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# BROADCASTING

TELEVISION AND RADIO

SIoux FALLS  
COLLEGE LIBRARY

MARCH 16, 1964

Stations may barter more than \$35 million  
of broadcast time in '64 ..... 31

NAB's Bell sets cap for sweeping reforms  
of TV advertising ..... 44

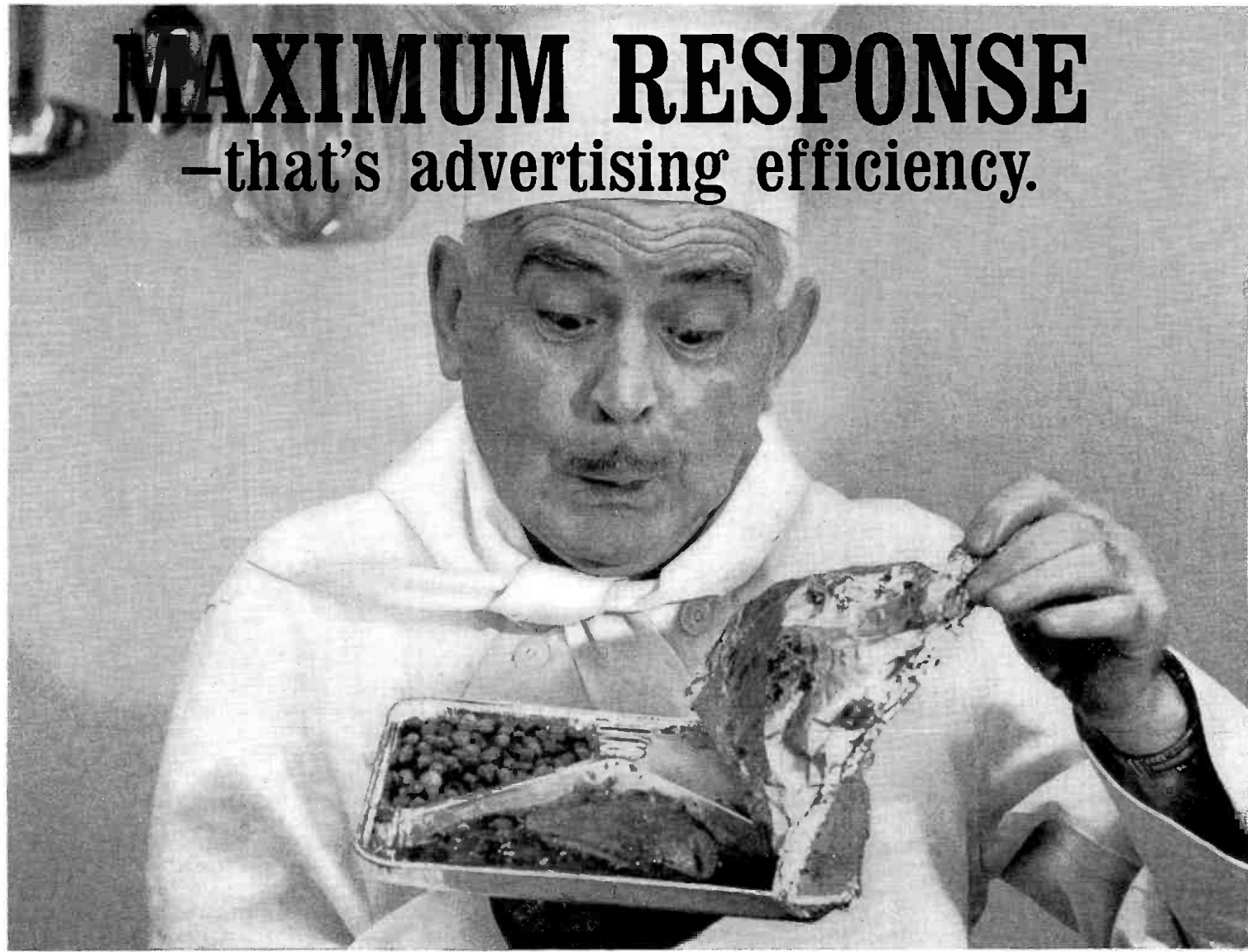
Tougher new rules for TV toy ads adopted,  
but billings expected to rise ..... 52

Free time on radio-TV back home is eagerly  
snapped up by congressmen ..... 66

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## MAXIMUM RESPONSE

-that's advertising efficiency.

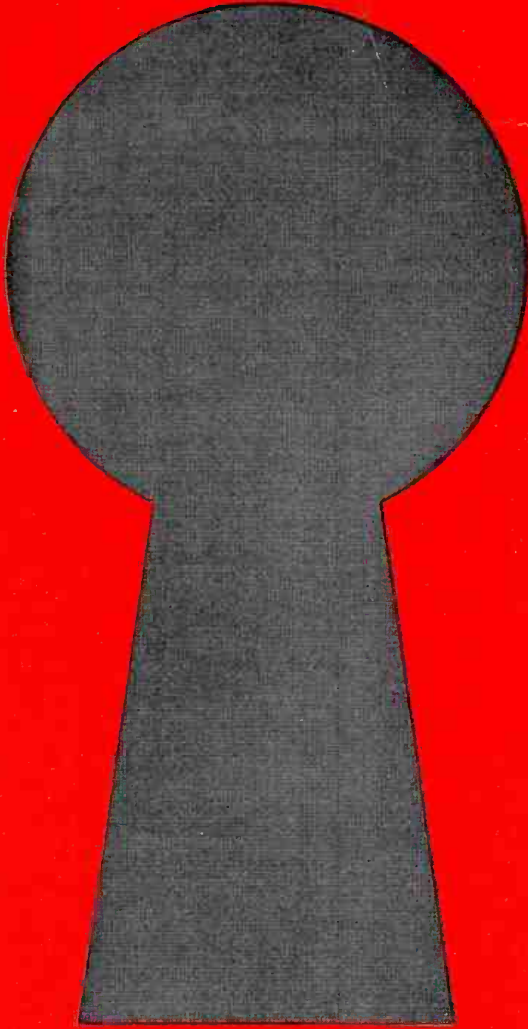


# WBAL-TV<sub>NB</sub> BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

**TAKE A PEEK**



**AT THE LEADER**

**KVTV**  
CHANNEL 9  
SIOUX CITY



It doesn't require a search to find the leader in Sioux City. All you have to know is that one station has provided the tops in local live programming; the best CBS network programming; top rated personality programs; penetrating public service programming; and civic leadership for over ten years. That station is KVTV, Channel 9 . . . providing total television to the 750,000 people in the Sioux City television market.

**KVTV**  
SIOUX CITY  
**KVTV**  
SIOUX CITY

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



**KVTV**

CHANNEL 9 • SIOUX CITY, IOWA  
CBS • ABC



**PEOPLES  
BROADCASTING CORPORATION**

**KVTV** . . . . . Sioux City, Iowa  
**WNAX** . . . . . Yankton, South Dakota  
**WGAR** . . . . . Cleveland, Ohio  
**WRFD** . . . . . Columbus, Ohio



*Arthur Godfrey and John Elmer of WCBM*

## ARTHUR GODFREY AND HIS BALTIMORE FRIENDS KICK OFF WCBM EXPANSION PROGRAM

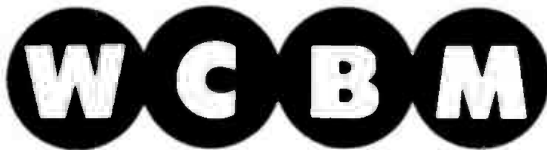
WCBM, on the air since 1924, will soon be broadcasting from its enlarged facility with the most modern equipment in the Baltimore area.

Arthur Godfrey visited WCBM to celebrate this important milestone in the station's 40-year history . . . and many of his friends came to see him at the kick off ceremony!

Although WCBM's headquarters will be new—programming policy will remain the same—offering the best to *adult* listeners!

WCBM's adult-level programming includes local and regional news covered in-depth by WCBM's alert staff of 14 legmen . . . carefully selected music—featuring “pop” and show tunes . . . likeable, interesting on-air personalities . . . plus CBS news, programs and stars.

Add up the features and you arrive at one important fact . . . if you want to sell your products or services to adults through Baltimore radio your best “buy” is WCBM!



*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





**want an ADULT AUDIENCE for one-minute spots in the DALLAS-FORT WORTH market?**

Of course, you do. And KRLD-TV has it . . . For example, Channel 4's LEAVE IT TO BEAVER, DECEMBER BRIDE, OUR MISS BROOKS, AND LOVE THAT BOB (3:30-5:30 pm, Mon.-Fri.) deliver a total of 41,913 men and women per average quarter-hour. That's almost **44% MORE ADULTS** than the next station.\*

Folks in the Dallas-Fort Worth market love THE STEVE ALLEN SHOW, too. As proof of this, 42,313 viewers per average quarter-hour are glued to their sets, turned to Channel 4 from 10:30 pm to Midnight, Monday thru Friday . . . 37.1% more than the next station.

To get your message to the people who really do the buying — the ADULTS — see your ADVERTISING TIME SALES representative about one-minute spots on Channel 4.

\*ARB Market Report  
January, 1964

**KRLD-TV**

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



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

## Doyle Dane—Democrats

Odds favor selection of Doyle Dane Bernbach over Grant Advertising as advertising agency for Democratic party this election year. There's no firm budget, but it should run between statutory limit of \$3 million (for presidential campaign) and \$4 million for overall. (In 1960, expenditures for network and spot ran up to \$6.2 million.) Prospects are network TV will be used by President-Candidate Lyndon B. Johnson, with TV and radio spots as supplementary effort. Lloyd Wright, of Peace Corps headquarters organization, has joined Democratic Committee as advertising coordinator and was in New York last Friday negotiating with agency finalists.

*DDB ranked 27 among top 50 agencies in 1963 radio-TV billings (BROADCASTING, Nov. 18, 1963) while Grant ranked 39. DDB had combined broadcast billings of \$21.4 million; Grant \$12.5 million.*

## Money on the drum

In most tangible way possible, TV stations are showing their support of efforts to get more favorable music licenses. All-Industry TV Station Music License Committee, which has been in litigation with American Society of Composers, Authors and Publishers for more than two years, is conducting its second solicitation of funds to continue fight as long as necessary. Its first written request in that effort has already brought funds and pledges totaling more than \$250,000. Stations are asked to pledge four times their highest quarter-hour rates, paying one-fourth now, rest when needed. First solicitation, about four years ago, wound up close to \$400,000 mark.

## Double bill

Annual National Association of Broadcasters convention week is becoming popular time for congressional hearings embarrassing to broadcasting. Last year it was Representative Oren Harris's (D-Ark.) ratings probe, this time it's likely to be Senator Thomas J. Dodd's checkup on violence and sex on TV. Upcoming Dodd hearing is planned now for shortly after Easter, and coincidental or not, that's just about when broadcasters convene in Chicago (April 5-8).

*Senator Dodd (D-Conn.), who believes programmers are letting excessive violence creep back into shows to win rating points, will not, as some have speculated, conduct brief hearing behind closed doors and rush out a re-*

*port. He wants open sessions and will call network decision makers as Hollywood film executives whose documents already have been subpoenaed (BROADCASTING, March 9).*

## Roger, Rogers

Representative Walter Rogers (D-Tex.), broadcasters' congressional hero of 1963, will get recognition after all during NAB Chicago convention next month. At annual banquet of Broadcast Pioneers April 7, Mr. Rogers, chairman of House Subcommittee on Communications and Power, will receive Pioneers' special citation.

*Oren Harris (D-Ark.), chairman of full House Commerce Committee, who received special citation at luncheon in Washington last June 6, will be head-table guest at Pioneers event, which also will honor three others, including already announced award to Fred Kappel, chairman of AT&T. Mr. Harris will address Monday afternoon session of NAB convention—event disclosed last week after NAB had unlocked its agenda.*

## Vanda's venture

Charles S. Vanda, veteran programing-management executive, last week became applicant for his own television station—at Henderson, Nev. Mr. Vanda, who has just completed four years under contract at no salary with Department of Defense, operating out of Tokyo, filed for vacant ch. 4 (Las Vegas) with power of 13.5 kw. Associated with him in advisory capacities are Cornelius Vanderbilt Jr. and Robert Guggenheim Jr. Mr. Vanda was for 14 years in charge of programs for CBS in Hollywood and afterward spent nine years as vice president of WCAU-TV Philadelphia, then owned by *Philadelphia Bulletin*.

## Post-Newsweek shifts

Executive changes involving Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville) shortly will be announced by John S. Hayes, president of stations and chairman of executive committee of Washington Post Co. Glenn Marshall Jr., president and general manager of WJXT-TV, after 30 years with station and its predecessor, next Jan. 3 will relinquish day-to-day management to Laurence E. Richardson Jr., vice president, P-N stations, but will continue as president of WJXT-TV),

vice president of P-N stations and member of Washington Post Co. board of directors. Mr. Marshall, it's understood, asked to be relieved of daily operating duties effective next year. Mr. Richardson will join station in July as vice president-general manager.

*Mr. Hayes will announce appointment of James A. Hudgens, communications attorney in Washington law firm of Amran, Hahn & Sundlun and former FCC attorney, as Mr. Richardson's successor effective March 29. He will become staff vice president and Mr. Hayes' executive assistant.*

## One fight and another

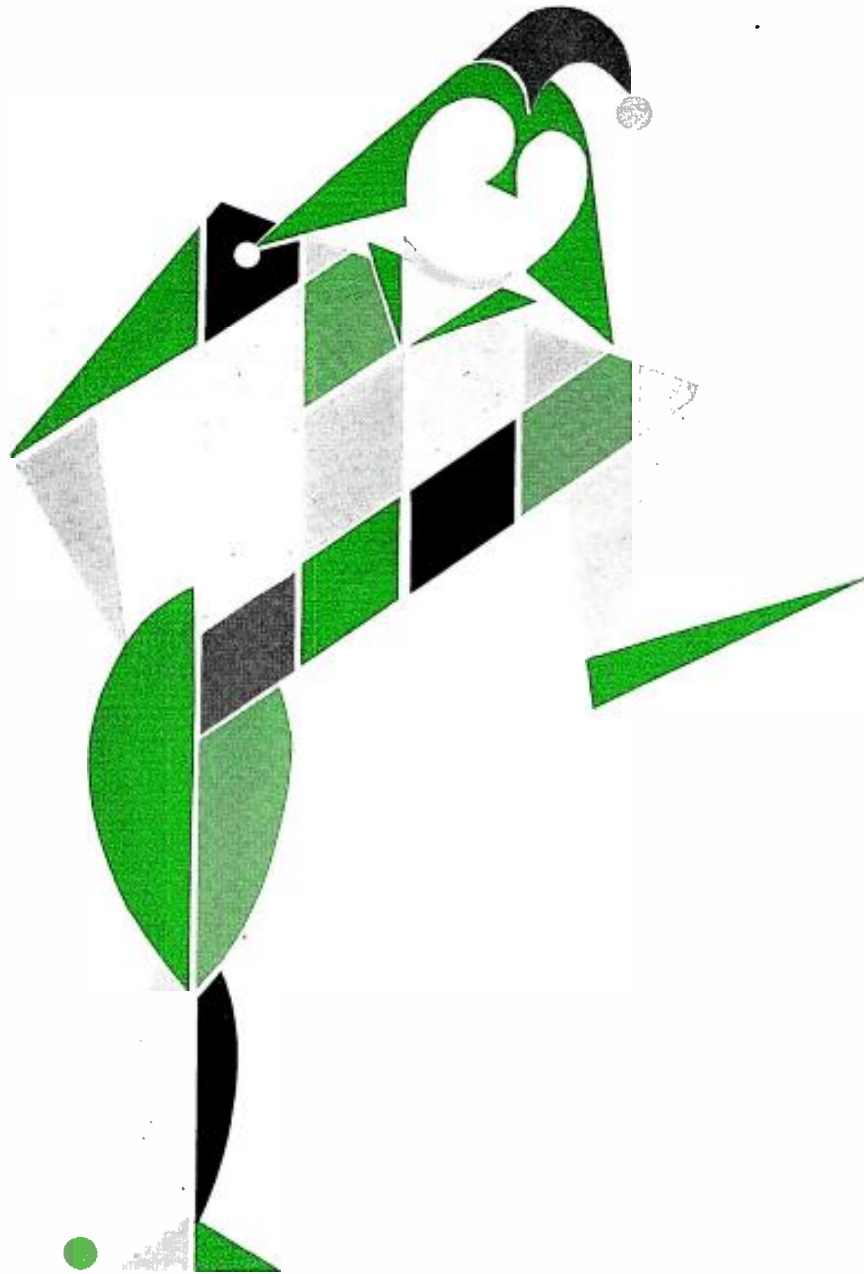
Rare kind of lawsuit may break soon. It's understood that extensive monitoring showed that small handful of stations carrying ABC Radio's coverage of Clay-Liston championship fight deleted network commercials and substituted their own. In another case, it's said, ABC Radio's coverage was picked up and used as audio report on TV station. Upshot is that ABC Radio reportedly plans to file piracy suits. In all, about four stations are believed to be involved.

## Shop open

Democratic National Convention headquarters formally opens at Convention Hall, Atlantic City, tomorrow (March 17). J. Leonard Reinsch, president of Cox Broadcasting Corp. and executive director of convention, will be on job. He will announce appointment of Gloria Coe, former executive assistant to ex-FCC Chairman Newton N. Minow, as his assistant, with same status she had at 1960 convention in Los Angeles. Miss Coe is on leave from Teleprompter Corp. Jack Christie, radio-TV director of Democratic National Committee, will handle broadcast affairs, both from Washington and Atlantic City.

## Nervous laughter

Some of biggest egos in broadcasting are destined to be deflated on first night of NAB convention April 5-8 in Chicago. At NBC's banquet for affiliates April 5, entertainment will be provided by regular company of *That Was the Week that Was*, NBC-TV's Friday evening satire that is unawed by any man or institution. It'll be an "inside" performance targeted at foibles of broadcasters.



## FOR CLEVELAND ACQUISITIVES\* - A NEW SYMBOL

This Harlequin announces to Cleveland Acquisitives that WJW-TV is the first and only Cleveland station transmitting local programs in FULL COLOR. Another example of WJW-TV leadership . . . and another reason why your sales messages are delivered with top impact —on WJW-TV.

\*Ac-quis'-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

LOS ANGELES KCBS	PHILADELPHIA KXBG	CLEVELAND KCM	MIAMI KXBS	TOLEDO KSPD	DETROIT KDKA	STORER BROADCASTING COMPANY
NEW YORK KXN	MILWAUKEE WYLL-TV	CLEVELAND WJW-TV	ATLANTA KSLA-TV	TOLEDO KXPD-TV	DETROIT KXRA-TV	

# WJW-TV

# WEEK IN BRIEF

Time for goods or services is big and growing. May very well amount to \$35 million in billings this year. Everybody does it in radio and TV, it's claimed, and there's nothing wrong with it. See . . .

## BARTER BILL: \$35 MILLION . . . 31

How radio can increase the awareness of a brand name is detailed by RAB's top echelon. Specific radio case histories are related to Philadelphia advertisers and agency men. See . . .

## RADIO PLUS TV IS BETTER . . . 38

Code authority is contemplating a clearing house arrangement to check copy and claims. Considering establishment of scientific advisory committee, Bell says. More important than clutter, he maintains. See . . .

## TV'S OWN MR. CLEAN . . . 44

NAB decides to file statement questioning legality of FTC proposals on health warnings for cigarette advertising, but won't make appearance. Trade hearing starts today in Washington. See . . .

## CIGARETTE ADS HEARING STARTS . . . 46

ASCAP wants higher fees from radio because, it claims, it compassionately reduced charges five years ago to help broadcasters over bad time. Radio no longer is sick, group tells court. See . . .

## NO LONGER SORRY FOR RADIO . . . 64

More stringent provisions for toy advertising are adopted by code group. Toymakers agree they won't dramatize war or frighten children. Billings, nevertheless, are expected to go up. See . . .

## TOYMAKERS ACCEPT NEW CODE . . . 52

Henry calls meeting with network chiefs to work out method of giving UHF stations shot at national programs. Responses range from hopeful to encouraging. Hope is to spread network feeds. See . . .

## FCC SEEKING PROGRAM ANSWERS . . . 58

More and more congressmen use Capitol's own recording and filming facility to keep folks at home up to date on national events. But with primaries coming up, reports from Washington must cease temporarily. See . . .

## DEAR CONSTITUENT . . . 66

News media get another shield in freedom issue. U. S. Supreme Court holds that "New York Times" can't be sued for libel unless malice is shown. Applies to paid advertisement as well as editorial copy. See . . .

## NEWS CHARTER OF LIBERTY . . . 76

New tack is taken on excise relief for all-channel TV receiver; knock off \$8-\$10 and that will help equalize prices, help sales and aid consumer. FCC is drafting such a bill and hopes run high. See . . .

## NEW APPROACH ON TAX RELIEF . . . 87

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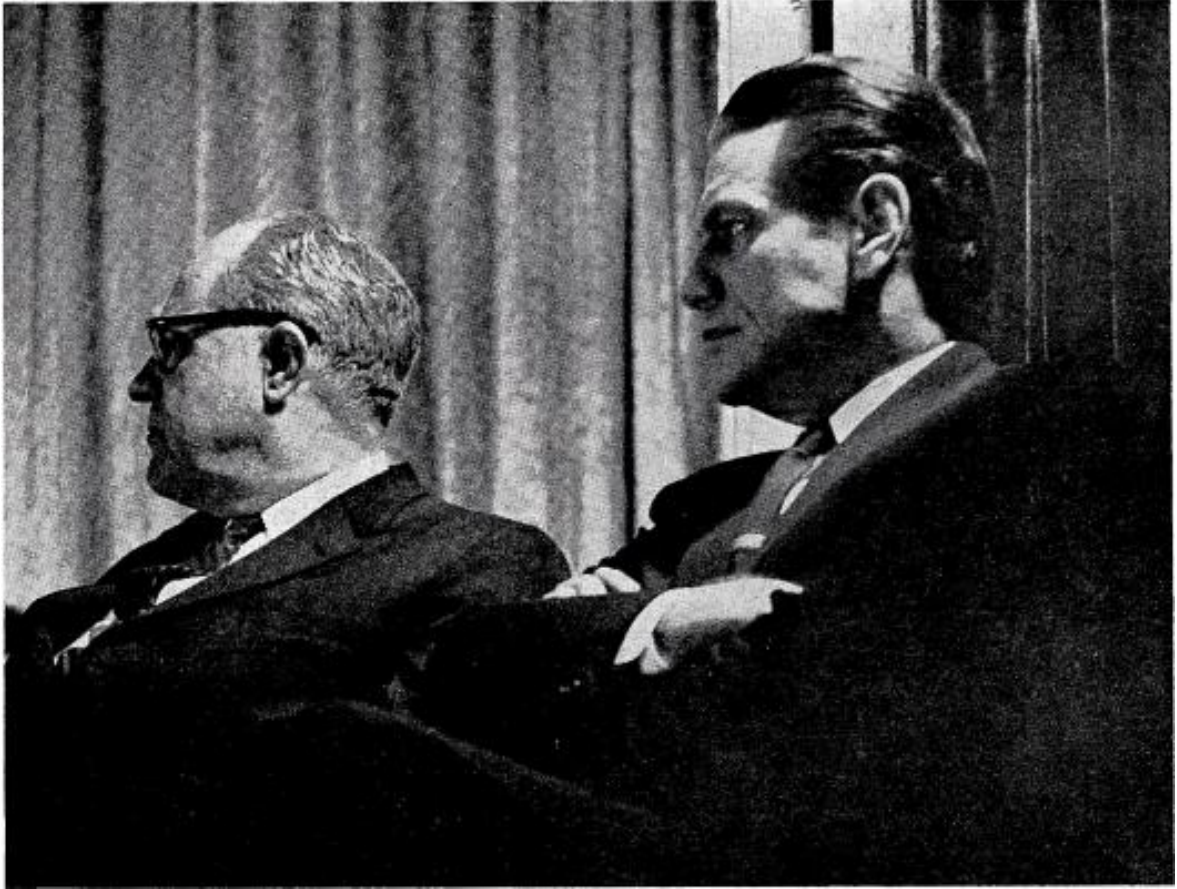
## BROADCASTING

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

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

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

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It was a serious meeting and neither Nebraska Governor Frank Morrison (left), Iowa Governor Harold Hughes (right) nor the five thousand cattle feeders, farmers and ranchers in the audience did much smiling. These men gathered in Shenandoah, Iowa this month, at the invitation of Radio KMA, to talk about beef imports and the skidding price of domestic beef. They listened to officials from Washington and from their own home towns and at day's end had made some important recommendations.

That same night, KMTV's Special Projects Unit presented "Cattlemen In Action," a fully-sponsored, prime-time half-hour about this important grass-roots meeting in Shenandoah.

For Television in Action, count on KMTV. With us, aggressive, imaginative, timely, reaction-getting programming is a way of life.

Petry can put your commercials in this healthy climate.

**KMTV OMAHA**



## Corinthian wins 7-year tax fight with IRS

### TAX COURT RULES AFFILIATIONS ARE DEPRECIABLE

Broadcasters have finally gotten big tax break—U. S. Tax Court in Washington Friday (March 13) ruled that network affiliation contracts are depreciable.

Opinion was written by Judge Howard A. Dawson Jr., who found in favor of Corinthian Broadcasting Corp. on all basic issues.

Judge Dawson found that Corinthian's allocation of \$4,650,000 to CBS network affiliations for WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., was reasonable, that network contracts are not good will, that Corinthian had established validity of depreciating contracts and that straight-line depreciation over 20-year period seems proper.

Straight-line depreciation is the deduction of equal amounts each year for life of asset (in this case affiliation contract).

In opinion, Judge Dawson held:

▪ "That the segments of general experience in the television industry selected and analyzed by petitioner's expert witnesses provide an adequate basis upon which to construct a life expectancy table applicable to petitioner's network affiliation contracts.

▪ "That from the statistical data and analyses in evidence . . . the estimated life of petitioner's network affiliation contracts can be determined with the degree of accuracy required for depreciation purposes, and that use of a straight-line method over a period of 20 years constitutes a reasonable allowance for depreciation."

**Back Eight Years** — Corinthian bought Indiana stations and AM adjuncts in 1956. It paid \$10 million for properties and allocated \$4 million of purchase price to CBS network affiliation for WISH-TV and \$650,000 to affiliation for WANE-TV. Internal Revenue Service refused to permit amortization and appeal to tax court followed. At stake is \$2.2 million tax deficiency for three years: 1957, 1958 and 1959.

In argument, Corinthian submitted study of all CBS and NBC network affiliations with TV stations since 1948, resulting, according to statistical specialist Dr. W. Edwards Deming, in classic example of "Poisson's Exponential Theory of Failure" and that this theorem showed that 5% of basic number of affiliations are terminated each year. Average is 20 years, he explained, and median is 14 years.

IRS argued that relationship between station and network is self-perpetuating and thus life of contract is not determinable. It also charged that data submitted by Corinthian Broadcasting was distorted because it includes early years of television when more affiliation changes took place than now when television is more stable.

Corinthian victory is expected to supersede ruling in Westinghouse case that disallowed depreciation for network contracts. In that case, Westinghouse sought to amortize \$5 million (out of \$8.5 million total purchase price in 1953 when it bought WPTZ-TV Philadelphia). IRS denied depreciation; Westinghouse appealed to tax court and was unsuccessful. U. S. Supreme Court last year refused to review (BROADCASTING, April 29, 1963).

C. Wrede Petersmeyer, president of Corinthian, said Friday he was delighted with opinion and that it vindicates position "we took all along" that network affiliation contract is asset that is depreciable. He acknowledged, however, seven-year fight had been expensive (it is estimated Corinthian spent more than \$200,000 in legal fees on case).

## FCC to examine joint CATV, TV ownership

FCC plans inquiry "in near future" into question of joint ownership of community antenna television systems and television stations in same community.

Commission disclosed intention in order approving sale of WBOY-AM-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Fortnightly Corp., which owns CATV systems in Clarksburg and nearby Fairmont. Purchase price was \$825,000.

Vote was 5-2, with Chairman E. William Henry and Commissioner Lee Loevinger dissenting. Chairman Henry said commission "should make policy now," by setting Clarksburg application for hearing.

Principal question in case is whether CATV owner would subordinate welfare of television station to interests of cable operation.

Commission said that, in view of its \$825,000 expenditure, Fortnightly could

be expected to protect investment by promoting station and operating it, as well as CATV system, at profit.

Commission also conditioned grant on Fortnightly's promise to protect WBOY-TV and WJPB-TV Weston from simultaneous duplication by signals of other stations carried over CATV's in Clarksburg and Weston. Fortnightly has 9,200 subscribers in Clarksburg, 5,500 in Fairmont.

"On balance," commission said, sale is in public interest. But, it added, commission is concerned with problem involved and, therefore, proposes "in the near future to institute an inquiry into the problem of joint ownership of CATV systems and television stations in the same communities."

Pending inquiry, commission said, applications involving such common ownership will be carefully scrutinized and may be deferred until long-range policy is developed.

## FCC plan for CATV hits NAB roadblock

Future of TV committee of National Association of Broadcasters told FCC Friday (March 13) that it would not support—and in fact would actively oppose—FCC-community antenna TV industry bill to regulate CATV systems.

NAB committee favors legislation and regulation, but feels FCC-CATV plan is not type of bill needed, is much too specific and places too much emphasis on nonduplication. CATV regulation, NAB group feels, must be based on priorities established by FCC in 1962 table of TV allocations.

At that time, FCC established in order of importance these criteria for TV coverage: (a) one signal to all communities; (b) one local TV station; (c) two or more services wherever possible; (d) two or more local stations when possible.

CATV systems "can become destructive to this policy," Dwight Martin, WDSU-TV New Orleans and chairman of NAB committee, said. This requires that regulation be approached in entirely different manner than that proposed by FCC and National Community Television Association, he said.

FCC asked NAB to submit its own proposal and committee agreed to do so within next two weeks. Bill discussed at Friday's meeting, with all seven commissioners present, was drafted after months of negotiations be-

## WEEK'S HEADLINERS



Mr. Conley



Mr. Shaker

**James E. Conley**, executive VP of ABC Television Spot Sales, New York, since April 1962, elected president. He succeeds to post that **Theodore F. Shaker** has continued to act in after being elected president of ABC Television Stations Division. Mr. Shaker said he'll now devote his attention fulltime to needs of ABC's five owned TV stations. Mr. Conley was general sales manager of WCAU-TV Philadelphia and account executive for CBS Television Spot Sales in Chicago and New York before joining ABC in 1962. He also had been national sales manager of WISH-TV Indianapolis.

**Hunt Stromberg Jr.**, West Coast VP in charge of program development for CBS-TV, appointed VP-programs, CBS-TV, Hollywood, succeeding **Robert F. Lewine**, who has resigned. Mr. Stromberg joined network on West Coast in June 1956 as program development executive and was elected VP-program development in November 1960. Mr. Lewine, who has not announced fu-

ture plans, entered network programming in 1952 at ABC-TV and was elected VP in charge of programming and talent for ABC-TV network in January 1956. In December of that year he moved to NBC-TV as VP in charge of nighttime programs, assumed charge of daytime programming as well in August 1957 and was appointed NBC-TV network VP in charge of programs in February 1958. Mr. Lewine joined CBS Films in October 1959 as VP-programs and was named CBS-TV VP-programs, Hollywood, in April 1962.



Mr. Stromberg



Mr. Lewine

**John L. Rigotti**, VP and vice chairman of plans board at Foote, Cone & Belding, Chicago, appointed to newly created position of director of marketing services. He will be responsible for overall direction and coordination of four related departments in Chicago office: media, broadcast, merchandising and research. With FC&B 18 years, Mr. Rigotti continues plans board post and chairmanship of agency's electronic data processing committee.

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

tween FCC and NCTA (BROADCASTING, March 2).

**NAB Plans** ■ NAB's bill will make no distinction between FCC regulation of microwave and nonmicrowave CATV's, as is case with present bill. Also, NAB feels, regulation should not be on case-by-case basis but across-the-board with FCC establishing rules on nonduplication restrictions.

FCC must consider methods by which signals are brought into community to compete with local station for audience and CATV should have burden of proof that its service will be in public interest, according to NAB.

Association's position looks toward new section of Communications Act, new definition of term "broadcasting," with possible major redrafting of existing statutes. Mr. Martin said NAB bill will not mention or attack pay TV or local originations by CATV systems. NAB TV board of directors has gone on record with new definition of pay TV to include CATV systems which

originate local programs (BROADCASTING, Feb. 3).

Essential area of disagreement between FCC and NAB is commission's position of regulation based on economic protection, one commissioner said Friday. He said he agreed with many of NAB arguments.

As practical matter, NAB opposition to FCC-NCTA plan is expected to end all hopes for congressional approval of legislation during this session. Senate Commerce Committee has served notice that FCC, CATV and broadcasters must reach agreement if bill is to get through Congress.

And, entering negotiations last week was still another complicating factor. Television Antenna Manufacturers Institute (TAME) will meet with commissioners Thursday (March 19).

Purpose is "to outline in detail the kind of legislation the CATV industry needs," according to Morton Leslie, TAME's acting chairman and sales manager of JFD Electronics, Brooklyn.

## Fairness primer draft goes back to staff

FCC commissioners discussed draft of proposed fairness doctrine primer for two hours Friday (March 13), then sent it back to staff for reworking.

Commissioners reportedly questioned both form and some language proposed for document, which is being prepared as means of clarifying commission's fairness doctrine policy.

Sentiment at meeting reportedly favored inclusion of these elements: digest of actual fairness doctrine cases, grouped under appropriate headings; questions and answers dealing with noncontroversial matters (for example, Q. Must broadcasters editorialize? A. No.); and, possibly, detailed statement of policy that would attempt to answer questions that have been raised.

Among questions to be dealt with are many that were generated by commission's controversial July 26 statement on fairness doctrine.

Commissioners, reportedly, are stressing need for specific language. The criticism of staff's draft, done largely in question and answer form, was that answers didn't stick closely enough to specific facts of cases cited.

## Examiner recommends Kan. microwave grant

FCC hearing examiner has recommended unrestricted grant of microwave facilities for feeding television signals to community antenna television service in Liberal, Kan.

Recommendation, in initial decision by Hearing Examiner Sol Schildhouse, runs counter to commission policy of conditioning such grants on CATV's agreement to protect local TV stations.

Threat of economic injury to station involved, he said, isn't sufficient to warrant government intervention.

At issue is application of Teleprompter Transmission of Kansas Inc. for renewal of two microwave relay stations and for modifications of construction permits to add third channel. All three would be used to carry signals of Amarillo, Tex., stations to Teleprompter's CATV system in Liberal.

Hearing applications resulted from protests of KTVc(TV) Ensign, Kan., which asserted continued operation of CATV system would cause it severe economic injury. Station said it would not be able to continue current programming effort unless commission conditions grant of microwave on CATV's promise not to duplicate KTVc programming. KTVc is 52 miles from Liberal, which is on perimeter of station's Grade B contour.

# LAWMAN

## LOOKS THE SAME IN...

...Houston

...Kansas City

...Charleston (S.C.)

...Portland (Ore.)



1st

1st

1st

1st

### ACROSS THE BOARD

Reaches 19% more homes than its closest competition — with 40% share of audience—Monday thru Friday, 5 to 5:30 pm, on KHOU-TV. LAWMAN also attracts more men, more women, more teens than its combined competition. Stars John Russell as Marshal Dan Troop. He's a ladies' man . . . a man's man . . . a LAWMAN.

### ACROSS THE BOARD

At 5:30 pm, Monday thru Friday, LAWMAN ropes 27% more homes for KMBC-TV than the closest network news program on a competing station. Program's growing, too! Up from 31% to 39% share in one month—with 50% more adults than first rating. Co-stars Peter Brown as the Marshal's youthful, but skillful deputy.

### ACROSS THE BOARD

On WCSC-TV, LAWMAN not only ranks No. 1 in its 6 to 6:30 pm strip—in rating, share and homes—but it reaches more homes than the combined competition from news and movies. It also reaches more of whatever the advertiser needs — men, women, teens, or children. Co-stars Peggie Castle as a frontier hotel owner.

### ACROSS THE BOARD

In a four-station market, LAWMAN at 7 to 7:30 pm—Monday thru Friday on KPTV—ranks first in rating and share. Though a close second in homes, it reaches 39% more homes than programs in the same time period—same station—in November 1962. For stripping or once a week: 156 audience-winning half-hours of LAWMAN.

Source: ARB Reports, November 1963

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000



ALSO: THE GALLANT MEN · HAWAIIAN EYE · CHEYENNE · MAVERICK · SURFSIDE 6 · SUGARFOOT · THE ROARING 20'S · BRONCO · BOURBON STREET BEAT  
BROADCASTING, March 16, 1964

# What makes a great salesman?

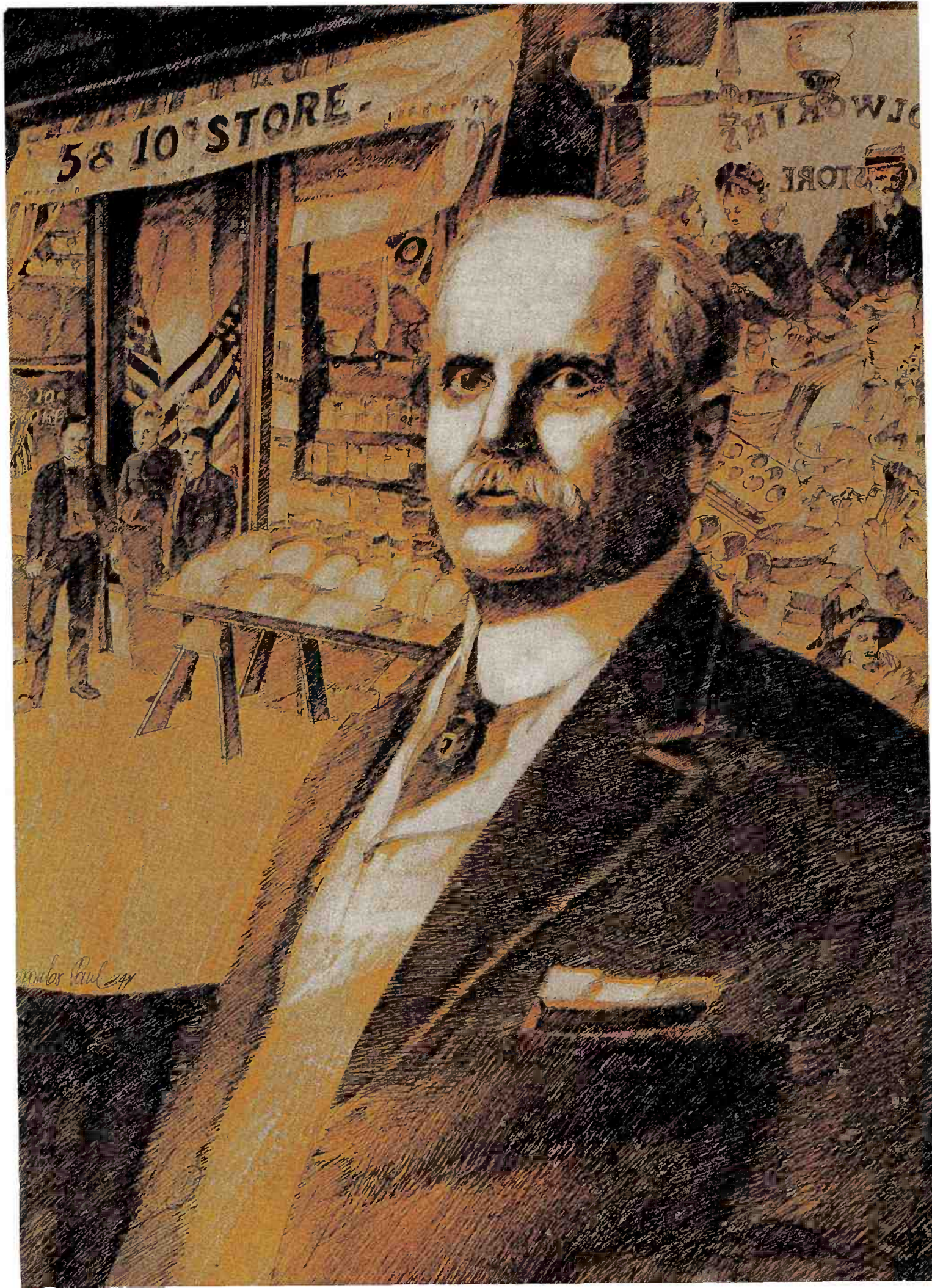
“Let the customer handle the merchandise,” insisted Frank W. Woolworth. He brought goods out from beneath the counters and shelves of his stores, placing items within easy reach of his patrons—where they could see and touch them. This “impulse-buying” philosophy of retailing has operated successfully since Frank Woolworth opened his first permanent store (selling only 5c items) over 80 years ago.

Woolworth revolutionized marketing techniques. He encouraged browsing, warning employees never to buttonhole a customer. He wanted patrons to be free to wander around his stores inspecting a fairyland of merchandise. His employees were encouraged to create alluring displays that would sell goods without human help. To get people to come back again and again, he had store managers continuously scout exciting new merchandising ideas.

In keeping with the basic philosophy of great salesman Frank Woolworth, company representatives still search far and wide for profitable new products to stimulate buying over Woolworth counters. The Storer stations stimulate buying, too. Flexible, community-paced Storer programming nets high listenership and unparalleled audience loyalty, turning more listeners and viewers into *buyers*. In Cleveland, Storer’s great salesmen are WJW and WJW-TV, two important stations in an important market.

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	NEW YORK <i>WHN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>





# BUYING POWER and SELLING POWER



*you get both  
on WLIB*

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

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

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

**WLIB**  
*Harlem Radio Center*

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

## DATEBOOK

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

▪ Indicates first or revised listing.

### MARCH

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

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

▪March 19—**Broadcasting Executives Club** seminar-luncheon program "Climate in Washington." Participants include Robert Rawson of the FCC, Sydney Roslow of The Pulse Inc. and Vincent Wasilewski of the National Association of Broadcasters. Sheraton-Plaza hotel, Boston.

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

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

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

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

▪March 24—Annual stockholders meeting, **Gross Telecasting Inc.**, for election of directors, amendment of articles of incorporation relating to class B common stock dividends and conversion rights and to transact other business. Lansing, Mich.

March 25—New deadline for comments on FCC rulemakings to govern grants in microwave services to systems

supplying community antenna operators with facilities. Former deadline was Feb. 24.

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

April 3—Deadline for reply comments on FCC rulemaking to authorize use of unattended, automatic mobile relay stations.

### APRIL

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

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

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

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

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

▪April 4-6—Annual meeting of the **Association for Professional Broadcasting Education**, Conrad-Hilton hotel, Chicago.

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

▪April 5-8—**Television Film Exhibit—1964**. Reception April 5, 4-7 p.m., for TV station officials by distributors participating in TFE-'64. Great Hall, Pick-Congress hotel, Chicago.

April 5-8—West Coast meeting of **Association of National Advertisers**, Del Monte Lodge, Pebble Beach, Calif.

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

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

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

▪April 12—Old-timers get-together, 40th anniversary of WLS Chicago,

UNITED  
ARTISTS

SHOWCASE 2

Paddy Chayevsky's

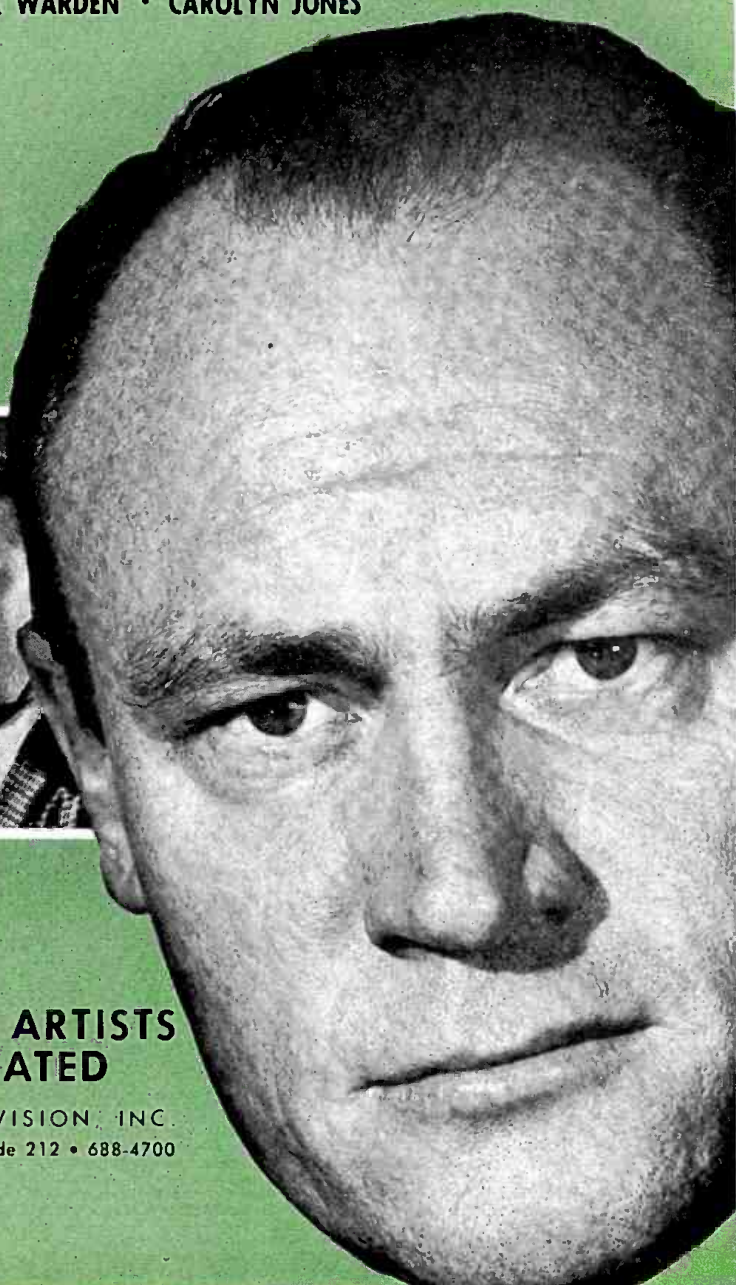
# THE BACHELOR PARTY

**DON MURRAY**

E. G. MARSHALL • JACK WARDEN • CAROLYN JONES

This movie's first-run on TV . . .  
The boys at the office have a  
night on the town—and trigger  
a "real blast" of unexpected action  
and emotional fury . . .

Running time: 93 MINUTES



WRITE, WIRE OR PHONE

**U.A.A. UNITED ARTISTS  
ASSOCIATED**

a division of UNITED ARTISTS TELEVISION, INC.  
555 Madison Avenue, New York 22, N.Y. • Area Code 212 • 688-4700





# The men who will cover “the men who”

For the next eight months, the NBC newsmen (and one woman) pictured to the left will be setting a record.

Their reporting of the 1964 campaigns and election will be the most intensive political coverage in the history of broadcasting. The coverage began on Sunday, March 8th, with a special program that previewed the bellwether New Hampshire Primary. Special programs throughout Primary Day itself reported and weighed the outcome. Altogether, until Election Day, broadcasting's biggest news organization will present an unprecedented total of 38 special programs with Chet Huntley, David Brinkley, Frank McGee and the many other noted correspondents of NBC News. These broadcasts will report completely on the campaigns, the candidates and the issues, and will provide complete coverage of pivotal contests.

During the same span, such series as “The Huntley-Brinkley Report,” “Today,” “Sunday” and “Meet The Press” will present television's most comprehensive running account of the campaigns, with frequent exclusive features and interviews with key personalities.

In July and August, NBC will offer thorough and perceptive coverage of the drama-charged nominating conventions. And Election Night itself will again call forth the unmatched accuracy and speed for which this network's election reporting is noted. *Significantly, more viewers have tuned to NBC than any other network to follow every recent convention and election.* NBC's swift report of the New Hampshire Primary was achieved by a force of more than 600 men and women posted throughout New Hampshire. Huge as this was for a state primary, it only typifies the manner in which NBC will cover the political scene until that time in November when the nation has voted, and a President has been elected.

**Standing in the foreground, l to r:** Chet Huntley, David Brinkley, Frank McGee. **Seated, l to r:** Richard Harkness, Nancy Dickerson, Martin Agronsky, Edwin Newman. **Standing, l to r:** Merrill Mueller, Sander Vanocur, Bill Ryan, Ray Scherer, Peter Hackes, Robert Abernethy, Robert McCormick, Herb Kaplow, Bob Teague, Elie Abel. **Out on assignment the day this photograph was taken:** John Chancellor, *in East Germany*; Robert Goralski, *with President Johnson*; Robert MacNeil, *covering Senator Goldwater*; and Tom Pettit, *at the trial of Jack Ruby in Texas.*



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





Tanner of Pepper

## Want money you don't have from clients you can't get?

43,000 new, unduplicated dollars added to the coffers of KSL, Salt Lake City . . . Manager Joe Kjar credits every cent to Pepper Creative Business Service! McLendon Stations' Al Lurie cites KLIF Dallas' dramatic success with Pepper custom service . . . 37 top accounts, once unavailable, on the air due to superior quality of Pepper "Images," sales, service. Herb Golombeck, WPLO Atlanta . . . Pepper attracts and holds advertisers, inspires confidence. Joe Bradshaw WRFD Columbus . . . Pepper musical images, integrity, follow through add the plus needed to get signed contracts. Pepper's combination of specialized selling techniques and top quality custom concepts quickly netted \$15,000,000 for radio stations in 50 states . . . Did you get your share?

### on the Pepper Scene:

Graham Richards, Storz Natl. P.D. in exchanging ideas . . . Jim Storer reports "Wonderful Music" ID's made for WJW wow Storer group meeting in Miami, spark possible WGBS—Pepper get-together . . . in production, Lindsay Ripe Olive custom concepts for Steedman, Cooper and Busse (San Francisco).

Pepper Concepts Mean  
NEW Advertisers  
Additional Billing

# call collect

Area Code 901/274-6674  
Box 4006 / Memphis, Tenn.



## pepper

SOUND STUDIOS, inc.

Sherman House hotel, Chicago. Old-timers committee is headed by Glenn Q. Snyder, George Cook, Bill Nelson and George Biggar. Contact: Mr. Biggar, WLBK DeKalb, Ill.

April 12-17—Ninety-fifth technical conference of **Society of Motion Picture and Television Engineers**. John M. Waner of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham of Kodak Color Technology Department in Rochester, N. Y. Ambassador hotel, Los Angeles.

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

April 13—Deadline for comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.

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

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

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

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

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

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

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

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

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

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

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

April 22-23—Board of directors meeting of the **Television Bureau of Advertising**, The Greenbrier, White Sulphur Springs, W. Va.

April 23—Deadline for reply comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.

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

April 23-26—**Western States Advertising Agencies Association** 14th annual conference. Speakers include: Ernest Loen, management consultant; Sol Dutka, Audits & Surveys; E. B. Weiss, Doyle Dane Bernbach; Riviera hotel, Palm Springs, Calif.

April 24—Spring conference of **Oregon Association of Broadcasters**, Village Green motor hotel, Cottage Grove, Ore.

April 24—**Pennsylvania AP Broadcasters Association** meeting, Boiling Springs.

April 25—**Texas Community Antenna Television Association** holds state convention at New Hamilton hotel, Laredo.

April 26-May 2—**Affiliated Advertising Agencies Network** conference, Andrew Johnson hotel, Knoxville, Tenn.

April 27—Annual stockholders meeting of **Wometco Enterprises Inc.**, Midway Motor hotel, Flushing, N. Y.

April 27-29—Annual conference of **Association of Canadian Advertisers**, Royal York hotel, Toronto.

April 28—Annual awards luncheon of **Station Representatives Association**, Waldorf Astoria, New York.

April 29-May 1—**Institute of Electrical and Electronics Engineers** region 6 conference, co-sponsored by Instrument Society of America, Salt Lake City.

