washington, D. C.; consulting engineer George A. Mayoral, New Orleans. Principals: Flora S. Nelson, executrix of estate of Chester F. Owens (83%), Roy A. Nelson (10%), George A. Mayoral (5%) and Richard E. Voelker and Gus L. Levy (each 1%). Applicant owns WJMR-AM-TV and WRCM-FM, both New Orleans, and 25% of WORA-TV Mayaguez and WFQM-FM and WKYN San Juan, all Puerto Rico, and WSVI-TV St. Croix, V. I. Ann. April 16.

Toledo, Ohio—D. H. Overmyer. UHF ch. 79 (860-866 mc); ERP 393.5 kw vis., 210.2 kw aur. Ant. height above average terrain 1,013.7 ft., above ground 1,035 ft. P. O. address 1062 Post Street, Toledo. Estimated construction cost \$1,003,078; first year operating cost \$550,000; revenue \$400,000. Studio and trans. locations both Oregon, Ohio. Geographic coordinates 41° 39' 25"

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

N. Lat., 83° 28' 32" W. Long. Type trans. RCA TTU-25B, type ant. RCA TTU-27J. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Carl E. Smith, Consulting Radio Engineer, Cleveland, D. H. Overmyer, sole owner, is Toledo businessman and owns weekly newspaper there. Ann. April 15.

New AM stations

ACTIONS BY FCC

Highland, Ill.—Progressive Bcstg. Corp. Granted CP for new AM on 1510 kc, 250 w-D, DA. Pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Glenn F. Bircher, 2109 Hill Crest Drive, Highland. Estimated construction cost \$18,942; first year operating cost \$25,790; revenue \$48,047. Principals: Glenn F. Bircher (60.8%) and others. Mr. Bircher is electronics engineer. Feb. 20 initial decision looked toward grant. Action April 16.

Vandalia, Ill.—Peter-Mark Bcstg. Co. Granted CP for new AM on 1500 kc, 250-w. P.O. address 216 Ferguson Street, Jerseyville, Ill. Estimated construction cost \$13,685.63; first year operating cost \$36,000; revenue \$48,000. Wilbur J. Meyer, sole owner, is majority stockholder of WJBM Jerseyville, Ill. Feb. 20 initial decision looked toward action. Action April 16.

Garden City, Mich.—Garden City Bcstg. Co. Granted CP for new AM on 1090 kc, 250 w-D, DA. Pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Douglas Campbell, 33533 Five Mile Road, Livonia, Mich. Estimated construction cost \$84,000; first year operating cost \$90,000; revenue \$120,000. Principals: Douglas Campbell (13.9%) and others. Action April 10.

Mocksville, N. C.—Wilkes Bcstg. Co. Granted CP for new AM on 1520 kc, 5 kw D, reduced to 1 kw during critical hours. Interference condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 950, North Wilkesboro, N. C. Estimated construction cost \$33,028; first year operating cost \$50,000; revenue \$60,000. Principals: Doris B. Brown and Roland B. Potter (each 50%). Wilkes is licensee of WATA Boone and WKBC North Wilkesboro, both North Carolina. Oct. 1, 1962, initial decision looked toward grant. Action April 16.

Niles, Ohio—Niles Bcstg. Co. Granted CP for new AM on 1540 kc, 500 w-D. P. O. address 411 Mahoning Bank Building, Youngstown, Ohio. Estimated construction cost \$35,779; first year operating cost \$42,000; revenue \$58,000. Principals include Frank Bevilacqua, Stephen Conti (each 40%) and Peter Michaels, (2%). Mr. Bevilacqua is in life insurance. Mr. Conti is in bakery business. Mr. Michaels is lawyer. Feb. 20 initial decision looked toward action. Action April 16.

Uhrichsville, Ohio—Tuscarawas Bcstg. Co. Granted CP for new AM on 1540 kc, 250 w-D. P. O. address 226 N. Main Street, Uhrichsville, Ohio. Estimated construction cost \$14,159; first year operating cost \$53,400; revenue \$61,200. Principals include Theodore W. Austin, (35%) James Natoli Jr., and Mary C. Natoli (each 25%) and others. Mr. Austin is minority stockholder WSTP-AM-FM Salisbury, N. C. Mr. Natoli is employee of KYW-TV Cleveland. Feb. 20 initial decision looked toward action. Action April 16.

Danville, Pa.—Montour County Bcstg. Co. Granted CP for new AM on 1570 kc, 1 kw-D. P. O. address c/o William Emert, WPHB Philipsburg, Pa. Estimated construction cost \$9,790; first year operating cost \$17,376; revenue \$64,860. Principals: William Emert & Dean Sharpless (equal partners). Mr. Emert owns WPHB Philipsburg, Pa.; Mr. Sharpless is chief engineer of WPHB. Action April 11.

Chester, Va.—Virginia Regional Bcstrs. Granted CP for new AM on 1410 kc, 5 kw-D. Conditions: (1) pre-sunrise operation with daytime facilities precluded

pending final decision in Doc. 14419 and (2) program tests not to be authorized until permittee is divested of interest in WIVE Ashland, Va., by April 11, 1964. Estimated construction cost \$22,200; first year operating cost \$50,000; revenue \$72,000. John Laurino is sole owner. July 13, 1962, initial decision looked toward grant. Action April 11.

Existing AM stations

ACTIONS BY FCC

KHOT Madera, Calif.—Granted change from DA to nondirectional, continued operation on 1250 kc, 500 w-D conditioned that presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 10.

WBYS Canton, Ill.—Waived Sec. 3.24 (g) of rules and granted increased power on 1560 kc, D, from 250 w to 10 kw, with DA; conditions and presunrise operation with daytime facilities precluded pending final decisions in Doc. 14419. Action April 10.

WEBQ Harrisburg, Ill.—Waived Sec. 1.354 (c) of procedural rules and granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action April 10.

WAYE Dundalk, Md.—Waived Sec. 3.188 (b)(2) of rules and granted increased power on 860 kc, DA, D, from 500 w to 1 kw, make changes in DA, and change station location designation to Baltimore; conditions. Action April 17.

WNJH Hammonton, N. J.—Granted increased power on 1580 kc, D, from 250 w to 1 kw; remote control permitted; condition. Action April 17.

WHAZ Troy, N. Y.—Waived Sec. 3.71(a) of rules and granted mod. of license to operate daytime from 12 noon until 5 p.m. or until LS, whichever occurs earlier, Monday through Friday, also other daytime hours for special events and programs, without share-time arrangement with WPOW and WEVD New York City, but continued nighttime share-time arrangement with latter stations. Action April 10.

WSPA Spartanburg, S. C.—Granted renewal of license. Comr. Henry not participating. Action April 17.

WKEE Huntington, W. Va.—Granted increased power on 800 kc, D, from 1 kw to 5 kw; remote control permitted. Action April 10.

APPLICATION

KVSO Ardmore, Okla.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 18.

Existing FM stations

ACTIONS BY FCC

KUFY (FM) Redwood City, Calif.—Granted mod. of CP to change designation of station location to San Mateo, continued operation on 107.7 mc. Action April 10.

WLIN (FM) Detroit, Mich.—Granted mod. of CP to change designation of station

location to Lincoln Park, continued operation on 92.3 mc. Action April 10.

WLBG-FM Laurens-Clinton, S. C.—Granted mod. of license to change station location to Laurens and delete main studio in Clinton, continued operation on 100.5 mc. Action April 10.

APPLICATION

KOAP-FM Portland, Ore.—CP to change frequency from 92.3 mc, ch. 222, to 91.5 mc, ch. 218, and change to non-commercial educational FM. Ann. April 16.

Ownership changes

ACTIONS BY FCC

WSIV Pekin, Ill.—Granted assignment of license and CP from Pekin Bcstg. Co. to WSIV Inc.; ownership remains same. No financial consideration involved. Action April 15.

KMAR Winnsboro, La.—Granted assignment of license from J. H. Martin and W. Gordon Allen (each 48%) and Betty C. Martin and Madeline Allen (each 2%), d/b as Franklin Bcstg. Inc., to Albert Greenwald, S. J. Willing, Leo L. Lowentritt, James D. Mays and A. C. Liles Sr. (each 20%), tr/as KMAR Bcstg. Corp. Consideration \$75,000. Mr. Willing is gen. mgr. of KMAR; other principals are local businessmen. Action April 16.

WVOB Bel Air, Md.—Granted assignment of CP from Lee L. Case, John D. Worthington, Arthur A. Snowberger, George W. Truelove, Samuel Miller and LeRoy Stokes (each 18 2/3%), d/b as Bel Air Bcstg. Co., to same persons in same percentages tr/as Bel Air Bcstg. Inc. No financial consideration involved. Action April 12.

WCTR Chestertown, Md.—Granted assignment of CP from Russell H. Morgan (100%) to Russell H. and Kathryn V. Morgan (100% as joint tenants), tr/as WCTR Inc. No financial consideration involved. Action April 11.

WKRK Murphy, N. C.—Granted transfer of control of licensee corporation, Childress Bcstg. Corp. of Murphy, from James B. Childress (79% before transfer, 4% after) to Paul V. Ridenhour (51% after, 20% before), Loren Davis (22%) and W. T. Brown Jr. (22%). Mr. Childress' wife retains 1%. Consideration \$45,000. Action April 11.

KZOL Farwell, Tex.—Granted assignment of license from Theodore Rozzell and Gabe D. Anderson (each 50%), d/b as KZOL Bcstg. Co., to Mr. Anderson (100%). Consideration \$15,550. Action April 16.

KENE Toppenish, Wash.—Granted transfer of control of licensee corporation, Radio Bcstrs. Inc., from John R. and Dorothy W. Woodroffe (100%) to John R. and Catherine M. DiMeo (100%). Consideration \$35,000. Mr. DiMeo is station manager of KAYO Seattle, Wash.; Mrs. DiMeo is housewife. Action April 16.

APPLICATIONS

KVIP-TV Redding, Calif.—Seeks assignment of license from George Fleharty (38%), Laurence W. Carr (14.37%), Carl R. McConnell (22.62%) and others, d/b as

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- ☐ 52 weekly issues \$7.00 ☐ 104 weekly issues \$12.00 ☐ Payment attached
☐ 52 issues & 1963 Yearbook \$12.00 ☐ Please bill
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name _____

title/position* _____

address ☐ Business
☐ Home _____

city _____

zone _____ state _____

company name _____

*Occupation Required

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 17

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,768	62	134	411
FM	1,071	31	108	192
TV	518	62	83	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 17

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Non-commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

¹Includes 3 stations operating on unreserved channels.

