



BROADCASTING

THE

Mr Conrad F. Schader
4795 Isabella St
Route 1
Golden Colo

N1154R

N 3D

ON AND RADIO

OCT63

NEWSPAPER

MAY 13, 1963

FCC considering birth control for radio;
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of cooperative research 38

The top 100 newspaper advertisers are even
bigger spenders in TV 49

Minow may be known as 'good time Newton'
if Henry is his successor 64

COMPLETE INDEX PAGE 7



"The best and most stylish
show on American Television"

NEWSWEEK, MARCH 4, 1963

'NAKED CITY'



99 hours and 39 half-hours

JUST NOMINATED FOR
SIX EMMY AWARDS!!!!

DISTRIBUTED EXCLUSIVELY BY

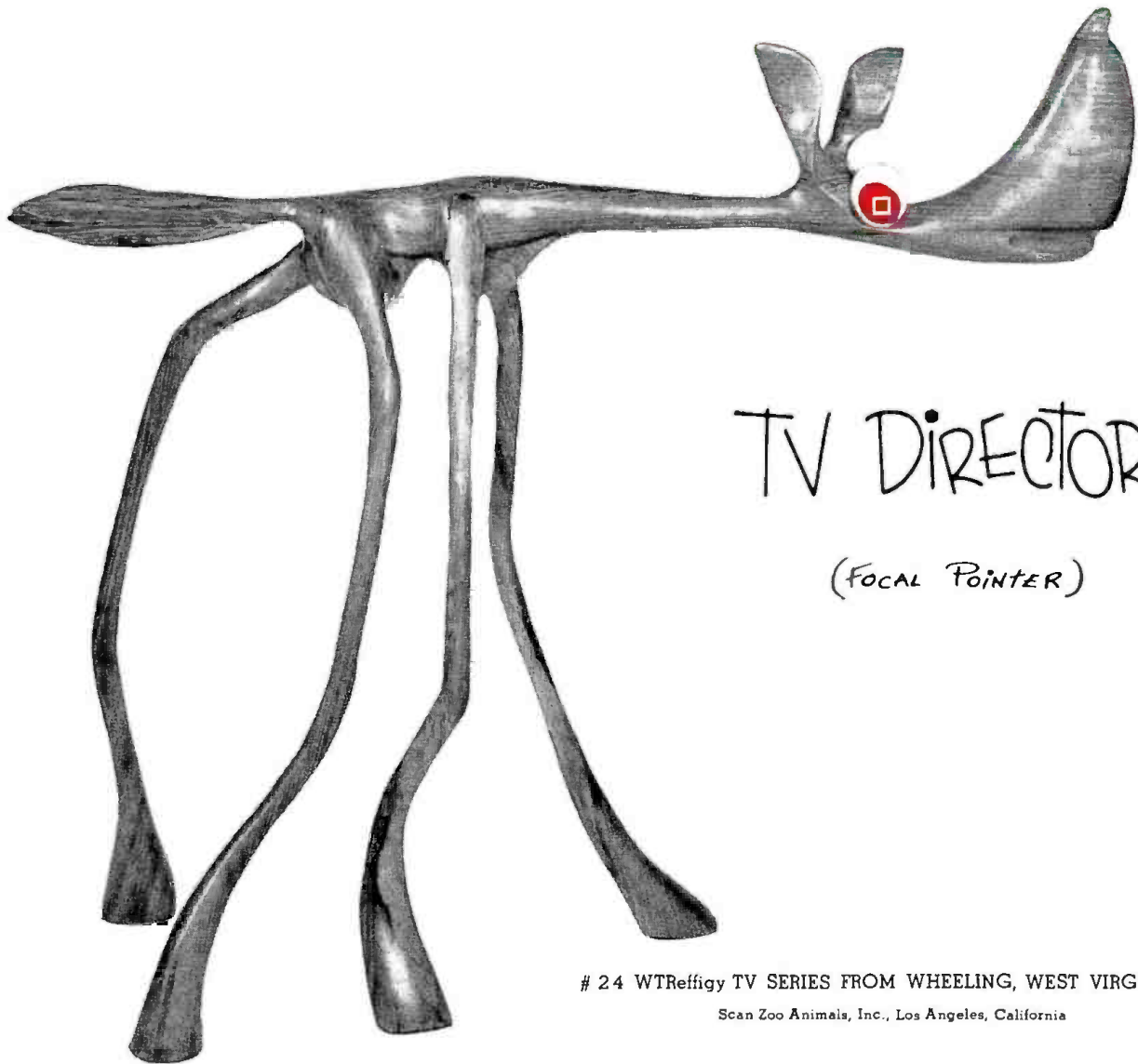
SCREEN

GEMS, INC.

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



TV DIRECTOR

(FOCAL POINTER)

24 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

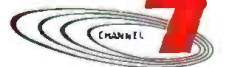
Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable
WTReffigies, our ad-world close-up series!)