April 30—Deadline established by Congress that all TV receivers shipped by manufacturers in interstate commerce be able to receive all 82 VHF-UHF channels of the TV spectrum.

April 30—Annual banquet of **Indiana University Radio and Television Department**. Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.

\*Indicates first or revised listing.

**WHO'S ON FIRST?**

# G.E. FIRST

ON THE MARKET...

## WSM-TV

NASHVILLE, TENN.

# FIRST

ON THE AIR...

**WITH TV'S FIRST  
4-VIDICON COLOR FILM  
CAMERA SYSTEM**

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



PE-24-A/B

GENERAL  ELECTRIC

# G.E. FIRST

ON THE MARKET

## KERO-TV

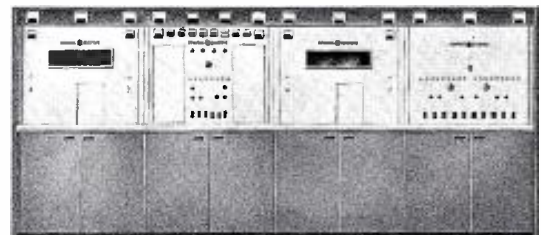
BAKERSFIELD CALIF

# FIRST

ON THE AIR

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

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



TT-57-A



Zig-Zag Antenna

GENERAL  ELECTRIC

# G.E. FIRST

ON THE MARKET...

## ABC-TV

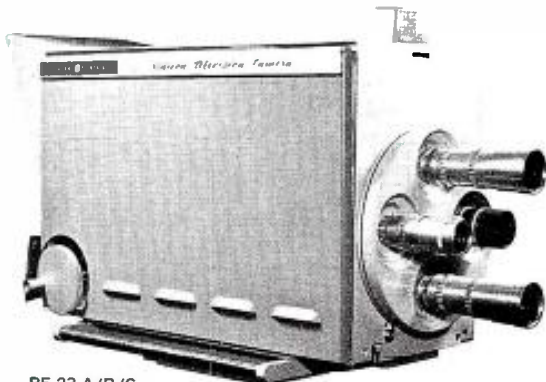
WASHINGTON, D. C.

# FIRST

ON THE AIR...

**WITH TV's  
FIRST PROFESSIONAL  
TRANSISTORIZED STUDIO  
VIDICON CAMERA**

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



PE-23-A/B/C

GENERAL  ELECTRIC

# G.E. FIRST

ON THE MARKET...

## WGR-TV

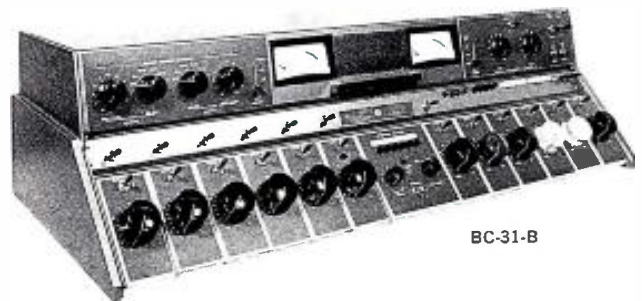
BUFFALO, N. Y.

# FIRST

ON THE AIR...

**WITH G-E  
2nd GENERATION  
TRANSISTORIZED  
AUDIO EQUIPMENT**

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



BC-31-B

GENERAL  ELECTRIC

# G.E. FIRST

ON THE MARKET...

# WCTV

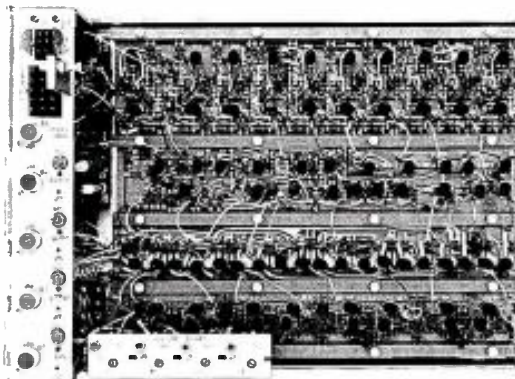
TALLAHASSEE, FLA.

# FIRST

ON THE AIR...

## WITH TV'S FIRST TRANSISTORIZED STUDIO VIDEO EQUIPMENT

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



PG-5-B Second Generation Sync Generator

GENERAL  ELECTRIC

# G.E. FIRST

ON THE MARKET WITH

UHF side-fire helical antenna  
(1951)

VHF high-channel helical antenna  
(1955)

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

VHF low-channel helical antenna  
(1958)

Use of transistors in color studio  
camera (1958)

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

Transistorized remote vidicon studio  
camera (1961)

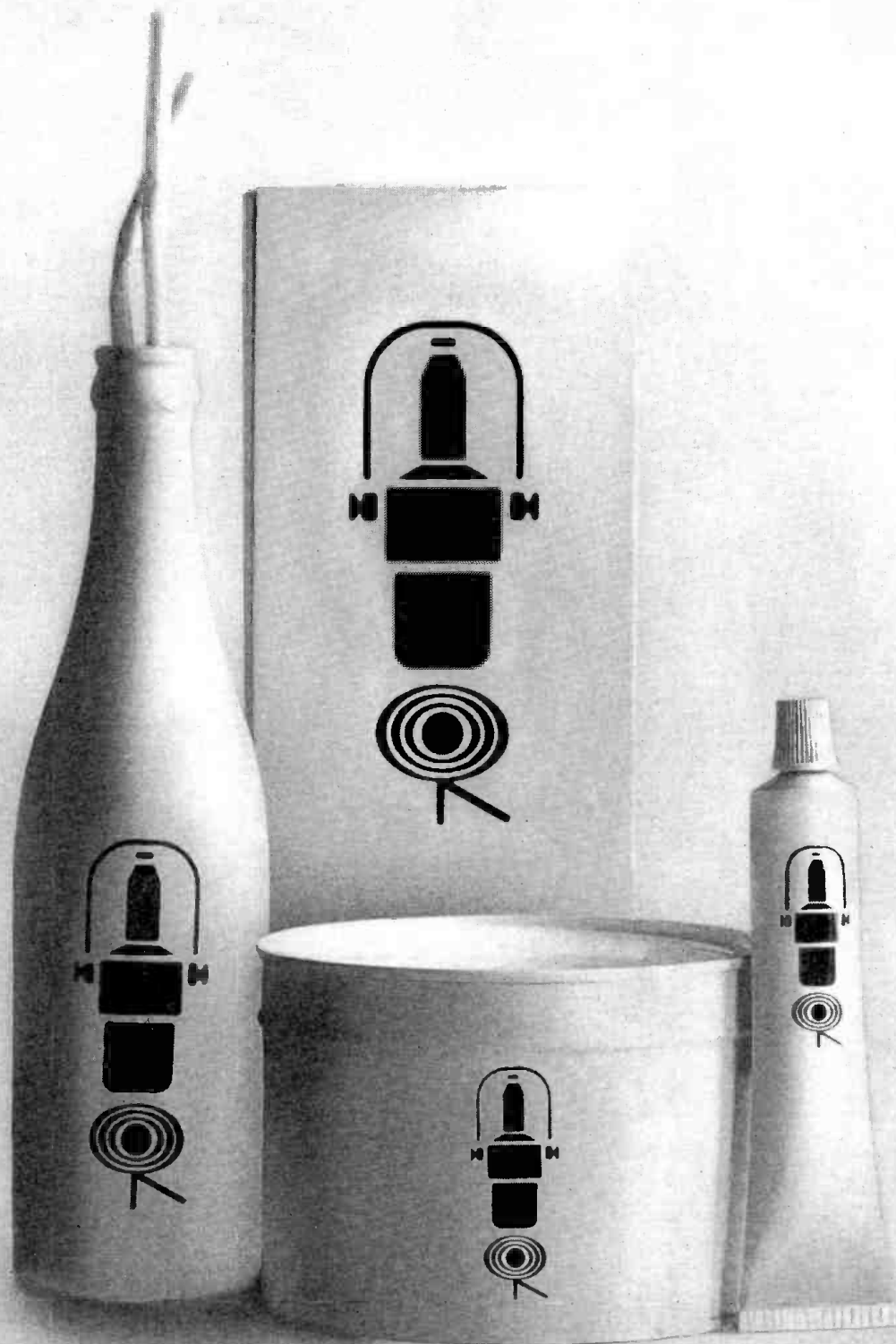
Transistorized monochrome film  
camera (1961)

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

FOLLOW THE LEADER..

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

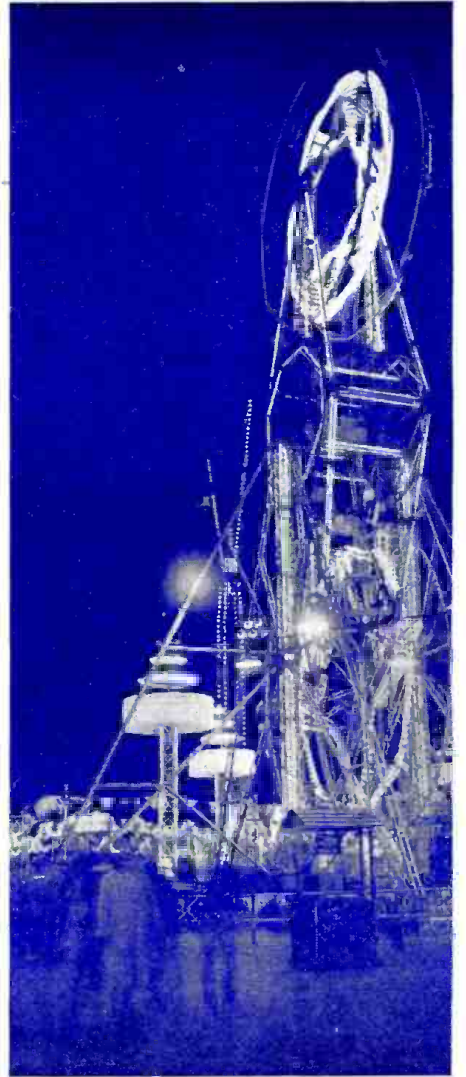
GENERAL  ELECTRIC



**SELLING YOUR SPONSORS' PRODUCTS IS DETERMINED BY YOUR ON-THE-AIR IMAGE.**

There is no better way to foster that image, and to enhance your commercial messages, than to take advantage of the impressive star-studded artist roster featured on Columbia Records. These tremendous performing talents, together with the world's most extensive and exciting catalog, are a powerful attraction to any advertiser seeking a station with the largest listener appeal. Through our outstanding subscription service, you are provided with the best audience builders in the business. But the time to act is now. Your response before May 1, 1964 will allow you to take advantage of a special 10% reduction in our regular yearly rates. Check your mail now for the 1964 brochure. **COLUMBIA RECORDS BROADCAST SERVICES** 799 Seventh Avenue, New York, New York 10019

© COLUMBIA. MARCAS REG. PRINTED IN U.S.A.





# You've never seen America...



Until you see **America!**  
It's big...bountiful...breathtaking!  
It's Jack Douglas' brand-new, star-spangled  
salute to the fifty states, now available  
first-run from CBS Films.

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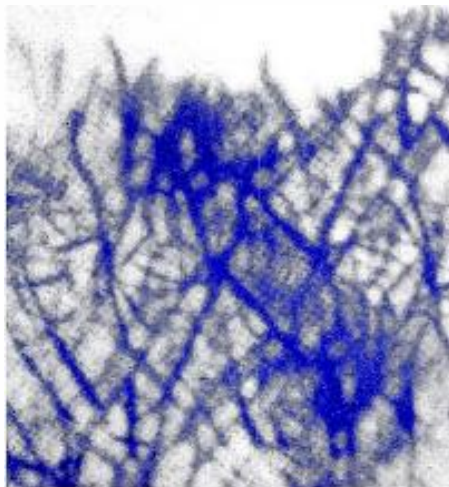
**America!** is the vast panorama  
of the American scene, brought to life  
as a stunning new television series.  
**America!** takes viewers roaming along the  
sea-swept beaches of Cape Cod;  
exploring little-known aspects of our  
nation's heritage at Concord;  
plunging through the dense, fascinating  
jungles of the Florida Everglades.  
**America!** captures all the jubilation of a  
Western fair; rides the pounding surf  
of Makaha, Hawaii; peeks behind the  
glamorous facade of Hollywood.

---

In 39 half hours (available in  
brilliant color or black-and-white),  
**America!** reveals sometimes startling,  
always entertaining facets of life  
in the United States, as seen by  
Jack Douglas, pioneer in the "open studio"  
television technique that produced  
such audience-winning hits as  
"Bold Journey," "I Search for Adventure,"  
"Kingdom of the Sea," "The Golden Tee,"  
"Across the Seven Seas" and other  
television favorites.

---

Designed to entertain,  
geared to deliver big ratings—  
**America!** has already been snapped up for  
Fall showing in more than 40  
U.S. markets. So if you're looking for a  
first-run series of universal appeal,  
act quickly. See **America!** first.



---

**CBS FILMS** OFFICES IN NEW YORK,  
CHICAGO, SAN FRANCISCO, DALLAS AND ATLANTA.

## Don't sell the crap shooters short

Shortly before the turn of the year, I was interested by an article in one of our national news weeklies. Singling out the heads of five large U. S. enterprises, the editors ranked them among the most broad-gauged, imaginative and articulate of the top management community. "Amid the 20th-century cult of the specialist," the article stated, "the diverse demands of running a multimillion dollar corporation call for every bit of the polished versatility attributed to the 15th-century Renaissance man."

I certainly have no quarrel with the magazine editors. But I wonder if their allusions to the "universal man" of the Renaissance might not also apply to the advertising man of today.

**Renaissance Genius** ■ In modesty, let me distinguish right now between Renaissance man and Renaissance genius. Canny as he may be with his tongue, sly as he may be with his pen, I certainly do not think David Ogilvy, for example, will rise to the polemical heights of Machiavelli. Nor, for all his acquisitions, do I think Marion Harper will surpass the expansionist talents of the doges of Venice. Nor can we expect Norman Strouse, a fine amateur printer, with his own press in his New York apartment, to rival the versatile accomplishments of the monastic illuminators.

And, highly as I esteem my own creative talents, I do not really expect to be summoned by a foreign monarch so desirous of my services that he would write, as did Francis I of France to Benvenuto Cellini, "Come. I will choke you with gold."

**Renaissance Man** ■ What about Renaissance man, as contrasted to the Renaissance genius? Let's look at one considered typical of his time, Leon Battista Alberti.

It was said that Alberti could leap over the head of another man. He could throw coins to the top of the vault in the cathedral. He tamed horses and climbed mountains.

Not only that. He sang. He played the organ. He practiced law for a time. He was skilled in mathematics, mechanics, sculpture, drama and philosophy. In Rome he helped design the beginnings of Vatican City. In Mantua he designed a chapel. He composed dialogues on the art of love and a famous essay called, "Care of the Family." He wrote well enough in Italian to be a best-selling author. He wrote Latin well enough to hoax the scholars by passing off one of his comedies as an original Roman discovery. He wrote a treatise on art that

influenced Leonardo da Vinci. And he died rich. A bit of Frank Lloyd Wright. A bit of Norman Rockwell. A touch of a decathlon champion. Something, too, of Dear Abby and Doctor Spock.

**Advertising Man** ■ Renaissance genius is clearly beyond us. But I wonder about Renaissance man. Remote as he is, 15th-century Renaissance man is still close enough, I think, to serve as an ideal for 20th-century advertising man.

When I started at Young & Rubicam, my first boss, later the head of our copy department, was Sid Ward. Besides an irrepressible gift of language, he possessed an insatiable curiosity. He delighted in English seed catalogues. He was a nationally known pistol shot and fashioned some of his own firearms. He knew nearly enough about medicine to pass as a doctor. Retired several years now, he grows apples quite profitably. He collects old farm implements, and he is the only man I know who owns an antique Hungarian strawberry hook.

Then there is a younger friend of mine. When he was 12, curiosity led him to the museum in Newark, N. J., where he learned to make bows and arrows from lemon and hickory. Today he is a skier and a skin diver even in the wintertime. He has broken horses and carves mantlepieces. A master of Chinese cooking, he built his own Chinese oven, whence the duck and the suckling pig emerge just so. He is now editing a book on dwarf Japanese trees. This man is the head of our marketing department.

We have an account supervisor, still to reach his middle years, who started as a magazine editor, went to Hollywood as a screenwriter and was skillful enough to win an Oscar. One of our art directors spends many of his spare hours in the loneliness of panting through the countryside as a long distance runner.

**Some Lessons** ■ Such interests, such qualities of mind evidence two of the foremost characteristics of Renaissance man: A restless curiosity and a powerful drive to fulfill his whole human potential. Renaissance man thus holds out some lessons for us. Ours is a general business. Each product we advertise presents a separate problem. Each requires a separate solution. We deal in diversity. We need the diverse mind, the exploring, ranging, curious mind of Renaissance man.

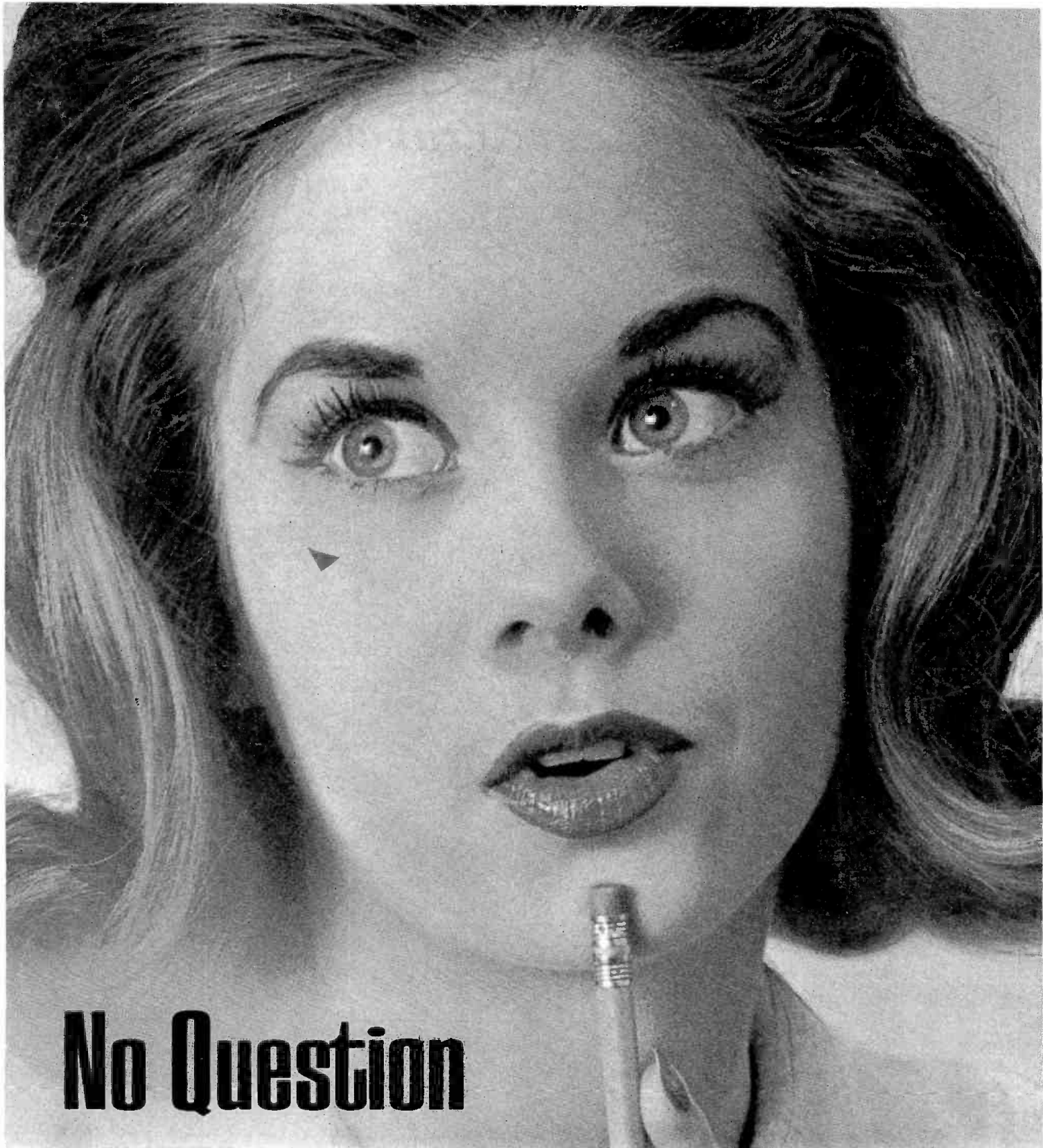
Renaissance man delighted in the finer things. When an ancient Roman sculpture was unearthed, he saluted it with ringing bells and thundering cannon, and paraded it in triumph through the streets. But Renaissance man could rollick in the coarser aspects of life, too.

**Look at Both** ■ It is highly fashionable these days to be a television snob. But actually, there is a lot of darn good television, if you take the trouble to twist the dial a bit. About a month ago the Beatles were unleashed upon our screens. But at the same hour, the Boston Symphony was on the air. Renaissance man would look at both. He would not go through life, or this fascinating advertising business, with his mind tuned to just one channel.

So be a modern Renaissance man. Read widely—the *Saturday Review* and *Playboy*. Ian Fleming and Santayana. Look at everything you can. Jackie Gleason. Captain Kangaroo. Pablo Picasso. Go to the theater, go to concerts. Go to the movies. Go to burlesque. Venture. Gamble. Travel. Get on a bus as well as a jet. Don't just play golf. Get your hands dirty on weekends. Trap shoot. Crap shoot. Do some bird watching. Do some girl watching. Live it up. The more you do the better an ad man you'll be.



George H. Gribbin, board chairman and chief executive officer of Young & Rubicam, was born in Michigan and educated at Stanford ('29). He started as a copywriter for J. L. Hudson, Detroit department store, working his way east, he joined Y&R in 1935. His ads for Arrow shirts and the Borden's "Elsie the Cow" campaign won recognition. In 1958 he became agency president, in 1963 chairman. This is an excerpt from a talk to the Pittsburgh Advertising Club.



# No Question

When it comes to influencing buying decisions WSJS Television aims your message at more buying prospects in North Carolina. Why? Because its big Golden Triangle Market is North Carolina's No. 1 in population.

North Carolina's  
Golden  
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

**WSJS**

TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

## OPEN MIKE®

### Take the 'long look'

EDITOR: This is the text of an open letter to Rex Budd, director of advertising of Campbell Soup Co.:

"I note in BROADCASTING, March 2, that you are concerned about the rising costs of advertising and marketing. You note, for instance, that the cost of nighttime TV advertising has increased in the past few years by 21%, while the audience is down 2%.

"The same situation exists in print advertising. Lineage rates for newspapers, and page rates for magazines, are both up while circulation, in most instances, has dwindled.

"In the case of TV, you and other large-scale national advertisers have only each other to blame. The fascinating, glamorous medium has been able, by virtue of its 'gratification appeal' to Madison Avenue, to demand and receive almost any price it places on its merchandise. Competition for talent among networks has raised costs of TV programs featuring the egomaniacs out of all proportion to the audiences they draw. . . .

"Among the major media . . . only radio has increased its coverage and its effectiveness while lowering its rates.

"The quest for top ratings has virtually eliminated as a media buy the best value-per-dollar invested in existence today . . . the unrated radio stations, whose rates are not inflated and which consistently outpull, on a basis of sales-per-dollar, the top rated stations whose rates are inflated.

"If you would reduce your advertising and marketing costs, you would do well to use funds previously allotted for the glamour medium and print for schedules on the fourth, fifth, sixth and seventh rated radio stations in the top 100 markets.


"In your own words, Mr. Budd, you should take a 'long, objective look at the many factors which over the years sneak into your costs.'"—*I. T. Cohen, president and general manager, KIZZ El Paso.*

### The perfect answer

EDITOR: I have been teaching a course in station management for the last nine years. Quite naturally, the lecture part of this course is based on my own experience as a general manager of a television station.

At the time I started teaching the course, however, I faced the problem of finding an adequate textbook. . . . Even new textbooks are usually out of date insofar as the industry is concerned. . . .

I decided to try BROADCASTING as my BROADCASTING, March 16, 1964



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something  
new for the  
weekend

## SATURDAY

10:30 P.M.—Battleline  
(1st Run)  
11:00 P.M.—Newsline  
11:15 P.M.—Adult Theater

## SUNDAY

10:00 P.M.—Stoney Burke  
11:00 P.M.—Newsline  
11:10 P.M.—ABC News Report  
11:40 P.M.—Late Show

Wonderful Florida Tele Vision

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ORLANDO, FLORIDA  
FOR AVAILABILITIES CALL  
BTA-BLAIR TELEVISION ASSOCIATES

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\*Lion

# WVON

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STILL  
NUMBER **VON** CHICAGO

VOICE OF THE NEGRO

textbook. Your magazine has been perfect for the supplemental reading we need. Furthermore, the students are most enthusiastic about this approach to teaching. . . —Edward C. Lambert, assistant to the president in charge of television, KOMU-TV Columbia, Mo.

## BOOK NOTES

"Thinking with a Pencil," by Henning Nelms. Barnes & Noble, Fifth Avenue at 18th Street, New York. \$1.95. 347 pp.

Intended to help those who draw and those who do not, this practical paperback should prove particularly useful for those in television advertising and program production. People with some artistic experience will find it has ideas for improving drawing ability and those who think they "can't draw a straight line" may find with its help that they are mistaken. Many illustrations make instructions easy to follow.

Mr. Nelms has served as a sailor, bookkeeper, editor and managing director of an advertising firm. He has also been a college professor, a practicing lawyer, a theater producer, director, designer, technician and actor and has not only written novels and handbooks but has produced and written the scripts for two series of radio programs. He dedicates his book simply to "Lloyd George Venard, a small payment to a great debt." Mr. Venard is president of Venard, Torbett and McConnell, station representatives of New York.

"We Die at Dawn," by Gene Klavan. Doubleday & Co., 575 Madison Avenue, New York. \$3.95. 172 pp.

Gene Klavan has written a humorous history of the morning radio team of Klavan and Finch. Mr. Klavan and his partner Dee Finch have been appearing on WNEW New York since 1952. *We Die at Dawn* presents a light-headed view of the early morning show as well as personal glimpses into the lives of its performers.

"Entertainment Publishing and the Arts," by Alexander Lindey. Clark Boardman Co. Ltd., 22 Park Place, New York. \$50. 1,300 pp.

Alexander Lindey, member of the New York Bar, has compiled a legal guide concerning all phases of entertainment and associated industries. The book has three major sections: a guide for the practical handling of contract matters in the media of mass communication; a compilation of forms; and a survey of applicable cases. Topics treated in the book include: radio, television, books, magazines, motion pictures, records, advertising, public relations and photography.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

\*Reg. U. S. Patent Office  
Copyright 1964: Broadcasting Publications Inc.

# BARTER BILL: \$35 MILLION IN '64

Most stations, on occasion, trade time for services and goods; "there's nothing wrong with it," most are quick to say

The ancient practice of bartering services and goods, an accepted "modus operandi" by the vast majority of television and radio stations throughout the country, is expected to generate as much as \$35 million in traded time in 1964.

Though barter is often treated as a dirty word—among agencies, reps, stations and even among barter organizations themselves—the practice extends to some extent to virtually every station in the country.

Officials of leading barter organizations say that practically every station trades time for required goods and services at one period or another, and, almost as one voice, add in self-defense "and there's definitely nothing wrong with it."

The barter industry is shrouded in secrecy. Statistics are hard to come by, but a projection by some of the leading

practitioners indicates that the total volume of time traded this year can reach \$35 million or more, counting both the amount "generated" (a favorite word) by the busy middlemen and by stations dealing directly with local businesses.

Among those who have long opposed bartering is the Station Representatives Association. SRA holds that simple trading of time for needed merchandise does not pose a serious problem, but that when a third party is used, the result can become "brokering" of time with large blocks going at "greatly reduced rates." SRA calls this "the most destructive practice that broadcast licensees have to contend with in their relationships with legitimate advertisers and their agencies willing to pay published rate cards for their facilities" (see SRA statement below).

**The Trade Untwisted** ■ There can be many twists and turns to a barter deal.

But straighten out the convolutions and the picture is this: A station trades unsold time for goods and services it may need, including all types of merchandise, broadcast equipment, radio and TV programs and jingles, hotel accommodations and sometimes cash, the last at rates sharply discounted from published prices. The time is used by the company or person supplying the goods or services, or, when the arrangement is with a barter organization, or "outlet," it is assigned to a client of the barter firm.

Stations are reluctant to acknowledge that they "deal," but a perusal of records at some leading barter organizations by BROADCASTING confirms their statements that blue-ribbon outlets as well as other stations utilize barter. The top executive at one trading company explained the psychology behind a stations' reluctance to be identified with

## Brokering at cut rates is what hurts broadcasting business

The Station Representatives Association last week issued a statement outlining its policy on the bartering of radio and television time. SRA's position, released by Lawrence Webb, managing director, stressed that there was no problem when a station dealt directly for goods and services, but criticized the use of a third party.

"There is a great deal of confusion in the industry concerning this subject, caused mainly by the use of words, Mr. Webb said." Generally, when you hear someone discussing a 'barter' deal, it really is not 'barter' but a 'brokerage' deal.

"Trading broadcast time by the licensee of a broadcast station for merchandise which he would use in his business of operating a broadcast station is bartering, and, as such, really doesn't pose a problem to the industry. Such deals are largely consummated between the licensee and the advertiser. They are more commonly referred to as 'trade' deals.

**Middleman** ■ "On the other hand, when a licensee deals through a third party in the exchange of time for merchandise, he is actually 'brokering' his time. In most of these cases the licensee agrees to sell large blocks of his time to the third party, or 'broker,' at greatly reduced rates in exchange for films, broadcast equipment, hotel rooms, transportation, cars, or, you name it, the broker will get it for you.

"The 'broker,' having worked out similar deals with a host of other licensees, then approaches advertisers (generally those who advertise in a number of markets as a 'seller' of time at greatly reduced rates. The advertiser, who is always interested in making his advertising dollars reach further, takes the deal to his advertising agency and that's where the trouble begins to brew for the licensee.

"He, the licensee, may have a legitimate contract with this same

agency for another client at published card rate, placed through the licensee's recognized national representative. The agency has not learned, as a result of the 'broker,' that the licensee is a cut rate operator and his published rate card doesn't mean a thing. In order for him (the agency) to compete with the broker and save his clients (the advertisers), he must also try to 'wheel and deal' with the licensee for lower rates. The licensee is now caught up in a vicious circle of rate cutting.

"The advertiser who becomes involved in 'brokerage' deals generally discovers that he made a bad bargain.

"Bartering and/or brokerage of radio and television time is the most destructive practice that broadcast licensees have to contend with in their relationships with legitimate advertisers and their agencies willing to pay published rate cards for their facilities."

the practice in this way:

"Who wants it known that he buys in an 'outlet?' Let's face it—that's the kind of business we're in. A worker on the way up will have no qualms about buying in Korvette's [a discount house]. But once he becomes an executive, he buys at Sak's [Sak's Fifth Avenue]. It's the same way with a station executive. He doesn't want it known that he deals with a discount house. It hurts his ego. But his business acumen tells him it makes sense to do business with an 'outlet' when the circumstances are favorable."

**Often Pre-Emptible** ■ In an "organized" barter transaction, the time that is traded is usually pre-emptible if the station obtains a cash customer. Stations are required to submit perform-

panies claim that they "deal" one-for-one, or one-for-two. To the uninitiated, the one-for-one offer sounds illogical. How can the barter outlet make a profit if the value of time received is equivalent to the value of the merchandise or services provided?

One explanation comes from Stanley Grayson, executive vice president and general manager of Regal Advertising Associates Inc., New York, who stated that a "considerable portion" of Regal's activity is based on the one-to-one formula. His reasoning is as follows:

"We will make an agreement with a station to buy, say, \$10,000 worth of time at card rate if the station agrees to buy \$10,000 worth of merchandise at the retail value. We then send the station \$8,500; we have taken out the

the retail value in time for their advertising client.

The two-for-one or higher ratio often is prevalent when a trading organization cannot obtain products or services at a discount rate. If travel or hotel facilities, programing or station equipment must be purchased at or near the going rate, the trader must be given an edge in the form of an exchange ratio of two-to-one or higher. With this leeway, he can turn around and offer the time to one of his clients at a cut-rate price.

**Quick to Defend** ■ Barter organizations defend their practices eloquently and vigorously. They contend that they deal only in unsold time "which otherwise goes down the drain," that "the advertisers we get would not ordinarily use radio or television," that "the station is obtaining merchandise and other services at little cost," that "some of the advertisers, once exposed to radio and TV, go into it on a regular basis as paying customers," that "our commercials are pre-emptible and can be replaced by paying clients," and that "we generally use fringe or near-fringe time."

One executive argued that barter contributes toward offsetting the built-in advantages held by giant advertisers. He said: "The big companies have a tremendous advantage in television. Companies like P&G and Alberto-Culver earn tremendous discounts because of their investment in TV. I would say that both these companies actually earn up to 50% discount. When you add to this the fact that they are guaranteed fixed, prime positions, I would say their advertising effectiveness amounts to twice as much as a small advertiser can get.

"I think barter gives the smaller company a way to use TV. It gives him some chance at least to compete with the giants of the industry on terms he can afford."

Another entrepreneur voiced the belief that barter has the effect of discouraging frequent rises in station rate cards. He offered this rationale:

"Just as the discount houses have warned department stores that their prices can be raised just so much, so has barter alerted stations they can go just so far in raising rates. I can't prove this theory but I think it's there. So long as stations feel they have to barter, they must realize that their rates can't get too high or some of the paying customers will jump on the barter wagon. Frankly I don't think too much of this happens but it's a stabilizing factor."

**Latex Background** ■ Barter organizations are reluctant to reveal the names of their clients who use the traded time. Perhaps the largest and most-publicized

### Publicity seldom sought along barter row

The bartering of time is accomplished both by local stations negotiating directly with business firms and on a more organized scale by bartering companies. These latter generally are publicity-shy, but BROADCASTING compiled the following listing in a check with various sources, including the time traders themselves.

Harry Atkinson Inc., 200 E. Walton Street, Chicago. Contact: Harry Atkinson.

Atwood Richards Inc., 625 Madison Avenue, New York. Contact: Richard Rosenblatt.

Norman King Associates, 525 Lexington Avenue, New York. Contact: Norman King.

Lee-Jeffreys Inc., 527 Madison

Avenue, New York. Contact: Lee Wolfman.

Al Petker Publicity Co., 8730 Wilshire Boulevard, Beverly Hills, Calif. Contact: Al Petker.

Promotional Services Inc., 211 E. 53d Street, New York. Contact: Sid Halpern.

Regal Advertising Associates Corp., 850 Third Avenue, New York. Contact: Stanley Grayson.

S. J. Reiner Co., 155 Mineola Boulevard, Mineola, Long Island, N. Y. Contact: S. J. Reiner.

RDR Associates Inc. 733 Third Avenue, New York. Contact: Sam Weiman.

Video Enterprises Inc., 667 Madison Avenue, New York. Contact: Philip J. Lane.

ance affidavits. In turn, stations reserve the right to reject an advertiser if they deem it unacceptable.

A contentious point in such transactions is the rate of exchange. Reports have circulated that some stations accept as little as one-tenth of their time value in goods and services. Barter officials scoff at such reports but point out that "every deal is different."

"You can't say there is a going rate," one trader explained. "It depends on the station. If a station is weak and eager for a deal, you can get a high rate. But, remember, a two-to-one deal on one station may be better than a five-to-one deal on another. We turn down a lot of stations because they don't make sense for our clients."

**Where Profitable?** ■ Most barter com-

standard 15% commission from the \$10,000. The station then sends us \$10,000.

"We then offer the time for \$5,000 to one of our clients. How can we do this? We have bought the merchandise at \$5,000 because we buy in volume and know where to buy. Everybody is ahead. The station received \$10,000 worth of merchandise. Our client received \$10,000 worth of time for \$5,000. We made \$1,500 on the deal."

In essence, what happened is that the station paid \$1,500 and made available \$10,000 worth of time in return for \$10,000 worth of merchandise. Many barter companies who offer to trade on a one-for-one basis merely charge a station 15% of the retail value of the merchandise for their fee and obtain



# CHARLOTTE IS A HOT CHOCOLATE



Metro Charlotte is just the rich marshmallow floating on a market 75 miles in diameter when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. It's a hot one!

**WBT RADIO**  
**CHARLOTTE**  BLAIR  
GROUP  
PLAN  
MEMBER  
Jefferson Standard Broadcasting Company

## BARTER BILL: \$35 MILLION IN '64 continued

barter transaction occurred in 1956 when International Latex Corp. contracted to spend an estimated \$25 million over the next five years for a spot campaign on 100 TV stations throughout the country (BROADCASTING, July 30, 1956).

The stations had received the rights to the RKO Radio Pictures library of feature films for a stipulated sum but received a pledge from C&C Television Corp., then headed by Matthew Fox, that an advertiser (subsequently identified as International Latex) would buy commercial time in at least the amount paid by the stations for the feature film library. (Mr. Fox has since moved from barter TV to pay TV and is now a stockholder in Subscription Television Inc., the West Coast firm that is scheduled to start operations this summer.)

Barter officials point proudly to International Latex as a company that has moved from barter to a cash-on-the-line TV customer. Though identities of advertisers are often hushed up, those who are known to have used barter in the past include Rambler autos, Lanvin perfumes, Bon Ami, Curtis Publishing, C&C Cola and Coty perfumes and cosmetics, to mention a few. The clients that use the time are often in cosmetics, electrical appliances, drugs, soft drinks and food fields.

**Anything at a Price** ■ The boast of the barter businessmen is: "We can get virtually anything for a station—if the price is right."

Examples cited: One station in a large city had its complete facilities air-conditioned; another receives a Cadillac limousine each year; another received virtually all the equipment it needed to go on the air.

The usual commodities needed by stations are merchandise for contests (color TV sets, phonographs, watches, clocks, radios, appliances, etc.) film programs, studio equipment, office equipment, travel, hotel accommodations (used both for contests and for business trips) and promotional services (bus, railroad, outdoor displays).

Norman King, president of Norman King Associates, points out that in addition to tangible goods, barter time is generated through contests. By providing a station with a contest idea and prizes to be given away, the barter organization earns time on these stations. The King organization is in the process of implementing a bonus book promotion called "The Key to the Fair," which concerns New York World's Fair attractions and is scheduled to be carried on about 200 radio and TV stations in large cities.

Mr. King echoes the views of many of his colleagues that "a station is fool-

ish when it trades promiscuously." A station, he added, should maintain "tight control over the amount of its barter" and should be "selective in the barter accounts, making certain that a client that can buy at card rates does just that."

By the same token, he said, a barter organization can endure only if it "delivers the goods," and stations planning trading transactions "should seek recommendations from other stations as to the standing of the barter company."

An example of offering cash for station time on a four-to-one basis came to light in the last few weeks (BROADCASTING, March 2, 1964). Without revealing its identity but giving its address as P. O. Box 241, Lenox Hill Station, New York 21, this secretive broker offered cash in advance for run-of-schedule announcements provided half were in prime time, one-fourth in second class and one-fourth in third class

### It's legal—under FCC eye

The bartering of radio and television time is perfectly legal. Background talks last week with attorneys and members of the FCC staff reveal that so long as a station licensee retains control of material broadcast on his outlet, the trading of time is permissible. The commission also allows "time brokering" but stipulates that contracts be filed with the FCC so that the question of licensee responsibility can be studied.

periods. Their offer was 25% of the lowest local retail rate being billed by the stations for one-minute spots. Stations were assigned code numbers. Since the FCC requires that brokerage contracts be filed spelling out terms and conditions the plan quite possibly is in violation of commission rules.

**New York Is Mecca** ■ Barter companies generally are small and operate principally in New York, Los Angeles and Chicago. New York is the Mecca of the industry, though enterprises flourish in smaller-sized cities. Organizations in Florida and Texas, for example, often call on the barter kingpins in New York for assistance in locating time or merchandise.

The generally acknowledged leader in the field is Atwood-Richards Inc., New York. This company employs 60 persons and occupies two floors of a Madison Avenue building. Its offices are tastefully furnished. Its company spokesman and treasurer is Richard Rosenblatt, a 1949 graduate of the U. S. Military Academy at West Point.

Mr. Rosenblatt declined to discuss the barter business in any detail, but mentioned that Atwood-Richards has agreements with approximately 1,100 radio and TV stations and generates time in the neighborhood of \$10 million a year from the broadcast business. An additional \$5 million in advertising accrues from transactions with newspapers and magazines.

**'Paper Money'** ■ Barter men stress that the amount of time generated is merely "paper money," and does not reflect, in any way, the actual money that flows to the trading organization. They indicated that an optimum figure is 15% of the value of the time traded, but that a more realistic figure is 7%.

Agencies and reps sometimes are a thorn in the side of barter companies. A comeback is now being made in the time trade field by Al Petker, who has organized the Al Petker Publicity Co., Beverly Hills, Calif. Mr. Petker sued Young & Rubicam and several station representation firms two years ago, charging they had sought to coerce radio stations and advertisers into refusing to do business with A. P. Management, a trading company headed by Mr. Petker. An out-of-court settlement was effected, and a permanent injunction was issued against Y&R and nine representative companies (BROADCASTING, May 14, 1962). The Petker organization had sought \$16 million in damages in its antitrust action. Mr. Petker said last week that he received a financial settlement but could not disclose the amount.

Mr. Petker re-opened his business a year ago and states he now has signed 1,100 stations and hopes to be working with 2,000 by the end of the year. He has his sights set on developing \$5 million worth of time this year.

His forte is promotional contests. He supplies formats and prizes for more than 100 contests, he noted, and thereby earns time for his advertising accounts. He reported that several of his clients are in the "blue-chip" category.

**No Secrets** ■ Referring obviously to the legal skirmish of two years ago, he commented: "If it were not for the thousands of friends that I have working in radio and television stations—mostly pen pals—it would have been impossible to start again in an operation that has become so large and successful in so short a period of time. There's nothing hidden or secret in our success. Stations are confident that we will deliver their requests when they are needed because of their past experience with us."

A variation of the usual barter arrangement, under which the earned time is assigned to a trader's client, is the traditional due bill. A specialist in



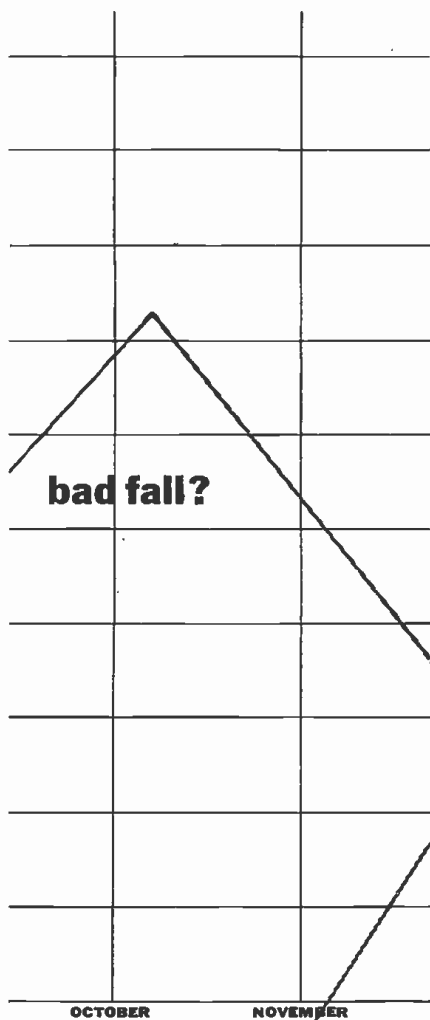
## Getting fatter fastest

Hustling up market information for a client, we've uncovered an intriguing fact: Atlanta led all major Southern markets (including Dallas and Houston) in total income gain over the last 18 months.\* Wallets are fatter—meaning more sales. Question: how to lure these Atlanta sales toward your client? Answer: advertise where Atlanta's million pay attention and respond. That'll be WSB Radio. Auto, home and portable dials point to the clear channel voice of the South because folks here appreciate 42 years of quality broadcasting. They trust its messages. Incidentally, our fat file on the Atlanta market awaits your inquiry. \*SRDS 1/1/62-7/1/63

**WSB** RADIO/ATLANTA



NBC affiliate. Associated with WSDC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami; KTVU, San Francisco-Oakland.



bad fall?

## Metro Radio Sales not us!

During the last three months of 1963, our stations posted increases of up to 63% in national revenue.

Media billings were supposed to be down that quarter, but Metro Radio Salesmen hate generalities, love facts.

Their presentations are complete, thoroughly researched...and as those figures show, effective. Because we represent a short list, our men really know their stations and their markets. Time buyers and advertisers like the way we sell: WNEW, NEW YORK; KLAC, LOS ANGELES; WIP, PHILADELPHIA; WHK, CLEVELAND; WCBM, BALTIMORE; KMBC, KANSAS CITY; WDRC, HARTFORD.

OFFICES: NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO.

## Commercials in production...

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

Mel Blanc Associates, Hollywood and Vine, Hollywood 28.

Chet's Famous Foods, Eugene, Ore. (tamales, meat pies); three 60's for radio, humorous. Noel Blanc, production manager. Agency: Dawson-Turner-Jenkins, Portland, Ore.

Heller-Ferguson Inc., 1606 North Highland Avenue, Hollywood 28.

Chevrolet Dealers of Oakland; one 60, one 30. Hugh Heller, production manager. Agency: Campbell-Ewald, San Francisco. Earl Shorris, account executive and agency producer.

Pams Productions, 4141 Office Parkway, Dallas 4.

John E. Mitchell Co., Dallas (Mark IV auto air conditioners); three 50's for radio "talking people." Bob Farrar, production manager. Agency: Nosworthy-Mercer, Dallas. Mel Mercer, account executive and agency producer.

Saunders Truck Rental System; one 60 for radio, jingle. Bob Farrar, production manager. Agency: Robert Luckie, Birmingham, Ala. John Forney, account executive and agency producer.

New Process Baking Co., Chicago (Holsum bread); five 20's for radio, jingles. Bob Farrar, production manager. Agency: W. E. Long Advertising, Chicago. John Pessick, account executive.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Colgate-Palmolive (Action bleach); one 60, one 30 for TV, music scoring. Charles Barclay, production manager. Agency: Ted Bates, New York. Harry Sosnik, Sandy Levy, agency producers.

Maccabees Mutual Life Insurance Co., Detroit; twelve 60's for radio, electronic signature. Charles Barclay, production manager. Agency: D. P. Brothier, Detroit. Jim Orgill, Mel Furney, agency producers.

this area is Harry Atkinson Inc., Chicago, which reports business dealings with 4,000 radio and TV stations throughout the country.

The Atkinson business centers mainly on hotel and motel accommodations. The station pays Atkinson 15% of the face value of the due bill.

Atkinson says it has due bills available from more than 300 hotels, motels and resorts in the U. S., Puerto Rico, Hawaii and the Bahamas. The due bill ordinarily can be used only by an employee of the station, but by prearrangement it may be turned over to others.

A typical due bill for a radio station runs about \$150 and for a TV station between \$500 and \$1,000. Some due bills run as high as \$10,000. A primary requisite for a due bill from Atkinson is that the station be listed in *Standard Rate and Data*. Atkinson requires minute spots in prime time or near prime time for its hotel clients.

**Rugged Business** ■ Barter merchants insist that their business is a rugged one. They point out that such an enterprise should be well-capitalized—from \$300,000 to \$500,000 at a minimum—in order to be kept afloat during lean days when it may be overstocked with time but undersupplied with advertisers. They caution that a balance must be maintained between a supply of time and advertisers.

"If you have too much time on your hands," one trader moaned, "it can become a drag. You may have to offer it to other barter men to get rid of it—at depressed prices."

They envision opportunities for expansion not in the barter field itself but in the related one of "barter advertisers." Many of these entrepreneurs hope they can acquire a company that can be built through advertising via

barter. Several point to one former barter man who is active in the pharmaceutical business today and who, they say, uses barter advertising to promote his products. He denied vigorously to BROADCASTING that he ever was a trader and insisted he always has been in the pharmaceutical business.

"It's a tip-off on what barter operators think of themselves," one trader observed when told of this denial. "He was one of the most active in the field. But now he turns his back on us. He wants to be considered a respectable business man. This is too rich for me!"

## ABC-TV lists sales of \$8 million

ABC-TV last week announced that \$8 million in new sales for the second and third quarters of this year were consummated during the past month.

Nighttime sales were to Block Drug (Sullivan, Stauffer, Colwell & Bayles), Dodge (BBDO), General Foods (Benton & Bowles), Gillette (Maxon), B. F. Goodrich (BBDO), International Latex (Young & Rubicam), Miles (Wade Advertising), Nestle (McCann-Erickson), Parker Pen (Leo Burnett), Pharmcraft (Papert, Koenig, Lois), Polaroid (Doyle Dane Bernbach), Procter & Gamble (Dancer-Fitzgerald-Sample), and WTS Pharmaceutical (Charles W. Hoyt).

Daytime buys were made by Adolph's (McCann-Erickson), Beech-Nut (Benton & Bowles), Carter (Ted Bates), B. F. Goodrich (BBDO), Corn Products (Lennen & Newell), Dow Chemical (Norman, Craig & Kummel), and Lever Bros. (Ogilvy, Benson & Mather).

Democrat and Chronicle Rochester, N. Y.



**APPRECIATION**—James Eagan, left, representing National Conference of Christians and Jews, gives plaque to C. Glover Delaney, general manager of Station WHEC-TV, for the station's contribution to better understanding among religious, ethnic groups.

## Award Goes to WHEC-TV For Role in Brotherhood

For year-around consistency in fostering brotherhood, Station WHEC-TV yesterday was awarded a plaque by the National Conference of Christians and Jews.

The conference cited the local station for its "continuing coverage of activities in the community devoted to better understanding among the religious, racial and ethnic groups."

James Eagan, conference vice president, said WHEC is the only commercial television station in the state to receive the distinguished merit plaque.

Eagan addressed a Brotherhood Week luncheon at the Rochester Club.

## Pleased and Proud ?

Of course we are! "Year-around consistency" in public service isn't easy to achieve amidst the constantly shifting demands and pressures of the broadcasting business.

But the firm desire to perform service over and beyond a mere minimum is the dedicated policy at WHEC-TV. The community we serve appreciates it.

So do our advertisers . . . who are aware that we project the same year-around consistency of quality service in their behalf.

# WHEC-TV

## CHANNEL 10 ROCHESTER, N.Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

# Radio plus TV proves better than TV alone

RAB's studies show how sound medium can help solve many specific marketing problems

Radio's ability to move in and influence the consumer's awareness of an advertiser's product was documented last week before a group of advertisers and their agencies in Philadelphia.

The "radio 1964" story was presented March 10 by the Radio Advertising Bureau's Edmund C. Bunker, president; Miles David, administrative vice president, and Robert H. Alter, vice president and director of national sales.

RAB said some of the findings shown in a "case history" review of advertiser use of radio to solve specific marketing problems were revealed publicly for the first time. They were culled from results of RAB's continuing Radio Marketing Plan and presented to the audience by Mr. Alter, under whose direction many of the RMP's have been carried out.

Radio marketing campaigns highlighted in the presentation were for Delta Air Lines, Eastman Kodak Co., Colgate-Palmolive Co. (Fab detergent), Best Foods (Skippy peanut butter) and P. Ballantine and Son (beer).

Mr. Alter noted that full details of results could not be revealed until participating advertisers had an opportunity to study them under terms of their contractual agreements with RAB.

Other advertisers who are taking part in RMB but were not covered in the presentation include: Brillo Manufacturing, Swift & Co., Campbell Soup, Colgate-Palmolive (a corporate campaign for Halo), B & M beans, Mead Johnson (Metrecal), Whitehall Laboratories (Anacin) Ralston-Purina and Best Foods (Nu Soft).