WAAT Trenton, N. J.—Denied petitions for waiver of Sec. 3.28 (d) (3) of rules and designated for hearing application to change operation on 1300 kc from 250 w-D, to 5 kw, unl., with DA-2; made FAA and WKAF Allentown, Pa., parties to proceeding. Action April 10.

KEBE Jacksonville, Tex.—Designated for hearing application to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KBUD Athens, which filed opposing letter, party to proceeding. Action April 10.

KPLT Paris, Tex.—Designated for hearing application to increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KBOX Dallas and KTXO Sherman, which filed opposing petition and letter, respectively, parties to proceeding. Action April 10.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted petition for reconsideration filed by KCMC Inc. (KTAL-TV, ch. 6), Texarkana, Tex., to extent of staying Dec. 18, 1962, grant to KTBS Inc., for mod. of CP to increase ant. height of KTBS-TV (ch. 3) Shreveport, La., additional 200 ft., to 1,780 ft.; (2) afforded KTBS Inc. opportunity to file within 30 days further programming information concerning new predicted service area; (3) afforded KCMC Inc. opportunity to file responsive pleading within 15 days of date of service of such programming submission, and (4) dismissed KCMC Inc.'s petition to vacate order and deny KTBS-TV application. Action April 17.

■ Pending proceeding to revise rules governing private international broadcast stations which it licenses, commission ordered "freeze" on applications for such new stations and requests by existing stations to operate more hours than now authorized. Comr. Hyde dissented and issued statement. Action April 17.

■ By order, granted petition by applicant parties and extended time to April 25 to file petition for reconsideration and grant without hearing applications of Harry Wallerstein, receiver, Tv Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev. Action April 15.

■ By letter, commission dismissed petition by Robert H. Scott, Saratoga, Calif., requesting application of NBC for renewal of license of KNBR San Francisco be denied on grounds that station refused Scott time for talk in support of atheism. Action April 10.

WCBQ Whitehall, Mich.—By letter, denied petition for waiver of AM "freeze" rule and returned tendered application to change station location to North Muskegon and change from SH to unl. time operation. Comr. Hyde not participating. Action April 10.

KODA Houston, Tex.—By letter, commission (1) denied petition for reconsideration of Jan. 9 action which denied second petition for waiver of AM "freeze" rule and, (2) returned tendered application to increase power on 1010 kc, DA, D, from 1 kw to 5 kw, and install new trans. Comr. Hyde not participating. Action April 10.

■ By memorandum opinion and order, commission dismissed petition by Brainerd Bcstg. Co. for review of Feb. 6 action denying petition for reconsideration of Oct. 10 action and returning as unacceptable under AM "freeze" amendment to application to change frequency of KLIZ Brainerd, Minn., from 1380 kc to 1340 kc. Comr. Hyde not participating. Action April 10.

■ By memorandum opinion and order, commission denied petition by American Island Bcstg. Corp. for waiver of AM "freeze" rule and returned tendered application for new AM in Eleale, Kauai, Hawaii, without prejudice to refiling after "freeze" rule is no longer in effect. Comrs. Hyde and Bartley dissented. Action April 10.

■ By letter, commission granted petition by RKO General Inc., licensee of WGMS Bethesda, Md., for waiver of portion of Sec. 3.30 of rules requiring majority of programs to be originated either from present trans. site studio or from remote points within community of Bethesda. Requested waiver is tied to proposal to construct new studio building in Northwest Washington, D. C. in vicinity of upper Wisconsin Ave., to accommodate main studio facilities for both RKO's WGMS in Bethesda and WGMS-FM Washington, D. C., which would be equally accessible to residents of both places. Relief requested was granted subject to (1) application for proposed main studio relocation to be filed on FCC form 301 within one year, accompanied by scale map

Shasta Telecasting Corp., to Frank M. Crawford, J. Ned Richardson and William B. Smullin (each 27.37, Mr. Smullin tr/as Redwood Bcstg. Inc.) and others, tr/as Sacramento Valley TV Inc. Consideration \$1,280,000. Mr. Crawford owns lumber firms; Mr. Richardson owns KPAY Chico, Calif.; Mr. Smullin has microwave and CATV interests and is sole owner of Redwood, part owner of KBES-TV Medford, KOTI-TV Klamath Falls, KAGI Grants Pass and KPIC-TV Roseburg, all Oregon. Stockholders of applicant also have application pending for TV on ch. 9 in Redding. Ann. April 15.

WABW Annapolis, Md.—Seeks assignment of license from Lester J. Grenewalt, Samuel R. Youse and John H. Norris (each 33 1/3%), d/b as ABW Bcstrs. Inc., to Ernest Tannen (50%) and Marvin Mirvis and Martin Fox (each 25%), tr/as Radio Chesapeake Inc. Consideration \$125,000. Mr. Tannen owns WDMV Pocomoke City, Md.; Mr. Mirvis is gen. sls. mgr. of WITH Baltimore, Md.; Mr. Fox is half owner of biscuit company. Ann. April 4.

WFDF Flint, Mich.—Seeks relinquishment of negative control of licensee corporation, WFDF Flint Corp. (80,000 shares issued), by Howard Mack (40,000 shares before transfer, 36,000 after) to Richard P. Doherty and wife (4,000), tr/as Richard P. Doherty TV-Radio Management Corp. Consideration is services rendered. Ann. April 17.

KPRK Livingston, Mont.—Seeks assignment of license and CP from Paul B. McAdam (100%), d/b as Yellowstone Amusement Co., to Jack F. Hinman (60%), Roberta F. Hinman (39.23%) and M. L. Smith (.77%), tr/as KPRK Inc. Consideration \$71,000. Mr. Hinman is sls. mgr. of KPRK; Mrs. Hinman is employee of bank; Mr. Smith is accountant. Ann. April 15.

WKTG Greenville, N. C.—Seeks assignment of CP from John S. Townsend and others, d/b as H & R Electronics Inc., to Stanley H. Fox (35%), Seymour L. Dworsky (25%), Irvin L. & S. H. Fox (each 15%) and Milton A. Hight (10%), tr/as Bell Bcstg. Corp. Consideration \$34,071. Principals are owners of WRMT Rocky Mount, N. C. Ann. April 16.

KOGM-FM Tulsa, Okla.—Seeks assignment of license from George C. Lynde (30%), W. E. Rowsey Jr. (30%), Harry E. Rasmussen (29%) and others, d/b as Sound Unlimited Radio Enterprises Inc., to Sidney Carl Mark (80%) and wife, Patricia G. Mark (40%). Consideration \$15,000. Mr. Mark is exec. vp and gen. mgr. of KAKC Tulsa; Mrs. Mark is sec. of KAKC. Ann. April 15.

Midland, Tex.—Seeks unassigned—Seeks assignment of CP from Cyril W. Reddoch Ralph L. Hooks and C. Winsett Reddoch (each 33 1/3%), d/b as Mid-Tex Radio, to Neil W. Shirley and Charles F. Johnson (each 50%), tr/as Mid-Tex Bcstg. Co. Consideration \$4,414. Both applicants are in CATV and TV engineering businesses. Ann. April 17.

KLO Ogden, Utah—Seeks assignment of license from A. L. Glasmann and others, d/b as Interstate Corp., to Joyce (50%) and Cecil L. Heffel (49.99%) and Mr. Glasmann (.01%), father of Mrs. Heffel. Consideration \$168,000. Principals all have present interest in KLO and in KUTV (TV) Salt Lake City, Utah, and KLIX Twin Falls, Idaho. Ann. April 16.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Avoyelles Bcstg. Corp. for new AM on 1500 kc, 1 kw-D, in New Roads, La.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 16.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Jasper County Bcstg. Corp. for new AM on 1560 kc, 250 w-D, in Rensselaer, Ind.; condition that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 16.

DESIGNATED FOR HEARING

K BAR J Inc., Hastings, Neb.—Designated for hearing application for new daytime AM on 1550 kc, 500 w; made KEDD Dodge City, Kan., party to proceeding. Action April 10.

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FCC announces make-up of all-channel committee units

The FCC last week announced the membership of the three committees constituting the commission-sponsored Committee for the Full Development of All-Channel Broadcasting.

Committee No. 1—Technical Development: Ben Adler, Adler Electronics, Inc., chairman, and Sarkes Tarzian, Sarkes Tarzian Inc., vice chairman; George W. Bartlett, NAB; Jack Beever, Jerrold Electronics Corp.; Dwayne M. Berner, Regency Electronics; Isaac S. Blonder, Blonder-Tongue Laboratories, Inc.; C. M. Braum, National Educational TV and Radio Center; R. L. Casselberry, General Electric Co.; Edward D. Chalmers, Oak Manufacturing Co.; Monte Cohen, General Instrument Corp.; W. L. Dunn, Admiral Corp.; John W. English, Great Lakes Television.

Edward Finkel, JFD Electronics Corp.; Merton Fiur, Merton Fiur Associates; A. H. Gary, Mallory Electronics Co.; Clyde G. Haehnle, Crosley Broadcasting Corp.; Howard T. Head, Association of Maximum Service Telecasters, Inc.; Garth J. Heisig, Motorola, Inc.; Joseph Keiner, Gavin Instrument Corp.; Robert S. Kirby, National Bureau of Standards; Stanley P. Lapin, Adler Electronics Inc.; Robert Jose, ITA Electronics Corp.; Wayne Lovely, West Central Broadcasting Co.; R.

Wayne Masters, Melpar, Inc.; Robert M. McDonald, Gavin Instrument Corp.; Ray B. McMartin, McMartin Industries, Inc.; Robert Y. Nevius, Electronic Industries Association.

Bazil O'Hagan, WNDU-TV South Bend, Ind.; H. E. Rhea, Triangle Stations; R. N. Rose, The Machlett Laboratories Inc.; Percy H. Russell, attorney; Edward L. Shuey, Gates Radio Co.; B. W. St. Clair, Electronics Missiles and Communications Inc.; Henry V. Stewart, Texas Instruments Inc.; Harold G. Towson, General Electric Co.; George R. Townsend, Townsend Associates; William E. Waldrup, Continental Electronics Products Co.; H. O. Wood, Philco Corp.; Warren Woods, attorney; Joseph C. Waters, WUHF (TV) Milwaukee; David L. Steel, Association of Federal Communications Consultative Engineers; Lewis H. Finneburgh, The Finney Co.; George A. Mayoral, Supreme Broadcasting Co.