316,000 watts



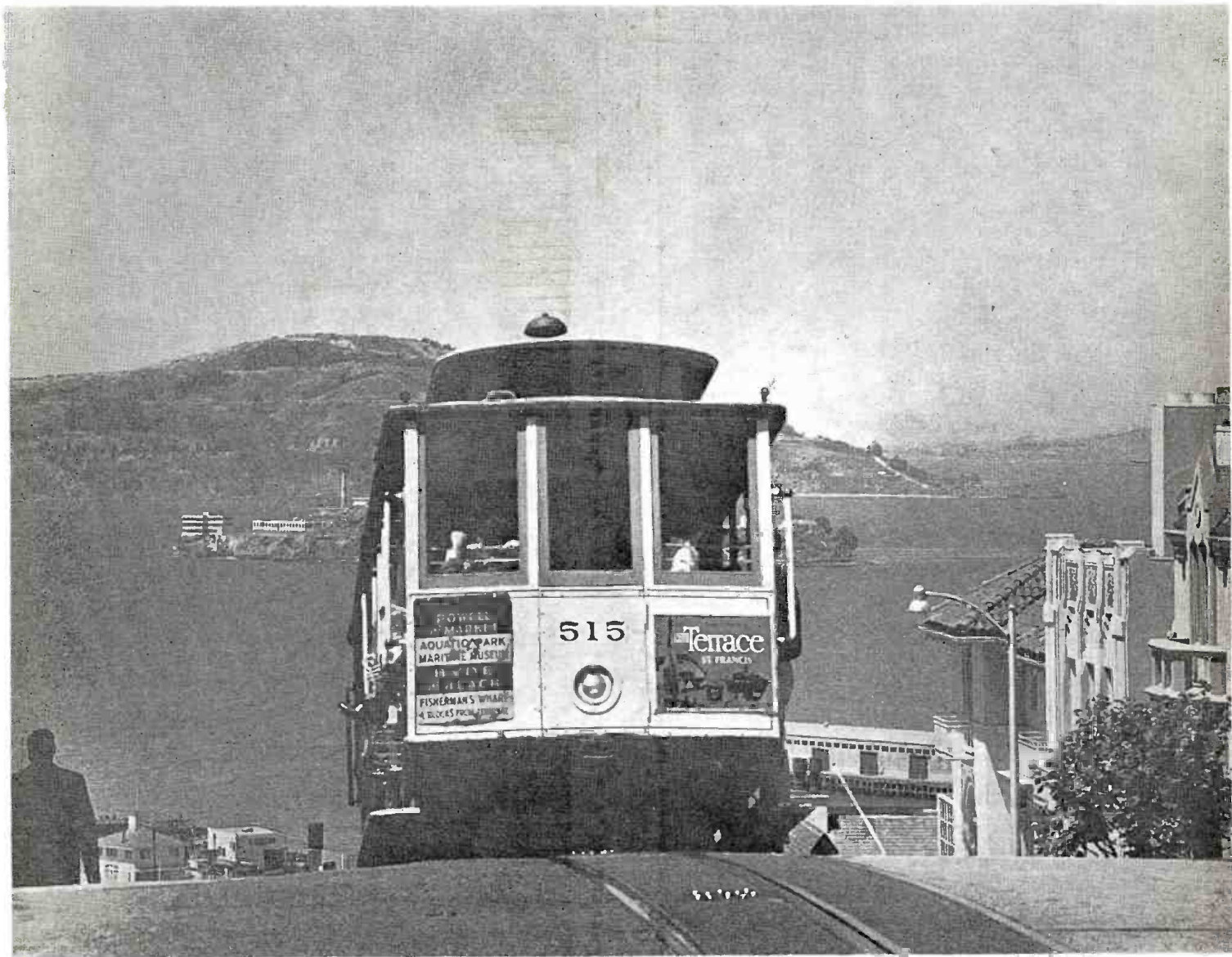
network color



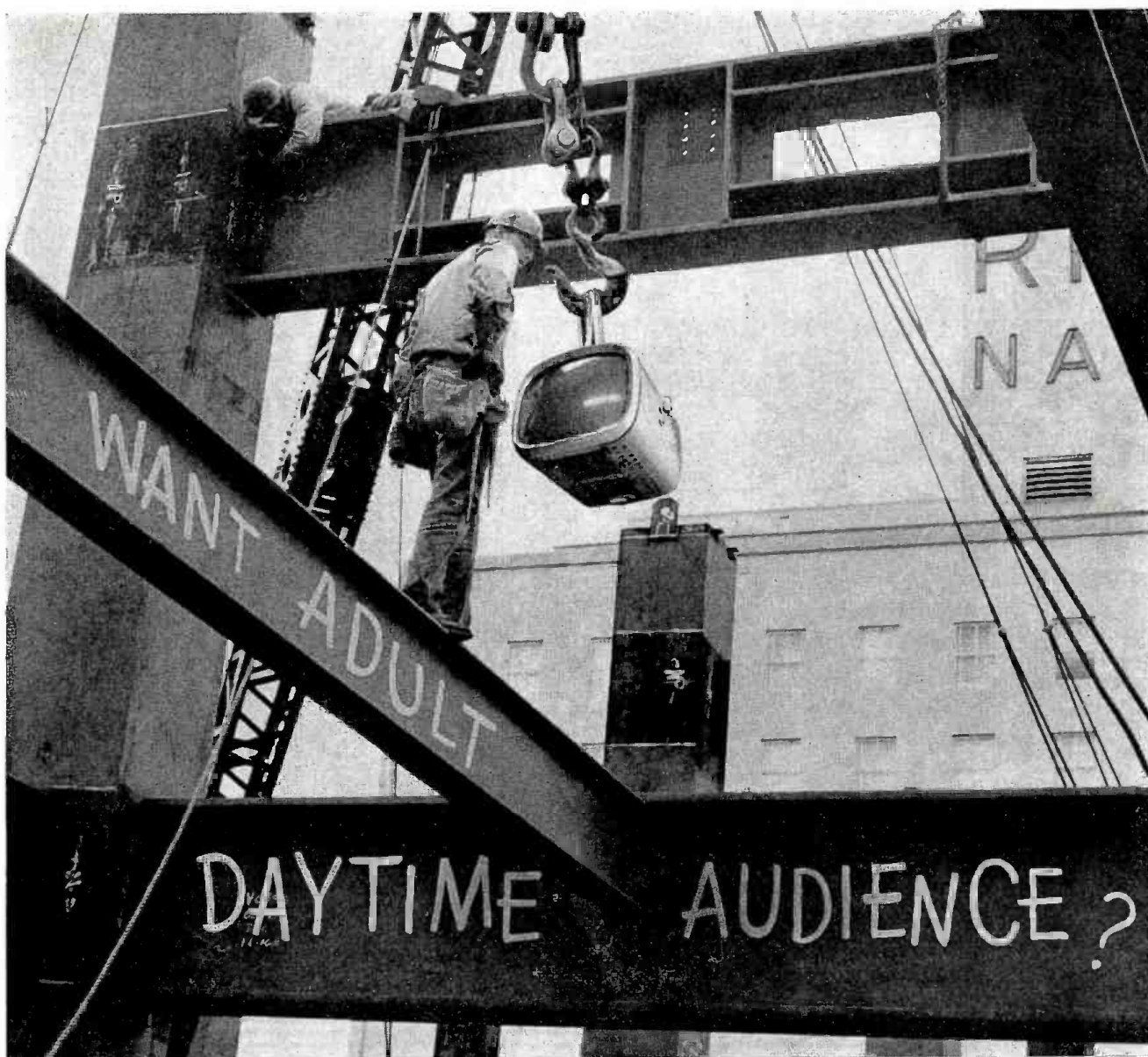
WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

If you lived in San Francisco...



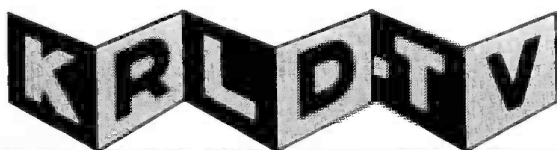
...you'd be sold on KRON-TV



Monday through Friday from 4 to 6 p.m.,* KRLD-TV delivers more homes and higher ratings per average quarter-hour than the next two stations in the Dallas-Fort Worth market combined! And the majority of this audience is composed of the people who do most of the buying for the American family — adults.

So no matter what you're selling — from toothbrushes to tires, soap to soup — your product is bound to be seen by more adults — bought by more adults — on Channel 4. See your ADVERTISING TIMES SALES representative.

*NSI
Feb. 25 - Mar. 24, 1963



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



Arbitron revived?

American Research Bureau hopes to reactivate its overnight national Arbitron TV ratings service. It's already approached TV networks, is waiting for their reactions. Plan is to use combination of Arbitron meters and phone interviews, as before. CBS-TV was chief network subscriber when national service was in operation in 1960, but ABC-TV bought portions. Since then it has been sold only on special-order basis.

ARB executives testified in congressional hearings that patent suit brought by A. C. Nielsen Co. (since settled, with ARB to pay Nielsen 5% of gross on Arbitron system) and inadequate subscriber interest in two meter-based services contributed to downfall of earlier national effort. Networks haven't indicated whether they would support new Arbitron national, but at least some network authorities feel there would be strong political value, if nothing else, in having two national services in operation instead of one.

New FCC prospect

Is Dixon Donnelley, public affairs assistant to Secretary of Treasury Dillon, and protégé of Sen. Estes Kefauver (D-Tenn.), under consideration for upcoming Newton Minow vacancy on FCC? While Mr. Donnelley disclaims knowledge of prospect, report was current that administration, having failed to find qualified broadcaster who would accept post, had decided on lateral move from within administration. If Mr. Donnelley gets appointment, it would boost prospect of E. William Henry, FCC's youngest and now most controversial member, for chairmanship.