**Types of Buyers** ■ Though details were lacking, it was noted that the consumer for Campbell in this particular radio challenge was the buyer of frozen soups—"almost a gourmet"—as contrasted with the more general market for Skippy peanut butter. For Halo, radio's job was to meet the need of appealing to younger women, but for Metrecal it was an appeal to older women. For certain unidentified Swift products the blue-collar purchaser was sought, and for Nu Soft, Metrecal and Ralston-Purina, it was a matter of comparing radio in certain markets with television in others.

In the more detailed portion of the presentation, a media mix of radio and TV was involved in the marketing plans for Fab, which sought among other things to find out what happens when radio is added in a major way to TV.

In test cities (Cleveland, St. Louis and Oklahoma City), Fab cut back on TV and increased radio, while in Baltimore the load was on TV.

Result: awareness in the radio-TV cities went up sharply, obtaining a greater share of brand awareness than in other markets, including the TV-only area.

Aftermath: Fab has since planned for a bigger radio campaign.

In RAB's marketing plan projects, for which the bureau over the past 18 months or more estimates it has spent as much as perhaps \$200,000, preliminary research was conducted to pin-

## Merchandising pays

Every advertiser hopes that his advertising will produce results; some aid those hopes by astute merchandising.

Pacific Southwest Airlines, through Gross and Roberts Advertising, San Francisco, has been spotting TV commercials adjacent to the broadcasts of the Los Angeles Lakers' basketball games on KHJ-TV Los Angeles. The plan was to run a special charter flight to San Francisco for fans to see the Lakers play the San Francisco Warriors in a National Basketball Association game. Nearly 100 KHJ-TV viewers spent \$34.50 each for a PSA package that included the flight, tickets for the game, chartered busses, a champagne reception and dinner on Feb. 23. The enthusiasm of those who made the trip was such that client, agency and station are considering offering an encore, or at the very least making the flight-game-meal package an annual affair.

point the marketing problem.

**Delta Data** ■ For Delta, it was determined that 6% of male adults do most of the commercial passenger flying in jets. The airline's objectives included a target of higher-income groups, a desire to stress the convenient flights and to increase an awareness to its claims of "superiority."

A radio commercial prepared for Delta devoted the first 30 seconds to the line's "system" of service, the next 25 seconds to a specific flight and a tag of 5 seconds to other destinations available on Delta.

Eight major destinations in all were considered. Before the radio campaign, Delta was considered to have had a lead—as the airline with the "best" service—in four destinations, according to research among jet users, and to be trailing other airlines in the four other destinations.

After the campaign, Delta led in six, but still trailed in two though it had increased awareness and strength in these locations.

Eastman Kodak's pre-RMP research showed that the firm had a dominant share of the film market but the objectives were to increase the use of film by occasional picture takers and overcome the "inertia" of a wide population to use their cameras. In short, Eastman sought to expand film usage. The target: the 53% of all families whom research showed as using between 3 and 19 rolls of film each year.

Result: radio drove up awareness, with substantial gains noted to several Eastman copy points.

Aftermath: Eastman has increased its radio use.

Also noted was a correlation in the Eastman studies of awareness gains among transistor radio owners vs. the nonowners (over one-third more).

**Skippy Story** ■ Radio was represented with this challenge for Skippy peanut butter: Convey sales appeal to young homemakers in markets where the advertiser hoped to reverse a downward sales trend (area: upstate New York).

Superimposed on this were problems of retailer apathy, a discouraged sales force, merchandising situations etc. Radio was used in Rochester and Buffalo but not in Syracuse; the campaign extending for 26 weeks between January and July of 1963.

Result from various studies: brand awareness increased and buying levels went up in those markets where radio was used.

Saved for last—and probably the most dramatic story for the Philadelphia audience—was a brief report on the "Ballantine sampling in Philadelphia" where the radio marketing plan concentrated on recall of a jingle. Indicated here, too, was a dramatic gain in

SIoux FALLS  
COLLEGE LIBRARY

## Busy Port of Sacramento -- sign of a big market



and **BEELINE RADIO KFBK** is an effective way to reach all who live and work in Sacramento's 19-county market.

Over a million people make for a lot of retail sales — over one and a half billion, as a matter of fact. So make sure they know about your product. They will when your advertising message is on KFBK. It's only one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

**McCLATCHY BROADCASTING COMPANY**

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



**KOH** • Reno

**KFBK** • Sacramento

**KBEE** • Modesto

**KMJ** • Fresno

**Here's part 4 of Volume 9  
Universal-Seven Arts' "Films of the 50's"**

**What's in it?...**





# 54 top feature films for top television programming



Fine motion picture entertainment with built-in audience appeal: Today's top stars . . . stories . . . directors . . . including THE FAR COUNTRY starring James Stewart, Ruth Roman, Corinne Calvet and Walter Brennan CAPTAIN LIGHTFOOT starring Rock Hudson, Barbara Rush and Jeff Morrow SIGN OF THE PAGAN starring Jeff Chandler, Jack Palance and Rita Gam THE FAT MAN starring J. Scott Smart, Julie London and Rock Hudson TOMAHAWK starring Van Heflin, Yvonne De Carlo and Preston Foster.

All in Part Four—rounding out the fourth exciting part of the new Volume 9—a total of 215 Universal Features from the Seven Arts' library of "Films of the 50's"



A SUBSIDIARY OF SEVEN ARTS ASSOCIATED CORP.

CONTACT YOUR NEAREST SEVEN ARTS OFFICE FOR MARKET AVAILABILITY

NEW YORK: 200 Park Avenue YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105

DALLAS: 5641 Charleston Drive ADams 9-2855

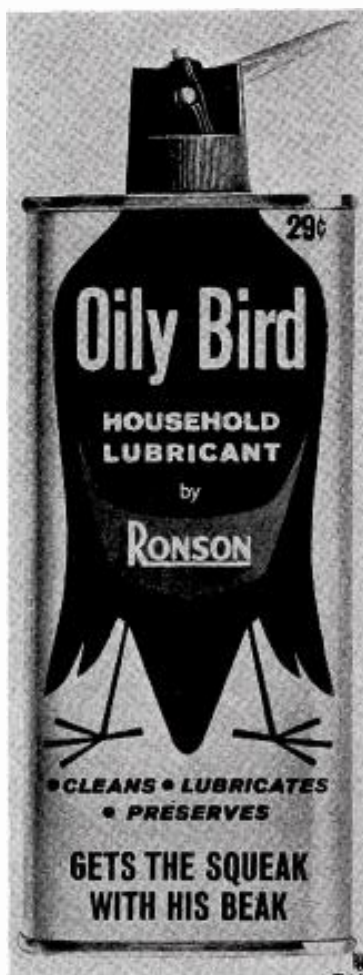
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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



Preview these fine attractions at Seven Arts' Hospitality Suites 439 • 443 • 441 • 445  
Pick-Congress Hotel, Chicago—Sunday, April 5—Wednesday, April 8



### A bird in the can

Spot television will be among the media used in the initial national campaign for Oily Bird, a new household lubricant being introduced by the Ronson Corp., Woodbridge, N. J., through The Zlowe Co., New York.

awareness of Ballantine among beer drinkers.

Also reviewed for the more than 500 advertiser-agency group, guests of over 100 broadcasters representing Philadelphia stations, was RAB's aggressive research array of figures comparing radio with TV on the basis of quintiles, showing selected product usage (BROADCASTING, April 1, 1963). That presentation points up what it admits to be TV's "strengths" but also emphasizes what RAB considers to be TV's "weaknesses," including concentrations or "pile ups" of viewers in only a certain percentage of homes. In the greater percentage of homes where viewing is light, radio is strong.

At TV Expense ■ Reviewed as well are figures showing continued gains—at the expense of TV—in radio listening in the summer periods, noting a widen-

ing lead over TV from one week in the summer of 1958 to 14 weeks in the summer of 1963.

Mr. Bunker noted that RMP measured radio's effect on the consumer through tracings by the advertisers themselves—research and surveying, he said, were selected by advertisers and their agencies. RAB foots the research bill in most cases and consults on the strategy.

The RAB president, who predicted a "vintage year" for radio in Philadelphia, noted that "these are the days of pinpoint accuracy" and that in advertising the gaps "are closing."

Mr. David, in noting that radio commercials can be created at "far less cost" to advertisers, said that the "most exciting creativity in all of advertising" was in today's radio with "cross-stimulation" among agencies, advertisers and commercial "creators" at a point where "the best 'pictures' are being transmitted in radio."

In stressing the commercials' impact in radio, he termed radio "the truly graphic medium because of the ways we get ideas and images right to the sensitive film of the human mind, whether it's by mood or humor or musical atmosphere. . . ."

To emphasize his points, Mr. David played sample commercials including one illustrating the light, deft touch for Carlsberg beer, the credit card music-rama of Bank of America, the coffee bean spoof of Stan Freberg for Salada tea, Chevron's belt-clicking message in sound for seat belts and the Bob 'n' Ray humor for beer can tab-openers on behalf of Alcoa.

### FTC drops charges in two advertising cases

Government charges were dropped last week by the Federal Trade Commission which had alleged that Sterling Drug Inc. had made false claims in radio, TV and other ads on behalf of Bayer aspirin.

The charges were brought 14 months ago (BROADCASTING, Jan. 21, 1963) against Bayer commercials citing the results of an FTC-backed study comparing Bayer and four other pain killers. The FTC adopted a July initial decision ruling that the challenged commercials were not shown to have been "false advertisements."

A federal court refused to grant an FTC request for an injunction against the Bayer commercials on the grounds the trade commission had failed to prove the commercials were fraudulent. The FTC cited the court decision in dismissing the charges against Bayer and its agencies, Thompson-Koch Co. and Dancer-Fitzgerald-Sample Inc.

Also last week, the FTC dismissed

price-fixing charges against General Electric Co., originally brought in May 1962. The commission did not rule on the issues involved, which charged that GE withheld co-op advertising allowances from retailers who did not adhere to suggested prices. The FTC said the record is not adequate to rule on the merits of the case and instructed its staff to maintain a "close scrutiny" of GE's co-op activities in the future.

### Soup TV commercials mention rivals by name

Progresso Soups is employing the rarely used technique of mentioning competing brand names in a television commercial.

The Italian-style soups of the Uddo & Taormina Corp. of Vineland, N. J., which come in larger cans than do Campbell and Heinz soups, are not concentrates and so water need not be added.

Glen Jocelyn, of Weightman Inc., Philadelphia, the agency handling the Progresso account, said Campbell and Heinz were named in the commercial to point out the differences between them and Progresso soups. The agency's reasoning, he said, was that the qualities of Progresso soup could be presented more clearly by comparing them to the American-style soups.

An average of 15 one-minute and 15 20-second spots have been running since mid-February in most major TV markets along the East Coast and west as far as St. Louis. Mr. Jocelyn said that reaction has been favorable but that it is too early to tell what effect the commercials have had on sales.

### Record 'Tonight' sales forecast by NBC-TV

NBC-TV's participating program sales division last week reported assurance of a record sales year for the *Tonight Show* with first half billing for the program placed at \$8.2 million.

Full-year sales for the program will reach \$16 million, the network said, \$1 million higher than its former peak billing.

Advertisers in the *Tonight Show* on a year-round basis are Warner-Lambert Pharmaceutical through BBDO, Liggett & Myers Tobacco through J. Walter Thompson, Anheuser-Busch through D'Arcy Advertising, General Electric's Hotpoint Division through Compton, Sunbeam Corp. through Foote, Cone & Belding and Block Drug through Grey Advertising, Cunningham & Walsh, Sullivan, Stauffer, Colwell & Bayles and Lawrence C. Gumbinner.



## ANOTHER FIRST

WFBR brings Baltimore its first helicopter traffic reports. The bird is owned lock, stock and rotor by WFBR and is called "Trafficopter 130". The reports are broadcast by members of

Baltimore City's Transit and Traffic Department, so they are *official, authentic, and accurate.* They're also available for sponsorship. See your WFBR man or Blair.



BALTIMORE

RADIO WITH REASON

# Television's real life Mr. Clean

NAB code director aims his new broom at clutter, loud commercials, exaggerated claims, cigarette appeals to youth and anybody who defies standards

Is the National Association of Broadcasters about to establish its own "Federal Trade Commission" as part of its drive toward greater self-regulation within broadcasting?

In a speech before the Broadcast Advertising Club of Chicago last week, the NAB's new code authority director, Howard H. Bell, said the association is studying machinery to step up its surveillance of copy claims and the data used to support such claims.

Mr. Bell said he feels that the entire question of commercial content—the issue of "believability"—presents more serious problems for both broadcasters and agencies than the problems of over-commercialization or "clutter" which already are under study. He said the debate over clutter has tended to divert attention from what he considers the even broader issue of what the public thinks about the commercials it sees and hears.

There is far too much negative selling against competitive products today as well as "exaggerated and unsubstantiated claims," he said.

"We are now exploring the possibility of some sort of central clearing house for commercial copy and some further means of checking supporting data in the area of product claims," Mr. Bell said. The NAB now has under "active consideration," he said, "the possibility of establishing a scientific advisory council to serve in a consultative capacity to the code authority."

Other moves by the NAB code authority to strengthen the self-regulation policy, Mr. Bell said last week, include:

- A plan to give wide public and industry exposure to actions taken under the radio and television codes, such as citations of violators or the withdrawal of a station from code membership.

- A series of questions and answers designed to explain and help advertisers comply with new TV code restrictions on multiple-product commercials (see box this page).

- New guidelines listing acceptable and unacceptable practices in the advertising of toys on television (see page 52).

- A public information program, primarily for the television code, "to acquaint the public with the code—what

it stands for and how it functions."

- The NAB code authority in cooperation with the NAB engineering department is starting an extensive study of the issue of so-called "loudness" in radio and TV commercials. Even though commercials are recorded according to NAB technical standards, some are designed to hit the human ear's most sensitive area, he indicated, thereby appearing to be loud and intrusive.

- Exposure Details of the plans to give greater publicity to the actions taken under the radio-TV codes probably will be disclosed at the Chicago convention of the NAB in early April, Mr. Bell said.

"My intention is to publicly announce when a station withdraws from the code," Mr. Bell explained. "We've

been too secret." Public knowledge is the most effective weapon of enforcement for the code, he said.

The code is for the benefit of the public, Mr. Bell explained. He is giving "highest priority" to consideration of ways "to inform the public what [the code] is, what it does, who is in it and who isn't, and who is thrown out of the code."

At a meeting with newsmen in Chicago, Mr. Bell declined to identify specific examples of code violations by name. However, during his discussion of the code authority's progress toward setting some guidelines for handling cigarette commercials, Mr. Bell admitted he doesn't like the current commercial theme of Kent cigarettes.

"They are cynical and confused," he said, indicating code action might have

## A piggyback primer from NAB

The code authority's problem: how to teach the difference between integrated and unintegrated spots

The code authority of the National Association of Broadcasters meets Thursday in New York with advertisers and agencies to discuss the new code requirements on multiple-product announcements. It will go to the meeting armed with answers to 14 typical questions raised by the controversial amendment.

The new rules, which become effective Sept. 1, are designed to "encourage the production and presentation of integrated product commercials which the viewer would regard as single announcements." Although the amendment does not ban piggyback announcements (unrelated messages for two or more unrelated products in the same commercial) it does require that they be counted as two commercials. The code also prohibits more than three consecutive announcements within a program or more than two commercials during a station break.

Howard H. Bell, code authority director, said the questions and answers will be the starting point for the meeting March 19 at 2 p.m. in the Waldorf Astoria hotel. Mr. Bell and other code officials will answer questions of advertisers, agencies and broadcasters.

**Clarifies Rules** ▪ The amendment "simply serves to tighten, redefine and clarify the interpretation of a piggyback as contrasted with an integrated announcement," the code authority said. "The intent is to establish more clearly what should be counted as one announcement, and what should be counted as two or more announcements" under the time standards. Text of the amendment:

"A multiple product announcement is one in which two or more products or services are presented within the framework of a single announcement.

been considered if there were some ground upon which to act. "They have said nothing and hence they are unassailable," Mr. Bell concluded.

**Loudness at Issue** ■ Mr. Bell said the code authority is becoming increasingly concerned over the "loud" commercial issue since the public mistakenly thinks that the fault lies with the stations for "turning up the power" during commercials, a practice not technically possible because of automatic gain-limiting devices generally in use.

"Based upon present information, it is my understanding that many commercials are recorded by advertising agencies employing techniques that could produce an objectionable response from the listener or viewer," Mr. Bell said. "While they may be recorded in full compliance with the present technical standards and practices," he said, "they employ devices which create a response within the most sensitive portion of the human hearing mechanism.

"It is known, for example, that human hearing is most sensitive generally to frequencies within the range of 1,000 to 4,000 cycles per second," he noted.

The purpose of such a major study, Mr. Bell said, is to seek additional facts "looking toward the possible recommendation of amendments to the radio and television codes dealing with this

subject."

Mr. Bell explained that the codes are designed "to foster high standards of performance in both programing and advertising in the best interest of the American people. Any practice which may create public dissatisfaction with the performance of radio or television is a matter of deep concern to us in our code effort."

**Biggest Problem** ■ Mr. Bell told the Chicago club that the "number one" issue facing the radio-TV codes at present "revolves around commercial practices." But the term too often and too loosely applied, he said, is "overcommercialization."

In television in particular, he said, "the real problem is not the fact of overcommercialization but the appearance or impression of overcommercialization."

Part of this results from the clutter problem, he said, and part of the clutter problem involves multiple-product or "piggyback" announcements. The NAB's new code amendment concerning this category, which goes into effect Sept. 1, is to be explained at a general agency-advertiser meeting in New York this Thursday (March 19).

Mr. Bell emphasized that the code amendment does not "outlaw" the use of multiple-product spots. "What we

thought we were doing was defining it," he said.

**Clutter** ■ As for other aspects of the clutter problem, Mr. Bell said that before the next meeting of the code review board, the code authority "will announce recommendations for code amendments dealing specifically with the subject of billboards and credits."

Mr. Bell noted that the concern over clutter "has tended to divert attention from another phase of commercial practice which I believe poses more serious problems for broadcasters and advertisers. This is the whole question of commercial content and it boils down to the issue of believability."

He charged that there is "far too much selling today by the advertiser which is directed against the competitor's product rather than in favor of his own. Derogation is not in the best interests of the advertising profession or the medium it employs."

Mr. Bell contended that "exaggerated and unsubstantiated claims are also detrimental to the best interests of advertising and to public acceptance. These practices are by no means limited to broadcast advertising. While there is better control of this in broadcasting than in some other media, it is by no means adequate."

**Clearance Plans** ■ The code authority,

"(1) Only those multiple-product announcements which meet the following criteria shall be counted under the code (Section XIV, 1, 2, 3) as a single announcement: (a) The products or services are related in character, purpose or use; and (b) The products or services are so treated in audio and video throughout the announcement as to appear to the viewer as a single announcement; and (c) The announcement is so constructed that it cannot be divided into two or more separate announcements.

"(2) Multiple-product announcements not meeting the criteria of 4 (1) above (commonly referred to as "piggybacks") shall be counted as two or more announcements under this section of the code.

"(3) Multiple-product announcements of retail or service establishments are exempted from the provisions of (1) (a) above."

**Questions Answered** ■ An announcement that begins and ends with a unifying theme describing two related products can best achieve acceptable integration, the code authority states. Announcements now considered integrated by the code but not meeting the new requirements will be considered as two

commercials after Sept. 1.

Advertisers and agencies may have their storyboards and spots evaluated and graded by any one of the three code offices in Washington, New York and Hollywood.

Grocery stores, drug stores and similar retail establishments that normally promote different products within the same commercial are exempt from the multi-product restrictions. Institutional commercials that discuss over-all corporate policies but do not sell specific products will also be counted as a single commercial.

Integration requirements will be the same for spots advertising more than two products and, to be successfully integrated, an announcement may use more than one announcer. However, the code authority points out, the use of two spokesmen "would make it more difficult to achieve integration." Other questions raised, and answered, by the code authority include:

Q. Are announcements which go to black between segments considered piggybacks under the new amendment?

A. Yes, no matter how they are treated thematically or how related in character, purpose or use the

products or services may be.

Q. Do video and audio bridging devices (clockwipes, optical flips, shimmer dissolves), coupled with corporate statements such as "—and another product from \_\_\_\_\_," constitute integrated treatment of separate announcements?

A. Not after Sept. 1. The new amendment disqualifies separate announcements, which are joined by bridging devices, from acceptance as integrated announcements. Further, such treatment lacks the unifying theme essential to integration.

Q. Would a scouring agent and a dishwashing product, promoted in the same announcement, be considered integrated since, clearly, they are related in character, purpose and use?

A. Only if their presentation is made upon the basis of a unified theme, so interwoven in treatment that it gives the appearance of a single announcement.

Q. Does the new amendment rule out integration of products or services meeting all the criteria of the amendment but manufactured by two different sponsors?

A. No. When all of the criteria of the new amendment are met it does not rule out dual sponsorship.

along with individual subscribers, both networks and stations, "do screen commercial copy," Mr. Bell observed. "Our own effort in this field is rather limited because it is voluntary and it is expensive," he said, "but we are receiving excellent cooperation from many agencies." He said the NAB has good liaison with network clearance offices too.

Although he felt "we are making progress," Mr. Bell said the NAB is exploring the idea of the central clearing house for commercial copy and some additional means to check out supporting data.

"I know this is a problem which concerns you in advertising as much as it does us," Mr. Bell said. He noted considerable progress already has been

made in the areas of toy commercials, the "men-in-white" prohibition in products concerning health and the cigarette restrictions.

"It is my earnest hope that we in broadcasting and in advertising can work even more closely together to correct abuses which are damaging to public acceptance and to the support of advertising and broadcasting," Mr. Bell said. "It is also my hope that the advertising fraternity will give increasing support to our overall code effort and to those in broadcasting who adhere to our radio and television code standards on the basis that sound business practices and standards of performance equate with good advertising and higher profits."

# FTC starts hearing on cigarette ads

**NAB at last decides—it will file written brief;  
38 witnesses, pro and con, will appear in person**

D-Day arrives today (March 16) in the government's attack against cigarette advertising as the Federal Trade Commission begins three days of hearings on proposed rules requiring that commercials for cigarettes include a warning that smoking is dangerous to health.

And, after several weeks of indecision, the National Association of Broadcasters joined those who have challenged the FTC's authority to adopt the rules (BROADCASTING, March 9, 2). Douglas Anello, NAB general counsel, will file a written statement with the FTC today, but "present plans do not call for a personal appearance" by an NAB spokesman.

The trade commission has scheduled live testimony by 32 witnesses, including Senator Maurine Neuberger (D-Ore.), an outspoken critic of smoking and cigarette advertising. Witnesses added last week include Norman (Pete) Cash, president of the Television Bureau of Advertising; Gilbert H. Weil, Association of National Advertisers; R. J. Petree, Tobacco Workers International Union, and Kentucky Governor Edward T. Breathitt.

FTC Chairman Paul Rand Dixon will open the hearing with a statement on behalf of the government agency. He will be followed by Dr. James M. Murphy, assistant U.S. surgeon general. An official report to the surgeon general in January that concluded that

cigarette smoking causes cancer of the lung and contributes to several other diseases prompted the FTC rulemaking (BROADCASTING, Jan. 20). The evidence, the report stated, is conclusive enough to necessitate the remedial measures.

H. Thomas Austern, general counsel for The Tobacco Institute, will make the main argument for cigarette manufacturers as lead-off witness this afternoon. All the cigarette companies have declined to appear and have endorsed Mr. Austern's statement attacking the legality of the rulemaking (BROADCASTING, March 9).

Edmund Bunker, president of Radio Advertising Bureau, will testify Tuesday afternoon and Mr. Cash Wednesday morning. Mr. Cash will be followed by North Carolina Governor Terry Sanford, Virginia Governor Albert S. Harrison Jr. and Governor Breathitt. The hearings will be held in the FTC's regular meeting room in Washington.

**Anello's Views** ■ If the FTC's proposal is designed to prohibit advertising, then the government agency should attack the problem directly and go to Congress for enabling legislation, Mr. Anello says in a statement to be delivered today. He compared the FTC rulemaking to efforts of the FCC to adopt commercial time standards, which the NAB also maintained were unconstitutional.

"Even if legality should be presumed,

the proposal under consideration is an effort to accomplish a result which should be sought through a direct approach," he said. "If the FTC believes that smoking and the promotion through advertising of smoking is not in the public interest, then the trade commission should attack the advertising directly through legislation," he said.

In referring to other proposals of the FTC that would prohibit cigarette ads from making certain claims, the NAB counsel maintained that it cannot be determined across-the-board in advance whether a certain advertisement is deceptive or makes fraudulent claims.

He cited the self-regulatory steps taken by the NAB radio and TV codes on cigarette advertising (BROADCASTING, Feb. 3).

**Cynical Document** ■ Senator Neuberger, in her statement prepared for delivery this morning, said that The Tobacco Institute's position (BROADCASTING, March 9) is a "cynical and impoverished document." She said if the government grants the plea to rely on self-regulation, the American people can expect little.

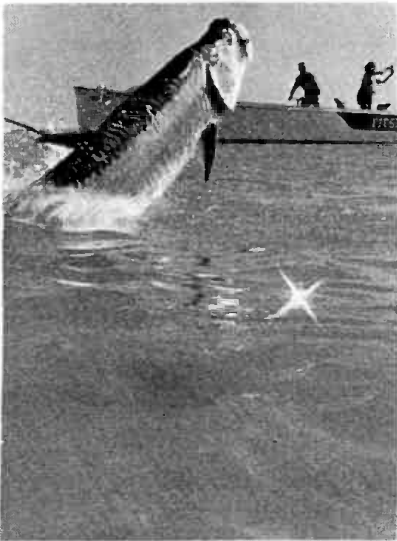
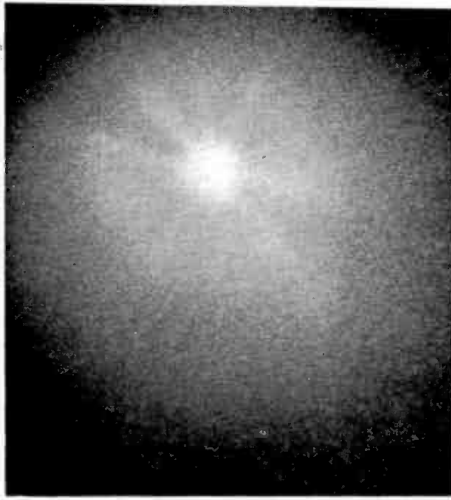
"Again and again the institute's statement exhumes the bones of discredited claims," she charged. "So long as cigarette commercials remain free of visible government restraint, the average smoker will be reassured that the hazards of his habit are minimal," she said in praising the proposed restrictions on ads.

Answering the arguments that the FTC has gone beyond its mandate from Congress, the senator said she did not doubt "that the commission now has the authority to issue its proposed rules." And, she said, if this argument is accepted, the industry would then argue in Congress that the FTC already possesses sufficient authority to regulate cigarette advertising.

Mr. Cash's prepared statement attacked the "precedent" the FTC would be establishing in requiring an advertiser to advertise his disadvantages. "We cannot accept the concept," he said, "that advertising has the additional function of displaying the limitations of the product or service being offered." Nor do we think manufacturers should be compelled to remind consumers of what they already know," he added.

TvB "seriously questioned" whether advertising would continue to exist if every advertisement were required to call attention to every possible risk associated with use of the product. "A manufacturer should not be required to criticize himself in his advertising," Mr. Cash said.

The proposed rules, he said, are not directed at cigarette advertising per se but are actually directed toward the cigarette industry. "As such, these rules



Only the sunshine covers South Florida better than WTVJ

*Going to the New York World's Fair? Be sure to visit Wometco's fabulous porpoise show in the Florida exhibit!*



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ  
WLCS-TV

KVOS-TV  
WFGA-TV  
(Affiliate)



**I**T ALL SOUNDS like a Hollywood scenario. Two of the American Broadcasting Company's top executives were sitting next to the pool at the Beverly Hills Hotel. (Where else?)

A telephone call broke the luxurious poolside peace. Roy Huggins, an independent producer, had an idea for a television program.

Suppose the show was built around a young doctor who had been unjustly convicted of murder but who had escaped. Each week, he would move on in his search for the real murderer while avoiding a relentless pursuer.

The ABC men thought the idea full of promise. Everybody else had serious reservations. "You can't flout the law," they said. "You can't have cliffhangers every week," they said. "No star can carry a show like this," they said.

ABC talked to Quinn Martin and to the people at



# WHAT MAKES THE FUGITIVE RUN?



*The story of a man in flight is as old as Adam.  
Victor Hugo told it unforgettably in Les Misérables.  
Now a man is running again. He is The Fugitive.  
Read how brilliant scripts, impeccable direction and  
the haunting performance of David Janssen  
enthrall 21,200,000 adult viewers every week on ABC.*

United Artists, the producers of another of this season's smash hits, The Patty Duke Show. They sparked to ABC's unbounded enthusiasm for the idea.

United Artists had a commitment from David Janssen—perhaps the most underrated actor in television. Wouldn't his sensitive style be perfect for the haunted fugitive? Janssen was approached and he became the fifth true believer in The Fugitive.

One unforgettable episode has followed another and The Fugitive is now solidly established as one of this season's unqualified successes. "David Janssen," says Cleveland Amory in his TV GUIDE column, "gives one of TV's finest series performances." Mr. Amory also notes: "It is not, as its title suggests, merely another gun run where the good guys get the bad guys in the end. Rather it is an adult drama excitingly and often excellently written..."

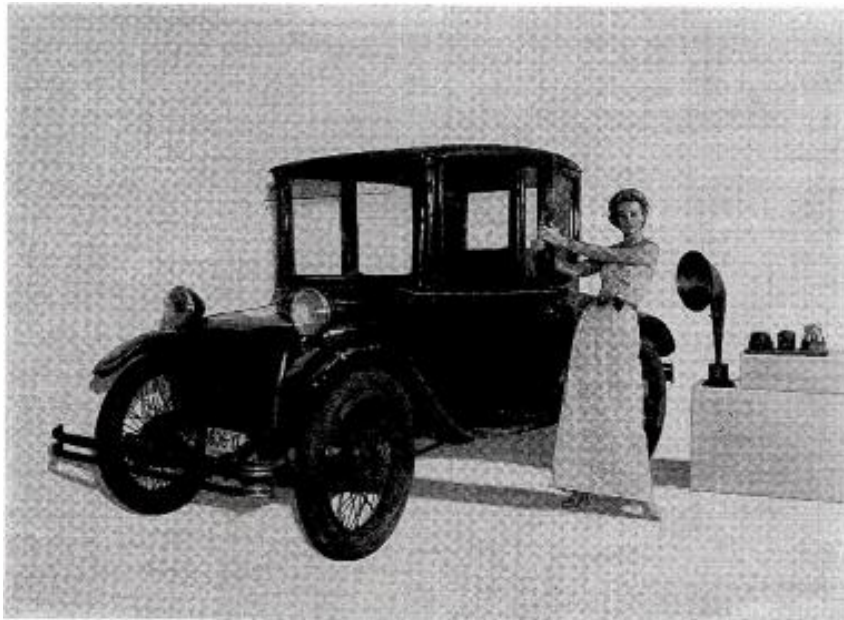
His sentiments were echoed by other critics and are mirrored by 21,200,000 adult viewers in 12,800,000 television homes each week.

Further evidence of the popularity of The Fugitive is found in TV-Q, a service which measures the opinions people have about TV programs. It ranks The Fugitive second among *all* programs in popularity among adults, and first with viewers in the important 18-34 age group.

The Fugitive is symbolic of the programming quality the ABC Television Network is striving for. Original. Well written and acted. Superbly produced. Understandably we may not always succeed in our quest. But it will never be from lack of trying.

ABC Television Network 

Based on an average of Dec. I 1963—Jan. II 1964 NTI reports, total audience, and Dec. 1963 Nielsen Audience Composition Report.  
TV-Q, January 1964. Report estimates are subject to qualifications which are available upon request.



## ACCELERATE CAR SALES

Metropolitan Toledo is 42nd in U. S. passenger car sales.\* A bustling city on wheels. But are these wheels yours? You can help influence car-buying decisions through WSPD-Radio.

Your Katz man will tell you how you can accelerate automobile sales by reaching the ears of Toledo's motoring families through WSPD-Radio, Toledo's No. 1 Station† . . .

In the Nation's 44th Metropolitan Market



## Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

**STATISTIC --** The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

**ENTHUSIASM --** That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

## The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep. - Venard, Torbet and McConnell - Network Rep. - Elisabeth Beckjorden

are not advertising rules but rules designed to regulate manufacturing—rules we believe to be beyond the authority of the FTC," he said.

Mr. Cash said TvB is "naturally concerned" over the proposed rules because tobacco companies contribute in excess of \$130 million annually to TV revenue. "Should rules like those proposed be adopted, cigarette advertising on TV could substantially diminish, if not disappear altogether," he said.

## The plight of quality buyers

Hallmark spokesman

cites spiraling cost

of television advertising

Why not an incentive discount for television's vanishing breed: the sponsor of the "quality" program?

This question was asked last week in behalf of the *Hallmark Hall of Fame* by Homer R. Heck, vice president and director of broadcasting, Foote, Cone & Belding, Chicago. Although renewed on NBC-TV for four or perhaps five shows for next season, the program appears to be trapped in television's cost spiral.

FC&B has represented Hallmark for 19 years, putting most of the Kansas City greeting card firm's ad budget in broadcasting, first in radio and then for the past decade into the series of occasional drama specials on NBC-TV. The show claims to have won more honors (17 Emmys, among others) than any other program.

Addressing the Chicago chapter of the American Women in Radio and Television, Mr. Heck questioned how much longer such a series can continue in the face of the "unrelenting pressure" of rising costs. "That is the question that faces us more poignantly each year," he said.

"Year after year costs on new union contracts are negotiated and new gains are recorded by talent, service, supplier and technical unions at sponsor expense," Mr. Heck said. "Time charges go up as set penetration and population increase and the stations raise their rates," he noted.

Specials such as Hallmark's get no discount whatever, he pointed out, charging that this is "shortsighted and wrong."

Mr. Heck contended, "there should be some special inducement discount devised for such faithful and high-minded advertisers as Hallmark to help

# WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



## ..and, IN PENNSYLVANIA, IT'S **WJAC-TV**

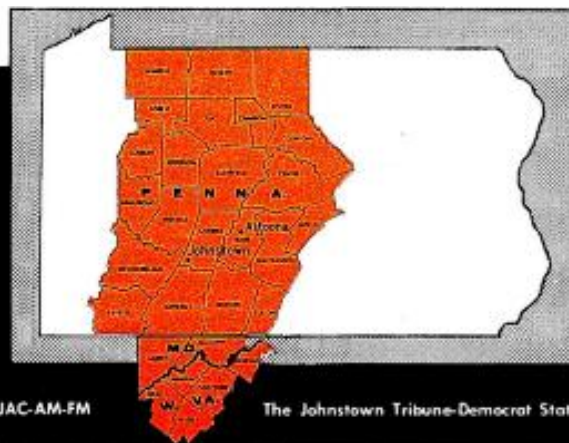
To keep the big Pennsylvania "middle" market charging ahead-- you need WJAC-TV. This is the one station that attracts the huge "million dollar market in the middle."

America's 27th largest TV market.



Represented  
Nationally  
by  
Harrington,  
Righter &  
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations

them stay on the air in the face of mounting costs. Why not recognize the value of a series like the *Hall of Fame* with its few expensive, high quality productions of fine drama, by giving it at least an even break in discounts with the advertiser who buys scatter plan minutes in the same volume, or the sponsor who buys an alternate week half-hour of a show about a talking horse?"

**Encourage Devotion** ■ Mr. Heck argued that an advertiser like Hallmark "should be encouraged, not penalized, for his devotion to the best in television entertainment."

Television's rising costs are forcing more sponsors to "go the scatter minute route," he noted, and fewer and fewer advertisers can stand the costs of total show sponsorship in prime time.

"This emphasis on the scatter minute plan, with its pressure for lower costs, results in network pressure on producers for cheaper shows designed to deliver the largest possible audience," Mr. Heck said. "Only so can they sell them to the sponsors looking for advertising exposure at a reasonable cost."

How does Hallmark "fit into this gloomy picture?" he asked. "It doesn't, very comfortably. It is an anachronism, a lonely occupier of an eminence that

grows steadily more lonely and beset by the winds of economic change."

Hallmark has reduced the number of shows each year, used repeats and other techniques to reduce total cost, Mr. Heck explained. FC&B believes "most fervently in the *Hall of Fame*," Mr. Heck said. So does Hallmark's Joyce Hall.

"But how long can we continue to ignore increasing penalties that attach to his dedication to the cause of better TV," Mr. Heck asked.

Possible solutions he mentioned:

Shared sponsorship—"with resulting dilution of the benefits of such sponsorship, which we would all regret."

Production abroad where costs are lower—"but this is running away from the problem and penalizes American talent in favor of their European counterparts."

Industry recognition—acknowledgment "of the importance of keeping such rare and priceless programing on the air through some form of economic adjustment that will bring costs more nearly in line with those enjoyed by the ordinary advertiser."

The challenge is obvious, Mr. Heck concluded: "For the good of the industry, I hope the answer can be found quickly."

grams are the "most influential factor" that motivates children in deciding what toys they want.

He predicted that toy prices will be about the same this year as in 1963 and that the emphasis will be on educational toys. TV commercials will be different this year, he said, with manufacturers "having learned a great many things about making TV commercials in the past few years." He said the industry's endorsement of the code guidelines represents a "classic example of an industry's response to public opinion."

The Television Bureau of Advertising reports that network and spot gross time billings by toy manufacturers totaled almost \$23 million in 1962, and 1963 figures (to be made available in about three weeks) are expected to be at least as high.

**Votes for TV** ■ Most major toy manufacturers questioned at the toy fair by BROADCASTING last week said they put most of their advertising budget into TV because of the importance of the visual image. Agencies tend to discount radio and print media for toy advertising because TV is considered to have far greater appeal to children who are the prime targets of the toymakers' advertising.

Most toy advertisers who use TV concentrate their sponsorships in Saturday morning time periods, which are considered prime viewing for the youthful audience. Mattel plans this year to have sponsorship in shows on all three TV networks during the same Saturday time period. Another major TV user, Milton Bradley, Springfield, Mass., has also announced plans for network sponsorship on Saturdays (BROADCASTING, March 2).

Only one toy firm questioned last week expressed opposition to a Saturday commercial concentration policy. Milton Stanson, advertising manager for Remco, Newark, N. J., said his company believes that "once a week exposure is not enough."

Mr. Stanson also noted that Remco favors spot TV over network TV, reasoning that "local personalities lend authority to the sales message." TVB reports that Remco's spot TV totaled \$725,000 during the fourth quarter of 1963.

Another leading spot TV user is Louis Marx, New York, with \$882,000 recorded for last year's fourth quarter. Marx last year put its entire advertising budget into TV and intends to continue the policy this year with more than \$3 million, a considerable increase in gross time billings.

Stockton Helffrich, manager of the New York office of the code authority, said last week that the toy industry's apparent willingness to support the NAB stand on advertising is "an excellent example of self-regulation."

# Toy makers accept stronger code guides

## Increased television advertising budgets seen for 1964 with emphasis on educational toys

New and more stringent guidelines on television toy advertising were adopted by the code authority of the National Association of Broadcasters last week, but TV toy time is expected to wax, not wane, in 1964.

The new guidelines, which supersede the NAB's 1961 rules, have been endorsed by the Toy Manufacturers of the U.S.A. (for text of the guidelines, see box facing page). Major changes from the 1961 edition are restrictions against the dramatization of toys in a "realistic war atmosphere" and demonstrations that could frighten children or encourage harmful or unsafe use.

Many of the major toy producers plan expanded broadcast budgets for 1964. A prime example is Mattel Inc., Hawthorne, Calif., which will put \$7.9 million of its record \$9 million advertising budget into spot and network television (BROADCASTING, March 2). In-

dustry authorities, too, predict new highs in broadcast advertising for toys and games, with a definite stress on TV.

Howard H. Bell, code authority director, said in announcing the new guidelines that both the New York and Hollywood code offices have been active in evaluating toy commercials from storyboard stage through final film. He said that during the past two years code officials worked with 57 toy manufacturers on 574 actual films. The authority refused to approve 46 toy commercials and 89 others were changed to meet code standards, he said.

**Joint Effort** ■ L. John Swedlin, president of the toy manufacturers group, said the updated guidelines were formulated after consultations between the advertisers and the NAB. At the annual American Toy Fair in New York last week, Mr. Swedlin said that TV pro-

# NAB guidelines for TV toy ads

## MAJOR CHANGE RESTRICTS DRAMATIZATIONS

Here is the text of the new guidelines on television toy advertising adopted last week by the code authority of the National Association of Broadcasters:

### Toy Advertising Guidelines— Second Edition

Children, especially preschoolers, are highly dependent on the guidance and direction of the adult world around them—television included—for their individual development. Since younger children are not in all situations able to discern the credibility of what they watch, they pose an ethical responsibility for others to protect them from their own susceptibilities. Recognizing this, The Code Authority of the National Association of Broadcasters issues the second edition of the Toy Advertising Guidelines designed to assist manufacturers, their agencies, and broadcasters in the preparation and evaluation of radio and television commercials.

#### I Dramatic Representation

##### A. Seek

1. To place the toy in a framework of a play environment performing in a way accurately representing the toy.
2. Movements and setting for the toy which a child is reasonably capable of reproducing.
3. To employ the complete and authentic sound(s) of the toy.
4. To employ actions and encourage habits that are consistent with generally recognized standards of safety.

##### B. Avoid

1. Demonstrations, dramatizations or use of animation that show the toy in a manner that is not authentic.
2. Demonstrations suggesting attributes not inherent in the toy as purchased.
3. Dramatizations from real life staged without clearly qualifying their relationship to the toy.
4. Unfair glamorization of the product via large displays, dazzling visual effects, sounds of the toy's real life counterparts.
5. Dramatization of the toy in a realistic war atmosphere.
6. Dramatization which could frighten or scare children.
7. Demonstrations of a toy in a manner that encourages harmful use or dramatizations of chil-

dren's actions inconsistent with generally recognized standards of safety.

#### II Sense of Value

##### A. Seek

1. To employ price only if it can be supported as the usual and customary price in a substantial number of retail outlets in the given trade area or areas where the advertising is scheduled.
2. To present the toy on its actual merits as a plaything.

##### B. Avoid

1. Representing the price of a toy in any amount which is not the usual and customary price in a substantial number of retail outlets in the trade area or areas where the representation is made.
2. Oversimplification such as "only" and "just" applied to the price of a toy.
3. Presumptions that a toy requiring a material investment can be had for the asking.
4. Appeals contending that, if a child has a toy, he betters his peers or, lacking it, will invite their contempt or ridicule.

#### III Methods of Presentation

##### A. Seek

1. An approach to advertising which does not exaggerate or distort the play value of a toy.
2. To establish clearly what constitutes the original purchases of the toy, employing, when necessary, positive disclosure on what items are purchased separately.
3. Positive disclosure when items such as batteries needed to operate a toy as demonstrated in the advertising are not included.
4. Positive disclosure as to a toy's method of operation and source of power.
5. Positive disclosure when a toy requires assembling.

##### B. Avoid

1. Employing irritating audio or video techniques to demand the child's attention.
2. Any implication that optional extras, additional units or items that are not available with the toy accompany the toy's original purchase.
3. Demonstrations which create the impression that a toy comes fully assembled when such is not the case.

## United Fruit expands spot TV campaign

The United Fruit Co., Boston, in spot television for the past six months, "rolling out" from an initial 21 markets to a current total of 48, will begin a daytime network TV campaign in March.

A United Fruit spokesman said the company's marketing plan for its Chiquita brand bananas, had reached that point where a national medium could be used.

Standing to gain is ABC-TV which will pick up approximately \$500,000 in business and possibly another network which has not confirmed the buy.

United Fruit is expected to spend \$1 million in nighttime fringe TV in its 48 spot markets over the same 39-week period covered by the network campaign which could put its television budget around \$2 million.

The United Fruit schedule begins March 30 on ABC-TV coincident with the network's daytime program switches (BROADCASTING, March 9). Announcements will appear in *The Price Is Right*, *Get The Message*, *Tennessee Ernie Ford Show*, *General Hospital* and *Trailmaster*. Agency for United Fruit is BBDO, New York.

## Nine-week revenues up 22% for NBC Radio

NBC Radio said last week that its advertising revenues for the first nine weeks of 1964 totaled \$3,685,000, an increase of 22% over the \$3 million for the same period last year. The 1963 total was the highest first quarter for NBC Radio since 1951.

Singled out was P. Lorillard's return to network radio with two weekend packages of 60 announcements each this month, marking the first new cigarette purchase on NBC Radio since last October.

In addition to P. Lorillard, other advertisers for the quarter were Tyrex, Bank of America, Westclox, Chrysler Air Temp Division, Rexall, Ford Quality Car Care, Alemite, Kellogg, American Plywood Association, Mercury, Foster-Milburn, Singer, Whitman Candies, American Sheep Producers Council, Holiday Inns of America, American Telephone & Telegraph, Field Enterprises, Florists Telegraph Delivery Association, General Cigar, Dymo Industries, Shick Safety Razor, Wagner Electric, Chanel #5, Jaymur-Ruby, Foster-Grant, Grove Labs, Jones & Laughlin, Aetna Casualty & Surety, Absorbine Jr., Mennen, and evangelist Billy Graham.

# Network TV billings rose 4.2% in 1963

National spending on TV of \$1.7 billion shows increase of 12.1% over 1962 figures

Network television's gross time billings in 1963 totaled \$832,736,800, a gain of 4.2% over 1962's \$798,808,100.

Combined with the \$871,063,000 that was spent in spot TV in 1963 (BROADCASTING, March 9), total national TV expenditures reached \$1,703,799,800 compared to 1962's \$1,-

520,019,100, an increase of 12.1%.

The figures are from Television Bureau of Advertising's yearend report for network TV billings, compiled by Leading National Advertisers-Broadcast Advertisers Reports. The spot TV figures were compiled by N. C. Rorabaugh.

The network figures follow:

	December			January-December		
	1962	1963	Percent Change	1962	1963	Percent Change
Daytime	\$23,490.1	\$26,861.6	+14.4	\$255,265.3	\$278,071.7	+8.9
Monday-Friday	17,058.5	19,559.1	+14.7	206,166.7	217,087.6	+5.3
Saturday-Sunday	6,431.6	7,302.5	+13.5	49,098.6	60,984.1	+24.2
Nighttime	47,887.0	49,971.2	+4.4	543,542.8	554,665.1	+2.0
Total	\$71,377.1	\$76,832.8	+7.6	\$798,808.1	\$832,736.8	+4.2

	December			January-December		
	1962	1963	Percent Change	1962	1963	Percent Change
ABC-TV	\$18,296.4	\$18,993.4	+3.8	\$205,224.3	\$214,593.6	+4.6
CBS-TV	28,525.5	30,559.5	+7.1	311,709.8	325,609.9	+4.5
NBC-TV	24,555.2	27,279.9	+11.1	281,874.0	292,533.3	+3.8
Total	\$71,377.1	\$76,832.8	+7.6	\$798,808.1	\$832,736.8	+4.2

	ABC-TV	CBS-TV	NBC-TV	Total
January	\$18,264.8	\$25,912.7	\$24,095.6	\$68,273.1
February	17,435.7	24,057.7	22,864.8	64,358.2
March	19,378.0	26,694.3	25,196.7	71,269.0
April	18,577.0	26,508.4	23,699.7	68,785.1
May	18,299.7	27,986.9	25,350.1	71,636.7
June	17,070.5	26,749.1	23,006.6	66,826.2
July	15,927.8	27,401.9	23,333.8	66,663.5
August	16,271.6	26,883.7	23,002.3	66,157.6
September	17,289.4	27,440.0	23,268.0	67,997.4
*October	19,843.7	29,421.4	27,507.8	76,772.9
*November	17,242.0	25,994.3	23,928.0	67,164.3
December	18,993.4	30,559.5	27,279.9	76,832.8

## Also in advertising . . .

**Space leased** ■ Armistead Television has leased 25,000 square feet of sound stage space plus offices, dressing rooms and other accommodations necessary for producing video tape programs and commercials, at Allied Artists Studio, Hollywood. Production began Feb. 24.

**A house joined** ■ Campbell-Ewald Co.

has announced the consolidation of its two San Francisco offices at 58 Sutter Street in that city. The office at 315 Montgomery Street was closed. The advertising agency also said its Hollywood and Los Angeles offices would be joined under one roof later this year.

**Tico branch** ■ Tico Enterprises Inc., New York-based station representative, is opening a Southeast sales office in

Atlanta at 1317 Peachtree Street, N.E., room 404. The Southeast sales office is managed by Joe E. Morris, assistant to the president and national sales manager. Telephone: 875-8488.

**Name change** ■ J. M. Hickerson Inc., New York advertising agency, has changed its name to Richard Kerr Inc. New offices are located at 521 Fifth Avenue. Phone: Oxford 7-6330.

**New publication** ■ American Marketing Association, Chicago, will publish quarterly a new *Journal of Marketing Research* and has released the first issue. Annual subscription is \$6.

**Acquisition** ■ E. H. Russell, McCloskey & Co., new Chicago advertising agency, has acquired a Dallas agency, Brohard Associates. The Russell agency said it is negotiating for other branches.

**ATS moves** ■ Advertising Time Sales Inc. has moved its New York offices to the 18th floor of the U. S. Plywood Corp. building at 777 Third Avenue, New York 17. New phone number: Plaza 5-1900.

## Alberto-Culver buys CBS-TV shows

Alberto-Culver, Melrose Park, Ill., last week said it has committed itself for alternate week half-hour sponsorship of five CBS-TV evening one-hour programs for the 1964-65 season.

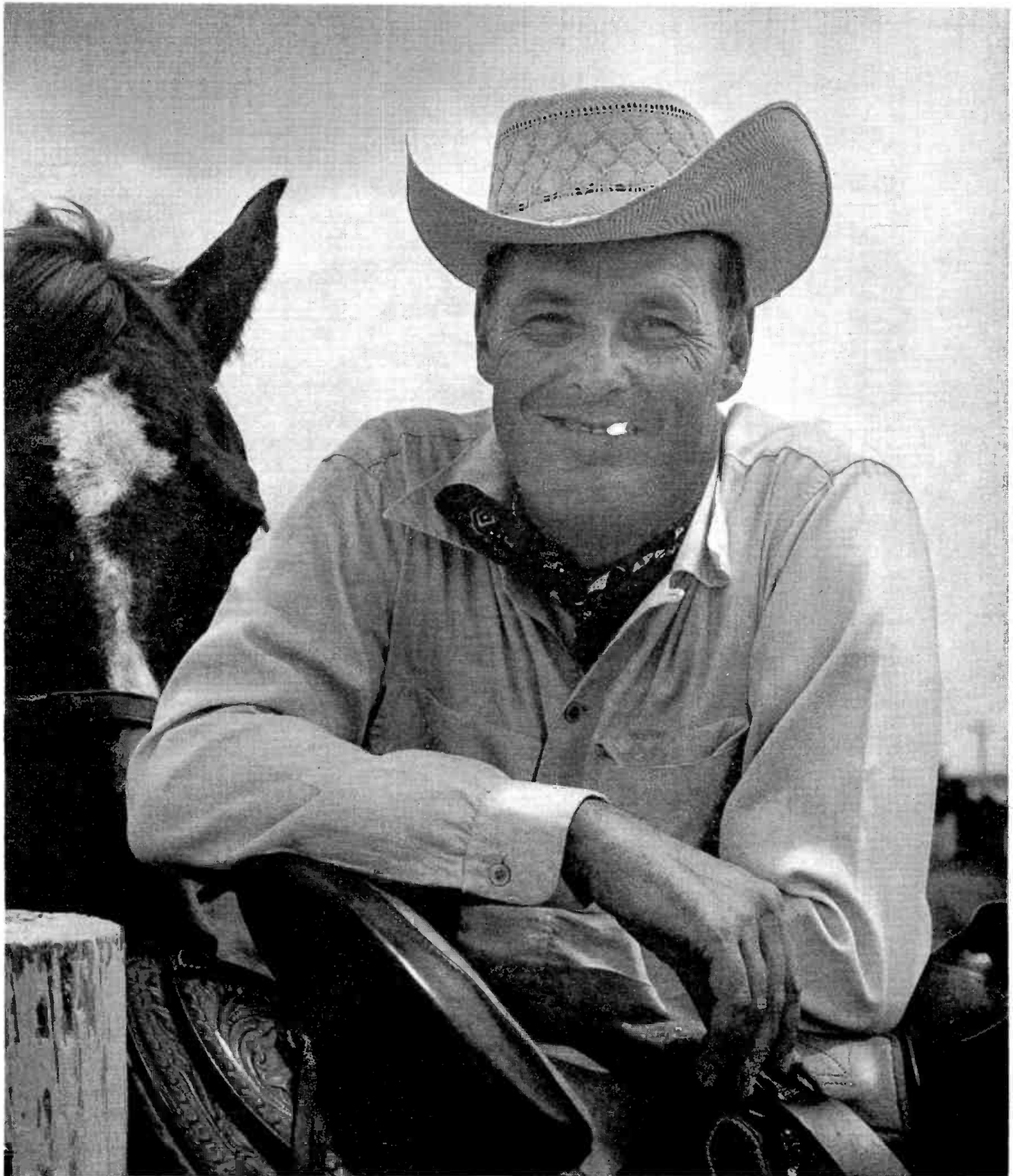
The company also is reported close to agreement on the renewal of its sponsorship participation in eight CBS-TV daytime programs. The two packages reportedly would represent a cost to Alberto-Culver of more than \$23 million. The agency, which negotiated the business was Compton Advertising, Chicago.