Committee No. 2—UHF Broadcast Station Operation: Seymour N. Siegel, Municipal Broadcasting System, New York, and chairman, and Adam Young, Adam Young Inc., vice chairman; Isaac S. Blonder, Blonder-Tongue Laboratories Inc.; Thad H. Brown, Jr., Association for Competitive Television; Edwin Cooperstein, New Jersey Television Broadcasting Corp.; John W. English, Great Lakes Television; James A. Fellows, National Asso-

ciation of Educational Broadcasters; Rush Jones, J. Walter Thompson; Robert Manby, Showcorporation of America; Ray B. McMartin, McMartin Industries, Inc.; Fred C. Mueller, West Central Broadcasting Co.

James F. O'Grady, Adam Young, Inc.; L. M. Sandwick, Electronics Industries Assn.; Lawrence Turet, WUHF (TV) Milwaukee; Lawrence Webb, Station Representatives Assn.; John Weigel, Weigel Broadcasting Co.; Roger G. Berk, WAKR-TV Akron, Ohio; Julian Kaufman, Spanish International Broadcasting Co.; Rene Anselmo, Spanish International Broadcasting Co.; John G. Johnson, WBMG (TV) Birmingham, Ala.

Committee No. 3—Consumer Information: L. M. Sandwick, chairman, and Mort Farr, National Appliance TV Dealers Association, vice chairman; Justin L. Albers, RCA Victor-RCA Sales Corp.; A. E. Allen, Philco Corp.; Jack Beever, Jerrold Electronics Corp.; Thad H. Brown Jr., Association for Competitive Television; Everett S. Brown, General Electric Co.; Norman D. Burch, National Retail Merchants Association; John C. Doeser, attorney.

Edward Finkel, JFD Electronics Corp.; Clyde G. Haehnle, Crosley Broadcasting Corp.; W. T. Hamilton, WNDU-TV South Bend, Ind.; R. B. Helhoski, Blonder-Tongue Laboratories Inc.; Harold E. Hill, National Association of Edu-

showing proposed studio location in relation to Bethesda and District of Columbia, and indicating approximate date on which new studio building will be ready for occupancy, and (2) the waiver herein granted shall not become effective until commission receipt of, and favorable action on, application for studio relocation, and actual commencement of operations from the new studios. Action April 10.

■ Commission denied request by A. Earl Cullum Jr. for extension of time from April 17 to May 17 to file reply comments in FM rulemaking proceeding in Doc. 14185. Action April 10.

■ Commission scheduled oral argument for May 9 in proceeding on application by WDUL TV Corp. for additional time to complete construction of WHY2-TV (ch. 10) Duluth, Minn. Action April 10.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of Magic City Bcstg. Corp. for additional time to construct WBHM Birmingham, Ala., in Doc. 14954, denied petition for review of examiner's March 12 ruling denying WBHM's request for continuance of hearing pending commission action on petition for reconsideration of designation order. Board Member Nelson concurred. By separate memorandum opinion and order, granted petition by Voice of Dixie Inc. (WVOK), Birmingham, Ala., to extent of making it party to proceeding. Action April 16.

■ In proceeding on applications of Laramie Community TV Co. for new VHF TV translator stations in Laramie, Wyo., et al., in Docs. 14552 et al., granted petition and extended to May 10 time to file exceptions to initial decision. Action April 16.

■ In proceeding on AM applications of Ponce Bcstg. Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14995-5, granted petition by Ponce and extended to April 25 time to respond to Abacoa's petition to enlarge issues. Action April 16.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Bcstg. Corp., San Juan, both Puerto Rico, in Docs. 14977-8, granted petition by Abacoa and extended to April 22 time to file reply to oppositions to petition to delete issues filed by Abacoa. Action April 16.

■ Rescheduled April 23 oral argument for

April 22 in proceeding on AM applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts. Action April 11.

■ Rescheduled April 23 oral argument for April 22 in proceeding on AM applications of Hayward F. Spinks, Hartford, and Greenville Bcstg. Co., Greenville, both Kentucky. Action April 11.

■ Granted petition by Pinellas Radio Co. and extended to April 15 time to file opposition to motion to enlarge issues filed by Cherry Bcstg. Co. in proceeding on Pinellas application for new AM in Pinellas Park, Fla. Action April 11.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Prattville Bcstg. Co. and Billy Walker for new AM stations in Prattville, Ala., in Docs. 14878-9, granted petitions for leave to amend (1) by Prattville and place with application new Sec. III of form 301 so modified as to reflect amendment to application accepted by Feb. 7 order, and (2) by Walker to place with his application new Sec. III of form 301 so modified as to reflect amendment to his application accepted by Feb. 11 order, and by separate order, in accordance with examiner's ruling at close of March 21 evidentiary hearing, (1) received in evidence written statement relating to notice of publication of hearing and copies of Walker exhibit 14, and closed record, and (2) ordered proposed findings to be filed by May 15. Action April 12.

By Hearing Examiner James D. Cunningham

■ Continued April 22 further hearing to April 29 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action April 15.

By Hearing Examiner Millard F. French

■ By order, formalized agreements made at April 15 prehearing conference in proceeding on application of Harry Wallerstein, receiver TV Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev., and scheduled further prehearing conference for May 23 and continued June 3 hearing to June 25. Action April 15.

■ Upon request by Brush Bcstg. Co. scheduled further prehearing conference for April 17 in proceeding on application for new AM in Wauchula, Fla. Action April 12.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at April 15 prehearing conference in proceeding on applications of Marshall Bcstg. Co. and Wright Bcstg. Co. for new AM stations in Marshall and East Lansing, both Michigan, respectively, in Docs. 15017-8, scheduled certain procedural dates, and continued June 20 hearing to July 9. Action April 15.

■ Upon request by Broadcast Bureau extended from April 10 to April 30 time to file proposed findings and to May 10 for replies in proceeding on applications for renewal of license by Tipton County Bcstrs. (WKBL), Covington, and Shelby County Bcstrs. Inc. (WHEY), Millington, and application of Huntingdon Bcstg. Co. for new AM in Huntingdon, all Tennessee. Action April 10.

By Hearing Examiner Walther W. Guenther

■ Pursuant to hearing examiner's order released Oct. 29, 1962, which held in abeyance applicable procedural dates, and Review Board's memorandum opinion and order released April 9 in AM proceeding on applications of Hastings Bcstg. Co., Hastings, and Albert Lea Bcstg. Co. (KATE), Albert Lea, both Minnesota, in Docs. 14685-6, scheduled further prehearing conference for April 16. Action April 11.

■ Granted motion by respondent Dutchess County Bcstg. Corp. and extended from April 15 to April 26 time to file proposed findings of fact and conclusions of law, together with proposed corrections to transcript, and on own motion extended from April 29 to May 10 time to file replies in proceeding on AM application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. Action April 11.

By Hearing Examiner David I. Kraushaar

■ By memorandum opinion and order in matter of revocation of licenses of Pape TV Inc. of WALA-AM-TV Mobile, Ala., (1) granted motion by Pape TV and rescheduled April 15 prehearing conference for June 19, and April 29 hearing for June 19, both in Mobile, and (2) directed parties to exchange copies of proposed stipulation, by June 13, concerning identity, authenticity, dates, and times of certain editorials allegedly broadcast by stations concerned and of certain correspondence, all of which were referred to in appearing clauses of show cause order, and on any other matters as well to which there can be no real disagreement by parties. Action April 10.

cational Broadcasters; Charles N. Hoffman, Warwick Manufacturing Corp.; Albert Leon, Symphonic Radio & Electronic Corp.; Robert D. L'Heureux, National Community TV Association; Harry Rich, Westrex International; Richard F. Sandwick, Benton & Bowles.

James D. Secrest, Electronic Industries Association; David C. Stewart, National Educational TV and Radio Center; Elmer Pothan, AT&T; Edwin M. Marshall; American Association of Advertising Agencies; J. M. Williams, RCA Victor; Harold Froelich, WTVU (TV) Rockford, Ill.; Morris Sabin, Olympic Radio & Television; Ross D. Siragusa, Jr., Admiral Corp.; Clifford Hunt, Zenith Corp.; Hugh M. Smith, WCOV-TV Montgomery, Ala.; Edward R. Taylor, Motorola Inc.; Al Levin, WNYC-TV New York; Julian Kaufman, Spanish International Broadcasting Co.; Rene Anselmo, Spanish International Broadcasting Co.

Committee No. 2 met in New York last week, Committee No. 3 is scheduled to meet in Washington tomorrow (Tuesday) and Committee No. 1 in New York on Wednesday. The Executive Committee will meet in Washington on April 29 to review the work done by the three committees and to plan the next meeting of the full committee on all-channel broadcasting.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J.; scheduled prehearing conference for May 21 and hearing for June 24. Action April 16.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM application of Wells, Waller & Ballard Inc. (KEBE), Jacksonville, Tex.; scheduled prehearing conference for May 22 and hearing for June 25. Action April 16.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex.; scheduled prehearing conference for May 22 and hearing for June 25. Action April 16.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on application of K BAR J Inc. for new AM in Hastings, Neb.; scheduled prehearing conference for May 21 and hearing for June 24. Action April 16.

■ Denied petition by 1360 Bcstg. Inc. (WEBB), Baltimore, Md., to change place of hearing on AM application from Washington, D. C., to Baltimore. Action April 11.

■ Granted petition by Brush Bcstg. Co. and transferred hearing in proceeding on application for new AM in Wauchula, Fla., from Washington, D. C., to Wauchula. Action April 11.

■ Denied petition by Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), to change place of hearing from Washington, D. C., to Rio Piedras, P. R., in proceeding on AM application and that of Mid-Ocean Bcstg. Corp., San Juan, P. R. Action April 11.

■ Rescheduled April 11 hearing for May 2 in proceeding on applications on Olney Bcstg. Co. and James R. Williams for new AM stations in Olney, Tex., and Anadarko, Okla., respectively. Action April 10.