Mr. Donnelley, 47-year-old native of New York, was Sen. Kefauver's press chief in 1956 vice presidential campaign, and year before had been editorial director of Kefauver Juvenile Delinquency Subcommittee. He was former assistant city editor of Washington Daily News and Washington Post, city editor of Havana (Cuba) Post, and had served in foreign service as press attache in several Latin American embassies. President Kennedy will visit Tennessee next week-end and there's possibility Donnelley appointment, if it is made, will be announced then.

Word to the wise

Is modified form of "commission" or consulting fee developing at some TV stations tied into use of syndicated programs? At least one film syndicator, who has found going tough in clearing time, believes that practice

exists at secondary and tertiary station levels among few smaller distributors. No top executives of stations but rather staff members, may be supplying "expertise" for fee.

Practice, if it exists, is believed spotty but would run counter to anti-payola law enacted in 1960 in wake of House Oversight Subcommittee disclosure of gifts to disc jockeys and others. FCC last week (see page 50) implemented anti-payola law in its rules (new Section 508) making such practices illegal. Rule requires licensees to "exercise reasonable diligence" and if any consideration has been paid, appropriate announcement must be broadcast. Inquiries among top management failed to develop any knowledge of practice but stimulated prompt investigations.

Ups and downs

Researchers keeping careful eye on ratings say they detect sharper fluctuations in sets-in-use figures in Pulse's latest local radio reports. They say set-usage figures are markedly up in some markets, markedly down in others, with slumps seemingly most evident in nighttime measurements. They attribute it partly to Pulse's announced elimination of "weightings" that had been target of criticism, partly to changes in interviewing practices, but prefer to wait for further reports and analyses before speculating on what it means.

Pulse authorities say non-weighting may be contributing factor but less important than doubling of coincidental interviews and change to evening hours for all recall interviewing (to reduce not-at-homes). They say they're running analyses, including test of alternative interviewing sequence, to get clearer insight and find best answers to criticisms and problems that led to changes in first place.

Slow report

Proposed FCC program reporting form was subject of three-hour meeting Monday of special committee of commissioners responsible for drafting document. No conclusions were reached, and additional meetings will be required before proposal on how form should be revised can be submitted to full commission.

Sitting as new member of committee was Kenneth A. Cox, who replaced Chairman Newton N. Minow. As chief of Broadcast Bureau before his appointment to commission, Commissioner Cox had presented staff ideas on program-form revision. Chairman

CLOSED CIRCUIT®

Minow is said to have bowed out because of pressure of his other duties. Others on committee are Frederick W. Ford, chairman; Robert T. Bartley.

Return to program buys

One of those two advertisers who've "reversed the trend" of minute selling in CBS-TV's daytime schedule, it's understood, is Johnson & Johnson. J&J reportedly has bought alternate-week quarter-hour in daytime block, which was converted to minute sales plan few years ago to bolster advertiser interest (see page 72).

Among major nighttime sales developments another gain in program selling was implicit in report, disclosed earlier, that Travelers Insurance is making one of biggest advertiser commitments yet in informational programming—two-thirds sponsorship of CBS Reports. In past, Reports has been sold largely in minutes.

Against the storm

In preparation for upcoming labor negotiations with technical unions, networks are again sending their executives to training schools to acquire or sharpen skills as cameramen, technical directors, boom operators and audio operators. This training came in handy in recent years when CBS and NBC were involved in strikes; executives-turned-technicians kept networks on air until settlements were reached. Interesting note: training in New York is at RCA Institutes.

Little Geneva

Special three-member panel of FCC commissioners will meet in Washington May 28 with five community antenna operators representing National Community Television Association. Purpose: to search for compromise of dispute holding up agreement on CATV legislation. NCTA committee to meet with Commissioners Robert T. Bartley, Kenneth A. Cox and Frederick W. Ford includes three men with broadcasting interests: Al Malin, WWNH Rochester, N. H.; Bruce Merrill, KIVA-TV Yuma, Ariz.; and Martin F. Malarkey Jr., WRTA Altoona, Pa. Other committee members are Robert Clark, Oklahoma City; and Gene Schneider, Casper, Wyo.

Non-political appointment

Elevation of Ben F. Waple to secretary of FCC, after three years and one month in acting capacity, is expected to be announced this week. Mr. Waple, who signs all FCC letters to licensees, was approved for post last week by Civil Service Commission.



WE'VE GOT A WAY WITH WOMEN

*Channel 2 brings 'em
what they want!*

Our women viewers are well-rounded more ways than one! They want entertainment, but they want mental stimulation, too. That's why they're so loyal to WJBK-TV's satisfying combination of the best of CBS and our horizon-widening local daytime programs like the Connie Page Show, newscasts and thought-provoking TV editorials. They like what they see, and they buy what we sell. Advertisers, take note!



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

**STORER TELEVISION
SALES, INC.**
Representatives for all
Storer television stations.

WEEK IN BRIEF

FCC considering wide-ranging birth control measures for AM radio pinned on area, population and engineering standards in conjunction with FM allocations table and premised on breakup of AM-FM duopoly. See . . .

BIRTH CONTROL FOR AM RADIO . . . 27

Commission poised to vote on making NAB commercial time limitations part of its regulations; possibility strong it may very well do that. Move underway to ease time strictures for smaller stations. See . . .

EVERYONE GETS A CODE . . . 28

Florida media unite to fight pending legislation which would impose 3% tax on advertising. Broadcasters join newspapers in opposing tax as discriminatory; it leaves magazines and billboard untouched. See . . .

MEDIA JOIN TO FIGHT TAX . . . 30

TV's top advertisers in 1962 are led by P&G with \$112 million gross time billings; among top 10 each spent \$23 million or more. Leading newspaper advertisers spent more in TV than in newspapers. See . . .

TOP BUYERS IN TV . . . 48, 49

CBS-TV affiliates hear cheering news; network is top dog in programing, sales and affiliates' compensation, they're told. Stanton urges ETV support, Aubrey warns of spiraling sports costs. See . . .

CBS-TV'S HAPPY HOUR . . . 70, 72

Broadcasters' charges for using FCC range from \$100 for TV to \$50 for AM and FM for major applications. Fee schedule designed to raise \$3.8 million—about one-fourth of FCC budget. See . . .

COST OF REGULATION . . . 62

Pearson government in Canada is seeking advice on future of broadcasting. Hope is to establish long-range commitments, says new secretary of state. CAB hears promise private broadcasters will be left free. See . . .

ASKS FOR RECOMMENDATIONS . . . 68

RCA revenues and profits continue upward climb in first quarter. NBC revenues in 1962 were up 12% over previous year, and earnings up 35%. Color set sales gain, color programing is two-thirds of network offering. See . . .

ROSY PICTURE AT RCA . . . 76

Thirty years ago broadcasters, advertisers and agencies had CAB; it didn't work. Then came BMB; it folded too. History of single research group supported by users indicates drawbacks, small hope for success. See . . .

CO-OP RESEARCH TRIED BEFORE . . . 38

Give a thought to what the FCC may be like if Bill Henry gets Minow's job; present administration may be considered "good old days." Henry's views as expressed in speeches and news conferences. See . . .