The five evening programs A-C bought are *The Defenders*, *The Red Skelton Show*, *The Entertainers*, *Mr. Broadway* and *The Reporter*. The eight daytime programs are *Quick Draw McGraw*, *Love of Life*, *As the World Turns*, *Password*, *House Party*, *To Tell the Truth*, *Edge of Night* and *Secret Storm*.

TV expenditures by A-C for the current season are estimated at \$34 million. The company is expected to exceed this figure next year in additional program purchases, which a spokesman said would not necessarily be limited to CBS-TV.

## Business briefly . . .

**The Scholl Manufacturing Co.**, Chicago, through West, Weir & Bartel, New York, will advertise Dr. Scholl's Zino-Pads and Foot Powder on NBC



## He likes 'easterns'

He may like Shakespearian drama, too. The point is, people's tastes vary tremendously. Some love Dr. Kildare and Bonanza. Others crave press conferences or local news. Still others prefer cartoons. So it's important for a television station to have as many different types of programs as there are viewers. WFGA-TV not only has 'em, but a great proportion of them are in color. Nobody else in Jacksonville can make that statement. So it's simple. We have what Jacksonville wants to watch. Ask our advertisers. Their success is ample proof of it.



Jacksonville's FULL COLOR Station

**WFGA-TV**  
IN FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ-TV  
WFLX-TV

WVOS-TV  
WFGA-TV (Affiliate)



**NOT**  
**the opener for**  
**OUR SHOWS**

LIVE ADULT PROGRAMS — and plenty of them star packed with our own talent — are originated by WLW Radio and Television every day. Good LIVE vibrant interesting shows are an important part of our WLW schedules. And our sparkling LIVE adult TV programs in Color brighten up the whole Midwest. Just another reason why WLW Radio and WLW Television are the liveliest Stations in town for audiences and advertisers!

*Another example of  
 Crosley 42 years  
 of leadership*

CROSLY COLOR TV NETWORK  
 WLW-I WLW-C WLW-T WLW-D  
 Television Television Television Television  
 Indianapolis Columbus Cincinnati Dayton  
 WLW Radio Cincinnati—Nation's Highest Fidelity  
 Radio Station  
 CROSLY BROADCASTING CORPORATION  
 a subsidiary of Arco

daytime programs. The Scholl order, running from April through June, will include commercials on *Merv Griffin's Word for Word, Truth or Consequences* and another series to be announced.

**Firestone Tire & Rubber Co.**, through Campbell-Ewald; **Texaco**, through Benton & Bowles, and **Menley & James Labs**, through Foote, Cone & Belding, will sponsor *Highlights of the IX Winter Olympic Games* on ABC-TV March 29 (5-6 p.m. EST). Jim McKay will be host of the program.

**Anderson-Little Co.**, Fall River, Mass., clothing manufacturer, through Bo Bernstein & Co., Providence, R. I., has purchased 312 weekend radio newscasts in eight New England cities through June. Stations involved are WBZ Boston, WHYN Springfield and WORC Worcester, all Massachusetts; WPRO and WLKW, both Providence; WTIC Hartford, WICC Bridgeport, WAVZ New Haven and WATR Waterbury, all Connecticut.

**Rep appointments . . .**

- KIXI Seattle: H-R Representatives, New York.
- KBMT(TV) Beaumont, Tex.: Paul H. Raymer Co., New York.
- WCKY Cincinnati: Ohio Stations Representatives Inc., Cleveland, as representative for Ohio, excepting greater Cincinnati.
- WKMF Flint, Mich.: Mid-West Time Sales, Kansas City, Mo., as representative for Missouri, Kansas, Nebraska, Tennessee and Iowa.

▪ WSAR Fall River, Mass.: Kelly-Smith Co., Boston, as New England representative.

▪ WALE Falls River, Mass.: Jack Masla & Co., New York.

▪ WEEE Albany, N. Y.; WGYW Knoxville, Tenn.; WEET Richmond, Va.; WKTC Charlotte, N. C.; WCAV Columbia, S. C., and KFDI Wichita, Kan.: Adam Young Inc., New York.

▪ WCCC-FM Hartford, Conn.; KISW-FM Seattle; KCME(FM) Wichita, Kan.; WMT-FM Cedar Rapids, Iowa, and WAHR(FM) Huntsville, Ala.: Roger Coleman Inc., New York.

▪ KTTT Columbus, Neb.: Grant Webb & Co., New York.

**Spot radio-TV use set**

P. Lorillard Co., through Lennen & Newell, New York, is introducing a new cigarette, York Filters, and has planned an initial campaign which will include the use of spot television and

radio in major markets in California, western New York, Arizona and Nevada.

The cigarette, a charcoal filter brand, adds to Lorillard's already heavy emphasis on filters, with Kent, Newport, Old Gold and Spring. Ninety-four percent of its sales are for the filter brands. Its only nonfilter is Old Gold Straights.

**Simpson sets up new,  
 simplified billing plan**

A new billing procedure designed to make the purchase of broadcast station time easier for advertisers and agencies has been presented to broadcasters of California, Oregon and Washington by William L. Simpson, regional station representative. Major points of the plan, Mr. Simpson said, are:

The representative will bill the agency on behalf of the station; a covering statement will be given the agency incorporating the total amount of each invoice for each station. This allows the agency to write one check covering all stations ordered by the agency and represented by the Simpson firm.

There will be no forced buys. The agency selects the markets and stations which it feels will produce the best results for the client. As the money is received the Simpson company will write checks the 25th of each month, starting in April, to the station involved.

There will be no charge to the stations or agencies for this billing service.

**Agency appointments . . .**

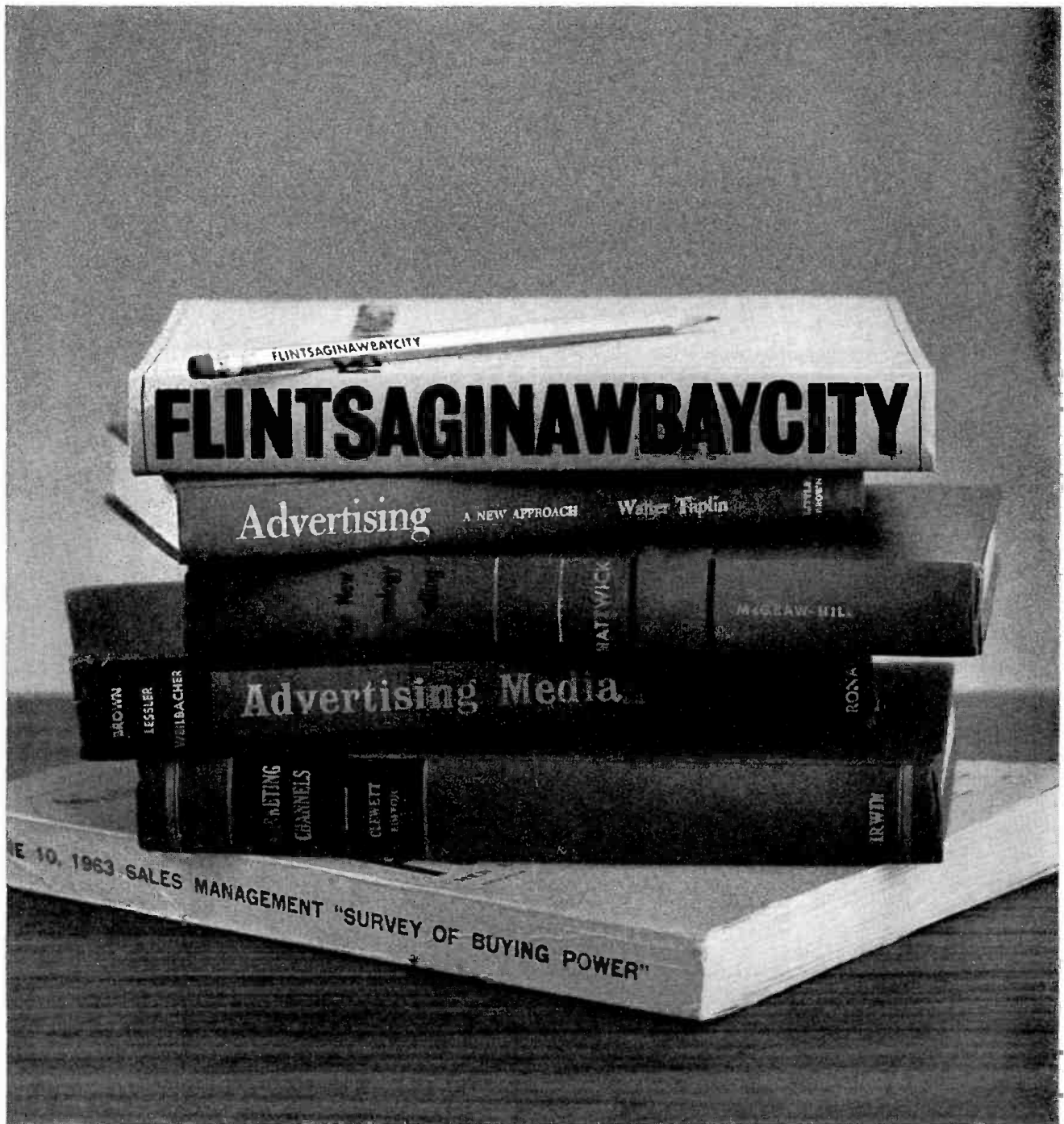
▪ A. C. Gilbert Co., toy manufacturer, has named Friend-Reiss Advertising, New York, to succeed BBDO in April. Reported reason for BBDO's resignation of the account was a reduction of 1964 advertising budget to \$500,000, a drop of nearly \$1 million from 1963.

▪ Pearson Pharmacal Co., Miami, names Redmond & Marcus, New York, replacing Hume, Smith, Mickleberry Advertising, Miami. Pearson manufactures Onidine parfums, Eye-Gene, Sott's Anti-Gray Hair Tone, Ennds, and Capudine.

▪ Pepsi-Cola Bottling Co. of Reading, Pa., names J. M. Korn & Son, Philadelphia, to handle advertising and public relations. Agency also handles Pepsi-Cola Metropolitan Bottling Co., Philadelphia, and Pepsi-Cola bottling companies in Atlantic City and Pennsauken, N. J., and Wilmington, Del.

▪ The Hilton Hotels Corp. has appointed McCann-Erickson, San Francisco, as agency for the new San Francisco Hilton.





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(to change all your theories about TV coverage)

All it takes is a flick of our transmitter switch. Three major Eastern Michigan cities and 23 counties come together to form a single market, a single advertising buy. *That's* coverage. *And* a pretty special kind of coverage of 405,500 TV homes and the 1.5 million people in them. Because near those homes are stores that probably stock a lot of your product right now. *Shouldn't* your product be supported in a market with a \$3-billion payroll waiting to be spent? *And* shouldn't your commercials be seen on WJRT—the station that creates and covers FLINTSAGINAWBAYCITY from within?

**WJRT-12**  
ABC A GOODWILL STATION

# New moves to force-feed UHF

In one way or another FCC wants TV networks to supply programs as incentive to U growth, and heat's being put on network presidents

The FCC has decided to go to the top in its search for a solution to the problem of providing network programming for UHF stations. FCC Chairman E. William Henry has invited the heads of the three networks to meet with the commission—at a date not yet set—for a discussion of various proposals for helping UHF stations.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, replied last week expressing a willingness to attend a meeting. Replies had not yet been received from Dr. Frank Stanton, president of CBS Inc., and Robert S. Sarnoff, chairman of NBC.

Chairman Henry initiated the plans

for the meeting as the commission was receiving bulky filings from the networks constituting their answers to questions about their affiliation policies and their willingness to make programs available to UHF stations when the networks' VHF affiliates refuse to clear them.

NBC's response was considered by some commission officials to be particularly "hopeful," reflecting an apparent willingness to cooperate voluntarily in solving the problem. CBS's reply was considered less encouraging. ABC linked the problem to its effort to achieve parity with the other networks.

**Follow-up to Meeting** ■ The ques-

tions had been submitted to the networks as a follow-up to a meeting last December between commission officials and representatives of ABC, CBS and NBC (BROADCASTING, Dec. 23, 1963).

Chairman Henry said the meeting with the network chiefs will not be limited to a consideration of voluntary plans. He said the FCC would like the views of the network officials on the potentially controversial program-sharing and market-sharing plans that have been discussed within the commission (BROADCASTING, Feb. 23). Both plans have been incorporated in a draft of a proposed rulemaking.

"We want more information from the broadcasters before we do anything about a rulemaking," Chairman Henry said last week. "This is a very delicate and complicated subject. We want their reaction to the various proposals."

**Mandatory Spread** ■ Under the program-sharing plan, stations in the top 18 markets having two VHF stations would be prohibited from taking more than one-third of their programming from one network. This would force the networks to spread their programming around to the UHF station in the market.

This plan was advanced by Commissioners Kenneth A. Cox and Robert E. Lee after they had participated in the meeting with network officials last December. They felt then that a voluntary plan would not work.

The market-sharing plan, devised by ABC and advanced for consideration by Chairman Henry, would require the networks to share equally among themselves the VHF and UHF affiliates in the top 18 two-VHF station markets. This would require CBS and NBC to surrender some VHF affiliates to ABC and take UHF stations as replacements. ABC has only five VHF affiliates in the 18 markets.

Among the top 18 markets are the seven where the commission rejected VHF drop-ins as a solution to the problem of providing additional service (BROADCASTING, Nov. 18, 1963). The commission said UHF stations could provide the service. As a result, the commission is determined to assure the UHF stations there, present and prospective, of the supply of network programming they will need to survive.

This concern—coupled with the view of some commissioners that ABC should be helped to achieve a more competitive position vis-a-vis CBS and NBC—has caused some FCC officials to conclude

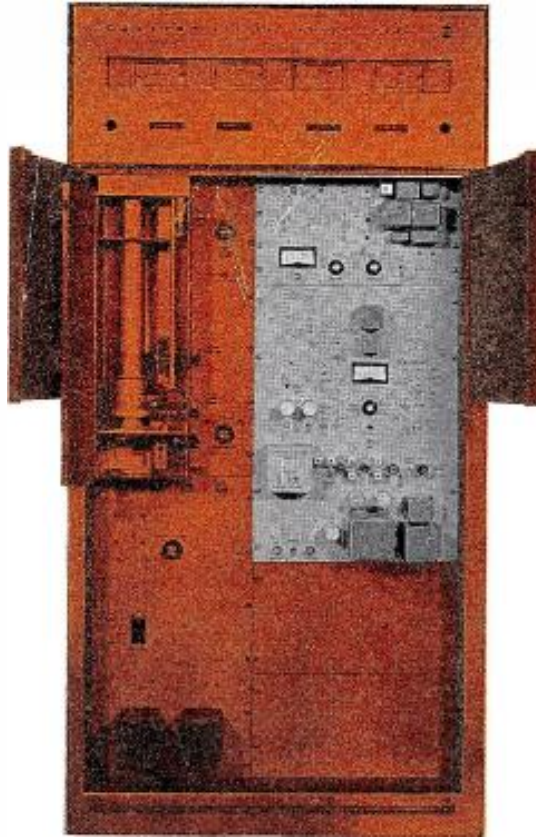


## Johnson gets TV plan from networks

Network executives laid a concrete proposal before President Johnson last Thursday (March 12) to establish a permanent TV facility in the White House. Although there was no formal announcement of the President's reaction, it is presumed the proposal has his general approval since the same three broadcast offi-

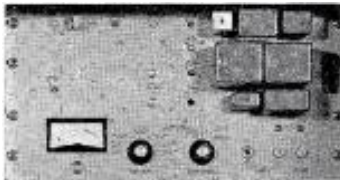
cialists have seen him once before on the same subject (BROADCASTING, Jan. 27 et seq.). Shown in the White House after leaving their 30-minute conference with the President are (l-r): James C. Hagerty, ABC; Robert E. Kintner, NBC, and Frank Stanton, CBS. The proposed facilities would be in the Fish Room.

## 35 db stereo separation



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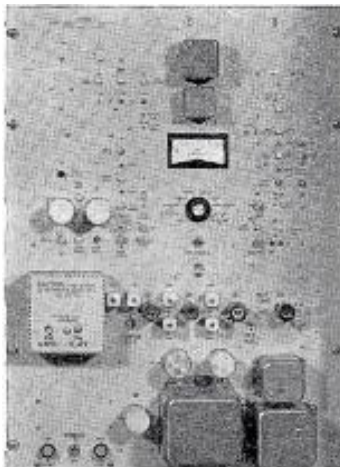
Collins guarantees 35 db stereo separation without frequency multiplication with the new A830-2, 10-watt exciter, and the 786M-1 stereo generator. In fact, a typical Collins transmitter gives 40 db separation; Collins *guaranteed* separation is 5.3 db more than the FCC requires!

The wideband direct FM exciter accepts a composite stereo signal without auxiliary modulators for both stereo and SCA channels. There are no frequency multipliers to compound oscillator drift. Output frequency is attained by mixing the 14 mc modulated signal with the output of a 74 to 94 mc-range crystal oscillator.

Stereo and SCA subcarriers are fed directly into the exciter with main channel audio — *as a composite signal*. The A830-2 exciter is flat within  $\pm 0.5$  db for any frequency from 30 to 75,000 cps, providing unmatched monaural, stereo and SCA performance.

Another feature of Collins FM transmitters is the 786M-1 solid state stereo generator. The 786M-1 feeds monaural audio and the subchannel to the exciter as a composite signal. A time-division system eliminates costly and unstable dual channels and does not require matrix networks or frequent adjustment.

Contact your Collins sales engineer for details.



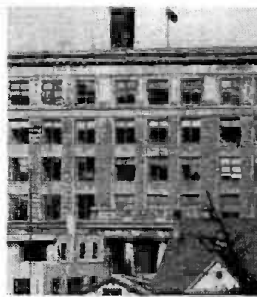
COLLINS RADIO COMPANY  
Broadcast Communication  
Division, Dallas • Cedar Rapids  
Los Angeles • New York  
International Division, Dallas



30 Years in the Broadcast Business



Montgomery, Alabama



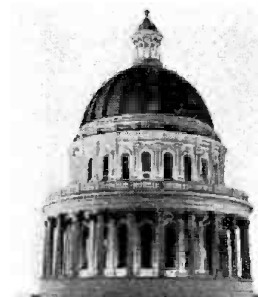
Juneau, Alaska



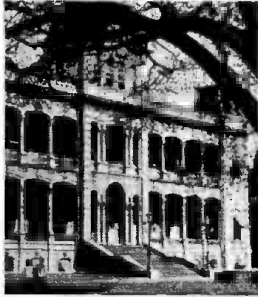
Phoenix, Arizona



Little Rock, Arkansas



Sacramento, California



Honolulu, Hawaii



Boise, Idaho



Springfield, Illinois



Indianapolis, Indiana



Des Moines, Iowa



Boston, Massachusetts



Lansing, Michigan



St. Paul, Minnesota



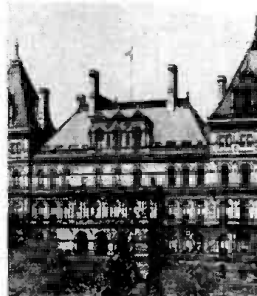
Jackson, Mississippi



Jefferson City, Missouri



Santa Fe, New Mexico



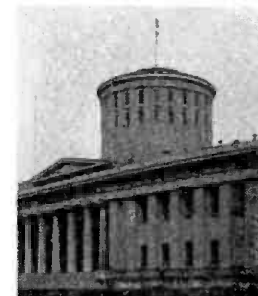
Albany, New York



Raleigh, North Carolina



Bismarck, North Dakota



Columbus, Ohio



Pierre, South Dakota



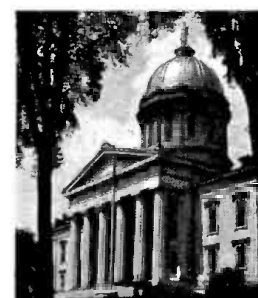
Nashville, Tennessee



Austin, Texas



Salt Lake City, Utah



Montpelier, Vermont

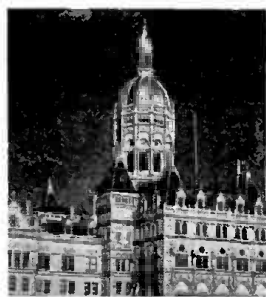
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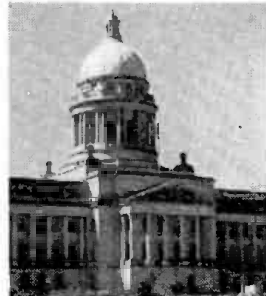
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Atlanta, Georgia



Topeka, Kansas



Frankfort, Kentucky



Baton Rouge, Louisiana



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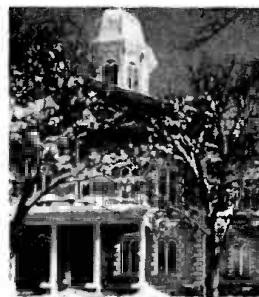
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Helena, Montana



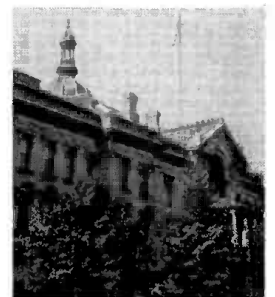
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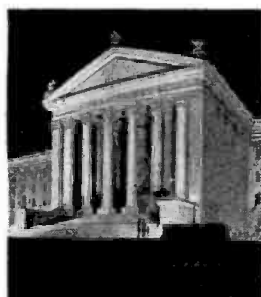
Carson City, Nevada



Concord, New Hampshire



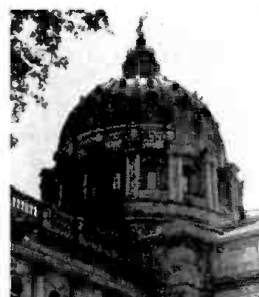
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Oklahoma City, Oklahoma



Salem, Oregon



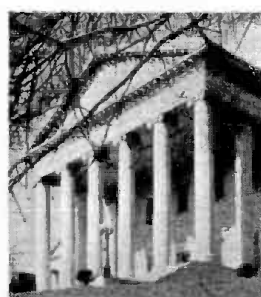
Harrisburg, Pennsylvania



Providence, Rhode Island



Columbia, South Carolina



Richmond, Virginia



Olympia, Washington



Charleston, West Virginia



Madison, Wisconsin



Cheyenne, Wyoming

# state capitol? does)

staff. AP also has far greater sources of state and regional news, in its greater and growing membership—now including more than 2,500 radio and television stations who won't settle for less than best.

# ASSOCIATED PRESS

THE PRESTIGE SERVICE

that some new rule is inevitable.

NBC, in its filing, however, suggests a kind of voluntary sharing plan as a means of providing programming to UHF stations in the 18 top two-VHF markets. The network said a study it made of those markets indicates that about 30% of the combined three-network program volume is not being cleared by the VHF stations.

**Almost Full Network** ■ NBC noted that the total of uncleared network programming, therefore, is about 90% of a full network program service. "If all three networks made uncleared programming available to the nonaffiliated UHF station, that outlet would have opportunities for a significant volume of network traffic," NBC said.

The network said it would "act favorably" on requests from newly established UHF's in two-VHF markets, for individual programs or series, but after it had first asked the VHF's if they wanted the programming.

In response to a question as to its willingness to affiliate with UHF stations in the top two-VHF station markets, NBC said it would do so if it doesn't have a VHF affiliation and isn't able to clear a substantial portion of its programming on the VHF's. However, it also said it would consider a UHF as an affiliate if an arrangement with a VHF proves unsatisfactory. NBC lacks a primary VHF affiliate in five of the top two-VHF markets in the top 100.

The network also saw the possibility of affiliations—with either VHF or UHF stations—in 30 "new TV markets." NBC said a minimum population that might justify a new station is between 12,000 and 15,000. "New markets," according to NBC's definition, don't include any that have TV service or that are on the fringes of existing markets.

**ABC's Position** ■ ABC, in its filing made clear its preference—as a solution to the UHF problem—is a market sharing plan or any other system in which "all three networks would share equally in primary UHF affiliates in two—VHF markets."

The network said "it has borne the burden of the failure" of the commission's 1952 allocations plan envisioning side-by-side development of VHF and UHF. ABC said this has deprived it of competitive outlets and has affected its service nationally.

"It is manifestly unfair," ABC said, "to expect ABC and its advertisers" to surrender program clearances on VHF stations, "costly though it be to ABC," and switch to UHF stations "unless all networks are treated equally."

The network said it couldn't be "expected to make primary UHF affiliations in the two—VHF markets and thus place ourselves in an even more disadvantageous competitive position."

## Short notice conference

Once again President Johnson put TV newsmen on the "fire-house beat" when he gave them just 2½ hours notice of a full-scale news conference. This was on May 7 when the conference was held in the East Room of the White House.

Ralph H. Peterson, NBC producer-director, handled the pool coverage. He moved a mobile unit to the White House and was set up with three cameras just 15 minutes before airtime. Normally a mobile unit requires 5 to 6 hours advance preparation. Mr. Peterson supervised an eight-man technical crew plus a unit manager.

ABC also said that in the absence of any plan providing for equitable sharing of the new UHF stations in two-VHF markets, it "must continue to make every effort to secure maximum clearance of its programs" on the VHF stations. But, it added, it would consider placing on the UHF station those ABC programs which have not been cleared by the VHF's.

**More Network Competition** ■ ABC also stressed the need for more network competition in discussing the possibility of affiliation in "new TV markets." The network said none of the top 200 markets could be considered a new one since each has at least two TV stations. It added that smaller communities not now receiving adequate service might constitute new markets. "But the obvious need," ABC added, "is to provide greater program choice to the viewers."

CBS, which has VHF affiliates in 17 of the top 18 two-VHF markets, said that since it isn't "faced with necessity of choosing a UHF affiliate in these markets," it finds it difficult to give a precise reply to the question of affiliation with a UHF. However, it said it would consider such an affiliation if VHF clearances were unsatisfactory.

CBS said it does make programming available to UHF stations in two-VHF station markets under conditions that vary according to the situation. The conditions differ according to whether the program is sustaining, or, if commercial, whether advertiser clearance is required.

In placing the sponsored programs that aren't cleared by its affiliates, CBS said it turns first to the VHF station in the market, then to the UHF.

The network said that, "generally speaking," it would be willing to negotiate affiliation agreements with UHF or VHF stations in any new TV market not served by CBS.

## Summer program plans getting into focus

Even as next season's programming plans take shape the TV networks are scheduling summer replacements for existing shows.

CBS-TV is filling some of its time with program series from previous years. Lowell Thomas's *High Adventure* series will replace Red Skelton for the summer in the Tuesday, 8-9 p.m. spot. Jackie Gleason's 7:30-8:30 p.m. Saturday show will be filled by reruns of Lucille Ball-Desi Arnaz specials. In place of Garry Moore, 10-11 p.m. Tuesday, there will be a series of reruns of David Wolper documentaries and specials which starred Art Carney, Esther Williams and Phil Silvers.

One new program, *The Young Years*, a variety show featuring new talent, will replace Danny Thomas on Monday night, 8:30-9 p.m.

Summer programs at ABC-TV include reruns of *Empire*, formerly an NBC-TV series, in place of *Jaimie McPheeters* on Sunday, 7:30-8:30 p.m. beginning March 22; reruns of *Ensign O'Toole* beginning Thursday, March 26, 9:30-10 which moves the *Jimmy Dean Show* to 10-11 p.m. and discontinues the *Sid Caesar/Edie Adams* programs; reruns of *77 Sunset Strip* begin April 15, 10-11 p.m. replacing *Channing*.

NBC-TV's summer plans so far are for two live programs to replace existing shows, though replacement dates have not been set. *Meet me at the Fair* will go into the Friday, 9:30-10 p.m. slot replacing *That Was the Week That Was*, and a program dealing with college campus queens will replace *You Don't Say* on Tuesdays, 8:30-9 p.m.

## Script awards presented

Writers Guild of America script awards were presented to five TV and one radio dramatist in ceremonies in New York and Hollywood last week.

TV award winners were Richard Alan Simmons for "The Last of the Big Spenders," *Dick Powell Show*, as best dramatic anthology script; Lawrence B. Marcus for "Man Out of Time," *Route 66*, as best dramatic episodic script; Richard DeRoy and Iris Dornfeld for "Jeeney Ray," *Alcoa Premiere*, as best adaptation from another medium; Everett Greenbaum and Jim Fritzell for "Barney's First Car," *Andy Griffith Show*, as best comedy-variety script; and Frank DeFelitta and Robert Northshield for "British Socialized Medicine," *NBC White Paper*, as best documentary.

Marlene Sanders won the award for the best radio script for "The Battle of the Warsaw Ghetto," which was broadcast by WNEW New York.

*Small Shout*

Is it the function of an advertisement about a television station to inform? We suppose so—if the reader is able to use the information at the moment, or has the vitality or passion to put the information in his refrigerator until he's hungry for it (at which time it may have been eaten by another member of the family).

Take WMT-TV. (By all means take WMT-TV.) Your refrigerator must be overflowing with tidbits we have supplied so generously about once a month for the last decade. You—or your refrigerator—must know how, like Geo. Washington, we have achieved a place in the hearts of our countrymen (citymen too; Eastern Iowa teems with both). You—or your refrigerator—must know that we have contemporary statistics to prove it (to our own satisfaction, at least). You—or ditto—must know that our news operation is the envy of Reuters, Lippmann, and the CIA. And how we have a tower that tops the topless towers of Ilium by some 1,400 feet. And how we have an audience of immaculate dirty capitalists with tuners grooved to Channel 2.

Well, if you happen to look in your refrigerator at the right time, and happen to be scheduling our way, and happen to need some of our merchandise, and happen to remember that Eastern Iowans are pretty good consumers, give us or our reps a buzz sometime.



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*Cedar Rapids—Waterloo*

National Representatives:  
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Affiliated with WMT-AM; WMT-FM;  
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# ASCAP no longer feels sorry for radio

It says radio can afford higher fees though radio says it's using less ASCAP music

The American Society of Composers, Authors and Publishers is seeking higher fees from radio broadcasters because, it claims, it reduced the rates five years ago out of "compassion" for a "very sick industry" that is now back in good health and ought to pay more.

This contention—promptly denied by radio spokesmen—was offered last week by Simon H. Rifkind, an attorney for ASCAP, in an informal court proceeding initiated by the All-Industry Radio Station Music License Committee (BROADCASTING, March 2).

Mr. Rifkind, a former judge, characterized the reduction of ASCAP's radio music rates in the 1959-63 contract as a "Marshall Plan infusion" that "has accomplished its purpose." Radio is now healthy, he said, and ASCAP should not be asked to continue to contribute, but should be "reimbursed."

Emanuel Dannett, counsel to the all-industry committee, denied that the committee had asked for "compassion" in the negotiations five years ago. Judge Rifkind wasn't even in those proceedings, he noted.

Mr. Dannett reiterated that the committee is seeking a 22% reduction in ASCAP's radio station revenues. The radio industry's declining rate of profit and ASCAP's decline as a source of popular music, the committee contends, justify such a reduction in ASCAP music rates.

**Interim Fees?** ■ The informal proceeding was held in the chambers of Judge Sylvester Ryan of the U. S. Southern District Court in New York. The skirmishing, essentially preliminary, related to the all-industry group's request that the court establish a "reasonable" rate for radio stations' use of ASCAP music.

Both sides agreed that, since the old licenses expired last Dec. 31, a formal order for interim fees should be entered continuing the old terms in effect temporarily, with any changes to be retroactive to Jan. 1.

March 31 was set for a hearing on an ASCAP move to have these interim rates apply not only to the 1,155 stations represented by the committee but also to five other groups that have been negotiating separately. These groups are

NBC for its radio network and also for its owned radio stations, the ABC radio network (ABC-owned stations are represented by the all-industry committee), the Mutual radio network, the RKO General radio stations and the Metro-media radio stations.

In separate proceedings, NBC last week asked the same court to set "reasonable" network and local ASCAP fees for NBC Radio and NBC-owned radio stations. As is usually the case, NBC asked that this be done on both a blanket-license basis, which is the form traditionally used by most broadcasters, and also on a per-program basis, which requires payment to ASCAP for only those programs containing ASCAP music but which has not been widely used in the past.

CBS Radio earlier became the first network ever to seek a per-program license from ASCAP (BROADCASTING, March 2). The terms offered by ASCAP prompted the Justice Department to

initiate a contempt action against ASCAP last week (see box this page).

**Dates for Arguments** ■ Judge Ryan allowed ASCAP 30 days in which to answer the all-industry committee's bid for the court to reduce ASCAP's radio rates. He said the committee would then have 20 days in which to reply to ASCAP's answer, and that a hearing would be held about 20 days after that. This timetable would put the hearing at about mid-May.

Mr. Dannett contended that the all-industry group had been unable to get an offer of specific terms from ASCAP even though the consent decree governing ASCAP's operations requires the society to offer terms if requested. Mr. Rifkind said ASCAP had not finished the calculations necessary to determine exactly how big a rate increase would be justified, but that it would do so and prove there ought to be an increase.

He denied Mr. Dannett's contention that the use of ASCAP music had declined substantially. If there has been any decline, he said, this means there has been an increase in the use of the repertory of Broadcast Music Inc. But the committee apparently didn't regard BMI music as having become more valuable, he said, because it recently approved a renewal of BMI licenses at the old rates.

Reviving an old ASCAP argument, Mr. Rifkind noted that BMI is owned by broadcasters and suggested that broadcasters have done a "certain amount" of "pushing" BMI music.

Mr. Dannett noted that the new BMI

## CBS has Justice on its side

Government asks court to make ASCAP issue

the per-program license the network seeks

The Justice Department last week moved to force the American Society of Composers, Authors and Publishers to grant CBS Radio a per-program license.

The network is the first ever to ask ASCAP for a per-program arrangement. Broadcasters have customarily paid blanket fees covering any amount of usage of ASCAP music.

The Justice Department's motion, filed last week in the U. S. District Court in New York, asked that ASCAP be held in contempt for violating provisions of a 1941 consent decree, as amended in 1950, to abandon the practice of charging only blanket fees for its music. A

hearing on the motion was scheduled for March 25 by Judge Sylvester J. Ryan.

The civil contempt proceedings, filed against ASCAP and its president, Stanley Adams, asks the court to order ASCAP to issue a per-program license to CBS Radio on pain of a fine of \$1,000 per day for each day it refuses or neglects to issue such a license.

**Fees on Fees** ■ The government's brief, written by Justice Department attorney John L. Wilson, relates that CBS Radio last Nov. 27 asked ASCAP for a per-program license. On Feb. 4, Mr. Adams, as ASCAP president, offered a license requiring the payment of \$12,500 a month plus



renewal is on a one-year basis and said BMI wanted an increase and that the committee considered itself lucky to avoid one. BMI refused to grant a five-year renewal on the old rates, he said.

He also challenged ASCAP to produce its own figures on the use of ASCAP music, if ASCAP took the position that usage wasn't declining. The committee's figures, based on trade-paper polls, indicated that the proportion of top-popularity music licensed through ASCAP dropped from about 94% in 1948 to 43% in 1958 and 25% in 1963, Mr. Dannett asserted.

Mr. Rifkind said the size of ASCAP's repertory had grown, that the society's membership had grown, and that stations should pay higher rates. Judge Ryan suggested that broadcasters are paying for the "opportunity" to use ASCAP music, whether they actually use it much or little. Mr. Dannett contended that the value of the repertory had dropped, however.

**Radio Shortchanged?** ■ The all-industry group claims that under the 1959-63 contract radio stations were supposed to get a \$350,000 reduction in sustaining fees but in fact got \$190,000 less than that amount; and that ASCAP's revenues from commercial fees, based on stations' gross sales, rose from \$7.58 million in 1957 to \$9.04 million in 1962 despite a 5.5% reduction in the commercial rate. Radio stations' total payments to ASCAP in 1962 amounted to \$9.86 million, according to the committee.

Judge Ryan, seemingly probing to see

whether there was hope that the committee and ASCAP could come to terms amicably and avoid the pending litigation, wondered whether the committee would be willing to accept a restoration of the \$190,000 sustaining-fee reduction that it says didn't materialize last time, but let commercial rates remain unchanged.

Mr. Dannett, who was accompanied to the meeting by the all-industry group's chairman, Robert T. Mason of WMRN Marion, Ohio, replied that the committee felt entitled to a reduction not only in the sustaining fees but in the far more costly commercial fees as well.

## BMI license fee from closed circuit asked

Broadcast Music Inc. moved last week to establish music usage fees for a "new entertainment form"—theater-network television.

Representatives of the music-licensing organization were negotiating for one percent of the box-office receipts from the four shows, starring the Beatles, that were to be presented via closed-circuit television in theaters in about 100 key cities Saturday and Sunday (March 14-15).

The four performances were to be presented by National General Corp.'s Theater Color-Vision subsidiary as a black-and-white inaugural of what it calls the "nation's first permanent

closed-circuit entertainment network" (BROADCASTING, Feb. 24). The service originally had been slated to start following delivery of color TV equipment next summer.

The theaters represent an estimated minimum of 500,000 seats, and with admission pegged at \$2 or \$2.50 the four performances could gross \$4 million or more. If BMI succeeded in getting one percent, its share thus could be \$40,000 or more.

The negotiations were still in progress late last week.

Robert J. Burton, BMI president, made clear that "this new form of presentation must pay music fees commensurate with other users similarly situated." For music licensing purposes, BMI officials felt, the theater TV operation should be treated like a TV network.

Revenues from nonbroadcast sources normally go into a common fund for distribution to BMI members. In this case, however, Mr. Burton said that BMI was considering making the distribution directly to those composers and authors whose works are used on the four performances, as is done in the case of concert hall performances.

It was estimated that well over 50% of the music to be used on the programs is licensed through BMI.

## CBS-TV to insure program continuity

CBS-TV has adopted a new procedure for producing the new programs it will telecast next season.

Michael Dann, programing vice president, ordered all producers to stop production after they have completed the filming of two programs in a series. The films will be previewed by CBS-TV executives and a decision made on any alterations that must be made before production is resumed.

In this way, the network hopes to spot weaknesses in the programs and correct them before too many have been filmed.

An NBC-TV spokesman said that his network has used the technique for several of its programs in past years and plans to do so again for *The Rogues*, a series that will start next September. But NBC has no plans for a blanket order to producers such as the one CBS-TV has initiated.

ABC-TV indicated it would continue its past practice of insuring that all scripts retain the ingredients that made the pilots of the new series successful. By maintaining a close watch over subsequent scripts, officials at ABC-TV believe they can retain the flavor of the pilot programs.

fees for each performance of ASCAP music. A hearing on the proposal was held by Judge Ryan on Feb. 14 (BROADCASTING, March 2). At that hearing the government threatened to bring contempt proceedings unless the fee provision was withdrawn.

The violations are "not technical or minor," the government's brief states. The consent judgment under which ASCAP operates requires that a per-program must be offered.

"The ASCAP demand of the \$12,500 flat fee from CBS clearly is violative of the language of the judgment," the government says. It acts as a deterrent to the licensee ever taking a license of the type offered by ASCAP, it says. "The flat fee of \$12,500 amounts to approximately 60% of the monthly payment made by CBS under its now-expired blanket license," the Justice Department brief contends.

The government, the brief adds, is not objecting to the amount of the

fee "but rather that any such flat fee is demanded at all."

**One or Another** ■ The consent order, Mr. Wilson emphasizes, uses the word "program" in the singular. The fee charge, he continues, must relate only to a program in which there is ASCAP music. The idea of a monthly flat fee negates this point, he argues.

ASCAP's proposal, he concludes, "constitutes evidence of a substantial, important and deliberate contempt of the directions of this court. . ."

Prior to 1941, it is related, ASCAP issued only blanket licenses. The consent judgment in that year, entered into after the Department of Justice brought an antitrust suit charging restraint of trade, was for the purpose of giving users of music a "genuine economic choice between the two [types of licenses]," Mr. Wilson says. ASCAP, Mr. Wilson points out, is made up of competing copyright owners in an arrangement that ordinarily would raise antitrust questions.

# HOW CONGRESSMEN USE RADIO-TV

## Majority of representatives and senators take free time on regular basis with five-minute formats the most popular

For members of Congress, more than two-thirds of whom now record programs for radio and television stations back home, last week's New Hampshire primary election signaled more than the popularity of Ambassador Henry Cabot Lodge.

For most it also was a reminder that their own state party primary election probably will be the cutoff date for much of the free radio and television time they've been receiving.

Federal lawmakers have become familiar television and radio personalities in the states and congressional districts they represent. According to a BROADCASTING survey, 70% of the senators and almost 60% of the representatives

they had been receiving free.

**Free Time, Low-Cost Facilities** ■ These programs, often titled something like *Congressional Report*, or *Senator X Reports*, are made possible at minimum cost to incumbents through the broadcasters, who give time as a public service, and through the special arrangements the lawmakers have made for themselves: the use of modern recording and film studios manned by government-salaried technicians and conveniently located on Capitol Hill.

BROADCASTING's survey and subsequent interviews show not only that more congressmen are producing programs than ever before, but that they are grateful for the wide exposure TV

ited travel funds) keep him away from his constituency more than he and they may prefer, to remain in touch with home base. Next to personal visits, they say, radio and television give them their most effective means of "telling the people what I'm doing here in Washington," as one put it.

Some regulars whose congressional districts and home states lie great distances from Washington said broadcasting, supplemented by the now ubiquitous newsletter many lawmakers issue regularly, was the most effective means they had to tell their constituents what they were doing in Washington. And to members with large states or districts, no matter where located, radio is especially useful. Representative Ralph J. Rivers (D-Alaska) said radio enabled him "to reach remote places which are without newspapers or TV stations."

**More On The Air Than Ever** ■ That use of these programs is at a peak is reported by the congressmen who responded to BROADCASTING questionnaires (117 representatives, 30 senators) and officials who run the House and Senate recording studios and have observed congressional behavior for many years. James B. Perry, director of the House studios, says he now has about 300 more or less regular users (almost 70%) which is close to 74% of regular and occasional users reported in the survey.

When established in 1948 the Joint Recording Facility was shared by the House and Senate and was limited to radio. TV film facilities were added in 1952. A complete reorganization was ordered in 1956 when several representatives complained that two employes, a husband and wife, also operated private recording facilities in conflict with studio regulations (BROADCASTING, Aug. 6, 1956). Enactment of PL 624, 84th Congress, authorized the existing House and Senate recording studios.

Mr. Perry, who joined the House operation in 1956, recalls that he had about 150-185 regulars then and the number has increased steadily each year to the present level of about 300.

Senate information is shrouded in some mystery, due to a requirement that Senate employes clear all discussions on operations with the Sergeant of Arms. It is thought, however, that Senate activity has paralleled that in the House.

More than half the congressman report that they pay recording costs from

### The figures on congressional use of radio-TV

	Senators	Representatives
Regular radio-TV users	70%	59%
Occasional users	6%	15%
Pay own costs	43%	60%
Stations absorb costs	38%	13%
Outside funds pay costs	23%	27%
Democrats	60%	50%
Republicans	40%	50%

regularly tape and film programs featuring themselves and guests in Washington for distribution back home.

And one by one, as their primaries approach, or they otherwise qualify as candidates, they have been reluctantly informing station managers that although they would like to stay on the air in free public service time, they recognize that their candidate status brings Section 315's equal-time requirements into play and they are suspending their programs.

The minority not seeking re-election and therefore unaffected by Section 315 probably will remain on, but since the seats of all representatives and one-third of the senators are up for grabs, the number of regularly scheduled programs that will remain is small.

The lawmakers take the cutoff in stride and rely more on the brief voiced and filmed statements many record for spot news developments, which are exempt under a 1959 amendment to Section 315. And they will begin to start buying some of that precious time

and radio afford. The arrangement also is useful to broadcasters. Few fail to utilize their regular scheduling of congressional programs as a means to open up off-the-air communication with their representative(s) in Washington. As licensees of the only regulated news media, broadcasters cherish these contacts and usually follow them up with personal visits to keep congressmen informed about what's going on at home—and in broadcasting.

Last month's favorable 317-43 House vote on HR 8316, a bill to keep the FCC out of commercial time regulation through rulemaking, is a recent example (BROADCASTING, March 2).

Some view the growing number of congressman now recording their own programs as a sign of an unhealthy dependency by an elected official on a medium that can help him or hurt him back home.

But many others see the growing utilization of the air by congressman as an irreplaceable mechanism that permits the lawmaker, whose duties (and lim-

**IT'S JUST  
AROUND THE CORNER,  
NOW...**



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

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

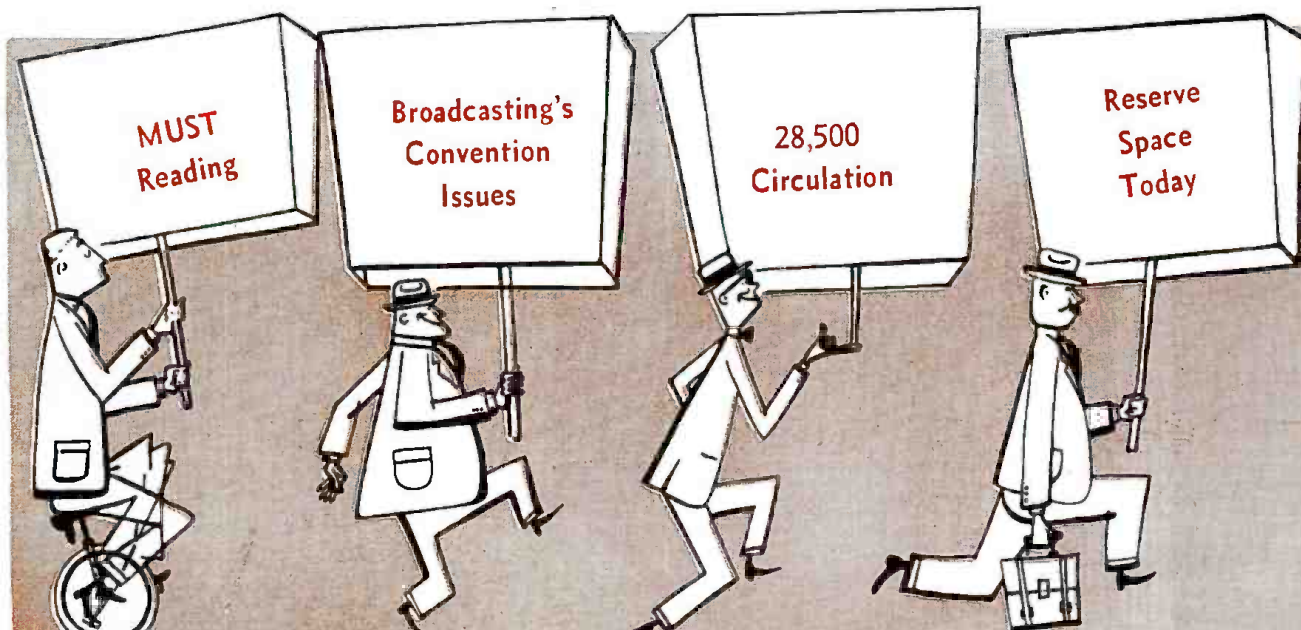
As always, too, *BROADCASTING* Magazine will serve this widespread interest with *three* of the most heavily-read issues it publishes each year: (1) *pre*-Convention on March 30; (2) *during* the Convention, April 6; and (3) *post*-Convention, April 13, rounding up everything that made news.

To accomplish this with the authoritative completeness that only *BROADCASTING* can, a full-scale news room is being set up in Chicago—staffed with a dozen of *BROADCASTING*'s most experienced editors, equipped with direct lines to the *BROADCASTING* headquarters in

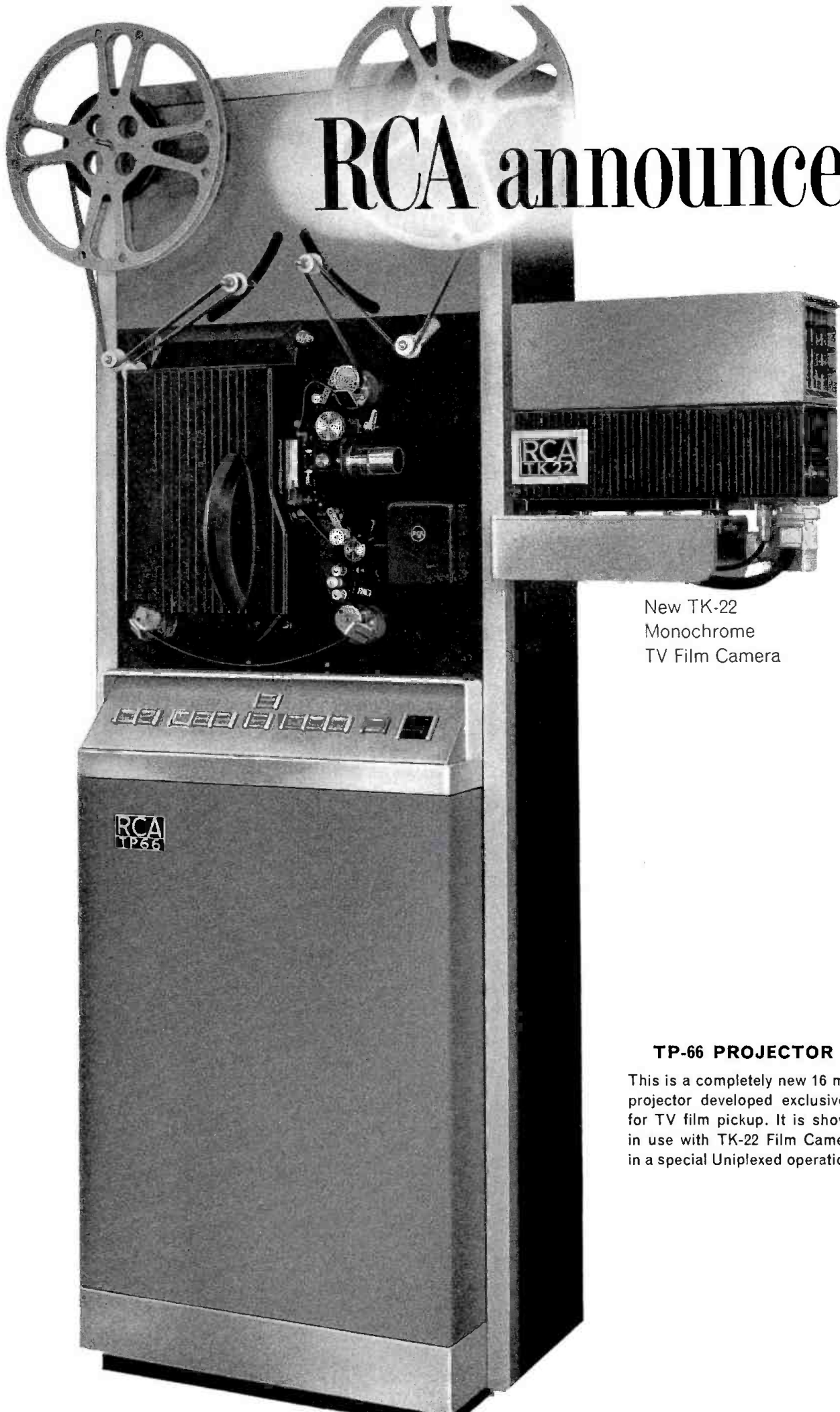
Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure *BROADCASTING* readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB's 1964 conclave anywhere—and indispensable as a guide to what's happening.