By Hearing Examiner Forest L.
McClennan

■ Scheduled further hearing for April 17 in consolidated AM proceeding on applications of Eastern Bcstg. System Inc., Brookfield, Conn., et al., in Docs. 14166 et al. Action April 11.

■ By order, formalized certain agreements reached at April 8 prehearing conference in proceeding on AM applications of Ponce Bcstg. Corp., Cayey, and Abacoa Radio Corp. (WMAI), Arecibo, both Puerto Rico, in Docs. 14994-5, and scheduled certain procedural dates, and continued May 15 hearing to July 16. Action April 11.

■ Granted request by Port Chester Bcstg. Co. and continued April 15 hearing to April 17 in proceeding on application and that of Putnam Bcstg. Corp. for new AM stations in Port Chester and Brewster, both New York, respectively. Action April 11.

By Hearing Examiner Chester F.
Naumowicz Jr.

■ Upon request by K-FIV Inc. (KFIV), Modesto, Calif., continued April 18 prehearing conference to April 24 in proceeding on AM application. Action April 12.

By Hearing Examiner Herbert Sharfman

■ Upon request by North Atlanta Bcstg. Co. further extended from April 10 to April 19 time for submission of final engineering exhibits in proceeding on application and that of J. Lee Friedman for new AM stations in North Atlanta, Ga. Action April 15.

BROADCAST ACTIONS by Broadcast Bureau

Actions of April 16

WFEB Sylacauga, Ala.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WGWC Selma, Ala.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; condition.

WCON Cornelia, Ga.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WDUN Gainesville, Ga.—Granted CP to change DA pattern from DA-D to non-DA; condition.

WFAX Falls Church, Va.—Granted licenses covering increase in power and installation of new trans.; and installation of aux. trans.

WEMP-FM Milwaukee, Wis. — Granted mod. of CP to change type ant. and type trans.; ant. height 440 ft.

WFTL-FM Fort Lauderdale, Fla.—Granted mod. of CP to increase ERP to 100 kw.

Action of April 15

*WHA-TV Madison, Wis.—Granted CP to change ERP to vis. 158 kw, aur. 79.4 kw; trans. location; type trans. and ant.; equipment, and ant. height 740 ft.

Actions of April 12

KGNC Amarillo, Tex.—Granted renewal of license, on which action had been deferred, for normal license term.

WKMF Flint, Mich.—Granted license covering change in DA pattern.

WSYE-TV Elmira, N. Y.—Granted CP to decrease ERP to 113 kw, DA, vis., and 57 kw, DA, aur.; increase ant. height to 1220 ft. and make other equipment changes (main trans. and ant.).

*KRRC (FM) Portland, Ore.—Granted mod. of CP to change type ant.

■ Following stations were granted extensions of completion dates as shown: KMNf Albuquerque, N. M., to Oct. 1, and change name to James T. Reeves and Faron Young, d/b as KFM Bcstg. (company of same name); KUFY (FM) Redwood City, Calif., to July 1.

Action of April 11

WLOB-FM Portland, Me.—Granted extension of authority to remain silent for period ending May 15.

Actions of April 10

Plevna TV Booster Club, Plevna, Mont.—Granted CP for new VHF TV translator station, on ch. 7, to translate programs of KDIX-TV (ch. 2) Dickinson, N. D.; condition.

WBPZ Lock Haven, Pa.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KHDN Hardin, Mont.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KPRB Redmond, Ore.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, SH, and installation of new trans.; conditions.

WKPT Kingsport, Tenn.—Granted increased daytime power on 1400 kc, from 250

w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

WSTA Charlotte Amalie, V. I.—Granted license covering installation of new trans.

KALL Salt Lake City, Utah—Remote control permitted (aux. trans.); conditions.

WHVV Hyde Park, N. Y.—Granted CP to install aux. trans. at main trans. site and specify type trans.

KRDO Colorado Springs, Colo.—Granted CP to install old main trans. as aux. trans. at main trans. site.

WGAU Athens, Ga.—Granted CP to install new alternate main trans. at main trans. location.

KOQT Bellingham, Wash.—Granted mod. of CP to move ant. site 290 ft. from present site.

KNEL Brady, Tex.—Granted extension of authority to operate sign-off at 7 p.m. for period ending June 30.

Actions of April 8

WBRX Berwick, Pa.—Granted request to continue existing pre-sunrise operation with non-DA and power of 500 w between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WLSM Louisville, Miss.—Granted request to continue existing pre-sunrise operation with non-DA and power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WMRC Inc., Tryon, N. C.—Granted CP for new VHF TV translator station, on ch. 11, to translate programs of WFBC-TV (ch. 4) Greenville, S. C.

Valley TV Club Inc., Nashua & Fort Peck, Mont.—Granted CP for new UHF-TV translator station, on ch. 79, to translate programs of KOOK (TV) (ch. 2) Billings, Mont.

Action of April 5

WZRH Zephyrhills, Fla.—Granted extension of authority to operate sign-off at 8 p.m. for period ending June 30.

Fine

■ One TV and two AM stations in Lafayette, La., are being notified by commission they are liable for forfeitures for willful or repeated violations of Communications Act and commission sponsorship identification rules by permitting broadcasts of "teaser" announcements over stations for which they received payment without accompanying broadcasts with proper sponsorship identification. Stations are KLFY-TV, Camellia Bcstg. Inc.; KPFL, Radio Lafayette Inc., and KXKW, General Communications Inc. Notice of liability to TV station calls for \$1,000 forfeiture; that for AM stations specifies \$250 each. Each station was further advised that it can, within 30 days, file statements why it should not be held liable or why forfeiture should be reduced to lesser amount. Action April 10.

Rulemakings

AMENDED

■ Commission proposed to amend part 3 of rules to prohibit broadcast of horse racing information that is or is calculated to be of substantial use to persons engaged in illegal gambling activities. Amendments should remove many problems faced by broadcasters in determining whether particular programs fall in category. Comments are invited by May 18. Action April 10.

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14903 and shifted educational ch. *3 from Roswell to Portales, N. M. Shift had been requested by Board of Regents of Eastern New Mexico U. in cooperation with State Dept. of Education. Action April 10.

■ By report and order, commission finalized rulemaking in Doc. 14842 and assigned commercial ch. 11 to Lead, educational ch. *9 to Rapid City, and switched educational reservation from ch. *22 to ch. *10 in Pierre, S. D. This was accomplished by substituting ch. 7 for ch. 9 in Sheridan, Wyo., and ch. 4 for ch. 7 in Lander, Wyo. Rulemaking stemmed from petitions by Duhamel Bcstg. Enterprises (KOTA-TV, ch. 3), Rapid City, and South Dakota state superintendent of public instruction. Action April 10.

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 and EMPLOYMENT AGENCIES advertising requires 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 6, D. C.
- 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

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Manager, strong in sales. Midwest single now billing six figures. Good incentive pay plus fringes. Box E-243, BROADCASTING.

Energetic sales manager capable of some station management responsibilities. Prefer man from upper midwest or west. Applicant must be able to prove hard, clean selling techniques and ability to direct others. Must be capable of spot production work. Long established station in city of 15,000. Over twenty thousand radio homes in station coverage. Applicant selected will earn no less than \$12,000 per year with opportunity to go higher. Advancement to position of general manager likely. Must be available by July 15th, earlier if possible. Company has other radio and newspaper interests. Young men who may feel they have the qualifications may have limited management experience may apply. Box E-328, BROADCASTING.

Station manager wanted. Sales oriented, experienced, seeking challenging opportunity for key station in four station market. NW market of 100,000. Write National Time Sales, 122 East 42 Street, New York 17, New York.

Require strong sales experienced station manager for new 5,000 watt fulltime directional station presently under construction in Princeton, New Jersey. Middle of the road music, community service, sports and news approach. Excellent growth opportunities for right man. Herbert W. Hobler, President, WHWH, 295 Mercer Road, Princeton, New Jersey.

Sales

Salesman Are you ready to move up to sales and station manager? AM small market, east coast. Guarantee \$125. Box E-120, BROADCASTING.

Salesman-announcer. Opportunity to grow with progressive station. Please outline your factual sales history. Box E-320, BROADCASTING.

Iowa fulltimer, market of 35,000, looking for experienced salesman with good character. Opportunities are unlimited . . . in fact maybe even ownership. Small salary plus commission or a straight 25% commission. Contact Peter A. Barnard, Executive Vice President, Stevens Point Broadcasting Company, Stevens Point, Wisconsin.

Radio voice of nation's vacationland needs combo sales and nite man. KPRM, Park Rapids, Minnesota.

WSMI, Litchfield, Illinois. Has an immediate opening in the sales department.

Help Wanted—(Cont'd)

Sales

Major market sales positions open. \$100 to \$150 per week to start, plus commission deal. Must be hard-hitting salesmen looking for advancement—not order-takers or has-beens. Great opportunity for top men in the smaller markets to move up to established chain-operated, top-rated major station. Rush detailed reply and photo in confidence to Box E-347, BROADCASTING.

WDBC in Escanaba, Michigan has immediate opening for capable salesman. Requirements are honesty, willingness and a good background which will be investigated. Excellent draw against commissions. Contact A. E. Dahl, General Manager.

Salesman, all major markets east of Rockies. Hottest money maker since Liberace. Must be able to close, have car, and travel. Can make \$400-\$600 per week commissions. Call, wire or write W. A. Pomeroy, 221 North Cedar, Lansing, Telephone 485-1731.

Announcers

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

If you think you can handle our afternoon drive time slot, I want a tape and resume. We are the number one format station in the area. Don't waste your stamps if you are not a top performer, and a true modern sounding personality. Box E-82, BROADCASTING.

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Need bright morning announcer-newsman, Missouri. With mature, smooth delivery. Must send photo, tape and complete resume. Box E-224, BROADCASTING.

Modern midwest station, hooper-rated #1 in large medium market seeks talented personalities and newsmen with 1st tickets. No maintenance. Send tape and resumes to Box E-237, BROADCASTING.

Young fast expanding chain with station in small market near Los Angeles wants an experienced tight format swinger. Much opportunity for advancement. Air check, resume (including credit references). Picture and salary requirements first inquiry. No beginners considered. Personal interview mandatory. Our staff knows of this ad. Box E-308, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced morning announcer for beautiful Maryland community. Must have 1st phone. Salary open. Box E-342, BROADCASTING.

WBUX needs man with 1st phone, little or no experience. We'll train you as newsman and personality d.j. Call 348-3332, Doylestown, Pennsylvania. David Ross, Program Manager.