IF HENRY GETS MINOW'S JOB . . . 64

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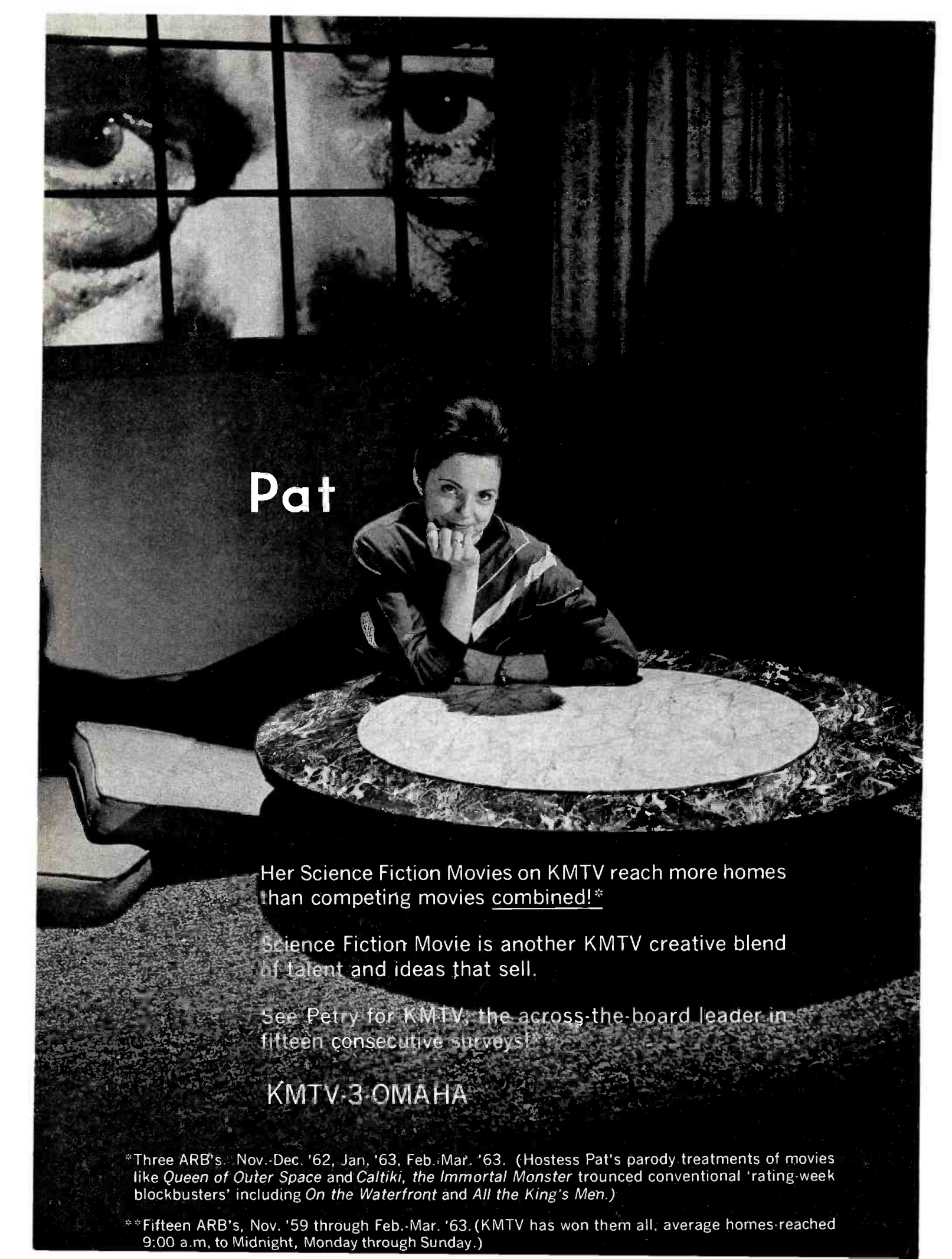
BROADCASTING

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



Pat

Her Science Fiction Movies on KMTV reach more homes than competing movies combined!*

Science Fiction Movie is another KMTV creative blend of talent and ideas that sell.

See Petry for KMTV, the across-the-board leader in fifteen consecutive surveys!

KMTV-3 OMAHA

*Three ARB's, Nov.-Dec. '62, Jan. '63, Feb.-Mar. '63. (Hostess Pat's parody treatments of movies like *Queen of Outer Space* and *Caltiki, the Immortal Monster* trounced conventional 'rating-week blockbusters' including *On the Waterfront* and *All the King's Men*.)

**Fifteen ARB's, Nov. '59 through Feb.-Mar. '63. (KMTV has won them all, average homes-reached 9:00 a.m. to Midnight, Monday through Sunday.)

AGENCY HITS 'CORRECTIVE' MEASURES

Benton & Bowles calls magazine concept TV's 'greater danger'

Benton and Bowles, New York, has attacked "corrective" measures of "magazine concept" and "guaranteed cost per thousand" for television advertising, labeling them "an even greater danger to television than increased government regulation."

B&B's position on TV is contained in memorandum released today (May 13) by William R. Hesse, agency's president. It was prepared for internal use by Lee Rich, B&B senior vice president for media management, at request of Mr. Hesse "in light of the criticism being leveled at the [television] industry today."

Mr. Rich says though approaches are different, magazine concept and guarantees would "minimize and even eliminate selection by advertisers." He condemns C-P-M and magazine concept as implying advertisers are largely responsible for everything critical about TV and charges they would stifle competition and creativity by equalizing advertising values of all programs. He said both concepts, if practiced, would result in "less frequent schedule changing and greatly reducing the introduction of new programs."

Memorandum also notes advertisers are associated by public with editorial as well as with advertising content in television unlike other media and thus

program content in addition to media values must be important factor in advertiser selection of TV programs. Mr. Rich contends overcommercialization is undesirable to agency for in long run irritation renders all commercials "less effective." Covered under this topic by Mr. Rich are triple-spotting, upping time between network programs from 30 to 40 seconds, and "loud and blatant" commercials.

Benton and Bowles' memorandum strikes against government "pressures" in programing areas, noting networks apparently have been pushed into overscheduling public service programs to extent that many have become repetitive and thus dull. It warns "the imposition of the will of a regulating body on TV programing implies a form of control that could lead to the demise of the current free enterprise television system" and could easily lead to need for government subsidy and greater government control.

Mr. Rich defends networks against program critics by noting they are "conscious of their obligations to the public" and have demonstrated this responsibility. He also notes that advertisers support "red ink" public service programing through their sponsorship of all kinds of shows including "the unjustly labeled 'wasteland' programing."

deceptions in miracle cures, drugs, land sales and dancing lessons, it was learned Friday (May 10) (CLOSED CIRCUIT, Feb. 4).

Senator Harrison A. Williams (D-N. J.), chairman, said that communications media "are inextricably intertwined" with problem of fraudulent offerings. New subcommittee "could provide a major service in publicizing many of the frauds that are being perpetrated on innocent and frequently low-income elderly persons," Senator Williams said.

New York agencies fight planned city rental tax

Not-so-veiled threat that much of advertising agencies' operations "could be readily diverted to other offices or to new offices outside the city," may be part of agencies' organized opposition to New York's proposed occupancy tax on commercial property rentals.