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

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



# RCA announces...



New TK-22  
Monochrome  
TV Film Camera

## **TP-66 PROJECTOR**

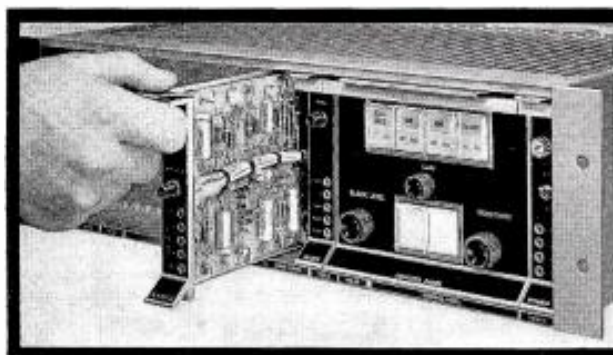
This is a completely new 16 mm projector developed exclusively for TV film pickup. It is shown in use with TK-22 Film Camera in a special Uniplexed operation.

# a new fully transistorized TV Film Camera

**The only tube in the TK-22 is its  
1½" vidicon picture tube with electrostatic focus,  
and this gives the camera its picture power!**

This compact, all-transistor, all automatic equipment is the most stable camera ever designed! With its larger 1½" vidicon tube developed specifically for use with transistorized circuitry, it provides the finest film reproduction ever offered.

- Automatic sensitivity control—to handle the widest range of film densities.
- Automatic black level control—to keep picture at most suitable contrast range.
- Automatic gain control—to maintain video at proper level and picture at peak quality.
- Highest stability—once setup, quality pictures last day after day without adjustment.
- Built-in test facilities—test pulses to check out the camera with minimum effort.
- Fully compatible with present multiplexer systems.
- Control equipment requires only 5½" rack space.



#### **TRANSISTORIZED ELECTRONICS**

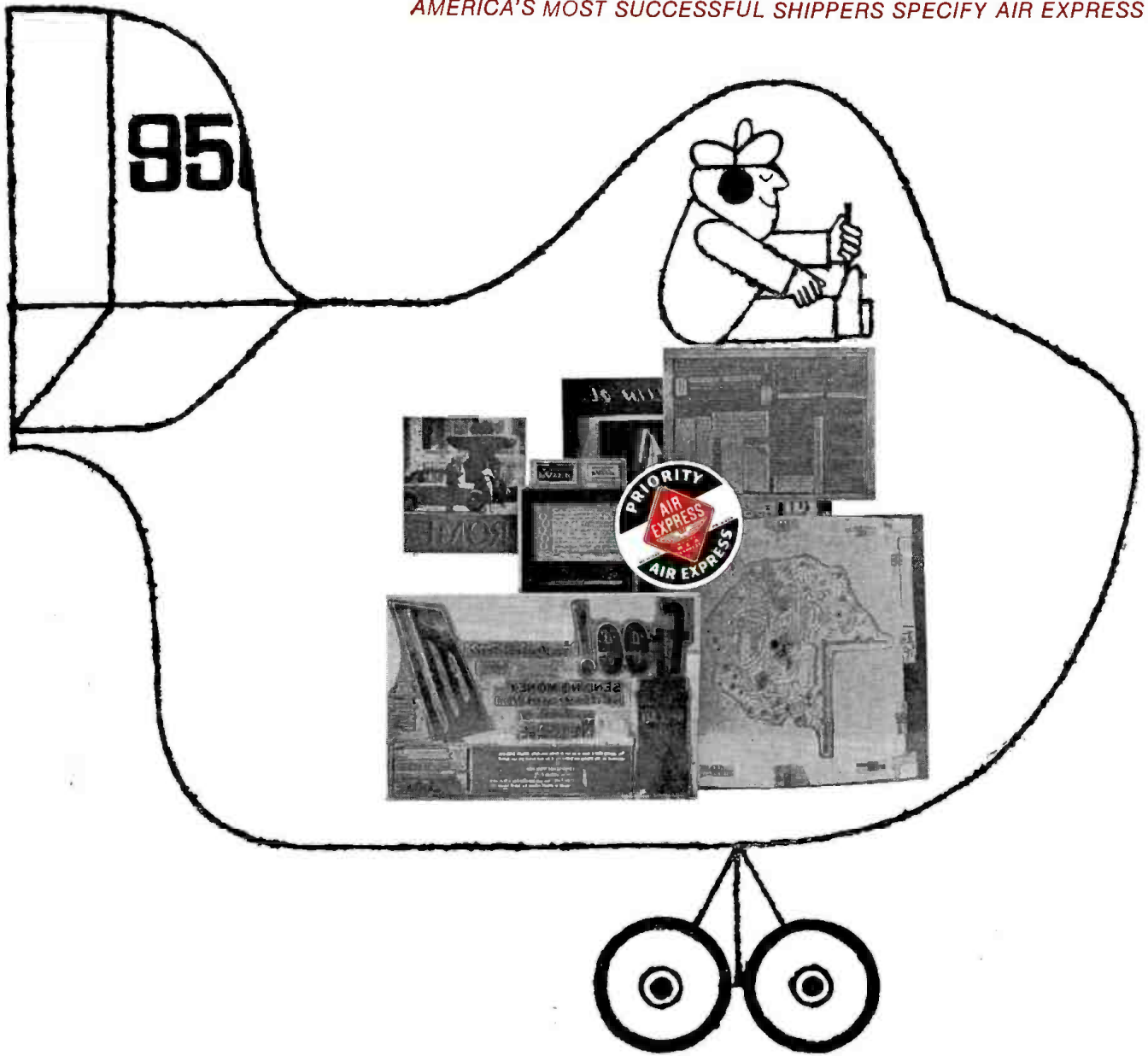
New rack mounted control module for TK-22 Film Camera is unusually compact—occupies only half a rack shelf—features interchangeable modules with TK-27 color film and TK-42 color studio camera modules.

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



**The Most Trusted Name in Television**

AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



# Air Express' overnight service helps Penton meet tight schedules

**AIR EXPRESS** DIVISION OF 

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

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

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

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



their own pockets. This covers recording, processing and duplicating service; studio charges appear not to cover salaries of studio personnel, all of whom are on the government payroll. Time, provided by stations, is free; mailing, since members have a franking privilege, also is free.

Studio rates in both houses are supposed to be identical. Since users provide their own audio tape, costs are low. They are charged \$1.50 to record up to 15 minutes, and 50 cents for each duplicate tape.

Film is another story. The House shot 720,000 feet of negative film and 3.5 million feet of positive last year, all 16 mm. Users are charged \$11.10 for the five-minute print and \$2.50 for each copy. Fifteen minutes cost \$30 and each copy \$12. No live facilities are furnished.

Despite the privileges, annual costs may run high, as much as \$25,000 for one senator and \$2,600 for an at-large representative. Between \$3,000 and \$5,000 is average for senators and \$500 to \$1,000 for representatives. At least one congressman raises funds publicly for this purpose. Senator Ralph Yarborough (D-Tex.), who relies heavily on radio and television, rounds up \$10,000 a year just to keep himself on the air.

But many lawmakers don't meet these expenses alone. The Republican Congressional Campaign Committee provides between \$500 and \$1,000 annually to GOP House members for public relations purposes and most of this goes into film and tapes. Democratic representatives do not get similar outright help, according to their campaign committee. Kenneth R. Harding, director of the Democratic organization on the House side, said last week "... we encourage state organizations to pick up the tab."

On the Senate side, the story is different. Having entire states to cover, senators get more help from their parties. Victor A. Johnson, director of the Republican Senatorial Campaign Committee, said that organization pays studio costs for GOP senators, of whom 25 of the 33 in office presently are on the air. A "good, substantial studio user" runs up bills from \$2,000 to \$2,500 a month. Mr. Johnson is a strong broadcasting advocate and says "we encourage them to use radio and television as much as we can." In his opinion, "radio has been overlooked. I think it's the most effective medium."

**Democrats Getting Help Now** ■ Senatorial Democrats normally don't receive funds from their campaign committee during off-years, but in the spring of an election year they begin to get help, according to Alwyn F. Matthews, director of the Democratic Senatorial Campaign Committee. Twenty-three of

the 26 Democratic senators eligible for re-election face no intraparty contest, he explained, and are getting some assistance. The committee provides some written material and background information year-round and has staff personnel with technical experience in radio and television who give help, he said.

This committee provides a new convenience. It has its own tape recorder for senators who want to comment on spot news. The committee telephones the statement to the senator's central state organization which offers the material to area stations.

The Democrats also have purchased a front-view projector and intend to make it available for use in the TV film studio. This innovation, as well as a strong emphasis on broadcasting, is laid to the direction of Senator Warren G. Magnuson (D-Wash.), campaign committee chairman, who also heads the Senate Commerce Committee (BROADCASTING, May 27, 1963).

One strong dissenter on radio and television, Representative Robert H. Michel (R-Ill.) said that the amount of his time and the costs of producing a regular program are "not worth the benefits." The congressman would rather "save it for the campaign!" When stations request his participation, however, Representative Michel said he complies.

**Keep 'Em Interesting** ■ Sustaining interest in the congressional broadcasts is a problem that broadcasters and politicians have wrestled with for years. Some programs are just plain dull. But the congressmen are increasingly aware of the necessity to make their programs interesting—or at least brief. Thus the popularity of five-minute length, most typical for these radio and television programs.

Frequent use of guests, such as newsmen and other office holders and government officials, has become a common approach to improve program content.

The heightened FCC concern with achieving fairness in programing has not passed the congressmen by. In fact the co-hosts of one of the most widely-circulated programs (38 radio and 15 TV stations), Senators Hugh Scott (R-Pa.) and Joseph S. Clark (D-Pa.), have featured built-in fairness since they are on at the same time. Neither participant lets his colleague get very far with partisan comment before he offers a comeback. The program was suspended last month when Senator Scott announced he would seek re-election (BROADCASTING, Feb. 3), but Senator Clark has stayed on the air with most stations by inviting GOP senators from neighboring states to be guests and give the Republican viewpoint.

For most congressmen, however, this is the time when their broadcasts go

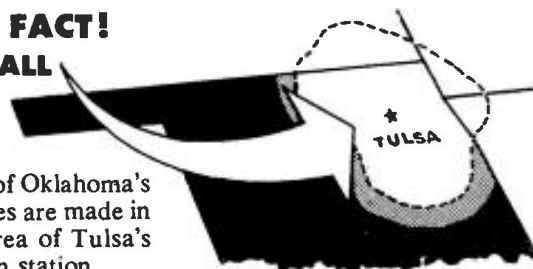
# BUY-PASS the TULSA MARKET?



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**IT'S A TULSA FACT!**  
**YOU CAN'T BUY ALL  
OF OKLAHOMA  
WITHOUT TULSA!**

More than 50% of Oklahoma's annual retail sales are made in the coverage area of Tulsa's quality television station.



# KVOO 2 TV

Represented Nationally by



off the air. But several said they intend to stay on after announcing their candidacy by buying time. Others would offer programs in the hope that stations might carry them and give free time to their opponents. In many congressional districts incumbents face no opposition, and the programs are continued.

One senator's experience with Section 315 led him to abandon his weekly radio and television programs after he was re-elected in 1962. His administrative assistant, George Sundborg, said, "When Senator Ernest Gruening (D-Alaska) stood for re-election in 1962 all of the radio and television stations in the state suspended the program despite our belief and assertion that it had never been political. It was because of this action that Senator Gruening decided not to resume making broadcasts and telecasts after the election was over."

## Methodists revise radio-TV statement

A pronouncement on radio, television and films "with which broadcasters can live" has been approved by the TV, Radio and Film Commission (TRAFCO) of the Methodist Church. It has been described as "fairly objective" by broadcasters after the removal of several objectionable features (BROADCASTING, March 2).

The TRAFCO statement of church principles will be presented to the Methodist general conference, which begins a two-week meeting in Pittsburgh April 26.

As approved, the pronouncement deleted language from the original draft which implied that the church favors FCC control of programing. The new language recognizes that broadcasters are responsible for the content of all programing, subject to the licensing power of the FCC. The deleted language stated that a licensee "must be subject to the scrutiny and licensing power of the FCC as it represents the public interest."

The churchmen also discarded a statement expressing "widespread alarm . . . at the obsession with violence on television." Instead the proposed statement decries the "amount of violence." TRAFCO also removed from the original version a statement that the people have granted the broadcaster the essential right to freedom of expression. The pronouncement now contains this statement of praise:

"The Methodist Church commends the broadcasters' efforts to control and improve commercials and programing through the self-regulatory codes for radio and television of the National As-



sociation of Broadcasters.”

TRAFCO also originally had included a statement encouraging the development of pay TV. This has been deleted. The paper now opposes pre-censorship of any artistic expression.

**Joint Efforts** - Entitled “The Concern of the Methodist Church in America for Movies, Radio and Television,” the pronouncement is the work of a joint committee on the relation of the church to entertainment arts. Thad Sandstrom, WIBW-AM-TV Topeka, Kan., and Lee Fondren, KLZ Denver, are members of the commission and actively opposed some of the language in the original draft. In addition, NAB President LeRoy Collins also attacked the first paper in a letter to TRAFCO.

The church said the position paper was drawn up because (1) leaders and parents are requesting “guiding principles to help them utilize and encourage the best and to discourage the worst in films and TV programing,” (2) the church has been accused of an “unrealistic attempt to prohibit portrayal of the more unsavory and disturbing facets of life,” and (3) of the “widespread alarm” at the exploitation of sex in motion pictures, violence on TV and the “materialistic emphasis of radio and TV advertising, which reinforces unhealthy and immoral trends in our society.”

The pronouncement urges the church to devise creative ways of relating itself to the entertainment arts and to develop programs and resources among its members in respect to the entertainment arts. It further calls for the church to help parents to exercise their responsibility for guiding their children in the selection of TV, radio and movie entertainment and to exert influence on the broadcasting and film industries.

## Over 400,000 want vote on California pay TV

The midpoint in a campaign by the Citizens Committee for Free TV, Los Angeles, passed with more than 400,000 signatures on petitions requesting a referendum on pay TV on the California ballot in November.

Of the 468,259 signatures required by the April 21 filing deadline, the committee had 407,507 by March 10, according to Don Belding, chairman of the committee, and a retired partner of Foote, Cone & Belding, New York.

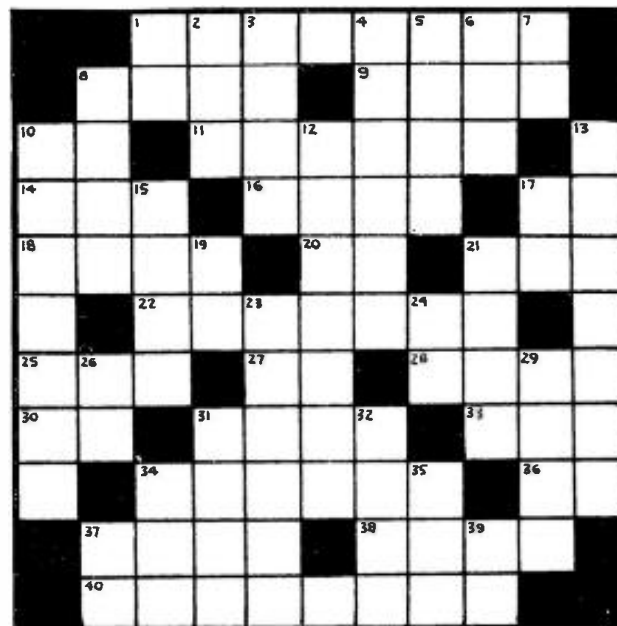
The committee contends that pay TV would constitute “piracy of the public domain” and feels the referendum would repeal a 1963 state law which limits the fees for pay TV to 2% of gross revenue, 1% to the state and 1% to the local jurisdiction (BROADCASTING, Aug. 26, 1963).

BROADCASTING, March 16, 1964

# WSBT Takes The Puzzle Out of South Bend TV and Radio Buys

Solve this puzzle’s key words (1A, 10D, 13D, 32D) for the name and location of “The Main Street of the Midwest”. An area, incidentally, best covered by the AM, FM and TV facilities of WSBT, South Bend. WSBT delivers the diversified South Bend marketing area of Northern Indiana-Southern Michigan like no other combined broadcasting facility can. WSBT-TV’s tower-power combination provides coverage of 26 counties . . . AM and FM radio coverage is even greater. So when you come into the South Bend market get with WSBT . . . no puzzle about it, your best buy in television or radio!

Meanwhile . . . write for WSBT’s new crossword puzzle book; lots of entertainment for the cost of a postcard or letter.



No. 8 of a series - (C) 1964.

### ACROSS

1. Being of the North.
8. Easy bounding gait.
9. Macks, Mimics.
10. Letters meaning; that is.
11. Merited.
14. Fish trap.
16. A step.
17. At hand. Preposition.
18. Let fall.
20. Letters of Id Est.
21. Title of respect.
22. Setting of the moon.
25. Fermented beverage.
27. 3.1416
28. Feminine name.
30. Type of Japanese drama.
31. A row, rank or layer.
33. Through; by means of.
34. Fifth president of U.S.
36. Just at that time.
37. Unit of distance.
38. Salutations; farewells.
40. Every side.

### DOWN

1. Negative answer.
2. Open. (Poetic).
3. Harvest.
4. Haunches of an arch.
5. Dueling sword.
6. A communist.
7. Opposite compass points.
8. To look askance.
10. Hoosier State.
12. More Rainy.
13. A plastic building material.
15. A large book.
17. Seventh tone of diatonic scale.
19. River of N. Italy.
21. Pace.
23. Gives an opinion.
24. Right angle building addition.
26. Look; Behold.
29. Afternoon affairs.
31. Tax for a liberty or privilege.
32. Highway.
34. A unit of wire measure.
35. Adam's mate.
37. Half of mama.
39. Letters of Eastern Star.



**WSBT**  
CBS Radio & TV  
SOUTH BEND, INDIANA

Paul H. Raymer, Inc. • National Representative



Photograph © 1963, Dallas *Times-Herald* and photographer Bob Jackson. Reprinted by per-

Newsman Ike Pappas of WNEW New York had his tape recorder running when Lee Harvey Oswald was fatally shot in Dallas. Mr.

mission of the *Saturday Evening Post* © 1963, The Curtis Publishing Co.

Pappas (extreme right in raincoat) testified in the Jack Ruby murder trial last week after being subpoenaed by the defense.

## Radio-TV newsmen testify in Ruby trial

Melvin Belli, defense attorney in the Jack Ruby murder trial, last week brought Ike Pappas of WNEW New York to the stand in an attempt to refute the testimony of a witness for the prosecution.

Mr. Pappas was making a tape recording of the proceedings, his microphone inches from the muzzle of Ruby's pistol, when Lee Harvey Oswald was shot last November. Mr. Pappas had shouted "Do you have anything to say in your defense?" and turned his microphone toward Oswald. A split second later the shot sounded.

Mr. Pappas was subpoenaed because an earlier witness said that before he pulled the trigger Ruby said to Oswald, "You rat son of a bitch, you killed the President." Under questioning by Mr. Belli, Mr. Pappas

stated that he had heard nothing immediately before the shot. The tape recording was played back in the courtroom in support of Mr. Pappas's testimony.

Earlier in the trial the court saw a film, done partly by KRLD-TV Dallas-Fort Worth and partly by United Press International, depicting the shooting of Oswald. Ruby previously had not seen a film of the slaying. The film was shown by Jim Underwood of KRLD-TV.

Mr. Pappas was not the only radio-TV newsmen to testify at the trial, though his testimony may have been the most dramatic. Also appearing as witnesses at the Ruby murder trial were William Glenn of KLIF Dallas, Wes Wise of KRLD-TV and Bob Walker, news director of WFAA-TV Dallas-Fort Worth.

## Another delay for FCC's program form

The possibility of another postponement of the oral proceeding on the FCC's proposed TV program reporting form loomed last week as a special committee working on its revision ran into trouble.

The difficulty, according to a spokesman for the group, involves the sections of the form requesting a detailed survey and evaluation of community needs and inquiring into past program practices.

Communications attorney Frank Fletcher, spokesman for the committee, said the group hopes to meet early this week with the committee of commissioners largely responsible for drafting the form—Robert T. Bartley, Frederick W. Ford and Kenneth A. Cox.

Mr. Fletcher said his group, composed of members of the communications bar, representatives of the National Association of Broadcasters and FCC staff members, wants clarification of the objectives being sought by the commission, particularly in its section on the survey of community needs. This is the most controversial aspect of the form.

**Looking for Guidance** — Mr. Fletcher said there are "several ways" of reworking the sections in question and that the committee feels it would be better able to proceed if it has "a feeling of what the commission wants to do."

The special committee had hoped to complete its revision so that the commission could issue it as a further notice of proposed rulemaking before the NAB convention, which begins April 5.

But Mr. Fletcher said it was doubtful the committee could maintain that schedule. As a result, he said, the oral proceeding on the form, now scheduled for April 16, may have to be postponed. The proceeding, originally set for Feb. 13, has been postponed twice.

Mr. Fletcher said the committee had been making substantial progress until it bogged down in a discussion of the sections on the survey and past program practices. The group was established last month.

He said it is too early to predict what form the survey section would eventually take. But it was evident the committee members representing the bar and the NAB, at least, favor a survey section less demanding than that now in the form. He also indicated the committee might recommend a tightening up of requirements for reporting on past program practices.

Meanwhile, the FCC last week ex-

tended the date of its oral proceeding on the proposed AM-FM reporting form from April 23 to May 25. The commission said it wants to provide time for "possible discussions" by a joint industry-communications bar-FCC committee, similar to that working on the TV form.

## American International enters TV film field

American International Pictures, Hollywood-based motion picture production and distribution company, has entered the TV production and distribution field with the formation of American International Television, according to James H. Nicholson and Samuel Z. Arkoff, president and executive vice president, respectively, of both organizations.

AIP's entry into the television market coincides with the 10th anniversary of the company which now has more than 150 feature films in release. AI-TV's initial offering is a 40-feature color package which includes such AIP films as "The Prisoner in the Iron Mask," "The Sign of the Gladiator," "Goliath and the Dragons," "Journey to the Lost City" and "Goliath and the Barbarians."

Stanley Dudelson, veteran TV sales executive and former national sales manager of Screen Gems, has been appointed vice president and general manager of AI-TV. Other AIP executives who will double in their official capacities with AI-TV are David J. Melamed, vice president in charge of finance; Milton Moritz, national director of advertising and publicity, and Ruth Pologe, eastern advertising and publicity director. AI-TV will have offices in Los Angeles, Chicago and New York.

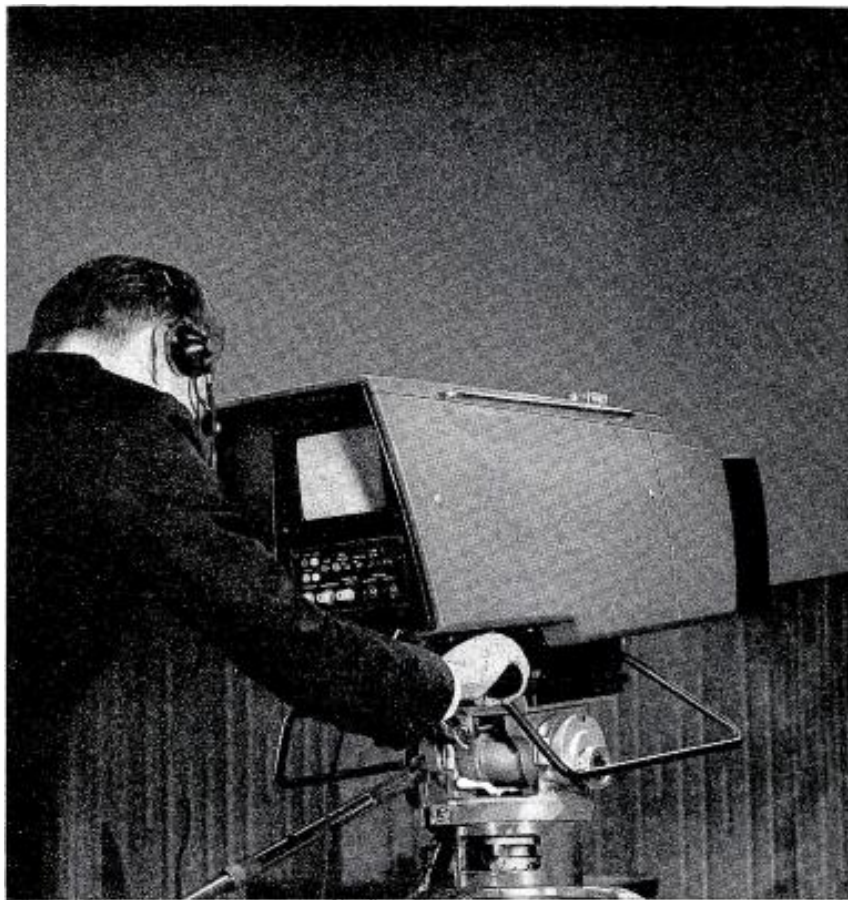
## 'Rifleman' rerun sales hit 100 TV stations

Four Star Distribution Corp. announced last week that its *Rifleman* off-network TV series has been sold in 100 markets and has recorded a gross sales total of more than \$2.5 million.

The new sales, according to Len Firestone, vice president and general manager of the company, were made to KETV-TV Omaha; KRDO-TV Colorado Springs; and KELP-TV El Paso.

Mr. Firestone attributed the upswing in sales to the ratings the series has achieved in syndication. He noted that a series cannot rely solely on ratings it achieved during its network run to engender station sales but must develop a syndication track record to succeed on a market-by-market basis.

BROADCASTING, March 16, 1964



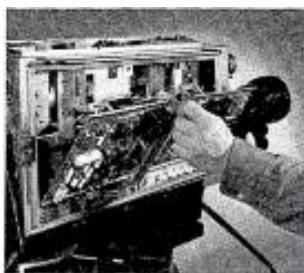
## TOP PERFORMANCE AT LOW COST

*with the Visual Zoom Camera*

The Mark 10 Visual Zoom Camera is the first truly new camera design since the beginning of commercial TV.

## OPERATING EXPENSES CURTAILED

*with the Visual Zoom Camera*



- Less lighting, less air-conditioning required with the new 3" I.O. sensitivity
- Designed for long life I.O. tubes — up to 5,000 hours
- Transistorized circuitry provides low power consumption, plug-in interchangeability
- Results in long stable operation for minimum service time
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## A charter of liberty for news

Supreme Court rules public officials cannot sue for libel in paid ads or editorial matter unless malice is proven

Broadcast newsmen and commentators who criticize public officials can't be sued for libel—unless malice is proven. And, according to a landmark U. S. Supreme Court decision, it doesn't matter whether the criticism is straight "editorial" opinion or delivered in a paid commercial.

This, according to communications lawyers, is the meaning to broadcasting of the decision last week by the Supreme Court which reversed an Alabama court verdict against the *New York Times* and four Negro ministers giving a Montgomery, Ala., police commissioner \$500,000 in damages for libel.

The decision, in the view of one attorney, "extends the immunity from libel damages under Section 315 to the field of fair comment of public officials."

Another observer hailed last week's decision as "unshackling" the broadcaster from libel suits in the performance of his "journalistic" functions.

A third called the Supreme Court ruling "a charter of liberty for communications media in general."

A commission lawyer acknowledged that the FCC was studying the decision closely to see if there are any elements that relate to the commission's fairness doctrine.

All expressed the view that the latest Supreme Court opinion can be considered another step in exempting broadcasters from the inhibitions of libel suits in the news and comment field.

Two past cases are cited as earlier steps. These are the Port Huron and WDAY cases.

In 1948, the FCC renewed the license of WHLS Port Huron, Mich. after considering whether the station's refusal to allow political candidates to use its facilities, because of the fear of being sued for libel, constituted operation in the public interest.

Under Section 315 of the Communications Act, once a station permits a political candidate to use its facilities (except on various types of news programs), it must furnish equal opportunity to all other candidates for the same office to use its facilities. Section 315 also prohibits the broadcasters from censoring the remarks of political candidates.

**Broadcasters Immune** ■ In renewing the Port Huron station's license, the commission said that the no-censorship provision of Section 315 is absolute and that the station could not be sued

for defamation uttered under the compulsion of Section 315.

This tenet was not completely challenged, however, until 1956. In that year, the Farmers Union sued WDAY-TV Fargo, N. D., on the grounds that a candidate on the air charged that the union was tainted with communism. The station defended itself on the ground that under Section 315 it had no power to censor the candidate's speech and therefore was immune to a libel suit. The station's contention was upheld by the North Dakota Supreme Court in 1958, and by the U. S. Supreme Court in 1959.

In a 5-4 ruling, the Supreme Court held that since Section 315 compelled a broadcaster to maintain hands off a political candidate's speech, the broadcaster could not be sued for libel or defamation. The majority opinion was written by Associate Justice Hugo L. Black; the minority view was expressed by Associate Justice Felix Frankfurter.

Notwithstanding the sweeping purview of last week's Supreme Court decision, one broadcast attorney warned that broadcasters still better have a lawyer look over the script of any criticisms of public officials. He based this view on the court's remand of the *New York Times* case to the lower court to determine if there was any malice in the criticisms. Malice, the court said, is present when a publisher or broadcaster, or the sponsor of an advertisement, knows in advance that a statement is defamatory or the so-called libel is recklessly made without regard for its truth or falsity. In such a case, the court indicated, damages may be collected.

In addition to the suit under review, the *New York Times* is the target of five other suits, with total damages being asked of over \$5 million.

CBS is defending itself against libel suits by officials in Alabama where a total of \$1.7 million is asked in damages. This is for the *CBS Reports* "Who Speaks for Birmingham?" which was a documentary on the racial disorders in that city. Only three weeks ago CBS was sued by Representative James B. Utt (R-Calif.) for \$5,250,000. Mr. Utt claims he was defamed in the *CBS Reports* program "Case History of a Rumor" broadcast last November (BROADCASTING, March 2).

**Not Far Enough** ■ The award against the *Times* had been made by an Alabama jury in favor of then Police Commissioner L. P. Sullivan of Montgomery. The court, with three members



## AP chiefs discuss improving broadcast news

Louis J. Kramp (left), Associated Press assistant general manager, met in New York March 7 with several bureau chiefs of the wire services to discuss a current campaign to improve AP broadcast news at the regional level. Mr. Kramp said the drive so far has resulted in a con-

siderable increase of equality in the broadcast wire. With Mr. Kramp are: (l-r) AP deputy general manager Harry T. Montgomery; Burl Ely, administrative assistant, broadcast section; Ben Bassett, foreign news editor, and Stanley M. Swinton, director of world services.

expressing the view that the majority did not go far enough, held that criticism of public officials by a newspaper, even where the criticism is made in an advertisement and even where sections of the statement are proven false and defamatory, cannot be held libelous.

The advertisement ran in the *Times* March 29, 1960, and criticized Montgomery officials in handling the racial disorders occurring in that city at the time. The advertisement was found to contain statements proven to be erroneous.

Although Mr. Sullivan was not named in the ad, he claimed he was defamed because of mention of police brutality and ineptness in handling the racial incidents. The Alabama award was also issued against four Negro ministers whose names appeared in the advertisement.

Written by Associate Justice William

J. Brennan Jr., the Supreme Court's decision said in a key section:

"Raising as it does the possibility that a good-faith critic of government will be penalized for his criticism, the proposition relied on by the Alabama courts strikes at the very center of the constitutionally protected area of free expression.

"We hold that such a proposition may not be constitutionally utilized to establish that an otherwise impersonal attack on governmental operations was a libel of an official responsible for those operations."

The court stated:

"We hold that the rule of law applied by the Alabama courts is constitutionally deficient for failure to provide the safeguards for freedom of speech and of the press that are required by the First and Fourteenth Amendments in a libel action brought by a public official against critics of his official conduct. We further hold that under the proper safeguards the evidence presented in this case is constitutionally insufficient to support the judgment for respondent."

**Advertising Protected** ■ In a section considered far-reaching, the court maintained that even though the so-called editorial comment was contained in a paid advertisement it still remains under the protection of the First Amendment. The ad, the court said, "communicated information, expressed opinion, recited grievances, protected claimed abuses and sought financial support on behalf of a movement whose

### PERSONALITY

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If you are this man send a tape and complete resume immediately to:  
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*If you had the*  
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*touch*

You'd know it requires skillful, sensitive hands to produce a cherished piece of pottery from a mere mound of clay. You'd be aware, too, that news, like different clays, shapes in varied ways, at odd times. Like the Master Potter, you'd create. Not with clay. With words... accurate, concise description. Such is the case with our 820 REPORT, another example of our fresh approach to electronic journalism. Two completely updated half-hour reports in depth... programmed in prime afternoon (4:30-5:30 P.M.) drive time. Each expertly shapes the day's happenings from the Southwest, Dallas-Fort Worth, the world. Each deftly molds the vital image of this news — plus weather, sports, business, traffic. The 820 REPORT team of 18 newsmen provide the Quality Touch, the prized possession of the Master Potter... or the Master Reporter. Let Petry mold that Quality Touch for you on 820 REPORT.

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existence and objectives are matters of the highest public interest and concern."

The court continued: "To avoid placing such a handicap upon the freedoms of expression, we hold that if the allegedly libelous statements would otherwise be constitutionally protected from the present judgment, they do not forfeit that protection because they were published in the form of a paid advertisement."

In concurring opinions, Justice Arthur J. Goldberg held that the exemption should be made unconditionally; that even where malice is proved, no liability for damages should be recognized, and Justice Hugo L. Black contended that under the First Amendment the press has an unlimited right to criticize public officials. Justice William O. Douglas joined in both the Goldberg and Black statements.

## Polk memorial awards go to networks, WNEW

All three TV networks and WNEW New York were among winners of this year's journalism achievement awards presented annually by Long Island University. The George Polk memorial awards will be presented March 24 in

the category of national reporting to ABC-TV, CBS-TV and NBC-TV for their news coverage of the Kennedy assassination weekend.

WNEW received a special award for its newswriting workshop, which it still conducts for university students.

## Film anthology now available

The newly formed Off-Network Productions Inc. has sold its anthology of 180,000 feet of film, covering 1,200 subjects, to WNBC-TV New York, WTOP-TV Washington, KDKA-TV Pittsburgh and WJXT(TV) Jacksonville, Fla., according to Mert Koplin, president.

Off-Network Productions plans to deliver to these stations and other outlets that may purchase its anthology, called "USA-1000," by April 30. The value of this package to stations is that they will have at their disposal a basic library of 1,200 short subjects, edited from seven newsreel libraries, to produce their own local documentary, children, sports and entertainment programs at a reasonable cost, according to Mr. Koplin.

Off-Network Productions Inc. was organized by Mr. Koplin, a former NBC and Westinghouse Broadcasting Co. tele-

vision producer, and Charles Grinker, an ex-NBC film consultant, to fill what they call "a void in local production largely because of costs of buying stock film footage." In the past, stations planning local film production had to make an investment of \$2.50 to \$5 per foot of film and this outlay has proved prohibitive for virtually all stations (BROADCASTING, Dec. 9, 1963).

Off-Network's library of film is leased to stations for five years. The cost ranges from \$10,000 to \$50,000 for that period, depending on the size of



Mr. Koplin

Mr. Grinker

the market. A station receives exclusively in its market.

"We estimate that it will cost a station from one-half a cent to five cents a foot per year, based on one-time use of each short subject," Mr. Koplin stated. "Of course, some segments may be used a lot more than once."

Segments run one minute, two minutes, three minutes and four minutes. They cover such topics as politics, fashion, sports, humor, movie stars, fads, crime, war, celebrities, science and the sports age. It includes profiles of famous people throughout the world.

Station clients will receive an index to the library, cross-referenced in several ways to facilitate selection of appropriate footage. Off-Network Productions also will supply editorial research material and programing and sales aids on a regular basis.

The company's headquarters is at 515 Madison Avenue, and editing facilities at 1600 Broadway in New York.

### Free film catalog

Modern TV, a division of Modern Talking Picture Service, New York, has issued a 36-page booklet listing more than 400 films offered free to TV stations on a loan basis. Films have been made by various businesses and organizations as a part of their public information programs. Modern TV distributes the films. The catalog lists the films in half-hour, quarter-hour and short-short categories and contains an index by subject. The catalog is available from Modern Talking Picture Service, 3 East 54th Street, New York.

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# Computers star in election coverage

Broadcasting's favorite quadrennial pastime began last Tuesday (March 10). And from now until Nov. 4, the computers will go merrily rolling along.

The New Hampshire primary, which takes on added importance as the harbinger of a presidential election every four years, became the test ground for the networks' new technical ideas, utilization of manpower, and a chance to see if the computers could live up to and surpass their showings in 1960.

ABC's Honeywell 400, CBS's IBM and NBC's RCA 301 computers whirred into high gear based on fragments of the New Hampshire vote and correctly projected these small returns into the eventual outcome.

Ambassador Henry Cabot Lodge was the upset winner in New Hampshire and the computers knew it first.

News of his victory came first on CBS Radio and TV at 7:18 p.m. EST on the basis of 8% of the vote. ABC and NBC followed soon after, also on the basis of a minute portion of the total vote.

NBC said that its computer had projected Ambassador Lodge's vote to 34,000 as early as 7:05 p.m. The actual total was 33,459.

The extended coverage provided by the networks involved nearly 1,500 persons. The cost had been estimated at \$700,000 (CLOSED CIRCUIT, Feb. 24).

# Few changes in planned TV program schedules

With the program schedules for next season virtually locked up, the networks now are devoting their energies to new sales and renewals. They all reported increased sponsor acceptance of program plans than existed at this time last year.

The only change from previously reported TV network schedules (BROADCASTING, March 9), shows ABC-TV switching *Alexander the Great* to the 8:30-9:30 p.m. Wednesday spot and replacing it with *The Addams Family* (Friday, 8:30-9 p.m.) and *Witches, Warlocks and Werewolves* (Friday, 9-9:30).

The first episode of *The Addams Family* has gone into production. The series will star Carolyn Jones and John Astin.

Jack Paar fulfilled NBC-TV's expectations that he would return next season by announcing that the network had "taken very good care of all the things that were bothering me." Mr.

Paar had announced last year that he would leave his Friday night program at the end of the current season. He had indicated that NBC-TV was responsible for the comparatively low ratings he was receiving because of unpopular programs preceding his. NBC-TV now has the *Jack Benny* program scheduled to precede Mr. Paar next season, which Mr. Paar said gives him the "strong lead-in I've always wanted."

CBS-TV announced that Carl Reiner will host *The Celebrity Game*, a new panel series that begins April 5 (9:30-10 p.m.). The two situation comedies that CBS-TV expects to fill the Sunday

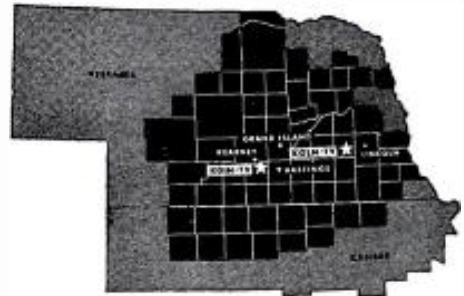
9-10 p.m. slot with next season tentatively will star Julie Newmar in one and William Bendix and Martha Raye in the other. Miss Newmar's series tentatively has been titled *The Living Doll*, but no title has been chosen yet for the second program.

# Negro program exchange

WLIB New York is exchanging, on a nationwide basis, community service programs among Negro-oriented stations. The first station to participate in the plan is KGEL Los Angeles, according



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Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED PER QUARTER HOUR	
(Nov., 1963 ARB — 6:30 to 10:00 p.m.)	
LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV) .....	58,000
OMAHA "A" .....	56,500
OMAHA "B" .....	53,900
OMAHA "C" .....	50,000
LINCOLN-LAND* "B" .....	26,200
LINCOLN-LAND* "C" .....	18,700

\*Lincoln-Hastings-Kearney

\*November, 1962 ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

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 WKDZ-TV GRAND RAPIDS-KALAMAZOO  
 WJTV-TV EAST LANSING-TREASURES CITY  
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COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET  
 Avery-Knodel, Inc., Exclusive National Representative

to Harry Novik, manager of WLIB.

Under the exchange, selected programs of Negro interest will be distributed to stations, providing "a depth and variance which local coverage alone is not equipped to produce." WLIB decided to act after its special documentary, *Kennedy and the Negro*, was rebroadcast by more than 50 Negro-programmed stations throughout the country, Mr. Novik reported. WLIB has approached more than 30 stations and plans to raise that number to 100 in a few months.

## Film sales . . .

*Century II* (20th Century-Fox TV): Sold to WMAL-TV Washington; WJW-TV Cleveland; KVOA-TV Tucson, Ariz.; WCNY-TV Watertown, N. Y.; WOAI-TV San Antonio, Tex., and KCOY-TV Santa Maria, Calif. Now in 50 markets.

*Air Power* (CBS Films): Sold to KORK-TV Las Vegas.

*Have Gun, Will Travel* (CBS Films): Sold to KOMO-TV Seattle.

*Honeymooners* (CBS Films): Sold to WWL-TV New Orleans.

*Call Mr. D* (CBS Films): Sold to WFAA-TV Dallas-Fort Worth, and XETV (TV) Tijuana, Mex.-San Diego.

*Dobbie Gillis* (20th Century-Fox TV): Sold to WNBC-TV New York; KXTV(TV) Sacramento, Calif.; KATU (TV) Portland, Ore.; WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.; WPSD-TV Paducah, Ky., and WCSC-TV Charleston, S. C.

*Volumes 4 and 5* (Seven Arts): Sold to KYW-TV Cleveland and KFDM-TV Beaumont, Tex.

*Volume 1* (Seven Arts): Sold to KYW-TV Cleveland.

*Volumes 2, 3, 4, 5, 7 and 8* (Seven Arts): Sold to KVII(TV) Amarillo, Tex.

*Trackdown* (CBS Films): Sold to XETV(TV) Tijuana, Mex.-San Diego.

*Wanted: Dead or Alive* (CBS Films): Sold to KTTV(TV) Los Angeles.

*World of Giants* (CBS Films): Sold to WEWS(TV) Cleveland.

*The Mighty Hercules* (Trans-Lux): Sold to WTVH(TV) Peoria, Ill.; WTVP (TV) Decatur, Ill., and WTEV(TV) New Bedford, Mass.

*Felix the Cat* (Trans-Lux): Sold to WTEV(TV) New Bedford, Mass., and Armaco TV Saudi-Arabia.

Encyclopaedia Britannica Films (Trans-Lux): Sold to KFYP-TV Bismarck, N. D., and WJXT(TV) Jacksonville, Fla.

*Top Draw Feature Films* (Trans-

Lux): Sold to WBKB(TV) Chicago and WOSU-TV Columbus, Ohio.

*Star Route* (Medallion TV): Sold to WBOC-TV Salisbury, Md.; KXTV(TV) Sacramento, Calif.; KREM-TV Spokane, Wash.; WAGM-TV Presque Isle, Me.; KNTV(TV) San Jose, Calif., and CHCH-TV Hamilton, Ont.

## Broadcasters hit D.C. obscenity bill

Broadcasters resumed their attack last week on a bill that would strengthen the District of Columbia's anti-obscenity laws by calling for the deletion of sections "which provide for restraining orders and injunctions."

Senator Vance Hartke (D-Ind.), presiding over Tuesday's (March 10) hearing of the Senate District of Columbia Committee, said a broadcaster argument that obscenity already is covered by federal law was "very persuasive."

The bill, HR 7525, was passed over broadcaster objection by the House last summer and opposed by broadcasters at a Senate committee hearing in December (BROADCASTING, Dec. 4, 1963). Although revised language has been suggested since, the bill still "has basic infirmities," said Thomas J. Dougherty, assistant general counsel of Metromedia

Inc. "It seems axiomatic that under our system of justice you do not punish first and prove the offense at some subsequent time."

Laurence E. Richardson Jr., vice president, Post - Newsweek stations, urged the committee make the bill "expressly inapplicable to broadcasters" and eliminate "the proposed new injunctive procedures."

Theodore N. McDowell, manager, news and public affairs, the Evening Star Broadcasting Co., questioned the legality of the anti-obscenity measure.

Ward Quaal, executive vice president and general manager, WGN Inc., Chicago, said in a letter to the committee that broadcasters voluntarily screen programming for objectionable material. In another letter Joseph C. Drilling, president of Crowell-Collier Broadcasting Corp., Hollywood, agreed with Mr. Quaal.

## WNBC to adopt talk format

WNBC New York plans to put a new program format into effect on March 30. It will be devoted largely to all-talk shows involving response to telephone inquiries from listeners. Except for an early morning musical segment, no records will be played during the station's regular broadcast day.

## Radio-TV broadcast corporate news

### A.P.S. INC. STUDY SHOWS ET'S FILM MOST USED

A study completed by A.P.S. Inc., New York, reveals that radio and television stations broadcast 38% of corporate and product news and features sent to them by A.P.S. in script form and more than 50% of radio transcriptions and news film.

A.P.S., which is in its 10th year as a broadcast service for publicists, disseminating corporate and product news and features, reported last week that its client list has included more than 500 companies, including American Can, Allied Chemical, American Petroleum Institute, Borden, CIBA, Equitable Life, Grace Line, General Motors, General Mills, General Foods, National Biscuit, New York Stock Exchange, Olin-Mathieson, Pet Milk, J. C. Penney, Socony Mobil, Yale & Towne and numerous organizations and institutions.

The broadcast service is headed by Hilliard Arthur Schendorf, a former Associated Press staff writer on the radio wire in New York. Together with his father, Arthur P. Schendorf, he formed A.P.S. in 1954 on the premise that "many newsworthy press releases were thrown out because the AP tickers couldn't accommodate them."

The broadcast service consists of "Air Lines," a monthly script containing approximately 10 items of corporate and product news and features; radio transcriptions and news film. The script is sent monthly to 4,630 radio and TV stations and the cost to the station is \$170 for a story that runs two minutes on the air. One-minute radio transcriptions cost \$195 and five-minutes, \$495, for distribution to 500 radio stations. For distribution of a one-minute news clip to 200 TV stations A.P.S. charges \$950 not counting production.

To check the use of its materials, A.P.S. sends each broadcaster a business reply card, which he returns with the items he has used checked off. Mr. Schendorf, who notes that his business started on a shoestring and now grosses \$250,000 a year, reported that stations are "interested in really newsworthy material that is presented in an entertaining fashion."

The A.P.S. study, he said, shows radio material is broadcast generally on homemaker, feature and women's programs while news film is carried most often on news and feature television shows.



# Harris to speak at convention

Preregistration running 35% ahead of 1963 for annual NAB session; closing banquet removed from agenda

An extra attraction has been added to the 42d annual convention of the National Association of Broadcasters April 5-8 in Chicago, with preregistration now 35% ahead of last year.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, has accepted an NAB invitation to make a major address at the Monday afternoon joint session of radio and television management delegates. The congressman's speech will be followed by a panel discussion on "Freedom and Fairness—the Right to Know" to be moderated by Ted Koop, vice president, CBS Washington.

Feature of the convention sessions for TV delegates only is expected to be a look into the future of television programming, including its nature and sources. This panel discussion, to be moderated by Clair R. McCollough, president of the Steinman Stations, will

be held April 7 and will be opened to nonconvention delegates.

Glenn Marshall, WJXT(TV) Jacksonville, Fla., and co-chairman of the convention committee, urged managers to bring their program executives to Chicago for this session.

Six panelists will represent: networks (Michael Dann, CBS-TV vice president for programming), groups (Richard Pack, Westinghouse Broadcasting Co. programming vice president), independent producers (Hubbell Robinson), syndicators (W. Robert Rich, vice president, Seven Arts Associated Corp.), feature films (Joseph E. Levine, president, Embassy Pictures Corp.) and talent (Jules Power, ABC-TV executive producer). With a large crowd expected, the TV program panel has been moved to the Blackstone Theater with a seating capacity of 1,400.

**Management Sidebars** ■ Regular convention features, in addition to the

## Treading the ABC boards

ABC Radio will present its first affiliates show Sunday morning, April 5 during its annual national affiliates meeting in Chicago.

Included in the show-meeting brunch will be progress reports by Robert R. Pauley, president of ABC Radio, and Earl Mullin, vice president for station relations.

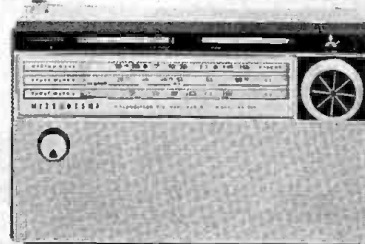
The show will be produced by William MacCallum, directed by Warren Somerville and Cliff Peterson and with a cast of ABC Radio broadcasting personnel.

management sessions, include FM day April 5, the engineering conference running concurrently with management meetings, exhibits by over 80 equipment manufacturers, the TV Film Exhibit presented by program syndicators, over 50 meetings of industry organizations, network affiliate meetings and dozens of hospitality suites in the Conrad Hilton and other Chicago hotels.

Missing in 1964 will be the annual banquet which for years had closed the convention. Instead, NAB directors



## Living Sound by Mitsubishi



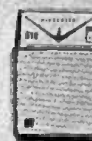
9X-242

Transistor radios are a Mitsubishi specialty. This 9-transistor, 3-band (MW, SW<sup>1</sup> & SW<sup>2</sup>), superheterodyne radio boasts a mesa-type high frequency transistors for highly stabilized short-wave reception and sensitivity, transistor-controlled illuminating lamps that act as a tuning indicator, plus a push-button controlled dial light.

FX-955



6X-515



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have voted to hold a reception honoring new and retiring board members immediately following the regular FCC panel on the closing afternoon (BROADCASTING, Feb. 3).

Through last Thursday (March 12), NAB Washington headquarters had received 2,224 preregistrations for the convention, including 1,756 management and 468 engineering delegates. At this same time in 1963, when total attendance reached a record 3,540, only 1,586 delegates had preregistered.

Although FM day and a session for small-market TV stations will be held the previous day, the convention will officially open Monday, April 6, with the presentation of the NAB's distinguished service award to Donald McGannon, president of Westinghouse Broadcasting Co. The award last year was given to Bob Hope. After accepting the award, Mr. McGannon will speak to the combined engineering and management delegates.

NAB President LeRoy Collins will make his annual report to membership at the Monday management luncheon. Other luncheon speakers will be FCC Chairman E. William Henry (Tuesday) and evangelist Billy Graham (Wednesday).

Joint radio and TV management sessions also will be held Monday afternoon (freedom and fairness panel) and Wednesday afternoon for the question and answer session with FCC members. All seven commissioners have accepted the NAB's invitation to participate. No convention sessions are scheduled Tuesday afternoon, leaving delegates free to visit equipment and film exhibits and hospitality suites.