Immediate opening for newsman-announcer with ability to produce bright cheerful sound and deliver authoritative news. Station has new studio mobile news units and strong news coverage. Contact General Manager, WCSI-AM-FM stereo, Columbus, Indiana.

Medium large midwest market CBS radio outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Morning personality for adult good music station in major eastern market. Must be knowledgeable, warm, believable, able to communicate with metropolitan audience. Send tape, complete resume, salary requirements. Box E-282, BROADCASTING.

35 miles from Los Angeles. Need pro with at least three years experience and first phone. Must know and like swingin' radio. This is the newest station in progressive chain. Send tape, resume of background and photo to Dale Owens, KASK, Box 1510 Ontario, California.

Announcer with 1st phone for evening shift. Multiple station operations. Many fringe benefits: Double time holidays, hospitalization, paid sick leave, extra liberal vacation plan, advancement in either programming or engineering in growing organization. Well established good music station in college town. Rush resume and audition to WALM, Albion-Marshall, Michigan.

Doing record hops? Send for free information on hop unit built for this purpose. WRCO Radio, Richland Center, Wisconsin.

Hot, but getting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape, photo, resume—when available.

Swingin' djs and hip newsmen; outstanding opportunity in major and medium markets with top rated group. If you have talent this can be your last stop before the really big time. Excellent pay, fine conditions and sincere interest in your career. If you dig being with a winner rush your tape to Myron Jones, 335 California Drive, Erie, Pa. Openings at WEEP Pittsburgh, WHOT, Youngstown, WJET, Erie.

Adult operation needs personality announcer. Send resume, tape, salary expected. Jim Youngblood, WPAD, Paducah, Kentucky.

Swinging giant of Portland, Maine WJAB, has immediate opening for combo newsman/dj. Emphasis on news gathering ability, imaginative reporting. Top price for young, aggressive man who wants to hit the top on Maine's top rated Pulse station. No beginners please. No tapes returned. Rush tape, resume and photo to Bob Fuller, P.D., WJAB, Portland.

To find Who or What you need, and find it FAST,

**You Can't Top A
CLASSIFIED AD
in**



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Help Wanted—(Cont'd)

Announcers

Suburban Chicago. Combo—1st class permanent. Tape, complete information now. WEAU, Evanston, Illinois.

Announcer engineer must have 2 years experience credit and character must be good. Reference closely checked. Immediate opening. Salary open. WFRB, Frostburg, Maryland.

Announcer or announcer-salesman for Gadsden's number one radio station. Pay commensurate with ability. Good variety of duties. Must be experienced. Contact Ed Carrell, WGAD Gadsden, Alabama.

Experienced morning man for old established music & news station, in pleasant college community, salary open. Excellent opportunity for advancement in 4 station group. Rush tape, resume and recent earnings to: Jim Nicholson, Manager, WMGW, Meadville, Pennsylvania.

First phone announcer must be light and bright for a top 40 station. Great opportunity for advancement. Send air check, photo, resume to WCVS, Box 1506, Springfield, Illinois.

Technical

Experienced radio technician wanted for chief engineer position with high class Illinois operation. Ability to maintain transmitter and studio equipment essential. Excellent starting salary plus raises for competent man with proven ability, fine equipment, best working conditions. List age, references, experience etc. in letter to Box E-129, BROADCASTING.

Southwest Pennsylvania independent immediate need for 1st class engineer. State salary required and earliest available date. Box E-251, BROADCASTING.

Chief engineer, one of fastest growing metropolitan markets in Georgia. Must have full knowledge and able to maintain directional equipment—some air time—salary commensurate with experience. Box E-275, BROADCASTING.

Chief engineer announcer would have complete charge of maintaining equipment at 1000 watt Michigan station. Excellent working conditions up to date equipment. Six to seven per year for right man plus fringe benefits. Must be reliable cooperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Opportunity for first class operator to break into sales. Established territory, active accounts. Box E-303, BROADCASTING.

Chief engineer, midwest am directional fm. Permanent progressive station original ownership. Complete responsibility equipment, personnel. Must be able to announce in a emergency. Complete details salary requirements. Box E-306, BROADCASTING.

Announcer-chief engineer to help build and work at new station in New Hampshire. Salary \$110.00. Send tape and resume. Box E-326, BROADCASTING.

Wanted: Experienced studio engineer with first phone license. No announcing or maintenance experience required. Send resume, references to Al Davis, WHAM, 350 East Avenue, Rochester 4, N. Y.

Christian chief engineer first phone for missionary ministry—WEEC, Springfield, Ohio.

Immediate opening for chief engineer-salesman capable of management. Salary open. KUSH, Cushing, Oklahoma, Gordon R. Rockett.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Technical

Experienced chief engineer for adult music station. Excellent equipment. Transmitter one year old. Must be able to assume complete maintenance responsibilities. Announcing ability an asset, but not necessary. Send resume, references, tape and salary requirements to Manager, WRTA, Altoona, Pa.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Production—Programming, Others

Newsman for local news gathering, writing, delivering. Experienced. Lovely resort area. Tape, resume, to WBRK, Pittsfield, Massachusetts.

Continuity writer... for Missouri daytimer. Send resume, references, photo, salary requirements to Box E-225, BROADCASTING.

Continuity writer... full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

WDBC in Escanaba, Michigan has opening for qualified newsman: Must be experienced in gathering, delivering and editing local news. Your background will be checked. Excellent starting salary. Contact A. E. Dahl, General Manager.

Wanted—radio newscaster writer—good background in electronic journalism. Knowledge of issues, places, and people. Distinctive news style. Wanted for top New York city news station. Tapes, scripts, resume. Box E-276, BROADCASTING.

Major market production director-program director-chief announcer opening. Must have modern radio experience and be expert production man. Excellent opportunity for talented man in medium market or at secondary major market station to move into key position at established chain-operated, top-rated-major station. Rush detailed reply photo, and tape in confidence to Box E-346, BROADCASTING.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast or Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Veteran, versatile manager-sales manager for small to medium radio station. Gulf Coast, California, Florida only. 20 years experience as announcer staff, sports, news, copy writer, pd and traffic, management and sales. Originate and sell new programs. Agency experience to get and handle national business. Responsible man for absentee owner. Can handle variety jobs as manager and keep nud to minimum. Best references. Box E-293, BROADCASTING.

Attention midwest strong on manager, sales, play by play experience. Mature hard working family man. Box E-312, BROADCASTING.

Manager-sales manager—over 20 years solid hard earned experience from staff announcer to station manager. Desires small to medium western market. Radio sales and acceptable community image primary interest. Long hours no deterrent. Have understanding family. No Texas stations, please. Box E-323, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Desire first management assignment. Experienced: sales, news, music production. College, single, veteran. Box E-327, BROADCASTING.

Young (thirty eight) imaginative, hard working, well experienced country and western executive for station that needs top production, interesting programming, a plausible sales story, listener loyalty, sponsor praise, and profits. I get results. Over ten years experience in one of Americas' most competitive markets. Box E-339, BROADCASTING.

Manager or manager-salesman positions only. First class license, \$175 weekly. Expert curbing expenses. Box E-98, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-8900.

Sales

Increased sales! Creative, ambitious radio salesman early thirties, married, desires position as sales manager or radio or tv sales. Presently in radio sales in major market previously in medium market. Excellent record. Box E-285, BROADCASTING.

Salesman with managerial experience. Fine record in advertising, radio and allied fields. In fact we probably have met. Want to live in Denver again. Leaving New York soon for interviews. Box E-260, BROADCASTING.

Announcers

Top notch personality dj with 1st phone, metro market experience. Box E-168, BROADCASTING.

Bright air personality, 3 years experience, married, authoritative news, no floater or prima donna. Box E-178, BROADCASTING.

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Young announcer disc jockey. Tight board. Experienced will travel anywhere. Box E-270, BROADCASTING.

Young, versatile, and ambitious announcer, Commercial background and experience. College graduate. Managerial position for three years while in college. Four years college play by play in all sports. DJ and news. Can work any musical format. Ready to relocate in June. Excellent references. Would like to grow with a growing organization. Aggressive and real go getter. Will welcome any challenge. Box E-271, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Want a bright new sound for your medium to major market station? Need a first phone? I presently have top ratings in market. Box E-279, BROADCASTING.

Young dj announcer, newsman. Looking for break. Fast tight board. Experienced. Prefer northern New Jersey. Box E-280, BROADCASTING.

12 year pro available now. Married. Morning or afternoon shot. Box E-281, BROADCASTING.

Former announcer desires to return to broadcasting. Don Wilson, News-Post, Frederick, Maryland.

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Northeastern territory. Announcer, dj, experienced currently with medium market network affiliate, want relocation. Tight production. Single, veteran, tape, resume. Box E-299, BROADCASTING.

Sportscaster. Eleven years experience; baseball, football, basketball. First phone. Experienced all phases, including management. Box E-44, BROADCASTING.

May graduate Baylor University major radio-television and English. Year experience in sports and deejay work. Desire play by play deejay work. Willing to learn production. Box E-309, BROADCASTING.

Eliminate competition one of two ways. Blow up all of your competitors transmitters, (and go to jail) or acquire this morning man with tasteful humor (and get top ratings). Box E-311, BROADCASTING.

First phone announcer. Experienced in all phases. Looking for permanent position. References. Box E-313, BROADCASTING.

Mature B.S. degree Radio & TV commercial experience. Looking for a home. Live in southwest willing to move. Know all phases of broadcasting. Box E-315, BROADCASTING.

Creative announcer. Experienced, good voice, first phone, extensive musical knowledge employed family. Box E-316, BROADCASTING.

Experienced chief engineer-announcer, good references. \$125, 40 hours. Box E-318, BROADCASTING.

Attention southeast midwest! 10 years experience, pd and play by play. Prefer sports-minded station demanding versatility, excellent character. Box E-322, BROADCASTING.

D.J. newscaster: Young, ambitious, pleasant personality. Seeking employment in New York metropolitan area. Available immediately. Box E-324, BROADCASTING.

Creative comic dj. Personality plus gimics galore. 6 years experience. Box E-325, BROADCASTING.

Experienced young country music dj. with new 1st phone. Prefer midsouth. Draft exempt, slight handicap. Some maintenance. Box E-329, BROADCASTING.