New York Council of American Association of Advertising Agencies has asked for opportunity to testify before

The other side

WLIB New York, Negro-oriented station, reported Friday (May 10) it has commitment from gubernatorial candidate Charles L. Sullivan of Mississippi to record interview for broadcast at 11 p.m. today (May 13).

Station offered time to Mr. Sullivan, who had criticized network coverage (and particularly New York stations) of integration activities in Mississippi and Alabama. Criticism was made in Biloxi at Mississippi Broadcasters Association meeting three weeks ago.

city council in opposition to tax, which would amount to 5% on annual rent if in excess of \$2,500 and 2½% if less than \$2,500. Newly elected chairman of New York council, William Holden of Fuller & Smith & Ross, pointed out that "location of these advertising agencies in New York is also the chief reason why so many other lines of business are located here."

Philco explains why it asked out in ch. 3

Philco Corp. executive testified Friday that company, "for variety of reasons," had been required "to make commitment or an agreement with RCA" to withdraw its application for channel 3 Philadelphia (earlier story page 54).

David B. Smith made comment as FCC hearing involving NBC-Philco contest for channel turned for first time to background of joint request of both parties for permission of Philco to withdraw. FCC rejected agreement under which NBC would have reimbursed Philco up to \$550,000 for expenses.

Mr. Smith didn't detail reasons he said made Philco enter into agreement with NBC to withdraw. But, under questioning by Broadcast Bureau attorney Ernest Nash, he said that after Philco's purchase by Ford in 1961, decision was made to settle all outstanding differences with RCA. These included Philco's patent-rights suit against RCA and contest for channel 3, occupied by NBC's WRCV-TV.

He said there was no connection between suit, settled by payment of \$9 million by RCA to Philco, and agreement to withdraw from channel 3 contest.

Under earlier questioning by Mr.

RAB's Bunker to appear Wednesday on ratings

Radio Advertising Bureau President Edmund Bunker agreed Friday (May 10) to testify before House Special Subcommittee on Investigations Wednesday (May 15). Mr. Bunker is appearing at request of ratings subcommittee, day after RAB representatives meet with National Association of Broadcasters Research Committee in New York (see page 75).

Date of appearance of NAB President LeRoy Collins, who hopes to give united industry plans for research of ratings, had not been definitely scheduled Friday.

Ad practices under study of Senate group on aged

Senate subcommittee on frauds affecting elderly, established last week, will call on broadcast media to see whether commercial acceptance standards are adequate to safeguard old people from

WEEK'S HEADLINERS



Mr. Lanigan

Co. for nine years as director of marketing and new product development. Earlier, he was with Dewey & Almy Chemical Co. for 13 years.

Fred W. Dickson, president of Fanta Beverage Division and **Donald A. Leslie**, director of purchasing, elected VP's of The Coca-Cola Co., Atlanta, Ga. Mr. Leslie will continue as director of purchasing. Mr. Dickson will assume duties as advertising manager, succeeding Vice President **Hunter Bell**, who has been elected staff VP. Vice President **Thomas C. Law Jr.** succeeds Mr. Dickson as president of Fanta Beverage Co. Mr. Law's present duties as field sales manager for bottler sales will be assumed by **J. Lucian Smith**, VP-general manager of bottler sales development department. Both Messrs. Dickson and Leslie became associated with Coca-Cola Co. in 1933. After several years interrupted service with Navy, F. L. Jacobs Co. and J. Walter Thompson, Mr. Dickson returned to Coca-Cola in 1960 to organize newly formed Fanta Beverage Co. as president and

general manager. He supervised development and introduction of Sprite and TAB and implemented introduction into U. S. of Fanta line of beverages. Mr. Leslie was appointed director of purchasing in 1960.



Mr. Leslie



Mr. Dickson



Mr. Rush

Herman Rush, senior VP of TV division of General Artists Corp., New York, elected president of that division. Mr. Rush has been with General Artists since 1960, after serving in executive positions with Official Films (1949-57) and Flamingo Telefilm Sales Inc. (1957-60). He will supervise development of new programs, network sales and TV talent appearances and coordinate activities of division with personal appearance, literary, motion picture and equity divisions.

For other personnel changes of the week see FATES & FORTUNES

Nash, Mr. Smith said that when Philco decided to get back into broadcasting, its purpose was to apply for NBC's channel 3. Later, however, he said decision to apply for that facility was reached after considering several factors, including fact that NBC was under Justice Department consent decree to vacate that channel. This order has been stayed to June 30, 1964.

Other considerations, he said, included a survey of programming by all three Philadelphia stations which, Philco felt, showed channel 3 was doing "poorest job" and fact that Philco had previously operated on channel 3.

Directors, producers agree

Screen Directors International Guild reported Friday (May 10) that it had reached agreement with Film Producers Association of New York on three-year contract covering members working on film commercials and industrial and

theatrical films. SDIG said agreement will provide wage increases and fringe benefits, but details will not be disclosed by unions' until ratified.

WYNR consulted envoy on new programming format

William Rivkin, ambassador to Luxembourg, and former Chicago attorney for McLendon Corp., testified before FCC inquiry last Friday that at time McLendon purchased WYNR Chicago (then WGES) station's programming was "offensive." Ambassador said WGES format was "worse kind of rock 'n' roll" and comments between records were illiterate and "appealed to chauvanistic instincts of the audience."

Ambassador Rivkin testified he had discussion with Gordon McLendon, president of McLendon Corp., of proposed programming of WYNR some four to five days before sale of then WGES was completed. He said he asked Mr.

McLendon what latter planned to do with station. Mr. McLendon replied he didn't know, but perhaps he would continue Negro format, ambassador testified. He also said Mr. McLendon had described format of WGES as "Uncle Tomism" and seemed to want to change programming, but said nothing about dropping foreign language portion.

FCC's probe into McLendon's program plans for WYNR was instigated when station changed from 80% Negro format to 100% Negro programming, dropping all foreign language programs (BROADCASTING, April 29).

WICC dropping ratings; finds them unnecessary

WICC Bridgeport, Conn., Friday (May 10) announced it will no longer use rating services "because they can no longer serve the radio medium accurately." WICC is in proximity to New York City market area. Station's president, Kenneth Cooper, said he didn't question ratings services' honesty, but felt they were physically incapable of measuring radio audience "because 50% of radio's audience is out of the house."

Mr. Cooper, who said his station was among top 65 in country in gross business and stood high in ratings in country last year, said, "we have been using ratings less and less over the last two years, and we found that advertisers didn't insist upon them."

Bowls, news and special gain sponsors on NBC

NBC-TV is SRO on five of its post-season football games for 1963-64. Advertisers of contests last year will pick up tab again next season.

Sponsors renewing are Gillette and Chrysler (Rose Bowl and Blue-Grey games); R. J. Reynolds Tobacco, Colgate-Palmolive and Savings and Loan Foundation (East-West); Brown & Williamson, United Motors Division of General Motors, Georgia Pacific Corp. and Colgate-Palmolive (Sugar Bowl), and Liggett & Myers, Carter Products and United Motors (Pro Bowl).