**FM Opening** ■ The NAB and the National Association of FM Broadcasters will share responsibilities for programming at the FM day sessions. Jim Schulke, NAFMB president, and Ben Strouse, wwbc Washington and chairman of the NAB radio board and its FM committee, will report to the delegates. Other FM features will include a panel on FM auto radios, engineering reports, FCC Commissioner Robert T.

Bartley on FM and emergency broadcasting, AM-FM duplication, FM audience research and general problems.

The Sunday afternoon panel on small-market TV stations will be moderated by Richard Dudley, wSAU-TV Wausau, Wis. Panelists include Stanley Lyons, WAGM-TV Presque Isle, Me.; Dick Biddle, WOWL-TV Florence, Ala.; Joe Walter, WLTV(TV) Bowling Green, Ky.; Ray Johnson, KMED-TV Medford, Ore., and Harry Hoth, KRDO-TV Colorado Springs.

Monday afternoon's joint radio and TV session on freedom and fairness will follow Representative Harris's speech. Panelists will include Jack Harris, KPRC-TV Houston; Rex Howell, KREX-AM-TV Grand Junction, Colo.; Douglas Anello, NAB general counsel, and two others to be selected.

**Radio Only** ■ Tuesday and Wednesday morning sessions for radio management only will feature a report on research and ratings by Melvin Goldberg, NAB vice president for research, Radio Advertising Bureau presentation by its President Edmund Bunker, report on code activities by Howard H. Bell, code authority director, and a presentation by Record Industry Association of America's President Robert Thomas on "How to Use Records to Increase Audiences and Attract Advertisers."

Messrs. Goldberg and Bell also will report to TV delegates at the Wednesday morning television session, which will feature the election of five new directors to the NAB TV board.

The engineering delegates will meet with management at the opening session and the FCC panel closing the convention. The engineers will have their own sessions and luncheons during the remainder of the convention. Highlight will be the presentation Wednesday of the NAB's engineering achievement award to John H. DeWitt Jr., president of WSM-AM-TV Nashville.

President Collins will speak to the engineers Monday afternoon. Luncheon speakers are (Monday) F. C. Mc-



Mr. Marshall



Mr. Chapin



Mr. Hunt

## *To enjoy good health, children must learn to eat right—and parents must set the examples*

**I**N MOST FAMILIES, what, as well as how, children eat is determined largely by the food habits and the supervision of the parents. Basic food habits are usually established by the time the child enters school, and these patterns for eating will be a very important factor in the measure of good health and happiness the individual achieves as a child, as a teen-ager, and as an adult.

Eating right—or following good nutrition practices—is one of the important ingredients in building and maintaining a healthy body from infancy through old age. How well young bodies are built and how well they are maintained through later years depends, to a very high degree, upon eating the right foods—right in both variety and quantity.

Far too many parents either do not realize or overlook the damage that can occur when children do not learn good eating habits. Some children do not achieve all that they might in school and in other activities simply because their bodies are not properly nourished, and this happens in high income homes as well as in low income homes.

### **CHILDREN NEED FIRM FOOD GUIDANCE**

The same parents who will spare no effort nor expense to give their children the very best possible start in life oftentimes neglect some of the most basic needs of childhood. Parents will gladly pay for swimming and dancing lessons, to have crooked teeth straightened, to provide the child with an abundance of stylish clothing, to have immunization against measles and smallpox and other diseases. Parents usually want to do everything anyone suggests to help their children, but all too often they overlook the very basic responsibility of teaching their children to eat right. And in this failure they may be depriving their children of much of the good life they want the children to enjoy.

Some people believe that all that is necessary is to set a variety of foods before the children at mealtime and let the children select what they want. This theory that children will eat what their bodies require is discounted these days, and it has been clearly demonstrated that children must be taught, with a measure of parental firmness, to eat the right foods.

It is certainly true that eating food is not simply a matter of satisfying nutritional requirements, for the occasions when food is consumed often take on important social and psychological meanings. Mealtime can be a very pleasant occasion, and thereby encourage the young to eat what has been prepared for them. Or the meal may be a period of family discord, which makes the eating of food much less pleasant and associates the food with unhappy memories.

### **ADOPT AND FOLLOW A DEFINITE FAMILY FOOD PLAN**

Since children do learn most of their basic food habits at the family table, it is extremely important for parents to keep in mind that *the most effective way to teach the young is to set a good example for them to follow*. Parents who eat right, who follow the very simple rules for consuming a well balanced diet, will find it much easier to convince their children to eat right.

The Daily Food Guide which nutritionists have developed should be important in meal planning in every home, and the whole family should be alert to the Guide so that meals and snacks eaten away from home are considered part of the daily food plan. The Guide is easy to follow and allows for very enjoyable eating. It suggests selecting foods from four major groups:

**Milk and Dairy Foods:** Children and teen-agers should have at least three glasses of milk each day (or its equivalent in such dairy foods as cheese and ice cream). Adults should have at least two glasses of milk each day. Milk is an important source of essential food nutrients required by all ages.

For example, two eight-ounce glasses of milk provide for an adult man 25% of his daily protein needs (and this is very high quality protein); 71% of the calcium (which adults need to keep bones strong even after growth stops, as well as for other vital processes); 15% of the vitamin A (which, among other things, helps to keep mucous membranes healthy and resistant to infection); 46% of the riboflavin (which aids cells in using oxygen and which helps keep the tongue, lips, and skin healthy); 10-12% of the thiamine (which helps keep the nervous system healthy and prevent irritability); 10-13% of the calories (which are essential, of course, and become undesirable only when we consume too many!).

Percentages for an adult woman are slightly higher in each case because the adult female has lower nutrient requirements than the man, but two glasses of whole milk still provide only 14-18% of the daily calorie needs for an adult woman. Calories in milk are often called "armored calories" because they provide so many essential food nutrients, unlike some foods with "naked calories" that add no other nutrients.

**Meat, Fish, Poultry, Eggs:** Two or more servings each day from this food group provide additional high quality protein, iron, thiamine, riboflavin, and niacin.

**Vegetables and Fruits:** Four or more servings help assure adequate intake of vitamins and minerals. Selections should include a citrus fruit or vegetable rich in vitamin C and a dark-green or deep-yellow vegetable rich in vitamin A. To encourage children to learn to eat fruits and vegetables, try the many varieties available.

**Breads and Cereals:** Four or more servings each day from this group provide protein, iron, B-vitamins, and calories.

Following the Daily Food Guide is easy. Foods may be selected to satisfy a wide variety of tastes, and eating can be an enjoyable occasion for all. The Guide is good insurance that the whole family will be eating right. For your free copy of FAMILY FEEDING FOR FITNESS AND FUN, which includes a copy of the Daily Food Guide, write to the Public Information Department, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.

a message from dairy farmer members of



american dairy association

Lean, director of engineering for the British Broadcasting Corp.; (Tuesday) Frank K. McCune, General Electric Co., and (Wednesday) Dr. G. C. McVittie (Wednesday), University of Illinois. Technical papers on numerous engineering subjects will be delivered during separate radio and TV sessions Tuesday morning while combined technical sessions will be held Monday afternoon and Wednesday morning.

Clyde M. Hunt, vice president for engineering for the Post-Newsweek stations, is chairman of the engineering conference.

Co-chairmen of the NAB convention committee are Mr. Marshall and Richard W. Chapin, KFOR Lincoln, Neb. They are vice chairman of the NAB TV and radio boards, respectively.

## Cox to bypass Dayton with Chicago signal

Cox Broadcasting Corp. has changed its mind about seeking to feed Dayton, Ohio, with television signals from Chicago.

Cox had planned to provide a proposed community antenna television system in Dayton, as well as CATV's in Findlay, Fostoria and Tiffin, all

Ohio, with WGN-TV programming, according to an application filed with the FCC last month (BROADCASTING, Feb. 24).

But it has since amended the application to eliminate Dayton.

The application, together with an earlier one for microwave facilities to carry independent New York and Philadelphia stations' programming to CATV's in Chambersburg and Tyrone, both Pennsylvania, caused some speculation that Cox planned eventually a microwave system linking New York and Chicago.

However, the single most controversial aspect of the proposal involved Dayton, where Cox has applied for the CATV franchise.

Dayton was one of the seven cities where the commission rejected VHF drop-ins in order to encourage the development of UHF. The UHF station in Dayton has been purchased by Springfield TV Broadcasting Co., and some commission officials fear that station could not survive CATV competition.

In addition, although no firm policy has been established yet, the commission is concerned about common ownership of CATV's and TV stations in the same market. And Cox owns WHIO-TV Dayton.

The Cox application for a CATV

franchise has been tabled by the Dayton city council.

The Cox broadcasting properties are KTUV-TV Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami.

## Changing hands

**ANNOUNCED** ■ *The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 97).*

■ **KGON** Portland, Ore.: Sold by Robert J. Hartke and Irwin S. Adams to Kenneth Palmer, John Hunter, Robert Donner and Elliott Knoll for \$925,000. Buyers own KIMN Denver. KGON is fulltime on 1540 kc with 50 kw day and 10 kw night. Broker: Edwin Tornberg & Co.

■ **KWEB** Rochester, Minn.: Sold by Carroll Crawford and Kingsley Murphy to Colonel J. C. Poire and associates for \$275,000. Colonel Poire owns WELY Ely, Minn. Sellers retain KOTE Fergus Falls, Minn. KWEB is a 500 w daytimer on 1270 kc and holds a CP for fulltime operation with 5 kw daytime and 500 w nighttime. Broker: Blackburn & Co.

■ **WJOL** Joliet, Ill.: Sold by Joe Novy and Jerry Cerney to Jack Harris for \$800,000. Mr. Harris owns KBUR Burlington, Iowa, and publishes several newspapers with headquarters in Hutchinson, Kan. WJOL is fulltime on 1240 kc with 1 kw day and 250 w night. Broker: Norman & Norman.

■ **WDLR** Delaware, Ohio: Sold by Carl R. Lee, Ted H. Opegard and C. Robert Taylor to William C. Clay Jr., Bob Dall and R. J. and William R. Reynolds for \$95,000. Buyers own WMST Mt. Sterling and WFKY Frankfurt, both Kentucky. Sellers retain WPVL Paynesville, Ohio, and WVSC Somerset, Pa. WDLR is a 500 w daytimer on 1550 kc. Broker: R. C. Crisler & Co.

■ **WXXX** Hattiesburg, Miss.: Sold by George Mooney and others to group of Huntsville, Ala., businessmen headed by Bill Cornelius, employe of station, for \$80,000. Mr. Mooney retains interests in WGN Knoxville, Tenn., and WBSR Pensacola, Fla. WXXX is 1 kw daytimer on 1310 kc. Broker: Chapman Co.

■ **WLKB** Decatur, Ga.: Sold by Norman W. Griffin and S. Cecil Chafin to Joel E. Lawhon for \$55,000. Mr. Lawhon previously managed and had a part ownership interest in WGTC Greenville, N. C. He also had an interest in WVOT Wilson, N. C. WLKB is a 500 w day-

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timer on 1310 kc. Broker: Chapman & Co.

▪ **KEYD** Oakes, N. D.: Sold by Robert E. Ingstad and associates to Q. P. Coleman of Mobridge, S. D., for \$52,500. Mr. Ingstad also owns **KEVC** Valley City, **KEYJ** Jamestown and **KBMW** Wahpeton, all North Dakota, and **KWAD** Wadena and **KLOH** Pipestone, both Minnesota. **KEYD** is 1 kw daytime on 1220 kc. Broker: Hamilton-Landis & Associates.

## Estes asks rehearing on revoked permits

Edwin H. Estes is seeking reconsideration of the capital penalties against his licenses for **WMOZ** Mobile, Ala., and **WPFA** Pensacola, Fla., on the grounds that the license renewal hearing for **WMOZ** failed "to secure a 'full and true disclosure of facts'" and that the revocation of the license of **WPFA** was an arbitrary and unprecedented commission action. Filed jointly last week with the petition for reconsideration, Mr. Estes requested a stay of the March 31 termination date of his licenses until 30 days after the conclusion of all litigation in the case.

The commission ordered a nonrenewal and revocation, respectively, of **WMOZ** and **WPFA** licenses in a unanimous four-commissioner decision based on what the decision called a "record of attempted fraud and deception virtually without equal in commission history" (**BROADCASTING**, Feb. 17). The commission found that Mr. Estes forged the composite week program logs in the renewal application of **WMOZ**. The license of **WPFA** was revoked, the commission said, because at the time it received its last renewal there would have been no renewal if the **WMOZ** evidence had been known.

Mr. Estes, who maintains that he has been the victim of a conspiracy by a local competitor, pleaded for a rehearing in view of the "unprecedented severity" of the FCC's penalties. The petition for reconsideration said "it is not the slightest exaggeration to say that the commission with the stroke of its pen wiped out the means of livelihood for [Mr. Estes] and ruined forever his reputation." And the "stroke" was based, in Mr. Estes's opinion, on circumstantial evidence that appeared to make him out "as a liar" and without any evidence regarding **WPFA**.

**Doubt's Shadow** ▪ Mr. Estes is particularly anxious to have the record reopened to admit a statement by a former **WMOZ** employe which described a conspiracy on the part of the station's

employes to undermine the station's renewal application. The affidavit, by Lester Foster, said that he and two fellow employes were approached by a representative of the OK Group, owner of **WGOK** Mobile, who said that if the three men would work against the renewal of **WMOZ** the OK Group would give them better-paid positions. Mr. Foster didn't identify the alleged agent of the OK Group.

Mr. Estes believes that this evidence is of a decisional nature, warranting a re-opening of the case. "While the commission . . . is quick to find motives and reasons for many of Estes's alleged misdeeds, it conveniently ignores the many facts and circumstances which are wholly inconsistent with its determination that Mr. Estes planned and executed a monstrous and clumsy fraud upon the commission," the petition for reconsideration said. The commission was asked why Mr. Estes would hire a private investigator to solve the question of the forged logs, when the commission found that Mr. Estes himself dictated the logs. The petition further pointed out that there was "a remarkable attrition of **WMOZ** employes to . . . **WGOK**, **WMOZ**'s bitter rival in Mobile for the Negro audience."

The petition concluded that the

## Surfside WKYW

Rivers in the Midwest flooded last week, forcing many people to high ground. But along the banks of the Ohio River, in Louisville, Ky., where the water rose 20 feet up the tower of **WKYW**, a 1 kw daytimer, there was no cause for concern.

Although the base of the tower was underwater, the transmitter stayed high and dry. The transmitter is in a houseboat on a barge.

weight of the Foster evidence, submitted after the close of the hearing, made it a legal necessity to hold a rehearing.

The commission, however, discovered that the Foster affidavit created an inconsistency between the fact that he and two other men falsified the program logs and hearing testimony that established that Mr. Estes had dictated the logs to his secretary. But the petition for reconsideration saw this as but one of a number of inconsistencies in

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the hearing, stating "the overall probative value of the Foster affidavit far outweighs the one inconsistency therein."

Mr. Estes feels that the revocation of WPFA's license, based on the alleged misdeeds of WMOZ, is without legal precedent in the commission's history. It was pointed out that "in a recent decision, the commission expressly refused to pass judgment on the qualifications of a licensee of a radio station [WEMP-AM-FM] in Milwaukee even though it was established that he lacked the necessary character qualifications to be the licensee of his St. Louis station [KWK] because of that station's fraudulent promotional schemes."

## KCRL (TV) turned down by FCC in CATV dispute

The FCC last week indicated it doesn't automatically rule against every community antenna television system that gets involved in a dispute with a broadcaster. The commission approved the grant of a microwave station to serve a proposed CATV system in California and, at the same time, rejected a broadcaster's request that the application be set for a hearing.

The grant was to Television Microwave Inc., which plans to establish a microwave station at Freel Peak, Nev., to relay the signals of KCRL(TV) Reno and KPIX(TV) San Francisco, KVOR-TV Sacramento and KTVU(TV) Oakland, all California, to a proposed CATV system in Brockway, Calif. The grant was made subject to the conditions attached to all such grants—that the CATV system agree not to duplicate simultaneously for 15 days before or after any program carried by stations in its area, and that it carry the signals of these stations in its area that request it.

KCRL had asked that the application be set for a hearing. It contended that the CATV system would cause it economic injury with resulting damage to the public interest in the Reno area. The commission, however, said it felt the conditions imposed on the grant would afford the station sufficient protection. Commissioners Lee Loevinger and Robert T. Bartley dissented to the conditions. Commissioner Frederick W. Ford did not participate.

A week earlier, the commission in a landmark case set for hearing the microwave application of a CATV operator, Lompoc Valley Cable TV, that had agreed to accept the conditions.

The cable operator wants to bring the signals of seven Los Angeles stations into Santa Barbara County. The commission, however, agreed to look into the allegations of KCOY-TV Santa Maria, Calif. (BROADCASTING, March 9).

## House roll-call vote kills pay-raise bill

U.S. Representatives, too embarrassed to vote themselves a \$10,000 pay raise in an election year, Thursday (March 12) defeated a \$545 million federal pay bill that also would have provided increased salaries for FCC commissioners, federal judges and 1.7 million other civil servants.

Salaries in the bill, HR 8986, had been revised downward somewhat since introduction last year (BROADCASTING, Oct. 14, 1963), but still would have authorized sizable increases in some cases. All sections of the measure had been approved on voice vote, but when more than 100 members demanded a roll call, the bill was defeated 184-122.

Here's what the bill would have meant annually to certain employees: senators and representatives, up from \$22,500 to \$32,500; FCC and Federal Trade Commission chairmen, \$20,000 to \$30,500; U.S. Information Agency director, \$22,500 to \$32,500; commissioners \$19,500 to \$29,500; \$10,000 increases for federal judges; 3% to 23% increases for lesser-salaried federal employees.

## Gov. Scranton praises radio-TV public service

The public is deeply indebted to broadcasters for the "public service and human service" rendered, notably in time of emergency, Governor William W. Scranton, of Pennsylvania, told the Pennsylvania Association of Broadcasters at its fifth annual congressional dinner in Washington last Wednesday (March 11).

Governor Scranton, whose family had held interests in Scranton radio and television stations, was the recipient of the first PAB Keystone award to be presented to an outstanding Pennsylvanian. The governor, a possible candidate for the Republican presidential nomination, made no direct mention of his candidacy but did comment about the manner in which the networks handled the New Hampshire primaries, pointing out that the results were projected "awfully early—about two minutes after the polls had closed."

Governor Scranton commented on the floods in portions of Pennsylvania and paid high tribute to broadcasters for providing advance warnings that saved human lives and property. "We are deeply in your debt," he said.

The PAB dinner and reception was attended by both of Pennsylvania's senators—Hugh Scott (R) and Joseph S.

Clark (D) and by practically all members of its House delegation, along with some 150 broadcasters and guests. Samuel M. Altdorffer, WLAN Lancaster, PAB president, presided and the award to Governor Scranton was made by Victor C. Diehm, WAZL Hazleton and past president. A 14-minute film titled "Pennsylvania—State of the Broadcasters" was prepared and presented by John A. Schneider, vice president and general manager of WCAU-TV Philadelphia.

## Court issues ruling, then withdraws it

The U. S. Court of Appeals in Washington last week issued a ruling in an FCC case involving the grant of an AM station and then, in a move that observers don't recall in the last 20 years, withdrew it without explanation.

The case involves the FCC's 1963 grant for a new radio station in Mt. Holly, N. J. WJZZ, (5 kw daytime on 1460 kc). Unsuccessful applicant Burlington Broadcasting Co., appealed on the ground that John J. Farina, principal owner of WJZZ, had misrepresented his finances. It appears that Mr. Farina had indicated on his application that he had over \$50,000 in a bank; actually it was acknowledged he had most of this money in a "receptacle" at home. The commission accepted Mr. Farina's explanation that he had misunderstood the question in the application form.

In its ruling (subsequently pulled back), the court said that the commission's investigation of this issue was "inadequate." It said that "it was necessary to know that the financing of Farina's project was not from some undisclosed principal." It remanded the case to the FCC with instructions to explore this issue more fully.

## Nielsen, ratings group set for meeting Friday

Officials of Broadcast Rating Council Inc. and the A. C. Nielsen Co. plan to meet Friday (March 20) to discuss the council's plans to bring all major ratings services under its umbrella. The council has met separately with The Pulse Inc., American Research Bureau, Sindlinger and Hooper in recent weeks, and they are said to be substantially in agreement with planned auditing and accrediting procedures.

The meeting with Nielsen has been delayed because Messrs. A. C. Nielsen Sr. and Jr. have been out of the country, a BRC official said. He reported

that no major disagreements are expected to develop and that applications of accreditation should be sent to all the firms in the near future.

A major item of concern is understood to be who will pay for the independent audits of the research companies—estimated to cost as much as \$100,000 annually per firm.

### Ownership change

The Albert Zugsmith Communications Corp.; Burbank, Calif., announces change of ownership with Mr. Zugsmith's stock purchased by the corpora-

tion for an undisclosed amount. Arthur Hogan and Jack Feldmann are now the principal stockholders. Company is brokerage firm dealing in broadcast and publishing properties.

### Media reports ...

**New affiliate** ■ KDIX Dickinson, N. D., will affiliate with CBS Radio effective March 20. KDIX, licensed to Dickinson Radio Associates, operates on 1230 kc with 1 kw days and 250 w night.

**Stationary gift** ■ WJR Detroit has donated a campus radio station to Northwood Institute, Midland, Mich. The

WJR gift included transmitter (campus-range only), mikes, control console, tape recorders, turntables and speakers.

### Filing fee formal Tuesday

The FCC's schedule of application filing fees goes into effect Tuesday (March 17), and the commission last week issued specific instructions governing payment of the fees.

All applications postmarked after midnight March 16 or delivered by hand after the close of business that day will have to be accompanied by the appropriate fees—these vary from \$30 to \$100 for the broadcast services (see page 100).

## EQUIPMENT & ENGINEERING

# New approach on tax relief

## FCC drafting bill to give break to all-channel sets

Hope for repeal of the 10% excise tax on all-channel TV receivers has been abandoned. But a push is on to sell Congress on special relief of \$8 to \$10 on the VHF-UHF sets in order to equalize prices with VHF-only receivers.

This became known last week when FCC Commissioner Robert E. Lee briefed manufacturers on the status of the campaign for excise tax relief.

Mr. Lee said that the FCC would draft a bill this week to provide limited reduction in excises, and the draft submitted to the Bureau of the Budget, representing the administration. Normally, the Budget Bureau circulates legislative proposals to interested agents for comments and then takes a position, Mr. Lee noted. No problems are expected, he stated.

In his report to the executive committee of the Consumer Products Division of the Electronic Industries Association, and also at a news conference later, Commissioner Lee noted that he felt the Treasury Department would not oppose a partial decrease in the excise tax for all-channel TV sets. He also said that he and Chairman E. William Henry had laid their case before Mrs. Esther Peterson, consumer adviser to the President, and believed they had persuaded her of the need for some sort of excise tax reduction for consumer benefit.

A review of all excise taxes is scheduled to be undertaken by the House

Ways and Means Committee next month.

**Windfall Profits** ■ In discussing the reasons for changing tactics—from a drive for full repeal to a reduction in the 10% excise tax at the manufacturers' level, Mr. Lee stated that full relief, it is calculated, would involve more than the differential in cost between a 12-channel receiver and an 82-channel set. This would be particularly

true, it was pointed out, in the higher price sets. (Repeal would mean \$25 on a \$250 TV receiver, whereas the extra cost of a UHF tuner is estimated to cost the set maker about \$10.)

This is why, it was explained, the approach now is to secure some sort of tax benefit amounting to between \$8 and \$10.

Mr. Lee also reported that the commission is going to move quickly in

*all over America, people of all ages  
are listening to the radio again, to*

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granting UHF applications, and will push hard to get them on the air as soon as possible. He noted there are about 80 applications pending for UHF stations in major markets. About 30 or 35 of them, he observed, are in contested cases, but the others are free to be granted. He also predicted that one of the first would be for channel 47 in Linden, N. J., with its transmitter atop the Empire State building in New York.

Mr. Lee released the text of the FCC answers to questions raised by EIA last month. In the replies, the commission stressed that the April 30 cutoff date will not be changed; that on May 1 all sets coming off the assembly lines must be all-channel; that imported sets, mainly from Japan, must be all-channel if the date of their manufacture is after April 30. (This permits the entry of VHF-only receivers after May 1, it was pointed out, if they are made before that date.)

The commission also emphasized that it intends to interpret "broadly" the interstate clause of the all-channel law, in order to keep down activity in the intrastate field. Manufacturers may, however, make VHF-only receivers for export. TV sets made for educational use may continue to be VHF-only for two years.

**No Stockpiling** — Asked about reports of stockpiling of VHF-only receivers, Mr. Lee said the FCC has received "unequivocal" assurances from all major TV set manufacturers that there is none.

Also made public last week is a booklet on all-channel TV jointly sponsored by the FCC, the EIA and the National Better Business Bureau. The pamphlet was put together under a \$5,000 grant from EIA, and has had a first printing of 250,000 copies. These are being sent to all manufacturers who, in turn, will distribute them to retailers through their regular distribu-

tion channels.

As part of the promotion of all-channel receivers, the Committee for the Full Development of All-Channel Broadcasting has asked Walt Disney to prepare 10-second and 30-second public service spots for use on TV stations and in print media. He hasn't answered yet, but, Mr. Lee said, the CAB is hopeful that he will accede to their request.

Earlier in the week, Representative Harold R. Collier (R-Ill.), an opponent of the all-channel set law, called for repeal of the 10% excise tax "to compensate for the additional burden which the consumers will have to carry in buying a television set after April 30 of this year."

Representative Collier termed the all-channel law "as ill-considered a piece of legislation as had ever passed the House." Since the law "obviously" cannot be repealed "at least in the near future," it would be expeditious to remove the excise tax, he said.

## FCC extends deadline for comments on NAM bid

The FCC last week extended to March 23 the deadline for comments on a petition by the National Association of Manufacturers. The petition requested a proposed rulemaking to allocate UHF channels 14 and 15 to land mobile radio users in areas where the two frequencies aren't assigned for television (BROADCASTING, Feb. 10).

The delay was requested by the Association of Maximum Service Telecasters.

The NAM requested that channels 14 and 15 in the Los Angeles area be allocated to land mobile radio use. If the commission grants this request the association said it will ask for similar

reservations in other areas. The NAM based its petition on the commission's proposed expanded UHF allocations table now pending before the FCC. It noted there are 88 metropolitan areas in which there are no channel 14 and 15 assignments.

## NCTA advises against new telephone contracts

Operators of community antenna television systems are being advised by the National Community Television Association not to sign new pole line contracts with Southwestern Bell Telephone Co., St. Louis, which are said to restrict use to off-air signals.

A member of the NCTA board of directors said Thursday (March 12) that the telephone firm is urging renegotiation of contracts to include new language that appears to be intended to prevent closed-circuit use, as in pay TV or some educational television services. Similar language appeared in some Bell system contracts up to three years ago, an NCTA source said, but this was thought to be the first time since then that restrictions have reappeared. Contracts run for one year, then are renewable each six months thereafter, it was reported.

## Color film 'breakthrough'

Robert Altman, producer-director for a Kraft Suspense Theater episode, last week reported "a significant breakthrough" in filming for color TV.

Mr. Altman said that his camera unit used a high-speed Kodak color film, that previously had been used only in missile-tracking cameras, to successfully film outdoor night scenes this winter in Chicago for an episode titled "Once Upon a Savage Night."

## FINANCIAL REPORTS

# TV still at early growth stage

That's the view of Paley and Stanton as they analyze

## CBS Inc.'s 1963 financial statement for stockholders

The chairman and president of CBS last week suggested that the television medium is at an earlier stage in its growth cycle than appeared to be the case several years ago.

This comment, and a prognostication that advertising revenues for the broadcasting industry would continue to more than match the growth of increased national advertising expected in 1964,

was contained in a letter to CBS stockholders accompanying the corporation's annual report for 1963.

Board chairman William Paley and Frank Stanton, president, said "the rate of growth of television advertising during 1962 and 1963 was substantially higher than in the previous two years and even greater than that for the 1957-1959 period of rapidly increasing ad-

vertising revenues."

This, they suggested, would indicate a reappraisal of the growth cycle attributed to the medium several years ago.

Net income generated by all CBS divisions during 1963 was up \$12.1 million over the previous year on a gain in net sales of \$42.9 million (BROADCASTING, Feb. 17).

For 10 years, the stockholders' letter points out, per-share income, when adjusted for splits and stock dividends, has risen at an average rate of 16% compounded annually.

Messrs. Paley and Stanton told shareholders of increasing contributions of CBS News to network operations. The



news division, they said, now supplies 20% of the television network schedule and 61% of the programming on the CBS Radio schedule.

**New Quarters** ■ The CBS letter said the new corporate headquarters, now under construction in New York, are scheduled to be "substantially complete" by the end of 1964. Corporate offices and those of the seven CBS divisions will occupy 33 floors in the 38-story structure.

In other CBS building programs new Washington headquarters are expected to be ready for use this summer, the CBS Broadcast Center, West 57th Street, New York, is close to being finished and CBS Laboratories' Stamford, Conn., plant will be doubled in total size within the year.

The 1963 annual report tells shareholders the CBS-TV "daytime audiences were 51% larger than those of the network's closest competitor, and 132% larger than on the third television network."

The number of CBS-TV affiliates in the U. S., which stood at 202 at 1962 yearend is reported as 200 at the close of 1963.

In the rundown of the year's operations by division, CBS owned television stations were reported as having combined net sales 12% above those in 1962. "Each station," the report said, "attracted the largest average audience in its market."

Revenues of CBS Television Stations National Sales, representation arm for the network's five owned stations, were up by 14%.

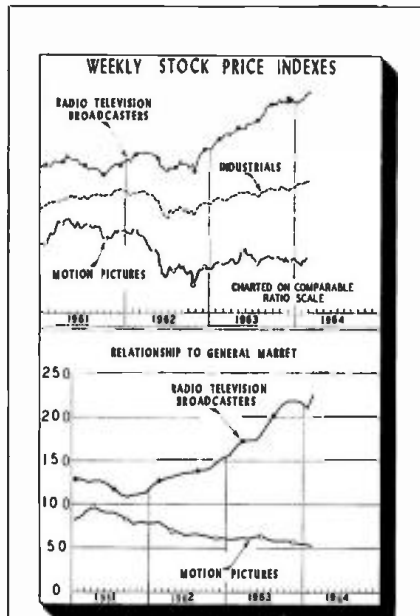
**Films** ■ CBS Films Inc., for the first time in its history had more international sales than domestic. International business for this operation rose 32% over its 1962 level. The division distributes over 80 series. The CBS owned radio stations are reported as having had aggregate revenues above those of the two previous years and three of these seven stations recorded record billings for the year.

## Financial reports . . .

■ Board of Metromedia Inc. has declared regular quarterly common stock dividend of 10 cents a share, payable May 1 to stockholders of record on April 10.

■ Trans-Lux Corp., New York, theater and television film distributor, has declared a quarterly dividend of 15 cents per share, payable March 31 to stockholders of record March 20.

■ Polaris Corp., Milwaukee, showed net income of \$739,949 on gross revenues exceeding \$18.9 million in preliminary report for 1963. Firm's 1962 net was \$66,990 on gross of nearly



## Muscle in the market

The strength of radio-TV broadcasters stock in the market is reflected in these charts used in a survey of amusement companies issued March 5 by Standard & Poor. The top chart shows weekly stock price indexes for radio-TV, industrials and motion pictures are graphed on a comparable ratio scale. The bottom chart shows how radio-TV broadcasters and motion pictures relate to the general market. In its survey, S&P states that "shares of TV broadcasters over the intermediate term are expected to experience above average market performance."

\$11.8 million. In addition to broadcast properties, Polaris owns Klau-Van Pietersom-Dunlap, Milwaukee agency.

## RCA to increase capital expenditures

RCA last week reported that its capital expenditures this year would be close to \$70 million, 16% above those in 1963, representing a new high in the corporation's history.

The figure was disclosed in an address by Dr. Elmer W. Engstrom, RCA president, before the Philadelphia Society of Security Analysts. Dr. Engstrom said funds available from depreciation of plant and equipment should be approximately \$52 million, which compares to \$47 million in 1963.

He told the analysts that a \$54 million decline in government business in 1963 had been more than offset by other phases of RCA operations, notably color television and broadcasting.

Dr. Engstrom said that over the past three years broadcasting activities had accounted for about 22% of the corporation's total sales. In 1963 government sales represented 31% of the total and commercial sales including consumer products, 44% of the total.

## Official's profits up

Official Films Inc. reports improved profits for the six month period ended Dec. 31, 1963. It also is continuing its policy of purchasing outstanding common shares; in the last six months outstanding stock was reduced by 139,419 shares.

Officials Films President Seymour Reed said the company is finishing the pilot of a new series, *Survival!*, with James Whitmore as host and narrator.

Six months ended Dec. 31, 1963:

	1963	1962
Pretax profit	\$156,087	\$114,265
Provision for income taxes	81,000	58,000
Net profit	75,087	56,265

The advertisement shows a typewriter with a sign that reads "UNITED PRESS INTERNATIONAL". To the right of the typewriter, the text "a smart addition to any newsroom" is written in a stylized, handwritten font.



### Idaho girl is Voice of Democracy winner

Kathy Fong of Boise, Idaho, was named the top high school broadcast scriptwriter in the U. S. last week in the annual Voice of Democracy contest sponsored by the Veterans of Foreign Wars, many state broadcasting associations and individual stations.

Miss Fong, 17, was selected over

three other finalists in Washington last week. She won a \$5,000 college scholarship. Second place and a \$3,500 scholarship went to Sharon Browning, 17, Great Falls, Mont.; third (\$2,500 scholarship) Marsha Breed, 16, Greensboro, N. C., and Terry Clark, Mt. Vernon, Ind., only boy to reach the finals, won a \$1,500

scholarship for fourth.

The National Association of Broadcasters cosponsored the Voice of Democracy contest until 1962.

Among the 1,600 attending the annual congressional dinner of the VFW in Washington were 73 senators, 351 representatives, Secretary of State Dean Rusk, Secretary of Agriculture Orville Freeman and Supreme Court Justice William O. Douglas. Present, in addition to the four finalists, were state winners.

Members of the final judging committee were: Senator Warren G. Magnuson (D-Wash.); Representative Oren Harris (D-Ark.); Mortimer Caplin, commissioner of Internal Revenue; Robert K. Richards, Richards Associates; Ted Koop, CBS Washington vice president; Peter Kenney, NBC Washington vice president; Alfred Beckman, ABC Washington vice president, Stephen McCormick, vice president, MBS, and Sol Taishoff, publisher, BROADCASTING and TELEVISION magazines.

In photo, flanking VFW National Commander Joseph L. Lombardo (l. to r.): Misses Breed, Fong, Browning, Mr. Clark.

### WWDC drops out of Miss America pageant

The field of candidates for next year's Miss America crown last week narrowed by one, at least temporarily, as wwdc Washington announced it would drop its franchise for the Miss Washington contest, which the station has sponsored for the last 22 years.

Miss Washington entrants in the past have been drawn from the adjacent counties of Virginia and Maryland as well as from the District of Columbia, and wwdc's decision hinged on a ruling by directors of the Miss America Pageant that contestants must be limited to Washington proper. As approximately 60% of its listeners live outside the District, wwdc said, the ruling is "unfair and impossible." Girls previously qualified if they lived, worked or went to school in Washington.

Norman Reed, the station's vice president in charge of public relations, said last week that the restrictions apparently were prompted by "pressures" from the new sponsor of the Miss Virginia contest. Last year's Miss Washington, who was a runner-up in the Miss America competition, was from McLean, Va.

The sponsor of the Miss Maryland

competition, Mr. Reed said, was agreeable to using the old qualification system, but the Virginia group, Miss Virginia Pageant Corp. of Roanoke, Va., is adamant.

### Fellman gets the bird

The Fellman Co., New York sales promotion firm, has been awarded merchandising and licensing rights for a campaign to utilize produce identification with NBC's "living color" peacock. Planned primarily for use in the areas of fabrics, cosmetics, costume jewelry, accessories, interior design and home decorating, the peacock campaign will be used for in-store promotion throughout the country.

### Drumbeats ...

**Phrase praise** ■ WNAC Boston received 12,372 entrants in its two-week "Phrase of the Day" contest. Rules required an entrant to submit a friend's name and his own on a postcard. If the friend called by a WNAC personality was able to provide the correct phrase, the friend and original entrant received prizes.

**Hot program** ■ His active interest in broadcasting having cooled after 22 years in the business, Henry Unter-

meyer decided to build a Finnish hot box, the Golden Gate Sauna. Far from abandoning his old profession, however, Mr. Untermeyer will open this sauna bath to San Francisco area radio as well as the general public. Microphone outlets and a leased telephone line are being provided in hopes of attracting visiting sportscasters, a local morning man and customers for interviews, chatter and sweat.

**Oklahoma plug** ■ The Oklahoma Broadcasters Association is providing a two-hour tape to be played continuously at Oklahoma's exhibit in New York. The tape will consist of music from Oklahoma groups and contain short "soft sell" segments about the state's history, culture and recreational facilities.

**'Dirtiest' idea** ■ Inspired by the TV commercial in which a beautiful young lady in a white evening gown becomes besmirched in the stuff that oil filters take out of automobile engines, KGO San Francisco held a contest to find the city's "Dirtiest Purtiest Girl." Fifty contestants showed up to be dirtied up, lined up and compared. When it was all over, Joan Anderson, the girl in the Purolator commercial, presented a check for \$100 to the winner.

## Parliament allots \$85.9 million to CBC

Canadian Broadcasting Corp. will receive \$85.9 million from the Canadian parliament in the fiscal year starting April 1, up \$7,461,000 from the fiscal year ending March 31, 1964.

The larger appropriation figure was announced at Ottawa on March 3 in the estimates of Finance Minister Walter Gordon. The sum covers about two-thirds of CBC's operating costs, with the balance coming from commercial programs. A separate capital grant of \$14,250,000 was also included in the estimates, twice the capital grant of the past fiscal year.

Ottawa also earmarked \$2.1 million for its international shortwave service, operated by the CBC, up from \$1,865,900 in the year just ending. The regulatory Board of Broadcast Governors is slated for \$374,300, an increase of \$18,100.

## Radio-TV set production increases in W. Germany

Official West German estimates for 1963 show manufacturers in West Germany and in West Berlin produced 1,925,000 television receivers, 200,000 more units than in 1962. Corresponding production figures: 1,160,000 table radios (500,000 less than 1962), 2,500,000 portable, pocket and auto radios (500,000 more than 1962), 340,000 radio-phonograph combinations (40,000 units less than in 1962).

Factory value of all sets produced in 1963 is \$472.5 million compared to \$456 million for 1962.

Television set sales reportedly picked up considerably during the last few weeks of 1963. Much of this is credited to buyers' interest in the 1964 Olympic Winter Games in Innsbruck, Austria.

## MP hits 'stupid' CATV policy

The Canadian government will run the risk of wiping out the community antenna television industry if it seeks to impose a Canadian-content regulation

on cable TV, David Pugh, a conservative member of parliament for Okanagan, B. C., has asserted in the Canadian parliament. He termed the government's interim policy on cable television "stupid."

The CATV systems serve some 250,000 homes in Canada, mostly with U.S. programs. The Canadian government last December announced a freeze on new cable TV licenses until the Board of Broadcast Governors can make an investigation of the industry.

## CAAA sets standards of ethics for members

The Canadian Association of Advertising Agencies has announced a code of ethics dealing with staff raiding, publicity given to loss of business, and the practice followed by some advertisers of inviting speculative presentations for a single campaign from two or more ad agencies.

Staff raiding is to be solved by requiring that no CAAA members shall approach employes of another agency without first advertising for job candidates or unless the employe being approached had previously indicated he was looking for a new job.

Speculative presentations have been found costly as well as annoying. Under the new code of ethics members will not undertake such presentations for new clients until first investigating that such a relationship would not conflict with the CAAA code.

The CAAA, whose members handle about 85% of all national advertising, wants its members to show a proper restraint in announcing new accounts.

## Rowan emphasizes need for proper image

Carl T. Rowan, director of the U. S. Information Agency, last week renewed his pledge to carry the whole truth about the U. S. "dialogue of freedom" to countries abroad and praised international broadcasters as invaluable allies in USIA's fight to eradicate ignorance of this country overseas.

Speaking at an International Radio and Television luncheon in New York Wednesday (March 11), Mr. Rowan said many Americans want USIA, propaganda arm of the U. S., to "force the world to look at America through rose-colored glasses." Instead, he said, "USIA must be the restorer of focus, the provider of the perspective" in presenting the U. S. abroad.

Especially in an election year, he

## Live TV from Japan?

Representative Joseph E. Karth (D-Minn.) announced last week that he had asked the Department of State, the National Aeronautics & Space Administration and the U. S. Information Agency to explore the possibility of relaying the 1964 Olympic games in Japan back to the U. S. via a communications satellite for live television coverage. The organizations promised to look into the proposal.

Financing of the project would be shared by the government groups. Representative Karth, who estimated the cost at \$5 million, said the "demonstration of achievement" would more than offset the cost.

noted, there is danger that "our dialogue of free speech will appear to strangers to be a babble of confusion and conflict. We are going to do our best to keep the record straight. . . ." International broadcasters, he said, help "keep the dialogue of freedom restrained to a point where it does not mislead a suspicious, often ill-informed world."

# SUPPORT



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## Inequities charged by Granada's chairman

Sidney Bernstein, chairman of Granada TV Network Ltd., one of Britain's four major television companies, has attacked the Pilkington committee's influence on the new Television Act. In his annual statement to Granada stockholders he said that the committee reinforced prejudice against Britain's commercial network which has helped prolong the restrictions on Granada from which BBC is free.

Granada, he said, believes that it would be better to ban programs for being dull than for being controversial.

Mr. Bernstein expressed concern about the increased rental charged by the Independent Television Authority and by the net advertising levy collected by the government. He hoped that the increased charges would not force a reduction in program quality.

Commercial programmers can rely only on the postmaster general's promise that he will reduce the levy at any time if the financial situation of the commercial network justifies it, Mr. Bernstein said. He added that there was need to put this principle in clear terms: What would justify a reduction? A decline in advertising revenue which can be foreseen or, a decline in profits which may only be apparent after the damage is done?

## GGP seeking American sale to RKO General

Randy Martin, president of Grasshopper Group Productions Ltd., Toronto, reported last week that his firm is negotiating with RKO General stations for the sale of *The Randy Dandy Show*, a children's program produced in Canada. The negotiation represents GGP's first attempt to enter the American market.

Mr. Martin said the show now has 500 segments, most running 5-10 minutes. It is produced at CHCH-TV Hamilton, Ont.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Bueschel

**Richard M. Bueschel**, VP of Waldie & Briggs, Chicago, promoted to executive VP and re-elected to board. **Benjamin D. Waldie Jr.**, who joined agency three years ago, elected VP. **Charles E. Huwen**,

VP-account executive, named corporate secretary. **Donald A. Kane**, account art director, promoted to executive art director.

**Robert Sowers**, account supervisor on General Foods assignments at Ogilvy, Benson & Mather, New York, elected VP.

**Ralph Atlass** joins WINS New York as assistant sales manager. Mr. Atlass was formerly owner and manager of KIUP Durango, Colo.

**Donald Janson** joins Peters, Griffin, Woodward, New York, in TV sales development department. Mr. Janson was formerly with Dancer-Fitzgerald-Sample, that city, as media buyer.

**Edward A. Atwood Jr.**, VP of Edward H. Weiss & Co., Chicago, appointed account management supervisor. He has been with agency three years. **Grady C. Boles**, account executive, promoted to account supervisor at Weiss.

**Dick Wright Jr.**, formerly of Robert E. Eastman & Co., New York, joins TV research department of Venard, Torbet & McConnell, that city. Both organizations are radio-TV sales representatives. **Carl Colombo**, timebuyer at William Esty Co., joins VT&M's radio sales staff.

**Frederick W. McQuibben**, formerly account research manager at J. Walter Thompson, New York, joins Lynn

Baker Inc., that city, in newly created post of marketing director.

**William G. O'Brien**, advertising manager of Schering Corp., joins Ted Bates & Co., New York, as VP-account supervisor. **John C. Monks**, Bates account executive, elected VP.

**Robert McKay** and **Kenneth Olshan**, both account executives at Doherty, Clifford, Steers & Shenfield, New York, elected VP's.

**Roscoe Sturges**, formerly of Donahue & Coe, joins Cunningham & Walsh, New York, as account supervisor. **Robert Twiddy** joins C&W as account executive.

**Richard L. Eastland** resigns as VP-manager of Campbell-Ewald's West Coast TV operations. No future plans announced.

**David O'Shea**, formerly general manager of WINQ Tampa, Fla., joins Adam Young Inc., New York, in newly created post of director of station relations.

**Jack Kabateck** joins AM Radio Sales, Los Angeles, as account executive.

**Farrell Dunham** joins Pacific National Adv. Agency, Seattle, as production manager.

**Edmond Cohen**, formerly of Elkman Adv., joins Wermen & Schorr, Philadelphia, as associate copy chief.

**Richard F. Noland**, associate creative director at Campbell-Mithun, Minneapolis, elected VP.

**Garrett Blanchfield**, assistant advertising and sales promotion manager at WEEI Boston, named account executive.

**John Adler**, senior associate of Booz, Allen & Hamilton and formerly assistant general manager of Gimbels, New York, joins Audits & Surveys, that city,

as VP-corporate development.

**Charles D. Knepper** named broadcast media supervisor, and **Gerald Gilles**, broadcast media buyer, at Lang, Fisher & Stashower, Cleveland.



Mr. Gillespie

**McDonald Gillespie**, VP-director, management supervisor and member of executive committee of BBDO, New York, elected executive VP.

**Kenneth L. Hatch** joins KIRO-TV Seattle in newly created post of general sales manager. He formerly held similar position at KSL-TV Salt Lake City. Both stations are owned by Mormon Church.

**Warren Goodwin**, account executive, named administrative VP of J. S. Fuller-ton Inc., New York ad agency.



Mr. Evans

**Virgil V. Evans Jr.**, national sales manager of WCSC-AM-FM-TV Charleston, S. C., elected VP.

**W. A. Sheaffer Pen Co.**, Fort Madison, Iowa, has appointed to newly created posts: **Michael Keith**, general sales manager; **G. P. Karle**, marketing manager in charge of advertising, sales promotion, merchandising and market research; and **E. C. Thorn**, sales promotion manager responsible for consumer and trade programs.

**John Campbell**, sales manager of KABC-TV Los Angeles, named general sales manager of WBKB(TV) Chicago. Both are ABC-owned stations.

Realignment of responsibilities within grocery products division of Ralston Purina Co., St. Louis, announced last

week by Geoffrey Baker, senior VP: **Robert Eskridge**, formerly director of advertising and promotion, becomes director of product management and advertising. **William Stirtz**, formerly of Gardner Adv., joins Ralston Purina as cat products manager. **James Pomroy** becomes product manager for all human foods; **Ronald Chute**, product manager for all dog foods, dog Groom-Aides and bird foods. **James McGovern** has been named Mr. Chute's assistant. **Raymond Wagner** succeeds Mr. McGovern as assistant to J. L. Taylor, manager of advertising, promotion budgets and traffic.

**Art Seabolt**, account executive at WTVD(TV) Durham, N. C., named director of station's new sales office at First Citizens Bank & Trust Building in Fayetteville, N. C.

**Albert Pellegrino**, staff producer at WAVZ New Haven, Conn., promoted to assistant sales manager.



Miss Rauch

for representative firm's radio division.

**Roy Nicholson**, account executive at KDWB St. Paul, Minn., promoted to local sales manager, replacing **Ed Farni**, who resigned.

**Richard C. Ryan** named VP of Swan & Mason Adv., Tulsa, Okla. Before joining firm, Mr. Ryan was executive VP at Phillips Adv., that city.

**Leonard Ziegel**, formerly media supervisor at Dancer-Fitzgerald-Sample, New York, appointed account executive at E. S. Sumner Corp., New York, station representative firm.

**Winifred Schaefer**, formerly of Radio Advertising Bureau, joins WCBS New York as assistant sales promotion manager.

## THE MEDIA



Mr. Thompson

**Lamont L. (Tommy) Thompson**, effective April 1, becomes general manager of WBZ-TV Boston, replacing **James E. Allen**, who was promoted by parent Westinghouse Broadcasting Co. (BROADCASTING, March 9). Mr. Thompson leaves position of executive vice president at Television Advertising Representatives which he held after acting as general

## Joint PR venture

**Morris B. Rotman** of Harshe-Rotman & Druck Inc., and **Henry C. Rogers** of Rogers & Cowan Inc., both of New York and Los Angeles, become board chairman and president, respectively, of Information Service Industries Inc., joint venture of two PR firms. Each PR firm will continue to operate under its own name, and through jointly owned company, two firms will pool resources and offer broader spectrum of PR services to clients. **Arthur Winston**, former executive VP of Hunt Foods and Industries, becomes chairman of executive committee of new firm. Other officers: **Warren Cowan**, senior VP; **Kalman B. Druck**, senior VP-treasurer; and **Teme C. Brenner**, VP-secretary.

manager and sales manager of KPIX (TV) San Francisco.

**John Campbell**, formerly sales manager of KABC-TV Los Angeles, appointed general sales manager of WBKB(TV) Chicago. Both are ABC-owned outlets. **Don Bowen**, WBKB sales manager, will report to Mr. Campbell.



Mr. Barnes

**Tom Barnes** appointed managing director of KTHI-TV Fargo - Grand Forks, N. D. For 25 years Mr. Barnes has been with WDAY - AM - TV Fargo, most recently as executive VP and general manager (BROADCASTING, Feb. 10). KTHI-TV is owned by Polaris Broadcasting which also owns WTVW(TV) Evansville, Ind.; KCND-TV Pembina, N. D.; WKYW Louisville, Ky.; KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

**Robert McLean**, publisher of *Phila-*

*delphia Bulletin* since 1931, relinquishes post to **Robert L. Taylor**, president, who becomes president and publisher. Mr. McLean, who will continue as board chairman and chief executive officer, has purchased *Santa Barbara* (Calif.) *News Press* and KTMS Santa Barbara, which newspaper owns (BROADCASTING, March 9).



Mr. Campbell

**Donald P. Campbell**, administrative assistant at WMAR-TV Baltimore, promoted to assistant general manager - administrative.

**Arthur L. Sulzburgh** appointed director of research for ABC Radio. He joined ABC as manager of research in July 1963.

**James Gardner**, sales representative at WGR-TV Buffalo, N. Y., elected VP-general manager of Lake Shore Broadcasting Co. (WDOE Dunkirk, N. Y.).



Mr. Gitlitz

**Jonah Gitlitz**, managing editor of *Television Digest*, joins National Association of Broadcasters in Washington, effective April 5, as assistant to Howard H. Bell, director of NAB Code Authority. Mr. Gitlitz will implement expanded code authority program aimed at obtaining greater public knowledge of radio and TV codes and increased support for industry self-regulation. He also will assist Mr. Bell in certain administrative responsibilities.

**Kenneth J. Lenihan**, formerly of Columbia University's bureau of applied social research, joins National Association of Broadcasters at its research office in New York as assistant to Melvin A. Goldberg, NAB VP and director of research.

**Vernon McCarthy**, formerly of WANS



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### Three selected as du Pont winners

Winners of the 1963 Alfred I. du Pont Awards Foundation honors for outstanding broadcasting in the public interest are WJZ-TV Baltimore, WFBM Indianapolis and Louis M. Lyons, newsman and commentator for educational outlet WGBH-TV Boston, it is being announced today (March 16). The awards, which carry \$1,000 grants, will be presented at a dinner in Washington's Mayflower hotel March 23.