Bright, tight, experienced personality. Crack newsmen. Any format, anywhere, immediately. Box E-338, BROADCASTING.

Experienced staff announcer, all phases of radio broadcasting, seeks position within 300 radius mile of N.Y. Hard worker, mature, married, willing to relocate. Box E-340, BROADCASTING.

Crafty-subtle dj. Loquacious, pleasant humorous; half-decade experience. Will travel. Box 25, Radford, Virginia.

Top sportscaster, nine years experience, would like to locate in Pennsylvania or nearby. Excellent references. Box E-331, BROADCASTING.

Young experienced dj looking for permanent position in full time top 40 station. Prefer west or southwest. Tape and resume on request. Chuck Wolfe, 1015 20th Street, Greeley, Colorado.

Experienced first phone announcer available May 1st for top announcing job or p.d. slot. You name it, I can do it. Pierce Burgess, Meadowbrook Saddle Club, Chevy Chase 15, Maryland, JUniper 9-7652.

First phone, available immediately, no maintenance, cooperative, can type, good references. Tom Stanton, 9344 Nelan Drive, St. Louis 37, Missouri. UN 7-5491. Area code 314.

Announcer, combo-1st phone, 5 years tv, production and engineering experience. Preferably east coast. \$ open. Box E-343, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer with authoritative voice. Now working and desire permanent position metro market. All letters answered. Box E-244, BROADCASTING.

Don't read this—unless you are in need of a good experienced announcer (dj or staff) who, at times, this be worked with, rather than worked over. Am young, well-seasoned, married, veteran and college grad. Am presently employed, but looking for the step up with the right middle of the road operation. Tri state area preferred. but all acceptable applications will be considered. Please state salary. Box E-147, BROADCASTING.

Technical

Want experienced chief? Licensed since 1945, amateur am-fm-tv. Lab experience; car and tools. Desire permanency. Phone 609-393-1409 or write Box E-321, BROADCASTING.

Engineer wishes four to six months work. Experience in announcing, selling, book-keeping, copy, etc. Waiting for Florida CP grant. Phone Now: Buckner (813) Midway 2-2858.

First phone combo: 250 to 50 kilowatt, sober, college graduate, 6 years electronics experience, 2 years in broadcasting, \$100.00 minimum unless offer reflects future potential. Box E-277, BROADCASTING.

First phone, some experience age 18. Available immediately. Box E-283, BROADCASTING.

Licensed first phone age twenty-two. Ambitious familiar with several phases of broadcasting. Beginner seeking good opportunity. Box E-284, BROADCASTING.

Production—Programming, Others

Newsman. Currently employed top 10 market. Five years experience radio-tv all areas. Master's degree. Seek top 10 market challenging position with news-minded management. Prefer east coast. Will travel. Married. Box E-290, BROADCASTING.

News director. Top rated, award winning newscaster. Proven administrative ability top ten markets. Extensive national news connections, best references. Major markets only. Box E-297, BROADCASTING.

Attention: Radio stations/agencies. Production A-1 proven record. Programming, writer, hard worker, resonant voice. 13 years. Married. I want security! Box E-300, BROADCASTING.

Award winning newsmen, experienced announcer, dj. Two years experience in all phases. Prefer south, southwest. Box E-301, BROADCASTING.

Wanted. College teaching position or position with quality station. I have experience and MA degree in broadcasting. Present employer best references. Box E-305, BROADCASTING.

Experienced copywriter, news, announcer—wants southeast market. Married. College. Box E-335, BROADCASTING.

Operations manager-announcer seeks advancement medium northeast or Florida good music station. College graduate, six years, family. Mature voice, versatile, dependable cooperative. Best references, resume, tape available. Box E-337, BROADCASTING.

Journalism graduate with 1st phone and newspaper experience just finished radio school. Family man. Wants work in west, or New York state. Write for resume and/or tape to Kirk Weeks, 615 North Bentonway, Los Angeles 26, California.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director seeking financial growth opportunity. In six months I have increased billings 55% at this major market good music station. Mature, able, aggressive specialist in adult programming. Formerly news editor for America's most respected chain. Can completely take charge of staff and programming. Now seeking permanent position with growth potential in good market. Box E-228, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E-186, BROADCASTING.

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment: A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

What station is looking for an inexperienced but capable newsmen? Box E-273, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Newsman wanted . . . community minded midwest VHF seeking experienced, educated newsmen. Send picture, tape, salary requirements, first reply. Box E-333, BROADCASTING.

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details. Manager, Box E-165, BROADCASTING.

We are seeking an experienced announcer, capable of handling both weather in detail and acting as a back-up man for our Farm Director. Must look and sound good. Write and tell us your story. Box E-217, BROADCASTING.

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Video maintenance supervisor, minimum 5 years in the industry, wanted for July opening. University in planning stage. Top conditions, Florida east coast. Box E-288, BROADCASTING.

Wanted chief engineer for new UHF station located in southeast. UHF experience desired. Salary commensurate with experience. Box E-319, BROADCASTING.

WINK-am-tv in Fort Myers, Florida, needs an experienced maintenance man for am, tv transmitter, tv studio, and microwave. (all in same building). WINK is a small station rapidly expanding in market and facilities. Fort Myers is a small residential town. If you are interested and have the experience we would like to hear from you. Contact Robert W. Caughey, Chief Engineer.

Latin American TV station needs chief engineer able take complete charge of planning, installation and maintenance. Knowledge Spanish essential. Box E-188, BROADCASTING.

Engineer. First phone. Salary commensurate with experience. Send qualifications, references, salary requirements and recent photograph to Mr. Strang, KKTU, Colorado Springs, Colorado.

Studio and transmitter technicians to build new facilities. Experience necessary. Please send resume to Lad Hlavaty, Chief Engineer, WQAD-TV, 1630 Fifth Avenue, Moline, Illinois.

Help Wanted—(Cont'd)

Technical

Wanted . . . tv transmitter engineer. Remote installation. Housing furnished, man and wife. Give experience and wages expected in letter. Write Box E-179, BROADCASTING.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborne tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPAT, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

TV and radio news. Five years experience all areas. Currently employed top 10 eastern market. Seek prestige, active station with news minded management in top 10. Graduate degree. Married. Car, will travel. Box E-286, BROADCASTING.

Production—Programming, Others

Situations Wanted—(Cont'd)

Technical

Operations supervisor, 13 years experience tv planning, construction, maintenance, direction, desires responsible position. Presently employed. Excellent references. Box E-289, BROADCASTING.

Chief engineer or supervisor position desired. 14 years tv, 8 years as chief. All phases. Box E-310, BROADCASTING.

First phone engineer, experienced with camera (including color), switching, projection, etc. Presently employed as transmitter engineer. Married, seeks permanent position. Box E-94, BROADCASTING.

Presently TV chief. Good references. 10 years varied experience. Available May 20th. Box E-332, BROADCASTING.

Production—Programming, Others

Major market newsmen. Some television, heavy radio. Harvard graduate, 32, family. Interested radio/television combination top markets only. Box B-286, BROADCASTING.

News director. Top rated major market newscaster. Extensive special events, editorial public affairs experience. Kines available. Box E-298, BROADCASTING.

Experienced director, can produce film and features—will relocate. College, married. Box E-334, BROADCASTING.

Director-announcer, 7 years experience wants position in midwest. Box E-296, BROADCASTING.

Experienced news director; seeks station leading or planning to lead competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-178, BROADCASTING.

Northwestern University graduate (June, '63) with degree in radio-tv seeks permanent position sportscasting, directing or producing. Have working experience with major tv stations and have handled big ten play by play football and basketball. Sportscasting is my main interest. Young and ambitious. Excellent references. Box E-291, BROADCASTING.

News, I can find it, write it, and read it. Experience all phases television. Two years experience. Presently news director 5 kw radio. Want back in tv. Present employer best reference. Phone 618-242-4957. Write Richard Harris, 1807 B. Franklin, Mt. Vernon, Illinois.

Young intrepid news cameraman seeks employment at tv station with large news operation. Completely equipped si/sof, excellent photographer, good reporter/correspondent, many network credits, best local and network references Contact: Johann Rush, 2982 Angela Circle, Jackson, Mississippi. FL 4-1846.

TELEVISION

Situations Wanted—Announcers

Mature, versatile, employed television announcer. Nine years broadcasting. Married. Relocate. Box E-302, BROADCASTING.

15 year radio-television background. Strong commercials, news, weather, etc. Family man, 33, interested in more lucrative market. Box E-307, BROADCASTING.

TV weathercaster. Bright, mature weather and commercial announcer. Five years tv radio experience, single, video audio range 30. Presently employed. Minimum \$175 weekly. References and video tape on request. All inquiries acknowledged. Box E-317, BROADCASTING.

Radio-television announcer, college grad. Married 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 W. Howry, Leland, Florida. RE-4-3890.

WANTED TO BUY

Equipment

Remote two turn tabel with amplifier in good condition. Gus Czaplak, WJL, Niagara Falls, N. Y.

Do you have a dimmer board that is now gathering dust, or non-productive? We need one so send the info on yours and maybe you can turn it into ready cash. Box E-218, BROADCASTING.

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove. General Manager, KFBC-TV, Cheyenne, Wyoming.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

One kw fm transmitter; fm antenna with power gain of 40; fm modulation & freq. monitor; 200 foot am tower, forty pound wind load. WTJH, East Point, Georgia.

WANTED TO BUY—(Cont'd)

Equipment

Wanted RCA TT-5 high or low band television transmitter, also want a Federal low, high or UHF band television transmitter. Need channels 3, or 12 turnstile antenna. Box E-314, BROADCASTING.

Wanted: Complete UHF television station equipment. Looking for used gear in good condition. Let us know what you have. Cash! Box E-330, BROADCASTING.

3 RCA 44 BX microphones. Must be in excellent condition. Include prices in first answer to A. Tillery, Engineer, KOB Radio, P. O. Box 1351, Albuquerque, New Mexico.

Tower wanted. Approximately 450 foot self supporting. Bill Angle, Box 55, Greenville, North Carolina.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Religious patriotic broadcasters . . . 300,000 coverage, 1,000 watts, low frequency, 15 minutes. \$4.50 discounting paid contracts. Agencies: Spots \$1.50 Texas market. Box E-294, BROADCASTING.