In other network sales:

Standard Brands has purchased alternate-week sponsorship in NBC-TV's expanded *Huntley-Brinkley Report* next season. Buy still leaves two quarter hours open in hour news show. Other advertisers: Alcoa, R. J. Reynolds, American Home Products and American Chicle. J. Walter Thompson is agency for Standard Brands.

Procter & Gamble, through Grey Advertising, has purchased two-thirds sponsorship of Emmy awards telecast on NBC-TV May 26 (10-11:30 p.m.) to close sale of annual show. Other third bought by Libby, McNeill & Libby, through J. Walter Thompson.

HAWAIIAN EYE



134 HOURS OF SPELLBINDING MYSTERY-ADVENTURE

Using HAWAIIAN EYE as their firm name, a team of private investigators—Robert Conrad, Anthony Eisley and Grant Williams—find excitement and romance in the never-ending variety of characters who rendezvous in exotic Hawaii. With their friends—Troy Donahue as the handsome Special Events Director at a resort hotel, Connie Stevens as the lovely singer-photographer, and Poncie Ponce as the fun-loving taxi driver—the bachelor investigators are constantly involved in spine-tingling suspense and action.

Now in its fourth season on the network, HAWAIIAN EYE against strong competition compiled an average *20.4 rating* and a *31.2 share of audience** during its first three full seasons. Available on an individual market basis—for fall start.

*Nielsen Multi-network (Oct-Apr. averages)



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



ALSO: MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN • CHEYENNE
BROADCASTING, May 13, 1963

NORMAN & NORMAN Inc.

MID-WEST SPECIAL

... Daytimer located in Wisconsin-Minnesota area, single station market, grossing \$53,000, priced at \$75,000 with good terms. Rich area, station not near its maximum.

DES MOINES

1800 WATROUS AVE.
34-B — 288-1186
DES MOINES 15, IOWA



\$1.11

an hour **STAFFS YOUR
STATION** with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money."

IGM SIMPLIMATION,

P. O. Box 943, Bellingham, Washington.

DATEBOOK

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

*Indicates first or revised listing

MAY

*May 12-18—Affiliated Advertising Agencies Network annual convention at Ambassador hotel, Los Angeles, with delegates expected from 42 U. S. and 12 foreign cities. Hixson & Jorgensen, Los Angeles, is host agency. Awards for advertising excellence will be presented at the Friday night banquet.

May 13—Hollywood Ad Club luncheon meeting 12 noon at Hollywood Roosevelt. Radio Day with Maurie Webster, vice president, CBS Radio Spot Sales, New York, speaking on "New Creative Dimensions in Radio." Bob Sutton, VP and general manager of KNX Los Angeles, is chairman.

May 13—1963 Emmy Awards dinner, Great Hall, Pick-Congress hotel, Chicago. Awards program will be televised by WNBQ (TV) Chicago from 9:30-10 p.m.

May 13-15—NAEB national conference on Instructional Broadcasting, University of Illinois, Urbana. Participants will observe how instructional television is used at the university, and visit the Urbana public schools to see the reception and use of Midwest Program on Airborne Television Instruction programs.

May 14—Annual stockholders meeting, Metromedia Inc., New York.

May 14—Annual stockholders meeting, Macfadden-Bartell Corp., Milwaukee.

May 15—Membership meeting of Radio, TV, Recording, and Advertising Charities of Hollywood, 12 noon, Continental hotel.

May 15—Annual stockholders meeting, The Outlet Co. (WJAR-AM-TV Providence, R.I.), Providence, R. I.

May 15—Catholic Apostolate of Radio, TV and Advertising, "spring fiesta" at Starlight Roof, Waldorf Astoria hotel, New York, 6-11 p.m. Fashion show, cocktails, buffet supper and dancing. Co-chairmen: Martha Palmer, PR consultant; John McArdle, vice president and general manager, WNEW-TV New York, and Jane Huntley, Compton Adv., chairman of ticket committee.

May 16—FCC deadline for reply comments in proposed rulemaking to allow daytime radio stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

May 16-17—Annual spring meeting of Ohio Association of Broadcasters, French Lick-Sheraton hotel, French Lick, Ind. Reggie Martin, vice president and general manager of WSPD-AM-FM Toledo, is conference chairman.

*May 16-18—Western States Advertising Agencies Association annual conference, Riviera hotel, Palm Springs, Calif. Keynote speaker: William B. Lewis, board chairman, Kenyon & Eckhardt, New York.

May 16-18—Iowa Broadcasters Association annual meeting, Sheraton-Warrior hotel, Sioux City.

May 17—Iowa AP Radio-TV News Association, in conjunction with the Iowa-Nebbraska Broadcasters meeting at the Sheraton-Warrior hotel, Sioux City.

*May 17—Arizona Broadcasters Association spring meeting, Skyline Country Club, near Tucson. Speakers include Representative J. Arthur Younger (R-Calif.), member of the House committee investigating ratings; Dr. Sydney Roslow, director of The Pulse Inc.; Jack Roth, KONO San Antonio, president of the Texas Association of Broadcasters; Vincent Wasilewski, executive vice president of the National Association of Broadcasters; John Courcier, western director of Radio Advertising Bureau; Arlo Woolery, KSUN Bisbee, Ariz., chairman of Arizona Development Boards.

May 17—South Dakota AP Broadcasters Association, Cataract hotel, Sioux Falls.

*May 17-18—Annual convention of South Dakota Broadcasters Association, Sheraton-

Cataract hotel, Sioux Falls. Speakers will include NAB President LeRoy Collins, Jim Hulbert, NAB manager of broadcast management, and Herbert Evans, president of Peoples Broadcasting Co.

May 17-18—Seminar on Educational Television by University of Wichita, in cooperation with the Wichita Board of Education. Principal speaker will be Charles A. Slepman, chairman of Department of Communications in Education, New York University. Further information, write Richard J. Meyer, director of educational television, University of Wichita, Wichita 8, Kan.

May 17-18—Iowa Radio News Directors Association annual meeting, Sheraton-Warrior hotel, Sioux City.

May 17-19—Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

May 19-21—Pennsylvania Association of Broadcasters convention, Pennsylvania State University, University Park, Pa. Speakers include: LeRoy Collins, NAB president; Eric Walker, president of Pennsylvania State University; Honorable William W. Scranton, governor of the Commonwealth of Pennsylvania; Edmund Bunker, RAB president; and William Kaland, Westinghouse Broadcasting Co.

May 19-21—Association of National Advertisers meeting, Waldorf-Astoria, New York.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

May 20—Composers and Lyricists Guild of America, western branch, annual dinner at Sportsman's Lodge, North Hollywood, Calif.

May 20—Southern California Broadcasters Association annual "whingding" at Lakeside Country Club, Burbank, Calif. Ed Lytle of KFI and Ed Loveton of KFAC (both Los Angeles) are co-chairmen of the stag event, golf followed by dinner.

May 20—Fifty-seventh annual Boys' Clubs of America convention, Toledo, Ohio. Key-note speaker is LeRoy Collins, president of

TVB SALES CLINICS

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

May 20—Providence, R. I.; South Bend, Ind.; Milwaukee; Terre Haute, Ind.; Wichita. May 21—St. Louis. May 22—Portland, Me.; Topeka, Kan.; La Crosse, Wis. May 23—Cincinnati; Bangor, Me. May 24—Detroit; Rockford, Ill.; Wheeling, W. Va.; Presque Isle, Me.