The Baltimore television station was cited in the large station category "for its efforts to expose, improve and enrich the conditions of life in the community it serves." WFBM's award was in the smaller station category and was given for its reporting of local social and political problems; *Topic Indianapolis*

and *Comment* were specifically mentioned. Mr. Lyons's citation as commentator of the year praised him as "shrewd, salty, lucid and forthright."

The awards, administered by Washington and Lee University, Lexington, Va., will be accepted at the March 23 dinner by Herbert B. Cahan, general manager of WJZ-TV, a Westinghouse Broadcasting Co. station affiliated with ABC-TV; Eldon Campbell, general manager of WFBM, a CBS affiliate owned by Time Inc., and Mr. Lyons. Dr. O. W. Riegel is curator of the awards foundation.

Newton M. Minow, former chairman of the FCC who is now executive vice president and general counsel of Encyclopaedia Britannica, will be the featured speaker at the dinner with an address, "A Message to the Sponsor."

Anderson, S. C., named general manager of WHHT Lucedale, Miss.

**Thomas R. McManus**, program director of KACL Santa Barbara, Calif., promoted to general manager.



Mr. Wayne

**Elmer O. Wayne**, formerly VP-general manager of ABC-owned KGO-AM-FM San Francisco, joins KKHI-AM-FM there in same capacity.

**Philip Richtscheidt**, formerly VP-general manager of WKST-TV Youngstown, Ohio, named general manager of WLUK-TV Green Bay, Wis.

**George McGowan**, formerly program director of WRTI Philadelphia, named station manager of WRTI-FM.

**Richard Vincent** named station manager of KCND-TV Pembina, N. D.

**Douglas Manship**, president of Baton Rouge (La.) Broadcasting Co., and

**James W. Woodruff**, president and general manager of Columbus (Ga.) Broadcasting Co., elected trustee of Episcopal Radio-TV Foundation Inc., Atlanta.

**John Murphy** named general manager of WQSR Syracuse, N. Y. Mr. Murphy was formerly sports director. Station call letters were incorrectly given in earlier report (BROADCASTING, March 9).



Mr. Greiner

Dec. 9, 1963).

**D. T. Knight**, VP-general manager of KODE-AM-TV Joplin, Mo., elected president of Joplin Chamber of Commerce.

**M. E. Greiner Jr.**, for past 10 years station manager of KMBC-TV Kansas City, Mo., appointed station manager at WMCT(TV) Memphis, replacing late **Earl Moreland**, who died Nov. 30, 1963 (BROADCASTING,

### PROGRAMING

**Douglas S. Cramer** elected VP for program development at ABC-TV. He joined network in 1962. **Len Goldberg** succeeds Mr. Cramer as director of program development. He was formerly manager of program development. **Harvey Bennett**, manager of program development, western division, promoted to director of program development for that division.



Mr. Cramer

**John S. Symank** and **Larry Fineg** join Richard H. Ullman Associates Inc., sales division of Morton J. Wagner Cos. Mr. Symank, formerly with Green Bay Packers and part owner of WTTT Jacksonville, Fla., appointed midwest regional manager. Mr. Fineg, formerly with KBLA and KNOB, both Los Angeles, becomes Ullman special projects manager.



Mr. Bell

**William W. Bell** appointed executive producer of Stars International Producers (SIP), division of Ullman MusiCreations Inc. Mr. Bell, who has been with parent Wagner organization for two years, will supervise all Hollywood-originated production of Ullman's six basic audio services for radio broadcasters.

**Howard M. Girouard**, formerly president of Lynn TV Enterprises, New York, joins Desilu Sales, that city, as account executive.



Mr. Cochran

**Robert B. Cochran**, program director of WMAR-TV Baltimore, promoted to assistant general manager-programs.

**Robert Trachinger**, since 1956 manager of engineering operations for ABC-TV, Hollywood, named director of program operations and development for Sports Programs Inc., subsidiary of American Broadcasting-Paramount Theatres Inc., New York.

**Dick Covington**, program manager of WEEI Boston, joins WCBM-AM-FM Baltimore as production director and assistant program manager.

**Robert M. Gilmore**, formerly program director of WRNL Richmond, Va., joins WRVA, that city, as sports director. He succeeds **Frank Messer**, who has resigned to join sports casting staff of

National Brewing Co.

**George Gordon** named supervisor of creative services for UPA Pictures' new NBC-TV series *The Adventures of Mr. Magoo*.

**Richard Freeman** named operations manager of KIRO-TV Portland, Ore. He replaces **Cecil Flory**, who joined U. S. Information Agency in Washington.

**Robert M. Miller** named program director of WERE Cleveland, succeeding **Gene Plumstead**, who resigned.

**Albert Jaeger** named administrative executive for Theater Color-Vision Corp., National General Corp.'s closed circuit TV network, and Carthay Center Productions, NGC's new motion picture subsidiary.



Mr. Berkowitz

**Paul Berkowitz** appointed sales manager of Seven Art's new 16mm nontheatrical distribution division. With headquarters in New York, Mr. Berkowitz heads sales staff which will make available material from

Seven Arts' film libraries to universities, colleges, churches, film clubs and industrial organizations.

**Lenny Moore** of Baltimore football Colts named sports director of WWIN Baltimore.

**Ian N. Wheeler**, program manager of WETA-TV (educational ch. 26) Washington, joins office of education at Department of Health, Education & Welfare, that city, as educational TV specialist in charge of program analysis.

**David McKenna** joins production staff of WTAR-TV Norfolk-Newport News, Va.

**Bill Welsh**, director of sports and special events for KTTV(TV) Los Angeles, re-elected president of Southern California Sports Broadcasters Association. Other officers: first VP: **Fred Hessler**, KMPC; second VP: **Tom Kelly**, KNX; secretary: **Gus Grebe**, KNX; treasurer: **Chuck Benedict**, KTTV (stations are all Los Angeles).

## NEWS

**John Babcock**, member of news department of KFWB Los Angeles and political editor of station, promoted to news director.

**Paul Haas**, newsman at WTVD(TV) Durham, N. C., appointed chief of station's new news bureau in Fayetteville, N. C.

**Robert Quinn** rejoins CBS News as producer-director. He was executive producer of news and special events for past 15 months at ABC-TV and

before that was at CBS News as producer-director.

**Kenneth Venit**, newsman at WRTI-FM Philadelphia, promoted to news director.

**Howard Palmer**, news director of KGFL Roswell, N. M., joins news staff of KGNC-AM-TV Amarillo, Tex.

**Leo E. Shields**, news director of KABI Abilene, Kan., joins news staff of KTVH(TV) Wichita, Kan.

**Norman Woodruff**, former news director of KVTY Palmdale, Calif., joins news staff of KHJ Los Angeles.

**Steve Daly**, newscaster at WHOT Youngstown, Ohio, joins news staff of KDKA-AM-FM Pittsburgh.

**Al Koski** named chief of city-county news bureau of WXYZ Detroit. **Joe Vaughn**, WXYZ news editor, appointed director of station's mobile news service.

**Rick Meyers**, formerly of KXLY-TV Spokane, joins news staff of KOIN-TV Portland, Ore., as reporter. **Robert McBride**, KOIN-TV special features editor, appointed analyst-commentator.

**Gene Whiteaker** joins news staff of WFLA Tampa-St. Petersburg, Fla.

## INTERNATIONAL

**F. H. Horler**, director of broadcast services at MacLaren Adv. Ltd., Toronto, elected VP-operations and assistant general manager for all Toronto office internal departments other than accounting. **H. E. Hough** appointed director of broadcast services.

**Luc Duranleau** named director of French services for All-Canada Radio & Television Ltd., station representative firm, Toronto.

**J. G. Cudlip** appointed manager of Schwerin System Ltd., Toronto.

## FANFARE



Mr. Butcher

**Blayne Butcher**, formerly of WXUR-AM-FM Media, Pa., joins WIP-AM-FM Philadelphia as promotion director.

**Claire Hughes**, previously station manager of KWKW Pasadena, Calif., joins KHJ-AM-FM Los Angeles, in newly created post of community relations director and as continuity acceptance director.

**Roy Meachum**, writer-host of *Symposium* series on WTOP Washington, appointed WTOP-AM-FM promotion director.

**Robert L. Bell**, formerly with Trigg-

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## Stanton replaces Reinsch as USIA evaluator

Dr. Frank Stanton, president of CBS Inc., has been named by President Johnson to replace J. Leonard Reinsch, president of Cox Broadcasting Corp., as chairman of U. S. Advisory Commission on Information, five-man group that assesses performance of U. S. Information Agency.

Pierre Salinger, President's news secretary, said Mr. Reinsch will be too busy this fall to continue with commission. Mr. Reinsch is executive director of Democratic National Convention and vice chairman of Democratic National Convention Committee.

Appointments to advisory commission are for three-year terms. Terms of Mr. Reinsch and John L. Seigenthaler, editor of *Nashville Tennessean*, both expired in January, and Mr. Seigenthaler was re-



Dr. Stanton

Mr. Reinsch

placed two weeks ago by Mrs. Norman Chandler (BROADCASTING, March 9).

Nominations of Dr. Stanton and Mrs. Chandler last week were sent to Senate Foreign Relations Committee for consideration. Senate must approve appointments.

Vaughn Stations, appointed publicity-promotion director of KRLD-AM-FM-TV Dallas-Fort Worth, Tex.

Ron Wren, promotion-publicity manager of KGO-AM-FM San Francisco since 1961, joins KPX(TV), that city, as PR-publicity manager.

Steve Wade, farm director of KREM-AM-TV Spokane, Wash., resigns to become public information specialist with Department of Agriculture in Washington. He is succeeded by John Ulrick.

### EQUIPMENT & ENGINEERING

Thomas J. Connors elected VP-general manager of Motorola Semiconductor Products Inc., Phoenix, subsidiary of Motorola Inc., Chicago. He also becomes marketing manager of semicon-

ductor products division. Mr. Connors succeeds R. H. Rudolph, who resigned.

Alfred Strogoff, formerly executive VP of Adler Electronics, New Rochelle, N. Y., which was acquired by Litton Industries in September 1963, appointed president of Litton's newly formed Amecom division there.

Barton C. Conant joins CBS Laboratories, Stamford, Conn., as director of engineering services. He was formerly principal associate of Cresap, McCormick and Paget, New York management consultant firm.

Charles H. Donahue, sales manager for magnetic tape division of Burgess Battery Co., Freeport, Ill., joins New York office of Reeves Soundcraft, division of Reeves Industries, Danbury,

Conn., as eastern region sales manager.

Carlton G. Nopper, chief engineer at WMAR-TV Baltimore, promoted to director of engineering. Mr. Nopper is succeeded by Charles Lau, assistant chief engineer. Gordon Wooden, assistant to chief engineer, promoted to assistant chief engineer, succeeding Mr. Lau.

William J. Moreland and Damon Van Utt have been elected VP's of Giannini Controls Corp., Duarte, Calif. Mr. Moreland is general manager of corporation's Conrac division, manufacturer of broadcast and closed-circuit TV equipment, Glendora, Calif. Mr. Van Utt is general manager of Giannini's controls division.

Leo F. Domeier named chief engineer of WTCN-AM-FM-TV Minneapolis-St. Paul.

John S. Hoover joins marketing services department of Electronic Industries Association, Washington, as manager of special projects and publications.

Frank J. Fugazzi, member of WRC Washington engineering staff since 1929, promoted to technical supervisor of WRC-AM-FM-TV.

John M. Spooner named manager of Somerville, N. J., plant of RCA commercial receiving tube and semiconductor division.

### DEATHS

Henry Sjogren, 53, consultant at BCG Films, New York, since 1961, died March 4 at his home in Port Washington, N. Y. Previously Mr. Sjogren served as executive director of NBC medical radio network and assistant general manager of WNBQ(TV) and WMAQ Chicago.

Albert E. Simpson, 58, VP and eastern division sales manager of Decca Records, New York, died March 5 at Meadowbrook Hospital in Rockville Centre, L. I., N. Y., after heart attack at his home there.

John Adaskin, 55, internationally-known musician, died at Toronto on March 4 of heart attack. He was executive secretary of Canadian Music Center, Toronto. He was best known in radio and television for his talent hunting programs. Mr. Adaskin joined Canadian Radio Broadcasting Commission in 1934 as its first program producer and organized its Toronto studios.

Tony Arnone, 33, assistant program director of KHJ-TV Los Angeles, died March 6 of heart attack at station.

Lilliana C. Kissel, 33, PR director of Alberto-Culver Co., Melrose Park, Ill., since last fall, died in Chicago March 7 of bronchial pneumonia.

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**STATION AUTHORIZATIONS, APPLICATIONS**

As compiled by BROADCASTING, March 5 through March 11 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*educational. Ann.—announced.

**New TV stations**

**APPLICATIONS**

Modesto, Calif.—Corbett Pierce and Chester Smith d/b as Redchester Broadcasting Co. UHF channel 17 (488-494 mc); ERP 20.5 kw vis., 10.98 kw aur. Ant. height above average terrain 323 feet; above ground 354.5 feet. P. O. address Box 338, Modesto. Estimated construction cost \$134,990; first year operating cost \$84,000; revenue \$100,000. Studio and trans. locations both Modesto. Geographic coordinates 37° 36' 09" north latitude, 121° 03' 53" west longitude. Type trans. RCA TTU1B, type ant. Co-El Multi-guide Slot. Legal counsel Spearman & Roberson, Washington; consulting engineer Cecil Lynch, Modesto. Principals: Corbett Pierce and Chester Smith (each 50%). Redchester Broadcasting is licensee of KLOC Ceres, Calif. Ann. March 10.

\*Tampa, Fla.—State Board of Control and Florida Educational Television Commission. UHF channel 22 (518-524 mc); ERP 232 kw vis., 124 kw aur. Ant. height above average terrain 1,009 feet; above ground 1,024. P. O. address c/o G. G. Eicholz, University of South Florida, Tampa. Estimated construction cost \$694,318; first year operating cost \$112,500. Studio location Tampa. Trans. location 4 miles east-southeast Boyette Road of Riverview, Fla. Geographic coordinates 27° 50' 52" north latitude, 82° 15' 48" west longitude. Type trans. GE TT-56-A; type ant. RCA TFU-24DL. Legal counsel Krieger & Jorgensen Inc., Washington; consulting engineer William Kessler, Florida Educational TV Commission. Principals: board of trustees. Ann. March 10.

\*Grand Forks, N. D.—State Board of Higher Education, University of North Dakota State University. VHF channel 2 (54-60 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 1,832 feet; above ground 2,063 feet. P. O. address c/o George W. Starcher, president, University of North Dakota, Grand Forks, N. D. Estimated construction cost \$932,874; first year operating cost \$124,374. Studio location Grand Forks and Fargo, N. D. Trans. location Traill County, 3 miles west of Blanchard, N. D. Geographic coordinates 47° 20' 36" north latitude, 97° 17' 17" west longitude. Type trans. GE TT-22A, type ant. Co-El CO 24-L. Legal counsel Wilner & Bergson, Washington; consulting engineer C. J. Thomforde, Grand Forks, N. D. Principals: board of trustees. Ann. March 6.

**New AM station**

**APPLICATION**

Honolulu, Hawaii—Radio KHAI Inc. 1090 kc, ERP 5 kw, unl. P. O. address c/o Lincoln Dellar, 9465 Wilshire Boulevard (#826), Beverly Hills, Calif. Estimated construction cost \$34,550; first year operating cost \$120,000; revenue \$120,000. Principals: Lincoln and Sylvia Dellar (each 50%). Radio KHAI Inc. is applying for facilities presently used by KHAI Honolulu. Ann. March 6.

**Existing AM stations**

**ACTIONS BY FCC**

WCEN Mt. Pleasant, Mich.—Granted increased daytime power from 1 kw to 5 kw and change from DA-N to DA-2, continued

operation on 1150 kc, 500 w-N; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. WISN Milwaukee petitioned for condition or, in alternative, for hearing. Action March 4.

WWBZ Vineland, N. J.—Granted renewal of license; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 14419. Jupiter Broadcasting Inc. (WSAT), Cincinnati, had petitioned for inclusion of condition. Action March 4.

KWVR Enterprise, Ore.—Granted change in operation from unl. to SH. (Is licensed on 1340 kc, 250 w, U). Action March 4.

WCWC Ripon, Wis.—Granted change on 1600 kc from 5 kw, DA, D, to 5 kw, DA-2, U; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Commissioner Lee absent. Action March 11.

**New FM stations**

**ACTIONS BY FCC**

Liberty, N. Y.—Sullivan County Broadcasting Corp. Granted CP for new FM on 95.9 mc, channel 240, 800 w. Ant. height above average terrain 520 feet. P. O. address c/o Seymour Lublin, Box 150, Liberty. Estimated construction cost \$25,626; first year operating cost \$26,048; revenue \$27,505. Applicant is licensee of WVOS Liberty. Action March 4.

Carbondale, Pa.—Carbondale Broadcasting Inc. Granted CP for new FM on 94.3 mc, channel 232, 330 w. Ant. height above average terrain 771 feet. P. O. address 127 Salem Road, Carbondale. Estimated construction cost \$10,206; first year operating cost \$8,300; revenue \$8,500. Applicant owns WCFL Carbondale. Action March 6.

Scranton, Pa.—Lane Broadcasting Corp. Granted CP for new FM on 104.9 mc, channel 285A, 1.6 kw. Ant. height above average terrain 391 feet. P. O. address c/o William J. Lane, 2905 Dunglew Road, Baltimore. Estimated construction cost \$14,259; first year operating cost \$18,000; revenue \$20,000. Principals: William J. and Virginia B. Lane, jointly, and Douglas V. Lane (each approximately 35%) and others. Action March 6.

Wheeling, W. Va.—WTRF-TV Inc. Granted CP for new FM on 107.5 mc, channel 298, ERP 11.22 kw, unl. Ant. height above average terrain 907 feet. P. O. address Ogden Building, 1329 Market Street, Wheeling. Estimated construction cost \$22,532; first year operating cost \$20,000; revenue \$11,000. Principal: WTRF-TV Inc. (100%). WTRF-TV Inc. is licensee of WTRF-TV Wheeling. Robert W. Ferguson is executive vice president in charge of FM operation. Action March 6.

**APPLICATIONS**

Middletown, Conn.—Connecticut Radio Fellowship Inc. 104.9 mc, channel 285A, ERP 2.91 kw unl. Ant. height above average terrain 505.5 feet. P. O. address 3129 Whitney Avenue, Hamden, Conn. Estimated construction cost \$13,464; first year operating cost \$8,000; revenue, \$10,000. Principals: Herbert F. Korte, president, Alfred C. Thyberg, secretary, Gerald B. Williams, treasurer and Kenneth G. Richard, assistant secretary (jointly as officers of nonprofit, nonstock

corporation). Mr. Korte is employe of WELI New Haven, Conn.; Messrs. Thyberg, Williams and Richard are associated with religious organizations. Ann. March 6.

Bryan, Ohio—Williams County Broadcasting System Inc. 100.9 mc, channel 265, ERP 3 kw, unl. Ant. height above average terrain 154 feet. P. O. address Box No. 6, Bryan. Estimated construction cost \$11,591; first year operating cost \$10,000; revenue \$18,000. Principal: Williams County Broadcasters (100%). Williams County is licensee of WBNO Bryan. Ann. March 5.

Humboldt, Tenn.—Gibson County Broadcasting Co. 102.3 mc, channel 272A, ERP 3 kw, unl. Ant. height above average terrain 211 feet. P. O. address 210 22d Avenue, Humboldt. Estimated construction cost \$16,897; first year operating cost \$6,240; revenue \$8,850. Principal: J. Frank Warmath (100%). Mr. Warmath is owner of WIRJ Humboldt. Ann. March 5.

Knoxville, Tenn.—Knoxville Ra-Tel Inc. 97.5 mc, channel 248, ERP 36.7 kw, unl. Ant. height above average terrain 422 feet. P. O. address Box 2269, Knoxville. Estimated construction cost \$22,000; first year operating cost \$20,000; revenue \$25,000. Principal: Ra-Tel Broadcasting Co. (100%). Ra-Tel stock is voted by B. L. Boring (50%) and Henry T. Ogle (50%). Knoxville Ra-Tel is licensee of WKXV Knoxville. Ann. March 5.

**Ownership changes**

**ACTIONS BY FCC**

WTLN Apopka, Fla.—Granted assignment of CP from Tom Harvey Moffit (100%) to Alton Rainbow Corp., owned by Mr. Moffit (100%). No financial consideration involved. Action March 9.

WTVM Columbus, Ga. and WTVC Chattanooga, Tenn.—Granted transfer of negative control of licensee corp., Martin Theaters of Georgia Inc., from C. L. Patrick (½ before sale) to Roy E. Jr. and E. D. Martin (each 49% before, 50% after). Consideration \$400. Action March 5.

KEEP Twin Falls, Idaho—Granted transfer of control of licensee corporation, Radio Sales Corp., from D. Spencer and Arta L. Grow (50%) and Janice M. and Ralph W. Burden Jr. (50%) to Fred M. Frazier (61.5%) and others, d/b as Idaho Land Corp. Consideration \$22,500. Applicant is real estate firm. Action March 11.

WKKD-AM-FM Aurora, Ill.—Granted assignment of license from Russell G. Salter to Salter Broadcasting Corp., owned by Mr. Salter (100%). No financial consideration involved. Action March 4.

WRMN Elgin, Ill.—Granted assignment of license from J. Richard Sutter (25%), Joseph E. McNaughton (40.25%), William D. McNaughton (18.75%) and John T. McNaughton (16%), d/b as Elgin Broadcasting Co., to Elgin Broadcasting Inc., owned by Mr. Sutter (15%), Joseph E. (69%) and John T. McNaughton (16%). Consideration \$39,860 for Mr. Sutter's 10% and exchange of stock for W. D. McNaughton's shares. Action March 4.

KHAK-AM-FM Cedar Rapids, Iowa—Granted assignment of license from Northland Broadcasting Corp., owned by Kingsley H. Murphy Jr. and Carroll E. Crawford, to Agruss Broadcasting Inc., owned by Nathan Agruss and Jordan E. Ginsburg (each 50%). Consideration \$100,000. Messrs. Agruss and

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Ginsburg are local businessmen. Actions March 6.

**KVOB Bastrop, La.**—Granted assignment of license from Bastrop Broadcasting Company Inc., George H. Goodwin, president, to F. Bart Rainey Jr., Odessa R. Rainey, A. C. Ritchie Sr. and Bethel G. Ritchie (all 25%), d/b as Rainey-Ritchie-Radio. Consideration \$30,000. Odessa R. Rainey and F. B. Rainey Jr. are sales manager and general manager, respectively, of KRIH Rayville, La. A. C. Ritchie Sr. is local businessman. B. G. Ritchie is employee of Bastrop Broadcasting Co. Inc. Action March 6.

**WDMC Otsego, Mich.**—Granted assignment of license from Dwight M. Cheever (100%) to Allegan County Broadcasters Inc. (100%). Consideration \$62,500. Assignee is licensee of WOVE Allegan, Mich., but will surrender this license upon grant of WDMC assignment. Allegan County Broadcasting is owned by Mr. and Mrs. John F. Wismer (50% together) and Mr. and Mrs. Harmon LeRoy Stevens (50% together). Messrs. Wismer and Stevens have interest in WHLS Port Huron and WLEW Bad Axe, both Michigan. Action March 4.

**KWK St. Louis**—Granted acquisition of positive control of Milwaukee Broadcasting Co. (parent corp. of licensee corp., KWK Radio Inc.) by Arthur M. Wirtz (44.5% before purchase, 53.5% after) through purchase of stock from Hugh K. Boice Jr. (9% before). Consideration \$45,000. Milwaukee Broadcasting is licensee of WEMP-AM-FM Milwaukee. Action March 11.

**WOTW-AM-FM Nashua, N. H.**—Granted transfer of control of licensee corporation, Eastminster Broadcasting Corp., from Eastern Associates Inc. (50%), Claude Hews, president and William N. McKeen (25%) to Arthur H. Atkinson, Samuel Bronstein, James Fokas, Philip T. Lamoy, Herbert E. Miller and Mario J. Vaggs (each 12.5%); Roger H. Strawbridge remains 25% owner of licensee. Consideration \$22,500 and assumption of liabilities. New stockholders are all local businessmen. Action March 6.

**KCHS Truth or Consequences, N. M.**—Granted assignment of license from Rex A. Tynes, d/b as Southwestern Broadcasting Co., to Bairdland Broadcasting Inc., owned by Nell R. Baird Sr. (75%) and James D. (23%) and Etta Mae Landers (2%). Consideration \$11,600 plus \$1,919 assumption of indebtedness of assignor. Mr. Baird is employee of KDEF-AM-FM Albuquerque, N. M.; Mr. Landers is retired; Mrs. Landers is housewife. Action March 9.

**WGEZ Beloit, Wis.**—Granted assignment of license from Howard Miller Enterprises and Consultants Inc., wholly owned by Howard Miller, to G and J Broadcasting Inc., owned by Raymond W. Grandle (75%) and Tanis B. Jester (25%). Consideration \$145,000. Raymond W. Grandle is regional sales representative of WFRV-TV Green Bay, Wis. Tanis B. Jester is Milwaukee housewife. Action March 6.

**WEMP-AM-FM Milwaukee**—Granted acquisition of positive control of licensee corporation, Milwaukee Broadcasting Co., by Arthur M. Wirtz (53.5% after transfer, 44.5% before) through purchase of stock from Hugh K. Boice Jr. (9%). Consideration \$45,000. Also see KWK St. Louis, above. Action March 11.

**WNAM Neenah-Menasha, Wis.**—Granted acquisition of positive control of licensee corporation, WNAM Inc., by James A. McKenna Jr. and Hudson Broadcasting Corp. (each 45%) and Don C. Wirth (10%) from S. N. Pickard (100% before transfer). Consideration \$450,000. Mr. McKenna, Washington attorney, owns 80% of Hudson Broadcasting. Mr. Wirth is manager of WNAM. Action March 10.

#### APPLICATIONS

**WLAY Muscle Shoals, Ala.**—Seeks relinquishment of positive control of licensee corporation, Slatton-Quick Inc., by Wagner P. Thielens Jr. (51% before sale) through sale of stock to Slatton-Quick Inc., owned by Cletus H. Quick and John L. Slatton (each 24½% before, 50% after). Consideration \$42,000. Mr. Slatton owns WJBB Haleyville, Ala.; Messrs. Slatton and Quick have interest in WTRQ Dyersburg, Tenn. Ann. March 10.

**KTMS Santa Barbara, Calif.**—Seeks transfer of control of licensee corporation, News-Press Publishing Co., from T. M. and Marion Day Storke and Bert D. Lane as voting trustees, et al, to McLean Publishing Co. (100%), owned by Bulletin Co. of Philadelphia. Consideration \$350,000 for radio interest; total consideration not disclosed. News-Press publishes Santa Barbara News-Press. Bulletin Co. is licensee of WPBS Philadelphia. President of McLean Publishing is Robert McLean. Ann. March 9.

**KICM Golden, Colo.**—Seeks assignment of license from George I. Norman Jr. (50%) and Philip B. Rosenthal (50%), d/b as Norman Broadcasting, to KICM Radio Co., owned by Josie M. Maraggos (31.25%), Gerald Fay (20%), Britta Morrill (5%) and others. Consideration \$20,000. Mrs. Maraggos is housewife; Mr. Fay is employee of KICM; Miss Morrill is employee of Fordland, Lake-wood, Colo. Physical assets of station were leased to Norman Broadcasting by Broadcast Investment Corp., and will continue to be so leased to assignee. Ann. March 5.

**KLEE Ottumwa, Iowa**—Seeks assignment of license from Thomas L. Davis and Ray Freedman (each 50%), d/b as Kleeco Radio, to Kleeco Radio Inc., same ownership. No financial consideration involved. Ann. March 5.

**WRFM(FM) New York**—Seeks assignment of license and SCA from Long Island Broadcasting Corp. (100%) to William H. Reuman (100%). No financial consideration involved. Long Island Broadcasting is wholly owned by Mr. Reuman; is being liquidated subsequent to sale of corporation's AM facility, WRRL New York. Ann. March 6.

**KGRL Bend, Ore.**—Seeks transfer of control of licensee corporation, KGRL Inc., from John H. McAlpine (100%) to Juniper Broadcasting Inc. (100%), owned by Glenn Cushman (33½%), B. D. and Dagmar Fancher, R. W. and Nancy Chandler (each 16½%). Consideration \$110,500. Chandlers have interest in Bend Bulletin, Bend, Ore. newspaper and La Grande Observer, La Grande, Ore., newspaper; Mr. Fancher is attorney, Fanchers have local business interests; Mr. Cushman is employee of Bend Bulletin, has local business interests. Ann. March 10.

**KWBA Baytown, Tex.**—Seeks acquisition of positive control of licensee corporation, Bayshore Broadcasting Co., by David R. Worley (50% before purchase, 100% after) through purchase of stock from Hugh DeWitt Landis (50% before). Consideration \$95,000. Ann. March 5.

**KLUR(FM) Wichita Falls, Tex.**—Seeks transfer of control of licensee corporation, Nortex Broadcasting Inc., from Don A. Wade (15%), J. W. Terrell and W. H. Hall (each 42.5%) to Fred S. Marks (100%). Consideration \$1,000 and assumption of approximately \$15,000 in liabilities. Mr. Marks is local businessman. Ann. Feb. 26.

**KPOR Quincy, Wash.**—Seeks assignment of license from Donald R. (65% individually), Donald R. and Patricia Ann Nelson (25% together) and Gene R. Johnsick (10%), d/b as Quincy Valley Broadcasters, to Donald R. (75%) and Donald R. and Patricia Ann Nelson (25%), d/b as company of same name. Consideration \$100. Ann. March 5.

#### Hearing cases

##### INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued Initial Decision looking toward denying application of Geoffrey A. Lapping for new AM on 1260 kc, 500 w, D, in Blythe, Calif. Examiner found, among other things, that Lapping failed to meet "Suburban" issue concerning local programming needs. Action March 6.

##### DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for consolidated hearing applications of (1) KTIV Television Co. and (2) Peoples Broadcasting Corp. to change trans. locations of their respective Sioux City, Iowa, TV stations, KTIV (ch. 4), from 8 miles north of that city and KVTV (ch. 9) from within that city to site 11 miles northeast of Sioux City in direction of Fort Dodge. They will share common tower and increase ant. height of KTIV from 770 feet to 1,915 feet and KVTV from 720 feet to 2,025 feet and increase latter's visual ERP from 288 kw to 310 kw, and (3) Central Broadcasting Co. to change trans. site of WHO-TV (ch. 13), Des Moines, from 1 mile south of Mitchellville to 1½ miles north-northwest of Des Moines, move of 22 miles toward Fort Dodge, and increase ant. height from 780 feet to 1,545 feet; made Northwest Television Co. (KQTV, ch. 21), Fort Dodge, which filed opposing petitions, party to proceeding. Action March 11.

■ By memorandum opinion and order, commission designated for hearing application of Grayson Enterprises Inc. to change trans. site of KWAB (TV) (ch. 4), Big Spring, Texas, from within city to about 22 miles southwest thereof and about 16 miles southeast of Midland, increase visual ERP from 12.9 kw to 100 kw and ant. height from 380 feet to 1,124 feet; made KMID-TV, Midland, and KOSA-TV, Odessa, which filed opposing petitions, parties to proceeding; and dismissed opposing petition by KDCD-TV, Mid-

land. Chairman Henry concurred in result. Action March 4.

**South Mississippi Broadcasting Co. Mississippi City, Miss.**—Designated for hearing application for new daytime AM on 1520 kc, 1 kw, DA; issues include Sect. 73.28(d) (3) 100% rule and Sect. 73.35(b) concentration of control determinations. Action March 4.

**Northwestern Indiana Radio Inc., Valparaiso, Ind.; Valley Broadcasting Kankakee, Ill. and Livingston County Broadcasting Co. Pontiac, Ill.**—Designated for consolidated hearing applications for new daytime AM's on 1080 kc—Northwestern with 250 w; Valley with 500 w, DA; and Livingston with 1 kw, DA; issues include Sect. 73.35(a) multiple ownership determination as to Valley; made WIBC Indianapolis, which filed opposing petition, party to proceeding. Action March 4.

**M. H. Wirth, Mason, Mich.**—Designated for hearing application for new daytime AM on 1110 kc, 250 w; issues include Sect. 73.35(a) multiple ownership determination. Action March 4.

#### OTHER ACTIONS

■ By order, commission extended from April 23 to May 25 en banc oral proceeding on proposed revised program service statement for AM and FM broadcast applicants. This was done to permit possible discussions by joint committee representing broadcasters, members of bar and commission's staff, similar to those now taking place in connection with new TV form. Date for persons to notify commission in writing of intended appearances at this oral proceeding will now be up to May 1. Last date for submission of written statements will be May 25. Commissioner Lee absent. Action March 11.

■ By order commission granted request by Peter Viotti for waiver of "freeze" rule and accepted for filing application to change operation of KVVU Cottonwood, Ariz., from directional to non-directional on 1600 kc, 1 kw, D. Action March 11.

■ By memorandum opinion and order, commission (1) granted application by KSLA-TV Inc. for mod. of CP to increase ant. height of KSLA-TV (ch. 12), Shreveport, La., from 1,200 feet to 1,810 feet; and (2) dismissed opposing petition by KCMC Inc. (KTAL-TV, ch. 6), Texarkana, Tex. Commissioner Cox dissented. Action March 11.

■ Commission scheduled oral argument on April 27 in proceeding on order to Evansville Television Inc. (formerly Douglas H. McDonald, trustee) to show cause why CP for WTVW-TV in Evansville, Ind., should not be modified to specify operation on channel 31 instead of channel 7. Action March 11.

■ Commission granted joint motion by applicants in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding for continuance of oral argument from March 12 to April 27. Action March 11.

■ By memorandum opinion and order, granted petition by Air Transport Association of America for leave to intervene in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting - Paramount Theatres Inc. (KGO-TV), both San Francisco, for increases in ant. heights, etc., in Dockets 12865-6. Action March 6.

■ Granted petition by La Fiesta Broadcasting Co. to extend time to March 11 to file petition for review of chief hearing examiner's Feb. 27 memorandum opinion and order in proceeding on La Fiesta's application for new AM in Lubbock, Tex., et al. Member Nelson abstained from voting. Action March 6.

■ Granted petition by Abaco Radio Corp. (WMIA), Arecibo, P. R., to extend time to March 9 to file exceptions to Initial Decision in proceeding on AM application et al., in Dockets 14994-5. Action March 6.

■ Corrected in various respects transcript of oral argument in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga., in Docket 14674. Action March 6.

■ Oral argument before commission en banc in Largo, Fla., TV channel 10 proceeding has been advanced from April 30 to April 27. Action March 6.

■ By memorandum opinion and order in Cleveland TV channel 65 proceeding, granted motion by Cleveland Telecasting Corp. to delete, modify and enlarge issues to extent of enlarging issues to determine (1) whether grant of United Artists Broadcasting Inc. application would be consistent with citizenship provisions of Section 310(a) (5) of Communications Act of 1934, as amended; and (2) whether grant of United Artists application would be consistent with Sect. 73.636 multiple ownership rules. Member Nelson

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 11

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,856	84	104	288
FM	1,115	38	136	268
TV	522 <sup>1</sup>	60	82	132

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 11

	VHF	UHF	TV
Commercial	477	95 <sup>2</sup>	572 <sup>1</sup>
Noncommercial	53	29	82

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,856	1,117	522 <sup>1</sup>
CP's on air (new stations)	84	38	60
CP's not on air (new stations)	102	116	79
Total authorized stations	4,042	1,271	661
Applications for new stations (not in hearing)	178	236	63
Applications for new stations (in hearing)	105	20	60
Total applications for new stations	283	256	123
Applications for major changes (not in hearing)	208	62	44
Applications for major changes (in hearing)	43	2	7
Total applications for major changes	251	64	51
Licenses deleted	0	0	1
CP's deleted	1	0	0

<sup>1</sup> Does not include six licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

concurrent and issued statement. Action March 5.

■ By memorandum opinion and order in Paterson, N. J., UHF-TV proceeding Commission granted motion by Trans-Tel Corp. for order requiring Spanish International Television Inc. to amend application and directed latter to submit within 20 days amendment supplying requested information concerning other broadcast interests of Emilio Azcarraga, 20% stockholder. Commissioner Lee dissented. Action March 4.

■ Commission scheduled oral argument for April 30 in Largo, Fla., TV channel 10 proceeding. Commissioner Cox not participating. Action March 4.

■ Commission granted, in part, request by Luis Prado Martorell for waiver of "freeze" rule and accepted for filing his application (1030 kc, 10 kw, D) to change station location from Dorado, P. R., to Loiza, P. R., and change trans. site; assigned new file number BP-16000 and directed applicant to republish local notice pursuant to Sect. 1.580 of rules. Action March 4.

■ By telegram, commission informed WEEE Rensselaer, New York, that it had no objection to that station operating during specified pre-sunrise hours with power reduced to 500 watts. Action March 4.

■ Commission's schedule of application filing fees will become effective March 17, 1964. Applications submitted by mail and postmarked later than midnight March 16 must be accompanied by fees prescribed in commission's rules. No fees will be required with applications postmarked prior to March 17 irrespective of date on which application actually arrives at commission, or any of its field offices.

Schedule of fees for filing applications: for CP—AM \$50, FM \$50, TV \$100, translator \$30, auxiliary \$30; for renewal, assignment, transfer—(same as above); for Form 316—AM \$30, FM \$30, TV \$30, translator and auxiliary (fees not required in case of applications filed by tax-exempt organizations for operation of stations providing noncommercial educational broadcast services, whether or not such stations operate on frequencies allocated for noncommercial educational use); for change in call letters—\$20; all other applications in broadcast service (excluding TV translator applications not specified above)—\$30; for commercial operator examinations—1st class \$5, 2nd class \$4, 3rd class \$3, renewals, endorsements, duplicates, etc. \$2, restricted radio-telephone permits \$2.

100 (FOR THE RECORD)

March 24, hearings will be moved to and reconvened in Douglas, as promptly as possible; and (2) at time hearings terminate in Tifton, presiding examiner, after hearing views of all participating counsel, shall rule promptly as to whether, in keeping with commission policy, it would be appropriate to hold hearings in Tallahassee, upon completion of sessions in Douglas. Action March 9.

■ In Paterson, N. J., UHF TV proceeding, granted petition by Progress Broadcasting Corp. to extent of dismissing, but with prejudice, its application and retained in hearing status remaining applications. Action March 6.

■ Designated examiner Walther W. Guenther to preside at hearing in proceeding on application of Copper Country Broadcasting Co. to change facilities of WMPL Hancock and Upper Michigan Broadcasting Co. for license for WHDF Houghton, both Michigan; scheduled prehearing conference for March 31 and hearing for May 5. Action Feb. 28.

■ Designated examiner Isadore A. Honig to preside at hearing in proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPLB), Greenville, both Michigan; scheduled prehearing conference for March 30 and hearing for April 27. Action Feb. 28.

■ Designated examiner Basil P. Cooper to preside at hearing in proceeding on AM application of WXXX Inc. (WXXX), Hattiesburg, Miss.; scheduled prehearing conference for March 25 and hearing for April 20. Action Feb. 28.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV's on channel 29 in Buffalo, in accordance with rulings made at March 9 prehearing conference, (1) granted Feb. 19 petition by Ultravision for leave to make "financial amendment" to application and dismissed as moot its Jan. 22 petition, (2) ordered that further prehearing conference will be held at first available date after Review Board has acted on petitions presently pending before it to (a) enlarge issues, and (b) delete issues; and (3) continued March 31 evidentiary hearing to date to be specified at conclusion of next prehearing conference. Action March 9.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to continue date for exchange of exhibits from March 23 to March 30, and hearing from April 6 to April 13 in proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Inc. (WLOD), Pompano Beach, Fla., to William F. Johns Sr. and William F. Johns Jr. Action March 10.

By Hearing Examiner Millard F. French

■ Formalized by order agreements and rulings made at March 10 prehearing conference in proceeding on AM application of James E. Walley (KAOR), Oroville, Calif. and scheduled certain procedural dates and rescheduled April 16 hearing for May 27. Action March 10.

By Hearing Examiner Walther W. Guenther

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Dockets 14977-8, granted petition by Mid-Ocean for leave to amend application to show change in ownership due to death, and availability of bank loan. Action March 5.

By Hearing Examiner Isadore A. Honig

■ On own motion, advanced March 30 prehearing conference to March 26 in proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPLB), Greenville, both Michigan. Action March 5.

■ Formalized by order certain agreements reached at March 2 prehearing conference in proceeding on AM application of Charles L. Hamilton Sr. and Mildred H. Hamilton (KBAB), Indianola, Iowa, scheduled certain procedural dates and continued March 31 hearing to April 2. Action March 2.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, respectively, both Texas, in Dockets 14597, 15203, granted motion by KWEN for leave to amend financial showing; by separate order, denied petition by KWEN to add an "Evansville" issue. Action March 10.

■ Cancelled April 8 hearing and scheduled

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Members Berkemeyer, Pincock and Slone adopted decision denying application of Hudson Valley Broadcasting Corp. to relocate trans. site of WEOK Poughkeepsie, N. Y., and to continue from new site (a) present daytime directionalized operation on 1390 kc with 5 kw and (b) to operate nighttime directionalized, with power of 1 kw. Member Slone dissented and issued statement. Aug. 21, 1963 Initial Decision looked toward grant. Action March 4.

■ By memorandum opinion and order in proceeding on applications of WEXC Inc., Leon Lawrence Sidell and Seaport Broadcasting Corp. for new AM's in Depew, Hamburg and Lancaster, all New York, in Dockets 14031 et al., (1) granted joint petition by Sidell and Seaport for approval of agreement whereby Sidell would withdraw application for and in consideration of \$4,500 as partial reimbursement of out-of-pocket expenses incurred in prosecuting application; and (2) dismissed Sidell application with prejudice. Action March 9.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Designated examiner Isadore A. Honig to preside at hearing in proceeding on application of South Mississippi Broadcasting Co. for new AM in Mississippi City, Miss.; scheduled prehearing conference for April 3 and hearing for May 11. Action March 9.

■ Designated examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on applications for new AM's of Northwestern Indiana Radio Inc., Valparaiso, Ind., et al.; scheduled prehearing conference for April 15 and hearing for May 25. Action March 9.

■ Designated examiner Millard F. French to preside at hearing in proceeding on application of M. H. Wirth for new AM in Mason, Mich.; scheduled prehearing conference for April 6 and hearing for May 14. Action March 9.

■ In consolidated proceedings on revocation of license of WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., ordered that (1) upon completion of hearings to be convened in Tifton on

BROADCASTING, March 16, 1964

further prehearing conference for May 1 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash. Action March 10.

By Hearing Examiner David I. Kraushaar  
 ■ On own motion, scheduled further prehearing conference for March 13 in Pater-son, N. J. UHF TV proceeding for purpose of establishing pertinent dates, including date for commencement of hearing, pursuant to stipulation previously entered into by parties. Action March 3.

By Hearing Examiner  
 Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at March 6 prehearing conference in proceeding on applications of Greylock Broadcasting Co. and WBEK Inc. for new FM's in Pittsfield, Mass., in Dockets 15282-3 and, among other things, continued April 23 hearing to May 25. Action March 6.

By Hearing Examiner Herbert Sharfman  
 ■ Issued statement and order after March 9 prehearing conference in proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co., for new FM's in Traverse City, Mich., in Dockets 15299-15300, scheduled certain procedural dates, and rescheduled April 7 hearing for May 12. Action March 9.

By Hearing Examiner Herbert Sharfman  
 ■ In proceeding on AM applications of Marietta Broadcasting Inc. (WBIE), and Cobb County Broadcasting Co., both Marietta, Georgia, issued statement and order after March 5 prehearing conference and, among other things, rescheduled April 6 hearing for May 19. Action March 5.

By Hearing Examiner Elizabeth C. Smith  
 ■ Granted request by Broadcast Bureau to continue March 5 prehearing conference to March 16 in proceeding on application of Spartan Radiocasting Co. for new TV broadcast translator in Asheville, N. C. Action March 4.

**BROADCAST ACTIONS**  
 by Broadcast Bureau  
 Actions of March 9

WIRA-AM-FM Fort Pierce, Fla.—Granted renewal of licenses.

WROW Albany, N. Y.—Granted CP to install alternate main nighttime and auxiliary daytime trans., using DA, at main trans. site. K76AX Romeo, La. Jara, Manassa, Antonito and Alamosa, all Colorado—Granted CP to replace expired permit to make changes in UHF TV translator.

K13DL Bridgeport, Wash.—Granted CP to change type trans. for VHF TV translator.

**Actions of March 6**

Geraldine Community TV Geraldine, Mont.—Granted CP for new VHF TV translator on channel 7 to rebroadcast programs of KFBB-TV (ch. 5), Great Falls, Mont.

KVNI Coeur d'Alene, Idaho—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans., change ant., trans. and studio locations, and make changes in ant. (increase height) and ground systems; remote control permitted: conditions.

WOTW-AM-FM Nashua, N. H.—Granted renewal of licenses.

WYSI Ypsilanti, Mich.—Granted license for AM.

K09BR Fairview Community, Chinoook, Mont.—Granted license for VHF TV translator.

K04CT Oakridge, Ore.—Granted mod. of license to change primary TV station to KEZI (ch. 9), Eugene, Ore., for VHF TV translator.

KHOU-TV Houston—Granted mod. of CP to change type ant. and make changes in ant. system (main trans. and ant.).

**Actions of March 5**

■ Granted renewal of licenses of following: K11AD, Loma TV Club, Loma, Mont.; K11BO, K13BG, Belle Fourche TV Club, Belle Fourche; K07AR, Bowdle TV Assn., Bowdle, both South Dakota; K70CF, K74BF, K78AT, CL&O Translator System Inc. Canadian, Higgins and Lipscomb, all Texas; K13AB, Kadoka Commercial Club, Kadoka, S. D.; K12AH, Upper Green River Television System, Rural Fork River and Boulder area, East Fork River and Speedway Road area, Big Piney and El Paso Natural Gas Camp areas, and Cottonwood Creek, Horse Creek and Daniel areas, all Wyoming.

K70AY Lovelock, Nev.—Granted license for UHF TV translator covering operation on channel 70, to rebroadcast programs of KOLO-TV (ch. 8), Reno, Nev., and change type ant.

K70CF, K74BF, K78AT Canadian, Higgins, and Lipscomb, all Texas, and Arnett, Okla.—Granted licenses covering changes for UHF TV translator's.

KNOT Prescott, Ariz.—Granted CP to replace expired permit to increase daytime power and install new trans.

K13CD Trout Lake, Wash.—Granted CP to change trans. location to approximately 4 miles northwest of Trout Lake for VHF TV translator.

**Actions of March 4**

Office of Education: Gilroy and Morgan Hill, Calif.—Granted CP for new UHF TV translator on channel 76 to rebroadcast programs of TV station KQED (ch. 9), San Francisco.

WHOF Canton, Ohio—Granted CP to install auxiliary trans. at main trans. site (non-DA).

WRR Dallas—Granted CP to install alternate main trans. at main trans. site.

KECR(FM) El Cajon, Calif.—Granted mod. of CP to change type ant.

■ Granted licenses for following: K07FV Upper Bitter Root TV Club, Darby and Conner, Mont.; W09AD Spartan Radiocasting Co., Waynesville, N. C.; W02AE Shenandoah Life Stations Inc. Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia.

■ Granted CPs to replace expired permits for following: W04AD, W08AJ Smith Radio & TV, Corbin and Woodbine, Ky.; K09EO, K11FC, K13CH Douglas TV Inc. Douglas and vicinity, Wash.

**Revocations**

■ By order, commission revoked licenses of Mrs. Elizabeth G. Coughlan for WELF-FM (Citadel Broadcasters of Du Page), Glen Ellyn and WELG-FM (Citadel Broadcasters), Elgin, both Illinois, and deleted call letters. Stations have been silent since Oct. 1, 1963 without commission authorization and licensee has willfully and repeatedly failed to operate substantially as set forth in licenses of two stations and to observe commission's rules. Licensee did not respond to hearing. Action March 11.

**Fine**

■ By memorandum opinion and order, commission ordered George G. Beasley to forfeit \$250 for willful and repeated violations of sponsorship identification requirement by WPYB Benson, N. C. Because initial amount specified in Dec. 27, 1963 notice of such apparent liability was based

on numerous factors of mitigation, including facts that station is both small and new and licensee was candid, commission feels no further reduction is warranted. WPYB has 30 days in which to apply for mitigation or remission of forfeiture. Action March 4.

**Rulemakings**

**PROPOSED**

■ Commission invited comments to notice of proposed rulemaking looking toward assigning channel #2 to Roscoe, S. D., for noncommercial educational use, in addition to that state's presently assigned four VHF reserved channels. South Dakota Educational Television Association and State Superintendent of Public Instruction petitioned for assignment to make possible creation of state-wide educational television network. Proposal requires Canadian concurrence. Action March 11.

■ Commission proposed amending practice and procedural rules to add new Sect. 1.550 to provide that it will give public notice of requests by AM, FM and TV stations for new or modified call letters, and that such requests will not be acted upon by commission earlier than 30 days following issuance of public notice, also to require applicants for new or changed call letters to, among other things, notify by mail other broadcast stations with transmitters within 35-mile radius of intention to make such request. Proposed procedure would permit interested persons opportunity to object, because of phonetic or rhythmic similarity to their call letters, before commission action. Action March 4.

**PETITIONS FOR RULEMAKING FILED**

■ Drexel Hill Associates Inc., Dover, N. J.—Requests amendment of rules to change table of assignments as follows: Eatontown, N. J.; delete channel 288A, add 240A.

■ Earl R. Thomas, Englewood, N. J.—Requests amendment of rules with respect to maximum power to read: "The maximum 'output power' of a single-sideband suppressed-carrier transmitter as indicated by a radio frequency wattmeter in the transmission line to the antenna system shall not exceed 750 watts on a meter having a time constant not in excess of approximately 0.25 second."

■ Paul Dean Ford and J. T. Winchester, London, Ohio—Requests amendment of rules to change table of assignments as follows: Middleport, Ohio: delete channel 285A, add 221A; Circleville, Ohio: delete 292A, add 285A; London, Ohio: add 292A; Columbus, Ohio: delete 285A.

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## Announcers

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number, Box B-299, BROADCASTING.

Immediate opening for experienced announcer knowing radio with ambition to be station manager. Small market FM with good music AM format. Resume and tape, no prima donna's. Box C-20, BROADCASTING.

Outstanding personality wanted for afternoon show. Capable on news, sports, and announcing. Excellent salary, plus fringe benefits. Send tape and full particulars to Box C-198, BROADCASTING.

Have you worked for a top 40 station without top 40 music? It will be the most challenging and stimulating experience of your life if you are truly talented and are prepared to pay the price of success. Midwestern kilowatt. Box C-209, BROADCASTING.

Experience for day shift or middle of the road music format at Wisconsin station, Box C-217, BROADCASTING.

29th Market—Top 40 swinger—need morning man type swinger, must be good production man, send tape, picture and complete information, Box C-221, BROADCASTING.

Wanted. That rare combination of a man who can announce, write copy and do traffic. A first class ticket will enhance your value. Your references must check out. Please tell all in first letter. Send tape and recent photo. Box C-239, BROADCASTING.

Opening for newsmen with some airwork at Great Lakes area regional station. Broadcast experience and professional delivery required. Box C-243, BROADCASTING.

Experienced announcer with first phone and production know-how. If you'll work hard, you will have a steady, good paying position with a growing group of Texas stations. Need tape, resume and picture. Box C-245, BROADCASTING.

Start with us—grow into one of America's best known dj's. Format men who want the coast will want this. Send tape and resume to Box C-246, BROADCASTING.

Metropolitan beautiful music station needs first phone announcer. Friendly, warm, adult delivery. Send resume and several commercials. Hurry, Box C-263, BROADCASTING.

Opportunity at small market desert station. Announcing, local news, production. Tape resume and salary required to KIOT, Barstow, Calif.