For Sale

Equipment

Rust remote control system, model RI-108, series F, 10 positions, complete with manuals and accessories for two tower directional. Installed and tested but never used. Like brand new. Cost \$1,550, will pack and ship. Best cash offer over \$1,000 FOB WAZY, Lafayette, Indiana.

Federal 101-C field intensity meter. 3 loops, 530 to 7000 kc. Hardly used. Ori. cost \$1,114. Sell for \$450. Box E-229, BROADCASTING.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Am, fm, tv equipment including transmitters orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Magnemite model 610-SD professional field tape recorder, excellent condition. Spare tubes, tapes, battery and microphone included Postpaid \$140.00 Box E-143, BROADCASTING.

Transmission line—13 lengths of 1-5/8 transmission line excellent shape \$25.00 each. 2 lengths of 3-1/8 transmission line brand new \$50.00 each. Will trade for GE EM-1-A fm frequency and modulation monitor. KSFR, 10 Claude Lane, San Francisco 8, California. YUkon 6-2825.

Used film cameras, slide projectors, monitors, power supplies, scopes, switchers, transmitter input equipment, color sync generator and many other items. Call or write R. Truscott, WITI-TV, Milwaukee, Wisconsin.

For Sale

Equipment

TV equipment, new, used, cameras, transmitter, control console, color scanner, etc. Write for list: Finch Electronics Division, Box 651, Falls Church, Virginia.

Truscon tower, 1050 feet high, guyed, galvanized, 40 lb. wind load, solid rounds, new 1963, painted international orange and white, weight including guys 484,000 lbs., complete including lights, sleet melting circuit, obstruction lights and automatic light controls. Now supporting channel 3 six bay RCA TF 6 AL antenna. May be inspected standing, 17 miles NW of Shreveport, La. Available September, 1963 on ground, sections numbered, stacked guys on reels, nuts and bolts in barrels, ready for shipment. Price \$75,000. KTBS-TV, 312 E. Kings Highway, Shreveport, Louisiana. Telephone NO 868-3644.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. 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 F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

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.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-9529.

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 class starting April 24, July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone man. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

RADIO

Help Wanted—Management

GENERAL MANAGER NOW! Network Station, Major Market, Good Dial Position, Excellent Salary and Unlimited Opportunities.

(Send complete resume with photo to Box E-292 BROADCASTING. All replies held confidential.)

Sales

TOP SALES MANAGER FOR TOP STATION!

Metropolitan Good image
Good salary Good incentive

Don't apply unless you are proven—aggressive—hard selling salesman and Sales manager.

Box E-348, BROADCASTING

Announcers

SPORTSCASTER-WHAS, LOUISVILLE, is auditioning experienced sportscasters. Primary duties: preparation and presentation of daily radio and tv sports programs. Send resume, picture, tape and salary requirements to: Sports Director, WHAS, Louisville 2, Kentucky.

WANTED: ANNOUNCER for Major East Coast Radio-TV station. Must be mature professional with excellent reputation who is experienced in both media. Send full resume, audio tape and VTR or kine to:

Box E-341, BROADCASTING

Help Wanted—(Cont'd)

VIRGINIA

Experienced, bright personality

Middle of the road music format. TV opportunity. Rush tape, photo, full resume and salary expectations.

WSVA-AM-FM-TV

Harrisonburg, Virginia

SITUATIONS WANTED

Production—Programming, Others

P.D.—PERSONALITY

at one of nation's top modern stations. Available soon. College, family, young, stable, ratings! Best references include present employer.

Box E-349, BROADCASTING

READY

You can't have them all—all the time but you can have most of the listeners most of the time in major eastern market p.d. with get-am ability.

Box E-350, BROADCASTING

TELEVISION

Help Wanted—Sales

TV SALES HELP WANTED

Here is an outstanding opportunity to get in on the ground floor of the powerful new trend to UHF. You'll get them chance to make good money in one of the top 15 markets in the country. We have a rapidly rising station and you can rise with it! The job offers the challenge of a UHF station in a predominantly TV market but you will find us with a 10 year jump in set conversion. This is a hard, hard sell but extremely rewarding for the man who can see the great future. We need experienced, hard and dedicated worker who we can promise will learn more about basic TV operation in a single year with us than in 5 years with another station. Send resume and photo.

Box E-345, BROADCASTING

Employment Service

"AMBITIOUS?"

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION

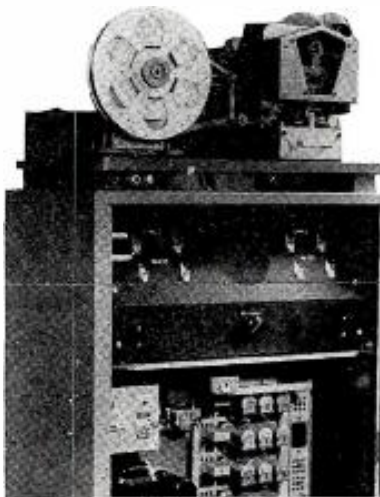
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

BUSINESS OPPORTUNITY

RATING SYSTEMS BREAKTHROUGH



TELEGLOBE SCANNER

New, Unique TeleGlobe Development for Automated, True Measurement of Audience Reaction To TV Programs, Commercials, Products, etc.

EXCLUSIVE LICENSE AVAILABLE
to Substantial Organization

Call EL 5-0010

TeleGlobe Pay-TV Systems, Inc.
400 Madison Avenue, N. Y. 17

For Sale

Stations

FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS
METRO GROWTH MARKET OF 200,000

Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—1/4 all record sales this type. Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

DAYTIME RADIO STATION,

upper Midwest metro market over 100,000. \$12,000 down, terms. Qualified principals.

Box E-304, BROADCASTING

Due to illness must sell
Midwest 5 kw Regional
\$135,000 cash

Land & Building—Excellent
potential

Box E-336, BROADCASTING

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

MIDWEST. Daytime. Exclusive to market of 17,000. Billing averages \$4,300 to \$4,500 monthly. Priced at \$75,000 with \$22,000 down.

SOUTHWEST. Daytime. Exclusive to market of 15,000. Billing \$5,000 a month. Absentee owner. Priced at \$110,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
S.E.	metro	daytimer	65M	37M
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms
N.E.	metro	daytimer	195M	50M

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

MISCELLANEOUS

NEED MORE BILLING?

Confidential

Advertising agency has account to test proven product in any market which can produce high frequency/low rate card.

CAN YOU OFFER LOW RATES?

YES

NO

—

—

—

—

50,000 Watts Day? Night?

Have spots for \$4.00 (Hours?)

Type format (R & R, C/W, Rel., GM/News)

Please check appropriate lines and return to sender.

We have 3 large budgets, will make "Buy" before May 1, 1963, so RUSH REPLY NOW!

WRITE: R/A Advertising, 4670 33rd Street, San Diego.

BMI

LICENSED FOR PERFORMANCE

66%

OF THE "TOP DISKS OF 1962"*

VARIETY
Top Disks of 1962

Listed below in alphabetical order are the top 50 disks during 1962. Compilation is based on the information contained in VARIETY's weekly Tune Index of Performance and Sales charts.

ACKER BILK—"Stranger On the Shore" ✓	Atco
MARCIE BLANE—"Bobby's Girl" ✓	Seville
BOOKER T & MG's—"Green Onions" ✓	Sta
YAT BOONE—"Speedy Gonzales" ✓	Dol
FREDDY CANNON—"Duke of Earl" ✓	Swan
GENE CHANDLER—"Hey Baby" ✓	Vee Jay
BRUCE CHANNEL—"You Don't Know Me" ✓	Smash
RAY CHARLES—"I Can't Stop Loving You" ✓	ABC-Par
CHUBBY CHECKER—"Limbo Rock" ✓	Parkway
CHUBBY CHECKER—"Slow Twist" ✓	Parkway
CHUBBY COLE—"Twist" ✓	Capitol
NAT KING COLE—"Ramblin' Rose" ✓	Philips
CONTOURS—"Do You Love Me" ✓	Roulette
CRYSTALS—"He's A Rebel" ✓	Laurie
JOEY DEE & THE STARLITES—"Peppermint Twist" ✓	Laurie
DION—"Lovers Who Wander" ✓	Dimension
LITTLE EVA—"Loco-Motion" ✓	Colpix
SHELLEY FABARES—"Johnny Angel" ✓	Vee Jay
FOUR SEASONS—"Big Girls Don't Cry" ✓	Vee Jay
FOUR SEASONS—"Sherry" ✓	MGM
CONNIE FRANCIS—"Don't Break the Heart" ✓	AFO
BARBARA GEORGE—"I Know" ✓	ABC-Par
BRIAN HYLAND—"Little Bitty Tear" ✓	Decca
CLAUDE KING—"Wolverton Mountain" ✓	Decca
BRENDA LEE—"All Alone Am I" ✓	Smash
BRENDA LEE—"Break It To Me Gently" ✓	Monogram
DICKY LEE—"Peaches" ✓	Imperial
CHRIS MONTEZ—"Let's Dance" ✓	Monument
RICK NELSON—"Young World" ✓	Cameo
ROY ORBISON—"Dream Baby" ✓	Gulf
ORLONS—"Don't Hang Up" ✓	Musicor
ORLONS—"Wah Watusi" ✓	Victor
BOBBY PICKETT—"Monster Mash" ✓	Victor
GENE PITNEY—"Only Love Can Break a Heart" ✓	ABC-Par
ELVIS PRESLEY—"Good Luck Charm" ✓	MGM
ELVIS PRESLEY—"Return to Sender" ✓	Victor
ELVIS PRESLEY—"She's Not You" ✓	Argo
TOMMY ROE—"Shelia" ✓	Cam
DAVID ROSE—"Stripped" ✓	Scepter
NEIL SEDAKA—"Breeding Up Is Hard To Do" ✓	Illick
SENSATIONS—"Let Me In" ✓	Cadence
DEE DEE SHARP—"Blashed Potato Time" ✓	London
SURELLES—"Soldier Boy" ✓	Epic
SUE THOMPSON—"Norman" ✓	
JOHNNY TILLOTSON—"It Keeps Right On Hurtin'" ✓	
TORNADOES—"Tel-A-Ron" ✓	
BOBBY VINTON—"Roses Are Red" ✓	

* As listed in
VARIETY,
January 16, 1963

BMI

*

**BROADCAST
MUSIC, INC.**

589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

BROADCASTING, April 22, 1963

OUR RESPECTS to Hathaway Watson

He started at the top of the broadcast ladder

Hathaway Watson might be considered an anomaly in the broadcasting field. He didn't "work his way up the ladder," as many have in this comparatively young industry. He started virtually at the top rung four short years ago. Today, he is president of RKO General Broadcasting.