May 27—Burlington, Vt. May 29—Albany. May 31—Springfield, Mass.; Amarillo, Tex.

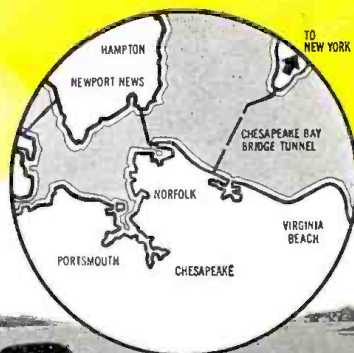
June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 18—Chicago; Los Angeles. June 19—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

GOLDEN GATE EAST



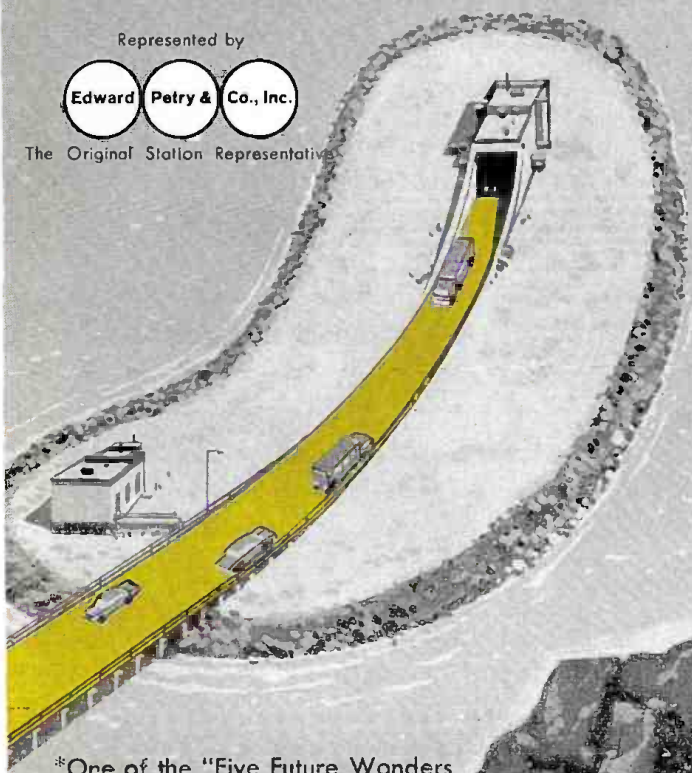
The great CHESAPEAKE BAY BRIDGE-TUNNEL,* opening in January, is the golden link that the experts say will cause Norfolk-Newport News, Virginia's Tidewater metropolis, to burst into millions and become the South's leading market. Here, right now, is urban population (ranked 28th in America) equaled in the Southeast only by metro Atlanta and Miami. WTAR-TV's Metro area alone offers unduplicated coverage of nearly a million people! What a place to put a new-business dollar! TideWTAR is a better way to spell it, and the best way to sell it.

WTAR TELEVISION & RADIO
CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.

Represented by

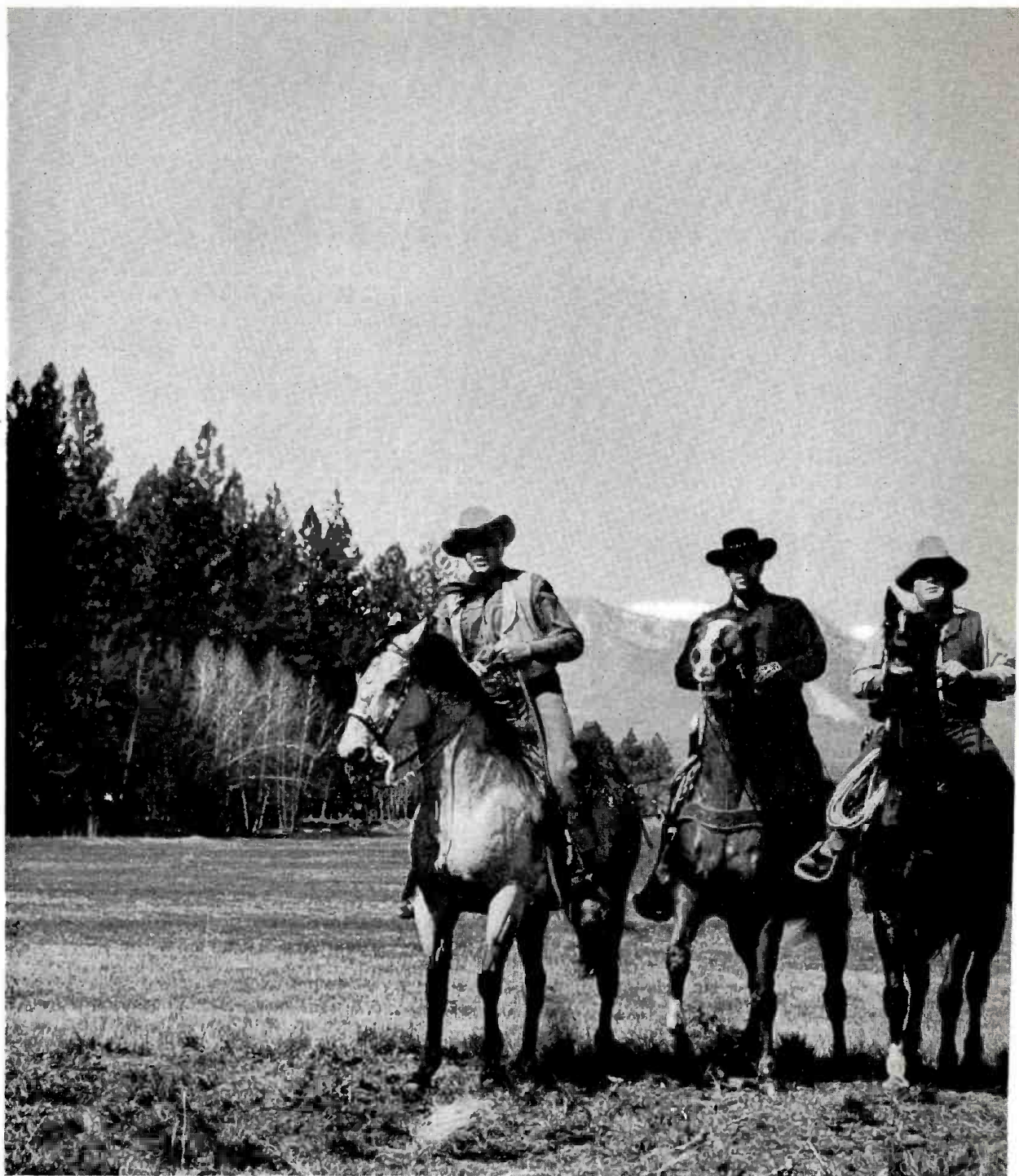


The Original Station Representatives



*One of the "Five Future Wonders of the World"
(Reader's Digest, Jan. '63)