Opening March 15. Announcer with possible sales. Need one more staff member for complete staff, KLEX, Lexington, Missouri.

Announcers—Staffing new FM. Send tape, photo, resume. KSIJ, Sedalia, Missouri.

Announcer with first phone, no maintenance, WAMD, Aberdeen, Md.

Announcer—mature voice—some experience preferred. For FM stereo operation. Contact WBMI, Meriden, Connecticut. BE 5-2707.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume. WDDY, Gloucester, Virginia.

## Announcers—(Cont'd)

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Immediate opening for morning man. Some experience required. WNJH, Hammonton, N. J.

Morning personality with three or more years experience needed for adult format station with good facilities. Send air check, resume, class of FCC license and other pertinent data to manager, WRTA, Altoona, Pennsylvania.

Experienced announcer-dj. For good music station with adult sound. Opportunity to use your initiative. Rush tape, resume and photo to: WTRL, Box 1060, Bradenton, Fla.

WTRU—5000 watt, No. 1 rated modern formula operation looking for swinging DJ with 1st class ticket for 7 to midnight show—your opportunity to join solid five-station group. Send tape, resume, snapshot, recent earnings to Skip Knight—WTRU—Muskegon, Michigan.

Announcer—mature, first phone ticket. No maintenance. WTVB, Coldwater, Michigan.

Opening April 1st for first phone announcer. Lively, good music format. Must be articulate. Pleasant New England market. \$550. Contact General Manager. 413-256-6794.

## Technical

New Jersey: Chief Engineer for quality AM-FM. Capable of some announcing. Salary to match. Interview. Send resume to Box C-210, BROADCASTING.

Working first phone with announcing ability . . . Salary open . . . progressive, middle of roader AM-FM operation in fast growing Florida market. Send resume and tape. Box C-287, BROADCASTING.

Help wanted . . . an experienced first phone man with announcing qualifications. Starting salary for experienced man \$400 and up. Write KANA Radio, Anaconda, Montana. Send picture and audition tape to Mike Donovan, manager.

Chief engineer, AM, FM, Muzak, 25 year old station. Contact Mr. MacDonald, WSAM Saginaw, Michigan.

Need experienced first phone engineer. Light announcing. Light maintenance. Send audition tape and information. WSYB, Rutland, Vermont.

New installation. Searching for chief engineer to supervise construction and installation of FM station. Maximum power and altitude, with micro-relay remote for Mono, Stereo and SCA. Will serve Arkansas, Oklahoma. If interested in tackling this challenge send resume and qualifications to Engineering Valley Corp., 1780 Tower Bldg., Little Rock, Arkansas.

## Production—Programing, Others

Radio news director. We provide facilities and staff, you provide know-how and desire. Box C-206, BROADCASTING.

Newsman for aggressive midwest metropolitan network affiliate. Good salary. Station adding to local news staff. Box C-268, BROADCASTING.

Immediate opening, like yesterday! For good local newsmen. . . . Complete charge . . . suburban Los Angeles full timer . . . if you are ready for work call John Karr. . . . KASK Radio, Ontario, California.

## Production—Programing, Others

### Continued

News director who can collect and broadcast newswanted on regional station. Good salary. Write, KTOE, Mankato, Minn.

Help wanted: Immediate opening for news man capable of gathering, writing and editing local news. First ticket. If interested phone 308-345-5400. No collect calls. KWRV, McCook, Nebraska.

Wanted: Aggressive, go-getter newsman. Not afraid of people, with a nose for news. We will pay top salary for this market to the right man. This is a challenge. Send tape, resume to WIOK, R.R. #1, Bloomington, Ill. Attention: Tom Brown, Program Director.

No. 1 rated WNOE. New Orleans needs versatile, creative, competent, cooperative production director. Must have production and promotion work. If you really want to move into a top notch organization, and have the ability. Send tape and resume immediately to B. H. Sommers, WNOE, New Orleans, La.

## RADIO—Situations Wanted

### Management

Perhaps it's unusual for a station owner to run an ad to help his general manager find a new job, but that's what this is. The facts are these. I've just sold my station located in one of the top 100 markets and find there will be no place for my GM under the new ownership. He's done a fine job for me, using his 16 year experience as a pd, sm and finally gm to good advantage. He's been one of the best liked men in the community and he is a sales whiz. His staff likes and respects and works for him. He's 40 years old, married, stable and would like to remain in the Middle Atlantic states but will look at anything. He belongs in one of the top 50 markets. \$15,000 to start plus incentive. If you're in the market for a successful manager write Box C-122, BROADCASTING.

Family man, civic minded. Presently managing small market. Prefer Central or Midwest. Box C-202, BROADCASTING.

Working mgr. 1st phone. Top salesman. 10 years experience all phases, \$200 week. Box C-226, BROADCASTING.

Manager-sales manager. 18 years radio, ten management. Successful local/national sales, programing, promotion, single and competitive markets. Age 39. Box C-229, BROADCASTING.

Educational radio manager for new or growing operation. Experienced all phases FM-AM; M.A. broadcasting speech. C-261, BROADCASTING.

Experienced selling manager. 15 years every phase small station operation—accent on sales. Need staff of only two or three to give you good sound—good net. Modest salary — good references. Available two weeks. Phone AC 305, 268-9062 or write Box C-267, BROADCASTING.

### Sales

College graduate (radio speech) with 2 years announcing experience seeking sales trainee position with reputable, adult radio-TV station. Box C-211, BROADCASTING.

Sales—radio and/or television, total 15 years experience in all phases of radio and TV operation including administrative capacity and sales. Seeking permanent position in larger market with opportunity for advancement. Box C-215, BROADCASTING.

Six years experience in programing and sales. Want sales position with opportunity for management. Box C-247, BROADCASTING.

## Announcers

Major market sportscaster—Desires play-by-play or sports director's position. Proficiently experienced in TV & radio on-air—sales—production—public relations. College grad. Locate anywhere. All opportunities considered. Personal interview if desired. Box C-32, BROADCASTING.

Announcer, dj—would like to relocate in Tennessee or Kentucky, but will consider all offers. Good combo—cut all shows—4 years experience—married—veteran—good references. Personal interview preferred at my expense. Available in April. Box C-97, BROADCASTING.

Chicago columnist and radio personality desires to relocate. Complete resume upon request. Box C-110, BROADCASTING.

6 years announcing experience—prefer East Coast. Dependable—married man. Box C-117, BROADCASTING.

Permanent medium, major, experienced all phases, married, 2nd ticket, metro experience. Box C-125, BROADCASTING.

Professor half beard—Rohrschach University—Chair of Qualitative Trivia—on Sabatical—Dean of Talkshows. 50 mile radius New York. National publicity—Kilgallen. Winchell, Cosmopolitan magazine. ½ hour tape available interview. Box C-191, BROADCASTING.

12 years experience. Desire progressive station programing jazz/big bands! Box C-200, BROADCASTING.

Very professional personality. Bright, warm, non-frantic sound. Number one in 8 station survey. Box C-203, BROADCASTING.

Announcer DJ—Negro, some experience, bright young personality, authoritative newscast, recent broadcast school graduate. Not a floater or prima donna. Will travel. Box C-207, BROADCASTING.

Announcer. Experienced, dependable. Good music only. Available immediately. 3rd phone. Box C-208, BROADCASTING.

Professional DJ and C&W performer. First phone, dependable and sober. Box C-214, BROADCASTING.

Top announcer—twenty years experience. Good on ad lib commercials would like all night show. Available April 1st. Go anywhere. Not frantic. Box C-220, BROADCASTING.

Enthusiastic top ratings. 8 years experience. Exclusively top 40. Looking for solid position in Midwest. Box C-273, BROADCASTING.

Morning man, first phone—top experience—presently employed—\$175 week. Box C-225, BROADCASTING.

Personable DJ, news, sales, writer, women's programs, traffic, weather, capable. Box C-227, BROADCASTING.

Baltimore, Annapolis, Bel Air area. Summer announcer. Experience on #1 station in medium market. Ambitious college student who loves radio. Any format, AM or FM. Box C-230, BROADCASTING.

Mature radio-television personality with outstanding background, creative, imagination, desires opportunity to create adult—dj show combining humor—good taste and good music. Sixteen years experience includes, net-shows, and top twenty market. Dependable, married, prefer Middle West, Southwest, or California. Would consider right opportunity elsewhere. Box C-238, BROADCASTING.

1st phone announcer, experienced, reliable, draft exempt, prefer California-West Coast. Box C-242, BROADCASTING.

Experienced announcer, first phone, chief available April first, replies answered. Box C-249, BROADCASTING.

Young, white announcer with first phone, now working as staff-announcer-engineer for 5 kw station in city of half million, desires no maintenance combo dj work, on Eastern middle road, top 40, or country station. Not a floater. All replies considered. Box C-250, BROADCASTING.

## Announcers—(Cont'd)

Announcer, single, 35—10 years experience as music librarian, music director, program director and production—desires position with established fine music station. Would also be very interested in TV announcing. Extensive knowledge of popular standards and classical and news delivery. Texas or California preferred, but will accept attractive offer from fine station elsewhere. Available immediately. Highest references. Box C-251, BROADCASTING.

Experienced announcer seeks part time or Owl shift spot in Chicago area. Box C-253, BROADCASTING.

DJ—wants to swing with top 40. One year middle of road experience. Single. Box C-256, BROADCASTING.

Negro: age 42, family . . . Wisconsin resident . . . employed public affairs . . . production . . . news, jazz expert, television experience. Desires only lucrative non-stereotype position. Excellent references. Cultured pleasant voice. Box C-259, BROADCASTING.

DJ-announcer, authoritative newscaster, tight board; dependable, personable, not a floater. Box C-264, BROADCASTING.

Authoritative radio, tv newsman, reporter, announcer. Two years experience in small-town network outlet, plus FM jazz. Young family-man with Master's degree on way up. Available June. Call 203-247-2012, seeking interview March 24-29, East of Chicago. Box C-266, BROADCASTING.

Premium announcer for premium good music station. Major or medium market. 12 years experience mostly major market. Married, no bad habits, references. State your image in first letter. Presently employed. Box C-269, BROADCASTING.

Announcer-mature baritone, eight years diversified experience. Married, will relocate. Sincere deejay, can reach adults. Authoritative news, glib interviews, enjoy variety. Asking 500. Age 33. Please call Columbus, Ohio, 486-7201, or write: Box C-271, BROADCASTING.

Top rated wake up personality gimmic dj . . . with 50 kw station for past eight years would like to relocate. . . . College graduate. Strong on sell, programing experience . . . first phone . . . sparkling, fresh. Do 23 Characterizations and ET gimmicks . . . a Real worker . . . best references no floater . . . family man . . . sober . . . tight board and loyal. Box C-279, BROADCASTING.

Dependable good music dj smooth sound. Board exp. Tight production—and market-spot. Box C-282, BROADCASTING.

Well rounded, morning man (complete with experience) wants summer sit-in work with modern, progressive station. Jolly, mayor of the morning type will sell to, not scream at your market. Strong on news, and promos, too! Write to Howard Smith, 3650 Upton St. NW, Washington, D. C. 20008

First phone. Good quality announcer. Any market. Dave Sharp, Box 1105, Corsicana, Texas.

Third phone. Good voice. Worked various formats and equipment in school. Tight board. Donald Will, 12212 Brisbane, Dallas, Texas.

Female dj, 18, 1st phone, no experience. Just dying to do top-40, will consider FM. Calif. only. Cathi Murry, 1-805-483-4065.

First phone announcer, 10 years experience, C&W dj or PD. Married and sober. Will locate anywhere. Phone Steve French, 643-6518 or write 486 LaJolla, Vallejo, Calif.

Announcer—Professional. 10 years experience. Announcing-news-production. Presently employed. Excellent references. Married. Prefer Florida or Southern States. Mike Connelly, AMherst 3-1230, Moberly, Mo.

Negro announcer-dj, capable, eager to please, salary second to opportunity. Grad. Chicago Radio School, married, vet. Will travel. Tape & resume immediately on request. Emmitt Reid, 905 W. 76th St., Chicago 20, Ill.

First-phone announcer—experienced, available immediately. Call or write Morris 716 Congress 65277. Rochester, N. Y.

## RADIO—Situations Wanted

### Announcers—(Cont'd)

Announcer/dj. Southern market or Arizona. School trained only. Top 40 and country western. Don Padgett, Hillsville, Virginia.

I don't have cleft pallet, loose dentures, a lisp, or regional accent. I do have six years experience, military behind me, a wife and initiative, also a good delivery. \$100 min. Presently employed. For further details call: 601-328-8785, Columbus, Mississippi.

Sportscaster—dj with personality needs more experience. Looking for small market in New England or east. Age 25. Nick Cornett, 9 Holly St. Lawrence, Mass. 617-682-3125.

### Technical

High school electronics teacher, single, 34, 1st class ticket. TV studio background. Desires position with radio or TV station as technician, etc. Excellent references. Metropolitan New York and surrounding area preferred. 212-NI 6-0376, Box B-316, BROADCASTING.

Chief engineer-program director, or chief engineer-news director. Sixteen years experience, twelve as chief. Construction-operation-proof. Four years combo news-sports. Two years program director. Married, 40, four children, two college age. Prefer relocation near college with engineering school. Can furnish tape. Desire interview. Box C-49, BROADCASTING.

Technical-programing specialist will build or rebuild your facility in either or both departments. Exceptional challenge with matching salary sought, consideration given to term offers. Intimate with AM-FM-stereo & custom station design, veteran in modern formats. Top references. Box C-219, BROADCASTING.

High power experienced first class phone seeking position. Chief engineer or assistant. No announcing. \$135 week. Box C-232, BROADCASTING.

Engineer 3 years RCA 5 kw and directional experience, great interest in broadcasting engineering, prefer transmitter. Box C-257, BROADCASTING.

First phone—13 years experience—AM, FM and directional. Maintenance, construction, production—3½ years chief. Box C-265, BROADCASTING.

Presently chief engineer. AM directional-audio proofs & installation looking for experience in AM-FM & TV. Good electronics background — voice. Phone 813-639-3862. Wayne Davis, 128 Central, Charlotte Harbor, Fla.

Have first class ticket. Little experience. Any area. Gene King, 2739 Welborn, Dallas, Texas.

1st phone technician with multiplex music experience transmitter knowhow—can announce, fix amplifiers—want work in Hawaii or Los Angeles area—AM experienced too. W. W. Lee, 3989½ Beethoven St., Los Angeles 66, California, phone EX-7-1436.

Two years camera and audio experience with network affiliate. Have first phone and some college. 24, draft free. Any area considered. Larry Jackson, 4838 Mountain Drive, Amarillo, Texas.

Central or southern Florida. Experienced engineer wants permanent job in warm climate. White, 39, family and church man. Experience includes directional, remote control, board shift, audio proofs, and more. Currently chief. Will consider any level radio or TV position, personal interview at your station this month. David Fritz, 2110 18th St., Portsmouth, Ohio, Ph. EL-3-7604.

Experienced chief engineer-announcer, TV engineer, available immediately. \$90 minimum. East, midwest. Phone 302 Olimpia 2-9308 mornings only 9:30—11.

## Production—Programing, Others

Programing-Technical Specialist will build or rebuild you facility in either or both departments. Exceptional challenge with matching salary sought, consideration given to term offers. Intimate with modern formats, versed in AM-FM stereo, custom station design. Top references. Box C-218, BROADCASTING.

First phone/program director. Experienced and love tape production. No maintenance. Small, medium market. Box C-223, BROADCASTING.

News director—experienced in gathering, writing and airing news. Can furnish excellent references. If your operation is looking for a man who is sincere in his work, and willing to prove it, then I can fill the position. Full information or request. Box C-270, BROADCASTING.

Experienced copywriter-announcer. Quality copy. Good commercial and news voice. Currently employed. References. Box C-274, BROADCASTING.

Experienced farm director. Radio time salesman. Advertising manager for agricultural firm. Advertising agency background. B.S. agriculture. B.A. speech. Would like to work into management in strong farm area. Age 33, family veteran. Box C-277, BROADCASTING.

Publicist, female, experienced broadcasting public relations, news & feature writing, placement, administration. Box C-286, BROADCASTING.

Program director, sportscaster with seven years experience available immediately. Experience includes broadcasting minor league baseball in New York and college basketball in West Virginia. Married draft exempt desire permanent position. Call 304-622-6162.

## TELEVISION

### Help Wanted—Sales

Television account executive wanted for local and regional sales. Must be between 28-36 years old, self starting, hard working, creative salesman. Productive account list in one of the Southeast's leading markets is waiting for an experienced radio or television salesman who sincerely wants to make more money and enjoy doing it. This is a rewarding job with very fine CBS-TV affiliate. Send complete resume and photo. All replies confidential. Box C-275, BROADCASTING.

### Announcers

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-85, BROADCASTING.

### Technical

Experienced TV engineers required by major East Coast network station for April through October period. Good Salaries and working conditions with potential for permanent employment. Must have 1st class FCC phone license. Box B-177, BROADCASTING.

We are looking for a young man who desires to advance into engineering supervision and management. He must have minimum of three years maintenance experience with television studio and transmitter equipment and a college engineering background of at least two years. He will begin in our engineering department as fulltime maintenance engineer and advance as his abilities are proven. Box C-158, BROADCASTING.

TV transmitter technician at least 4 years experience RCA transmitters and associated equipment. Leading southern California station, excellent working conditions, insurance, pension, for right man. Box C-241, BROADCASTING.

Studio and transmitter engineers wanted. Must be familiar with maintenance of RCA equipment. These openings are for maintenance work, not operators. Reply in confidence, with picture and salary required to Jerry E. Smith, KRIS-TV, Box 840, Corpus Christi, Texas.

## Technical—(Cont'd)

Have immediate opening for one TV engineer. Must have first phone. Contact Bill Elks, WECT, Wilmington, N. C.

### Production—Programing, Others

TV-newsman, strong, mature air presentation first requisite, solid journalism background desired. Box C-205, BROADCASTING.

Have opening for top quality director-producer on staff of Midwest TV station. Man selected should be able to create selling commercials and work with clients. This is a real opportunity for a pro. Send resume, references, pix and all pertinent information. Box C-286, BROADCASTING.

Director wanted immediately. Mature, imaginative, experienced and able to work efficiently with others. Send complete resume with references, availability to Harry Abbot, operations manager, WXEX TV, 124 W. Tabb St., Petersburg, Va.

## TELEVISION—Situations Wanted

### Sales

Sales manager: Mature, sober, good habits. If you're looking for experience, sales and management ability and a man with a sensational sales record, answer this ad. This applicant will relocate but not interested in fly by night job. Will withstand thorough investigation as to credit and character. Box C-258, BROADCASTING.

### Announcers

Staff member on vacation? Let me fill. On-camera TV announcer-mc. I write excellent copy. Desire June, July and August work in or around New York to attend World's Fair. In broadcasting five years. Will consider radio. Box C-113, BROADCASTING.

TV announcer—10 years experience—news-weather—sports. \$150. Married. Box C-224, BROADCASTING.

### Technical

Chief or asst. Chief engineer. BSEE degree, first class license, 11 years experience in operation, design and construction. South west preferred. Box C-33, BROADCASTING.

Chief engineer. 16 years experience all phases. Looking for top position in Midwest or Northeast. Available for interview at NAB. Box C-134, BROADCASTING.

Transmitter position wanted, first phone, 7 years experience television and radio, now located in East Tennessee. Box C-199, BROADCASTING.

10 years experience TV. Last 5 in supervisory positions. Heavy on maintenance. Willing to relocate. Available immediately. Box C-204, BROADCASTING.

Director of engineering or chief engineer—22 years experience. Experienced in all phases of AM-FM-TV construction, operation, maintenance and consulting for FCC engineering applications. Presently engineer for electronics firm working in research and development. No urgency. If your plans call for filling such a position within the year, let me hear from you. Now. Can arrange interview at NAB convention. Box C-233, BROADCASTING.

Vacation relief. First phone. 16 year's experience all phases studio and control room operation. Thoroughly familiar with technical operation, production and programing. Seeking vacation relief employment in city where outside study courses are available. Married, presently employed, complete references, additional information on request. Box C-276, BROADCASTING.

Transmitter engineer, mature, dependable, operation and maintenance. Minimum of supervision. Any area. 3809 Riedel Ave., Lake Worth, Fla. 305-585-1623.



## Production—Programing, Others

Need a good program, production or operations manager or administrative assistant? May I present my credentials including family, degree, veteran, 33, and ten years experience in production, programing, news-film and sales. Box C-212, BROADCASTING.

Production-directing. Recent college grad. Commercial experience. Married, draft exempt. Looking for solid position. Box C-248, BROADCASTING.

Expert photographer with lots of reporting. For station that wants video news. 7 years television news, national awards, documentaries, commercials, and complete lab experience. News directing experience. Box C-254, BROADCASTING.

Excellent photographer for documentaries and reporter. Winner of first place RTNDA. Box C-255, BROADCASTING.

Producer-director, 8 years experience in three major market stations. B.A. and M.A. Presently employed, desire change. Box C-262, BROADCASTING.

## WANTED TO BUY

### Equipment

Sturdy 300 foot guyed tower, late model FM monitor, Ampex 352 Transports for Michigan. Box C-24, BROADCASTING.

Wanted: 25 kw low band (2-6) TV transmitter. State make. KAVE, Carlsbad, N. M.

Wanted . . . used automation equipment. Any type, any condition considered. Send full information and lowest price accepted to Box C-104, BROADCASTING.

FM modulation monitor. Must be FCC type approved in good working condition with crystal. Specify price CCA Electronics Corp., 542 Industrial Drive, Yeadon, Penna.

Wanted: an Ampex/alto-ionic, 450 series continuous play tape reproducer, state age, condition and price. Box C-201, BROADCASTING.

Need at once, two 12" turntables for mobile studio's. State price and condition. WCEB Box #269, Charlotte, Michigan.

Wanted: Used 3 1/2 inch transmission line. Reply Box C-234, BROADCASTING.

## FOR SALE

### Equipment

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer. WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofund, 440 Columbus Ave., N.Y.C.

Transmission 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, Telephone 2-3527.

Hellax coaxial cable, HJ5-50 type, new, 85 1/2 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

DuMont Video Sw. TA-178B w/special eff. gen. & PS \$1300. RCA console MI-26786 13" (8) ea. \$100. RCA TM5 Mon. w/console \$850. 7r relay racks (3) ea. \$7.50. RCA Grating Gen. WA3A \$280. RCA 5 kw load/wattmeter MI-19024A \$825. Ray 4" dishes w/feeds & brackets (3) ea. \$225. Ray KTR 100A trans. w/audio port. \$1000. Ray KTR 100A trans. port. RF head, rack mt. cont. \$950. Ray KTR 100A port revr cont. w/audio \$500. Ray KTR 100A rack mt. revr cont. \$400. GE microwave revr. 4UR2B2 1700-1900 mc AM mod. surplus (2) new \$200. RCA Harmonic filters 10 kw MI-27317-11 (2) ea. \$225. RCA diplexer 10 kw MI-19390-11 \$225. Box C-111, BROADCASTING.

## FOR SALE

### Equipment—(Cont'd)

Used GE transmitter, 250 watt, type BT-20-A, tuned 149kc. In good condition, \$450.00. Radio station WGCD, Chester, S. C.

Ampex 600 \$275. Fisher Pre-amp \$65. KN-4550 mike w/stand \$30. Grey, KIZZ Radio, El Paso, Tex.

Raytheon KTR 1000A microwave, RCA TS 30B field switched/fader, HP 330C distortion analyzer. Box C-237, BROADCASTING or 212-Endicott 2-5680.

Tower—200 ft. Aluminum Lattice Alpar Telescoping complete. Excellent condition. Easy erection and service. 139 Sutro Hts. Ave., San Francisco, phone SK 2-1801.

Complete 2-way G.E. mobile unit. Excellent condition. New frequency preset counter. Automatic Seaburg record changer, good condition. RCA AudioOsc, condition good. Variable power supply. Best offer on any or all WHBB P. O. Box 1055, Selma, Alabama.

Duplicators—Ampex S3200 master. Demo units. Brand new at cost. Call or write Mr. Cook, Shrader Sound, Inc., 2803 M St., N.W., Washington, D. C. Phone area 202-965-1300.

Western Electric 1C Frequency Monitor 2 700C oscillators. High voltage transformer out. \$50.00 2-343A tube used . . . \$25.00 each. Box C-222, BROADCASTING.

One RCA six bay TV antenna, minus harness but with extra bat wings. Suitable for channel 4, 5 or 6. \$5,000. Contact Chief Engineer, WPTV, Palm Beach, Florida, TE 3-2471.

Magnecord PT6J & PT6 AH recorder, full & half track heads, excellent condition. Gene Blash, 1839 S. 12th Ave., Maywood, Ill.

General radio frequency meter and signal generator, model 620A, 300KC to 300MC. Perfect condition, instruction manual. Original cost \$625. Best offer. Box C-231, BROADCASTING.

Image orthicons, used, all guaranteed working order, 40 available on "as is" basis, \$40 each, FOB Chicago. Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago, Ill.

FM antenna Gates 97.3/two-bay. Also want to buy antenna turable to 92.7 mc. KVMA, Magnolia, Ark.

1 Blaw-Knox, 300 ft. Tower, Guy System included. Best reasonable offer. Call Tyrone, Pennsylvania. MU 4-3200, area code 814.

550 foot Blaw-Knox H-21 self-supporting tower. Dismantled, ready to ship. \$15,000. Box C-284, BROADCASTING.

Complete TV mobile unit equipped with 3 TK30 camera chains, 2 sync. generators, Ampex 1000-B VTR with electronic editor, 10KVA power generator and many extras. Protestant radio & TV center, 1727 Clifton Road, Northeast, Atlanta 6, Georgia.

2-RCA line amps. 5—RCA pre-amplifiers. 1—Pre-amp. power supply. 2—RCA Monitor amps. Complete package—\$500. Write or call WRFM, 41-30 58th St., New York 11377, New York-212-DEfender 5-1051.

## MISCELLANEOUS

\$0,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

Four Daily 3:30 news shows, with the actual voices of the newsmakers, on top national and international stories. Aired with profitable sponsor and listener reaction, by stations from coast-to-coast. Write Box C-196, BROADCASTING.

## MISCELLANEOUS—(Cont'd)

Must sell promotion company, Shoppers ests. This promotion could be worth over a million to the right people. Copyright and Profit Sharing, Inc., because of other inter-company holdings included. \$10,000.00 total. Contact San Price, Jr., WABF, Fairhope, Ala.

Award-winning spots at friend-winning prices. You furnish copy or fact sheet, we furnish production. \$5 each with order. Six Twenty Nine Productions, Pensacola.

World's Fair opening April 22. Our reporters will feed your station via "Beeper" or live. Advertisers will buy the package. Also, one hour program for stations that use our reports. Write or wire Press and Radio Associates, Box 903, Pittsfield, Massachusetts.

Wanted: Used correspondence course looking toward obtaining 1st class license. Reply Box C-235, BROADCASTING.

Station breaks—A collection of one-line comedy pauses for breaks, station IDs, dead spots, etc.—\$5.00—Show-Biz Comedy Service, (Dept. SB), 65 Parkway Court, Brooklyn, N. Y. 11235

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

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Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

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### Management

#### RADIO JOURNALIST WANTED

Will join fulltime six man regional southern Connecticut—Northern Long Island news operation. Must be experienced radio reader/writer/editor plus legwork/tapes/documentary know how. Tapes and details to Tony Brunton, WICC, Fairfield, Connecticut. Nothing returned.

#### ATTORNEY

Opportunity available in New York corporation for attorney with Radio-Television, FCC, or Copyright background. Submit resume including salary requirement to: Box 336, 1501 Broadway, New York 36, N.Y.

## Announcers

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to become Operations Manager of completely news dominated 5 kw network station. Responsible directly to General Manager for sound sign-on to sign-off. Will voice network newscasts. 5 figure salary with expanding organization. Send resume and on-air tape to:

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## Announcers—(Cont'd)

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#### EXCELLENT OPPORTUNITY

Sales Promotion and Research Manager for major New York Radio Station. Broadcasting, rep., or ad agency experience required. Rating analysis, presentation writing, and client contact involved. First-rate job for right person. Rush resume and particulars to:

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#### SHOW US

a proven track record in selling to the advertising industry; strong contacts with agency broadcast producers; abilities that are uniquely your own/and we'll show you a high-pay opportunity with the fastest growing New York commercial production company. Send resume to:

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Has \$25,000 to invest in TV or AM property. I will manage. 15 years top flight experience. Replies Confidential.

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#### SUCCESSFUL GENERAL MANAGER

for 13 of the last 15 years (2 years out of Broadcasting). Unimpeachable references from former and present employers. Work best in small of medium sized market because I know and work best with Main Street rather than Madison Avenue. Strong on establishing and maintaining local news and local sales. Would prefer South or Southwest but opportunity, not location, is foremost. Base salary not as important as share of profits or opportunity to invest. Will be available for personal interview at NAB Convention.

Box C-278, BROADCASTING

## Situations Wanted—Management

#### DID YOU HEAR THE ONE ABOUT . . . ?

Two personalities, currently with one of the highest rated major market stations in the nation, both in present positions almost three years. College educated, experienced, and ready to work together to give your station the most successful modern popular music sound. One to be program director, both for on-the-air. This is the kind of "modern" sound that builds ratings, sales, and community respect. No time and temperature operations, please.

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## TELEVISION

### Help Wanted—Sales

#### CAN YOU SELL TV PROGRAMMING

Leading TV film distributor seeks to expand its Account Executive force. Broadcast or print media sales experience helpful. If you are young, aggressive, enthusiastic, have the stamina our industry requires, are free to travel and most important of all, demonstrate growth potential, you may fit our bill. Write sufficient details about yourself to warrant an interview.

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Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

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#### WRITER PRODUCER

Top television station in major mid-west market seeks a first-rate writer-producer for its documentary unit. Must have strong working experience in all aspects of the field. If you're the top man in your market and ready to move up, we'd like to hear from you. Please send full details of broadcast experience and productions to:

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**Franchise  
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Music Systems**

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, both wire/studio and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. A personal executive interview will be arranged in Chicago.  
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**TRANSISTORIZED:**  
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EQUIPMENT**

Used in closed circuit telecasts only limited number of hours.  
2 COMPLETE DU MONT IMAGE ORTHICON CAMERA CHAINS (camera head, both friction head and balance head with ball bearing pan, auxiliary pick-up units, low voltage power supply units, portable sync. generators, Du-mittors, and all interconnecting cables).  
PLUS: 2 each 50mm, 90mm, and 135mm, lenses. 4 sets telephone headsets with 5' cords. RCA pedestal dolly, tripod and trucking dolly.  
STUDIO LIGHTS: 4 Baby Keglites, 1-44N8 TVG Kliegl spots, 3-44N6 Kliegl spots, 2 TV-1155G Scoops, 1 B&M stand with strip-lights.  
BOOMS: 2 E. J. Baughman 10' micro booms with sponge rubber hangers and Electrovoice mikes.  
Available as complete camera chains or as individual units.  
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Building new station need:  
Used Modulation Monitor  
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Distortion Meter  
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Please supply all information to:  
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**EMPLOYMENT SERVICE**

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**Radio Station**  
Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:  
Box B-248, BROADCASTING

**TV STATION**  
Wanted direct from owners. Please give complete details first letter. Reply in confidence to:  
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**FOR SALE—Stations**

**UNUSUAL  
OPPORTUNITY**  
5KW/1KW at Jackson, Mississippi—Metropolitan Population 225,000. Ideal market for Country & Western or Top 40 operation. Equipment, Buildings excellent condition. Priced for quick sale.  
**Ni-Mac Broadcasting Company, Inc.**  
Box 197 Jackson, Miss.—601-948-1617.

**MAJOR MARKET  
RACE STATION**  
Southeastern market of 700,000. Consistently top-rated General Market. '63 gross \$240,000—'64 gross \$270,000. Unusually good equipment and facilities. Term price \$565,000 including valuable real estate.  
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**CONFIDENTIAL NEGOTIATIONS  
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- EAST. Major market. Daytimer. \$20,000 down.
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Los Angeles 28, California

**FOR SALE—Stations—(Cont'd)**

**TAMPA, FLORIDA**  
10,000 Watts—Non-directional day—1550 KC. New equipment—building—studios. Florida's largest industrial city. Ideal opportunity for Country—Western—Religious format. Substantial principals with cash resources contact: John McLendon—Box 197 Jackson, Miss.—601-948-1617.

**WEST COAST MAJOR METRO**  
5,000 watt fulltime station in one of the great growth markets of the West. Well-established and showing steady increases. Asking \$550,000 on terms to reliable broadcaster.  
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Well established 5,000 watt. Excellent radio market. Good fixed assets. \$150,000 total price and terms can be arranged. Qualified buyers only. Reply.  
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**RADIO STATION FOR SALE**  
Southern California desert radio station for sale. No. 1 in county. Grossed \$96,000 in 1961, now averaging \$6000 per month. 1 kw daytime now, can go 5 kw; also night. Small staff. Excellent money-maker with vast potential for owner-manager. Present owners unable to devote enough time to operation. \$86,000 for 60%. \$44,000 cash. Additional stock available. FM application ready to be filed. Send proof financial ability.  
Box C-244, BROADCASTING

**READ THIS!**  
Illness forces sale of **MAJOR MARKET** Station \$150,000. Terms.  
Box C-252, BROADCASTING

Fla.	small	daytime	\$ 30M	SOLD
Me.	single	fulltime	100M	28M
Fla.	medium	daytime	95M	terms
Ga.	suburban	daytime	55M	SOLD
N. E.	Top 50	daytime	400M	29%

buying and selling, check with  
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To buy or sell Radio and/or TV properties contact:  
**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

The  
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in the field of

Radio, Television and Allied Science

*announces the following awards for the year*

1963

STATION AWARDS

WJZ-TV

Baltimore, Maryland

WFBM-Radio

Indianapolis, Indiana

COMMENTATOR AWARD

Louis M. Lyons



*For excellence of broadcasting in the public interest*

Washington and Lee University, Lexington, Virginia—*Administrator*

The Florida National Bank, Jacksonville, Florida—*Trustee*

**M**aking the most of your opportunities may be more of a key factor in the personal and professional success of an individual than anything else. At least M. Dale Larsen, vice president and general manager of KTVH (TV) Wichita-Hutchinson, Kan., thinks so.

Mr. Larsen appears to have good proof that this philosophy works. He has endeavored to make the most of his various opportunities ever since he was a youngster, but more recently his practice of the theory has rapidly brought him to the forefront as one of the aggressive and dynamic young executives in television today.

Just eight years ago a door was opened for Mr. Larsen to enter broadcasting at KTVH. Although a seasoned newspaper circulation and promotion executive with the *Minneapolis Star & Tribune*, a Cowles family interest, Mr. Larsen took on the challenge of developing a promotion department for KTVH. At the time the paper had just acquired majority interest in the channel 12 CBS outlet, the original TV station of the three now operating in the area.

Within four years, as the breaks naturally opened up, Mr. Larsen successfully escalated to program director, assistant general manager and general manager of KTVH. But he attributes this to working hard at the job at hand, thus being ready when the door opened to the next.

**Ready to Go** ■ "The climate was built for me because I was ready to go," he recalls. His business associates, too, cited the drive and leadership with which he consistently has whetted the enthusiasm of others. They note he has exercised these qualities most effectively in helping to build up the physical plant and the programing acceptance of KTVH as well as promotion and development of the Kansas Broadcasting System.

KBS consists of independently owned affiliates, including KTVG(TV) Ensign, KAYS(TV) Hays and its satellite KLOB-TV Goodland, all Kansas, and all fed by KTVH. Together they serve a population of more than 1.5 million or "roughly 75% of the state," Mr. Larsen says.

Under Mr. Larsen's supervision, KTVH also has built and now claims to have the tallest structure in Kansas, its new 1,504-foot tower, formally dedicated last year. KTVH has studios and offices in both Wichita and Hutchinson. Mr. Larsen is very active in many civic affairs in both cities and encourages every member of the staff to be so.

He's quite proud of the fact KTVH practiced "community involvement" well before the FCC thought of the concept.

**No Use for Abuse** ■ He has little patience for those who abuse their opportunities. He notes, "We see people

## Opportunity can knock often if you're ready

coming in and saying 'I can do such-and-such a job for you if you will pay me so much money.' So you may arrive at a deal and then this person will come back six months later—when he should have been developing all this time—and he will say, 'I'm ready to go now, You pay me more and I'll do more'. I disagree with this philosophy."

### WEEK'S PROFILE



Marshall Dale Larsen—vice president and general manager, KTVH(TV) Wichita-Hutchinson, Kan.; b. Sept. 21, 1922, Red Wing, Minn.; B.S. 1945 St. Louis U., St. Louis, as premedical student under Army Specialized Training Program; graduate courses in business administration, U. of Minnesota, Minneapolis; circulation department, "Minneapolis Star & Tribune," 1942-43, 1946-54, promotion department, 1954-55; promotion manager, KTVH, 1956; program director, 1957, assistant general manager, 1958; general manager 1959 and VP 1960; m. Evelyn Ann Malmberg, Minneapolis, Jan. 14, 1943; children—Lynne, 16; Judy, 14, and Kathy, 10; president—Wichita Better Business Bureau; past president of Advertising Club of Wichita and Wichita Historical Museum Association; director—Sedgwick County Heart Association, Sedgwick County United Fund, Kansas Association of Tourist Attractions, Wichita Symphony Society and Wichita U. broadcast advisory board; member—Television Bureau of Advertising sales advisory committee, chambers of commerce of Wichita, Hutchinson and Salina, and Kansas State Chamber of Commerce, The Wichita Club, Rolling Hills Country Club of Wichita and Prairie Dunes Country Club of Hutchinson; hobbies—golf, collector of guns, swords and coins.

Mr. Larsen attributes his early "up-bringing" for much of his thinking that a person serves himself best by serving others best. As a youngster in Red Wing, Minn., he wasn't the right size for basketball or football, so he tried to do as well as he could in what comes next, studies. He was an "A" student, excelling also in debate and drama.

His broad range of odd jobs while growing up in the '30's quickly impressed him with the principle that more service begets more money, especially his brief work for a new taxi company in Red Wing and hotel jobs in Peoria, Ill., and Rochester, Minn. In subsequent years, Mr. Larsen feels, these lessons helped him master challenges tossed at him to organize a new dealer division within the circulation department of the *Minneapolis Star & Tribune* and to introduce IBM record keeping there.

By the middle of the 1950's, Mr. Larsen still considered newspapering would be his life career. But he quickly adapted himself to television when offered the promotion post at KTVH. The transition was not without some pain, however.

**Research Riddle** ■ "I'll never forget a trip to New York in February 1956," he recalls. "Our reps took me around to meet all the research people and I didn't know what they were talking about. Ratings, samples, so forth.

"They were talking way over my head. I never told them I was confused. But I decided that I had better do some studying. So for about four months I just studied all I could about ratings and audiences."

After mid-1957 when he had become KTVH program director, Mr. Larsen found out how much it pays to study and know the likes and dislikes of your audience rather than personal preference in buying of feature film and syndicated packages. "We developed an axiom," he relates with a chuckle. "If I like it, it's no good."

In promotion or selling. Mr. Larsen believes the constructive approach is the most potent. "We will never sell negatively," he states. "I think that negative selling on the part of any station does more to harm that market and to damage its stature than anything else you can do."

Negative selling against one's competitor hurts TV on the national level as well as on the local level, Mr. Larsen feels. "When we are out talking to groups," he notes, "we will not make any remarks about our competitors, even in jest."

Occasionally Mr. Larsen will remember his boyhood along the upper Mississippi, when he fished and swam and just dreamed. Dreamed of someday working on a big river boat. Why didn't he? "I never was offered the opportunity!"

STOCK FALLS  
COLLEGE LIBRARY

## Taking the first

**T**HERE is good news for broadcasting as well as for the older forms of journalism in the Supreme Court's decision of last week in the *New York Times* libel case.

The decision would seem to be a clear affirmation of the First Amendment's purpose to stimulate free discussion and a clear prohibition against the imposition of government restraints that tend to inhibit criticism of government or government officials. To broadcasters, who bear an ever-growing load of government rules that circumscribe their editorial freedom, the decision has special meaning.

In reversing a lower court award of \$500,000 damages to a Montgomery, Ala., police commissioner who claimed to have been libeled by an advertisement in the *Times*, the court held that libel judgments of that kind could create a "pall of fear and timidity imposed upon those who would give voice to public criticism" and an "atmosphere in which the First Amendment freedoms cannot survive." If, as is indicated here, the test of constitutionality is to be whether state or federal rules encourage or discourage media from speaking out, the FCC must take a second look at some of its basic policies.

The FCC's "fairness doctrine," for example, would seem to be in conflict with the Supreme Court's interpretation of the First Amendment and its application to contemporary society. By encumbering broadcasters with all sorts of conditions to be met if they decide to broadcast controversial discussions, the FCC is effectively acting to discourage many broadcasters from initiating criticism of any kind. It is nullifying the purposes that the Supreme Court said last week the First Amendment was adopted to foster.

Another feature of last week's Supreme Court decision also has significance to broadcast regulation. The court asserted that advertising—at least the kind of advertising that, as in this case, "communicated information, expressed opinion, recited grievances, protested claimed abuses, and sought financial support on behalf of a movement whose existence and objectives are matters of the highest public interest and concern"—falls within the protection of the First Amendment. To some extent at least this decision would seem to add further limitations to the FCC's enforcement of its fairness doctrine as applied to commercial messages or sponsored statements on issues of public concern.

It remains to be seen whether broadcasters will be encouraged to stiffen their resistance to unreasonable government controls. Philosophically the Supreme Court, as now constituted, would seem to be on the broadcasters' side in interpretations of the meaning of the First Amendment. That kind of ally is not easily come by and should not be ignored.

## And away they go ... again

**A**ND now the FCC is assuming jurisdiction over personnel. Not its own, mind you, but of station licensees.

No matter what its disclaimer, the FCC has insinuated itself into station employe relations by inquiring whether the departure of Sterling C. (Red) Quinlan as vice president of ABC-TV-owned WKB(TV) Chicago has any bearing on the network station's local live programming. We have a hunch that colorful Mr. Quinlan, while he might be flattered by the FCC's solicitude, would nevertheless resent government intrusion in his relationship with his employer.

Whatever the reason for the disassociation it is ABC's business, not the FCC's.

The FCC's inquiry is a throw-back to its Chicago pro-

gramming inquiry of two years ago which blew up in its face, as did the subsequent fiasco in Omaha. The FCC majority insisted that no element of censorship was involved in these proceedings. We wonder how it can justify the Quinlan inquiry, which goes into future programming policies. That obviously constitutes some sort of prior restraint. Prior restraint, even the FCC has agreed, is censorship.

If the FCC had time on its hands, the ABC-Quinlan episode might be accepted as an attention-getting device. But the FCC, largely because of artificially stimulated work, is farther behind than ever, despite increased appropriations and manpower. Its processing lines are still clogged; the AM freeze is still on; it is still wrestling with license renewal forms; it is writing letters on overcommercialization despite the 317-43 rebuff from the House; it is still messing around with its "fairness" doctrine primer; it is pushing ahead on filing fees, and it is still fining, suspending and revoking.

## 'License fee'

**T**HIS week, as chronicled elsewhere in this issue, broadcasters (and other licensees) will have to pay a filing fee to the FCC for each application submitted. For an AM or FM application, renewal or major change, the fee is \$50; for TV \$100, and for translator, auxiliary or other application, \$30.

The amounts are not important to the large operators. They will prove a burden, however, to many AM and FM outlets which barely eke out an existence, despite the popular notion that all broadcasting is highly profitable.

The money to be paid will be held in escrow pending the outcome of litigation attacking the fee order as outside the FCC's authority. A bill (HR 6697) is pending in the House to prohibit the FCC from imposing the fees without specific congressional authority.

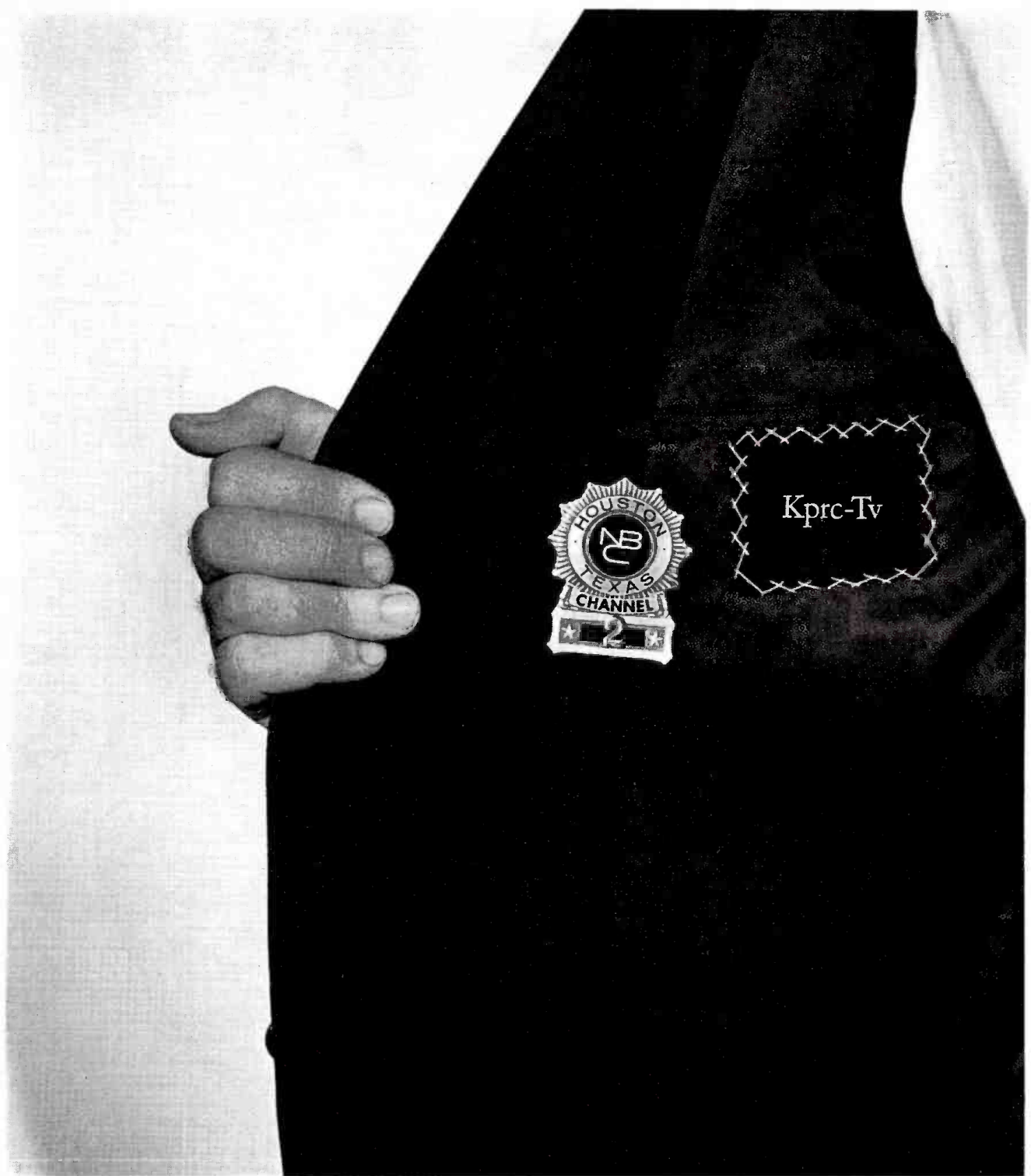
Thus, in the light of both the pending court case and the pending Rogers bill, fees that are paid will be essentially under protest and presumably recoverable. The fees are discriminatory. Broadcasters are taxpayers and taxes are for the purpose of defraying the cost of government.

We hope that Congress does enact appropriate legislation to govern license fees, rather than filing fees. A license fee carries with it the right to operate for a specified term and an expectancy of renewal. And, by paying a license fee, the payee obviously would have the right to expect service in return, rather than the harassment now in vogue.



Drawn for BROADCASTING by Sid Hix

"I was number 16 in that stainless steel blade commercial."



We always get our man. We get him with a television set and a few brief words. Maybe, a little music. We let him do the listening. We lull him with great entertainment. We give him sporting events, award-winning news coverage, fine NBC programming interspersed with top-

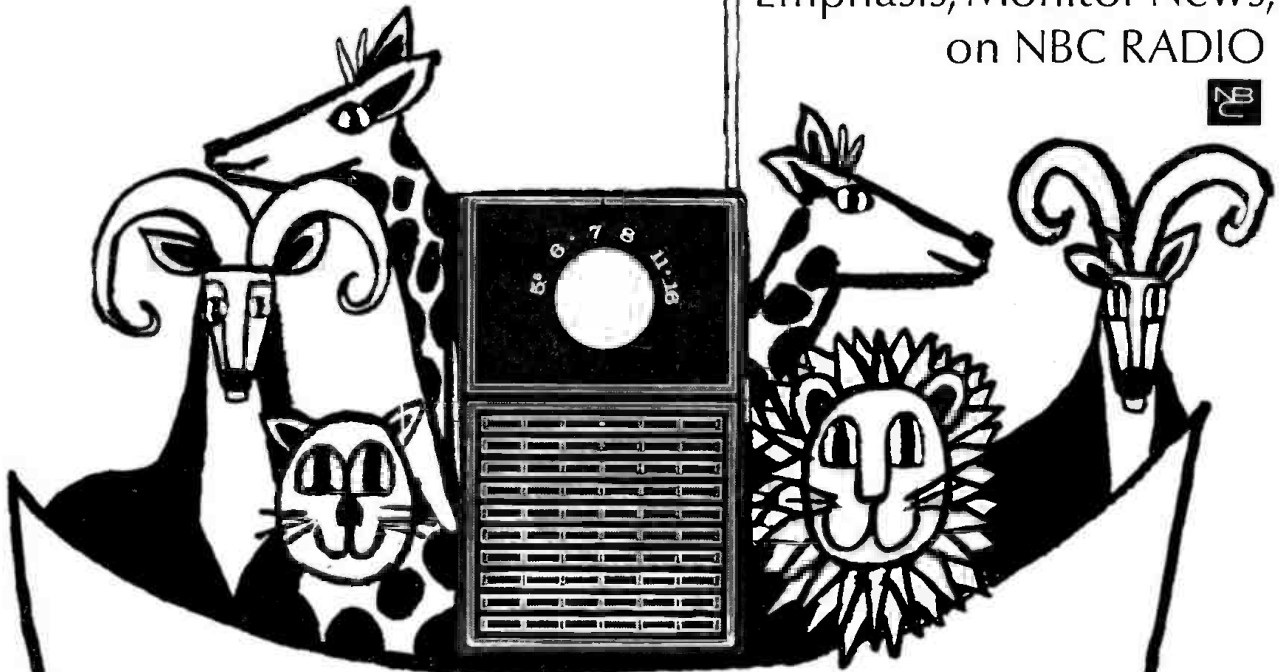
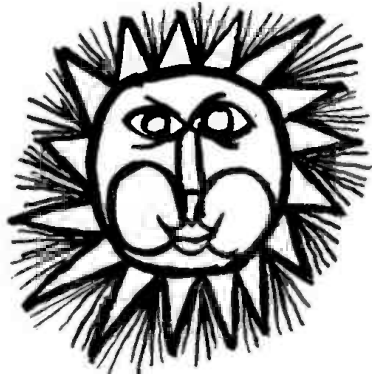
notch local shows.

Then, we throw in a sales pitch. We point it right at him. He surrenders everytime.

We could go into a long song and dance about our hand-basted commercials, hand-basted availabilities, and hand-basted prices,

but he wouldn't even listen. Anyway, it's all written down in a little booklet carried by every Edward Petry man. Better still, we can capture the Houston Market for you, every man in it. For the Petry man nearest you, please write to KPRC-TV, P. O. Box 2222, Houston, Texas 77001.

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