It would be inaccurate to deduce, however, that Mr. Watson is a "whiz kid" (he is 46). His status and progress at RKO General are indications, perhaps, that broadcasting is maturing and realizes, as have the old-line businesses, that an "outsider" of broad experience can make important contributions to an enterprise.

While his contemporaries were acquiring background in radio-tv sales, programing and operations, Mr. Watson was accumulating and sharpening administrative skills, initially with the U. S. government and later with the management consultant firm of Booz, Allen & Hamilton. His primary objective when he joined RKO General as vice president in charge of broadcast operations in 1959 was to improve the efficiency of the complement of stations owned by the company and, consequently, to increase their profitability.

Overall Responsibility ■ Obviously, Mr. Watson has accomplished his mission. Last December when RKO General Broadcasting was established as a newly created subsidiary of RKO General Inc., he was elected president. In this capacity, he has overall responsibility for WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) Boston and the Yankee Network; CKLW-AM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; KPBC-AM-FM San Francisco; WGMS-AM-FM Washington; the RKO General National Sales Division (station representation) and the Eastern Broadcasting Corp., Boston, a background music firm.

Mr. Watson is a tall, well-built man who exudes an air of quiet assurance. He is an even-tempered, low-keyed individual but, associates point out, he can be firm and outspoken when the occasion demands ("he has opinions but is not opinionated," one close co-worker observed).

Mr. Watson's management skill is said to be pre-eminent in two areas particularly—personnel relations and profitability. He is praised by his colleagues for his knack in handling people and "getting the most out of them," whether they be highly-placed executives or lowly clerks. He is highly regarded for his ability to relate sales to expenses and produce a profit.

Though Mr. Watson is too modest to

claim all or even a portion of the credit for the financial success of his operation, a recent six-month report on RKO General Inc. shows that for the first half of fiscal 1963, consolidated sales of the broadcast division were up 17% over the 1962 period and net profits after taxes for the 1963 period had increased by 30% over the first six months of the 1962 fiscal year (BROADCASTING, April 8). RKO General Broadcasting accounts for approximately 75% of the overall sales of RKO General Inc.

Hathaway Watson was born in Chicago on June 26, 1916, but was educated mostly in the East, initially at St. Mark's School in Southboro, Mass., and later at Harvard College and the Harvard Business School. His undergraduate degree in 1938 was in economics; his graduate work, in accounting.

World War II in D. C. ■ Out of the Harvard Business School in 1941, Mr. Watson headed for Washington for an initial five-year tenure in various government posts associated with mobilization and the war effort. He served during 1941-46 with the War Production Board, and Lend-Lease Administration, the State Department and the U. S. Mission to the United Nations.

From 1943-1946, he served under Edward Stettinius, one-time secretary of state. In 1946 Mr. Watson joined Mr. Stettinius in various private international business enterprises.

In 1948 Mr. Watson returned to government service as a member of the staff of the National Security Resources Board and remained there until 1951

when he joined Booz, Allen & Hamilton in Washington. In 1955, he was made a partner of the firm.

In 1957 Booz, Allen & Hamilton was retained by Thomas F. O'Neil, chairman of RKO General, to undertake a study of RKO Pictures. Mr. Watson was selected to conduct the survey which was designed to reduce costs and improve the efficiency of the motion picture company. The project continued into 1958. Mr. O'Neil then asked Mr. Watson to analyze the company's broadcasting activities.

Mr. Watson recalls today that this introduction to broadcasting whetted his desire to become a part of the communications field. He resigned from Booz, Allen & Hamilton in December 1958 and on March 1, 1959, joined RKO General as vice president in charge of broadcast operations.

Radio-TV Vitality ■ "I might have gone into older-established, more conservative businesses," Mr. Watson confides. "But I decided on broadcasting, I believe, because of its vitality."

"I like the pace, the creativity involved, the variety of situations and problems that arise, the challenge of programing for masses of people."

Mr. Watson's role is that of the general policymaker, who sets up broad objectives for each unit under his direction. With some guidance and control from headquarters, he says, the executives of the various stations and organizations belonging to RKO General Broadcasting are given latitude in interpreting policy and objectives.

His associates say that under Mr. Watson's direction, the caliber of management in the broadcast operation has been improved; a degree of integration has been achieved with exchange of information among stations speeded up, and a deeper awareness between sales and costs has been developed.

"I know that our managers, on both the sales and programing levels, pay closer attention today to the relationship between sales and costs," Mr. Watson points out. "Even our programing people are sales conscious and think in terms of profitability."

Mr. Watson was married in 1941 to the former Frances Renshaw Maguire of Pensacola, Fla. They have one son, Hathaway Jr. The Watsons reside in Greenwich, Conn.

Mr. Watson belongs to the Racquet and Tennis Club in New York and the Chevy Chase Country Club in Washington. He taught himself to play five musical instruments but confesses that the piano "is the only one that I've stayed with and can still handle."



Mr. Watson
General policymaker

Harris: a tribute

A FEW years ago mere mention of Representative Oren Harris (D-Ark.) struck fear in the hearts of broadcasters. As chairman of the House Commerce Committee and its Legislative Oversight Subcommittee in 1958-60 his record of accomplishments covered such screaming headlines as Sherman Adams, Bernard Goldfine, quiz-rigging, payola and the *ex parte* broadcast license cases.

Today Mr. Harris no longer causes broadcasters to cringe. It isn't that he's gone soft. Far from it. He is still the resourceful and tenacious inquisitor. Proof of this may be found in the recently concluded hearing on ratings before his committee. Some of his ideas certainly do not coincide with those of the majority of broadcasters or with our own.

Mr. Harris, by virtue of his closer scrutiny of broadcasters, has found that most of them are not malevolent or instinctive dollar-grabbers. He has emerged as a strong advocate of free enterprise broadcasting. He has taken after the FCC because of its license renewal and letter-writing onslaughts and has manifested interest otherwise to the degree that he is now regarded as the best informed man in Congress on broadcast matters.

This week in New York, Chairman Harris will receive a plaque from Broadcast Pioneers in recognition of his contributions to broadcasting. He is deserving of this tribute for the efficient and effective way in which he has acquitted himself in assuming leadership in communications legislation. It could have been worse if he hadn't been around.

Just a little bit commercial

SINCE it was first conceived, educational television has been a noble goal. Who is to argue against the reservation of facilities to instruct, to challenge, to elevate taste and expand the capacity of understanding?

The nobility of purpose has, however, run up against the practicality of achievement. To build or buy an educational station is as costly as the acquisition of a station for commercial use. Those who work for educational stations must eat, have lodging, marry, produce children, wear clothes and abide in a society that imposes no fewer demands upon them than upon their fellows who work for a commercial system that commands as much as \$10,000 in advertising revenue from a single hour of a single station's time. Who is to pick up the tab for educational television? The difficulty of answering that question is now being illustrated at the biggest educational station of them all—WNET (TV) New York.

No other educational station cost as much in capital outlay and is costing as much in operating expense. WNET was bought for \$6.2 million (the facility had been a commercial outlet, WNTA-TV) a year ago. Its budget had been pegged at nearly \$3 million a year, although as an emergency measure the budget for the next fiscal year has been reduced to \$2.7 million. Right now the station is in financial trouble. It still owes \$1.8 million on its original purchase price, and it is \$350,000 behind in its obligations for its fiscal year that ends two months from now.

To a considerable extent WNET has been made possible by the contributions of owners of commercial television stations in New York. Together these owners have chipped in \$1,562,000 toward the purchase and operation of WNET, and it tarnishes their social consciousness only slightly if at all to point out that the elimination of the seventh station from commercial use enlarged the slices of the advertising pie that would accrue to the surviving stations.

The rest of WNET's support has come from foundations and public contributions. All told, these sources of income

have proved inadequate. A desperate search for other sources is now being made. We must hope it will not lead to ends that we have feared since the FCC first made reservations for educational channels with the stipulation that they refrain from taking advertising revenue.

On educational stations in many parts of the country commercial enterprises are already furnishing programs in exchange for credit lines. The advertising values to be gained from that kind of sponsor identification are questionable. But it is only a short step from a simple credit line to a short commercial in the literal meaning of the word. The evolution could occur almost imperceptibly: from "this program came to you through the courtesy of the Jones bank" to "this program came to you through the courtesy of the friendly Jones bank at First and Elm with drive-in services for your convenience." Add a little production, and it becomes a spot worthy of presentation at regular rates on a commercial station.

The donation of free programs is at least as valuable to an educational station as the donation of money. As the audience of educational stations is enlarged advertisers will inevitably be attracted to the possibilities of providing shows in exchange for commercial credit. We doubt that they will be rebuffed by the hard-pressed educators—despite the prohibition against advertising in the stations' charters.

Moore the merrier

TOM MOORE's elevation to the presidency of ABC-TV obviously means that he has proved to top management that he is the man for the title, as well as for the job. He has had the latter, without the former, as vice president in charge since Oliver Treyz left the presidency 13 months ago.

Tom Moore is both a programing and a sales man, having served ABC-TV as vice president in charge of both of these wheel-horse departments. Under his program vice presidency some of ABC-TV's most successful seasons have been confected. So, too, it must be added, was the current schedule, which by comparison has been disappointing.

The 1963-64 schedule, however, will be the first composed and orchestrated entirely under his direction as the network's operating head. Here the plans encompass innovations, experimentation and an overall air of freshness that have excited advertising agencies as well as the ABC-TV affiliates. Their congratulations on his imaginative planning may now be extended to include his promotion to the presidency—a formality, perhaps, but clearly earned.



Drawn for BROADCASTING by Sid Hix
"It's our new model for summer baseball viewing!"

a twin anniversary of successful
service to the Twin Cities...

KSTP RADIO
35 YEARS
KSTP TELEVISION
15 YEARS



HUBBARD BROADCASTING, INC.

Represented by

Edward Petry & Co., Inc.

MINNEAPOLIS • ST. PAUL, MINNESOTA

The Original Station Representative



the light of experience illuminates the way to sales... **adam young inc**

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



REPRESENTING RADIO AND TV STATIONS