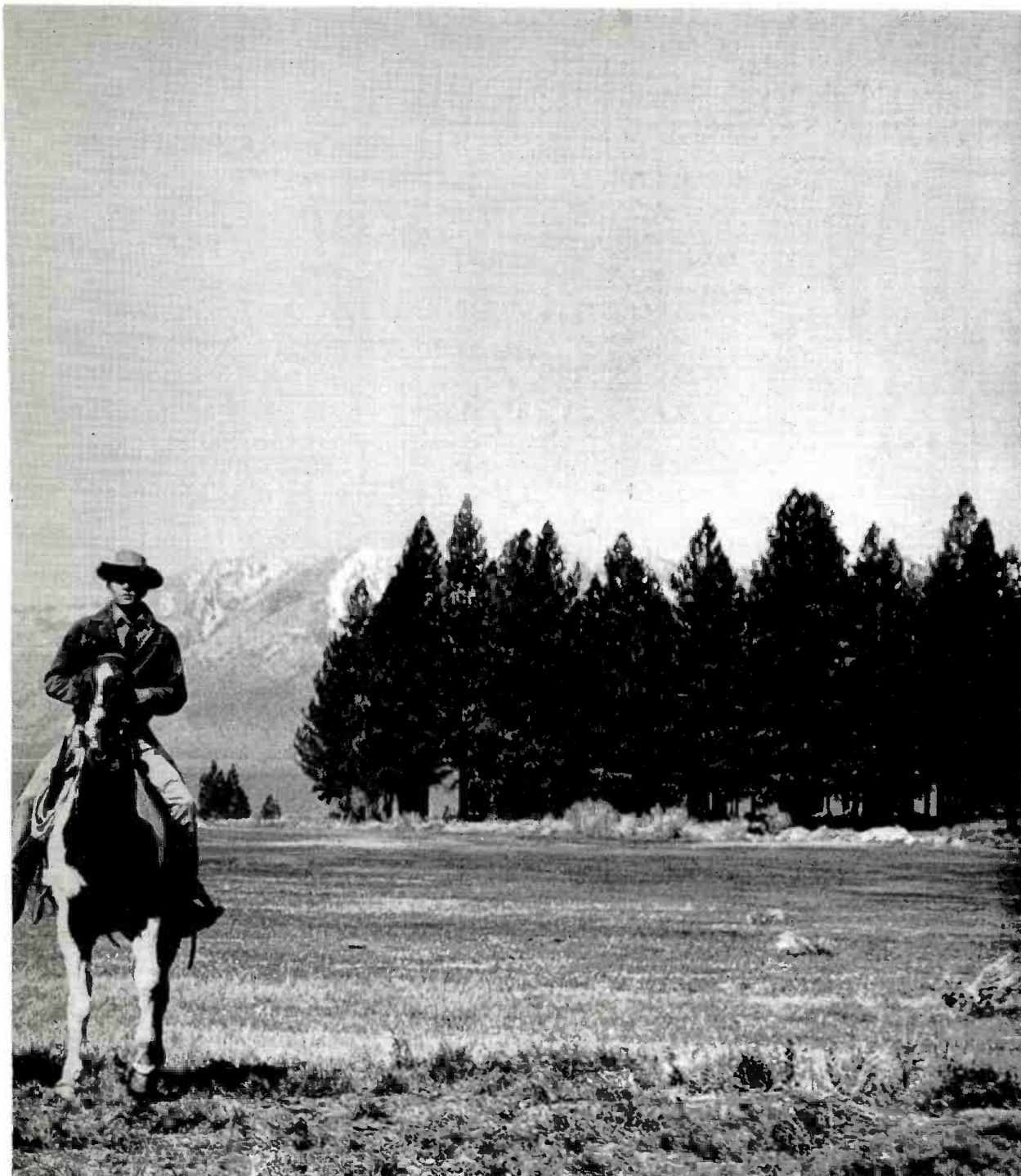
Bigger than the Scenery

A thousand square miles is a lot of back yard for *any* family to own. That the Cartwrights handle it so well is easily explained: "Bonanza" is an adventure-drama where the people are even bigger than the scenery.

When this tremendously popular series begins its fifth year this Fall — as a major attraction in NBC's variegated, new schedule — we'll still

be putting the Cartwrights before the horse.

And how could it be otherwise? No family in television is more interesting than this quartet from the Ponderosa: Ben, the young-in-heart patriarch... Adam, the handsome and brooding number-one son... Hoss, a slow-to-anger colossus of a man... and Little Joe, the clan's carefree rebel — four roles enacted, by the way, with evident joy *as well as* craftsmanship by Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon.



Not that we're shrugging off "Bonanza's" setting. The vast, fictional spread includes such heady locales as Lake Tahoe and the California Sierras, and we think enough of it to go there in person, complete with color cameras and calamine lotion. It may be a costly way to get a backdrop, but just look at the sublime results any Sunday night.

Of course, on NBC-TV, "Bonanza" has no exclusive on this sort of creative attention. Witness such next-season newcomers as "The Lieutenant,"

filmed at the Camp Pendleton Marine Corps base; "Espionage," most of which will be shot in England; and "Harry's Girls," which will be touring the capitals of the Continent.

This no-shortcut style of producing a series—established or new—applies to our entire, diversified lineup. It's a schedule which—beginning this Fall—will be bringing NBC-TV viewers the most rewarding programs in the medium's history.



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

LOS ANGELES

we treat our adult audience like adults with stimulating, entertaining, informative, provocative conversation and news-in-depth.

As a result, advertisers like us because we program for listeners who listen.

Represented Nationally
by the Katz Agency

KABC

conversation
RADIO 79

AN ABC OWNED RADIO STATION

16 (DATEBOOK)

National Association of Broadcasters.
May 20-22—Electronics Parts Distributors Show, Conrad Hilton, Chicago.

May 21—Annual stockholders meeting, 20th Century-Fox Film Corp., New York.

May 21—Annual stockholders meeting, American Broadcasting-Paramount Theatres Inc., New York.

May 21—Kiwanis Club of Hazleton (Pa.), Altamont hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak. His remarks will be broadcast on WAZL, MBS affiliate in Hazleton.

May 22—Annual spring managers' meeting, New Jersey Broadcasters Association, Rutgers University, New Brunswick, N. J.

May 22—Advertising Club of Wilkes-Barre (Pa.), Sterling hotel, Robert F. Hurleigh, president of Mutual Broadcasting System, will speak.

May 24—Annual dinner for President Kennedy, White House Correspondents Association and White House News Photographers Association, Sheraton-Park, Washington.

*May 24—Spring meeting of UPI Broadcasters of Michigan, Detroit Press Club.

May 24—Deadline for comments on FCC proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

*May 25—Meeting of UPI Broadcasters of Wisconsin, County Stadium, Milwaukee. Cartoonist Al Capp will be guest speaker.

May 26—Academy of Television Arts & Sciences, "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

May 27—Hollywood Ad Club luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

May 27-29—15th annual conference of International Advertising Association, Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; Alfred W. de Jonge, vice president for international operations of Benton and Bowles, "American Advertising Agencies Abroad—the Leaders of the Led." and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

May 30-June 1—Texas AP Broadcasters, Jack Tar hotel, Galveston.

JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

June 3—Hollywood Ad Club luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—Board of Broadcast Governors hearing, Ottawa.

June 4-6—National Visual Presentation Association, Hotel Commodore, New York.

June 4-6—Annual convention and exhibition of Armed Forces Communications & Electronics Association, Sheraton-Park hotel, Washington.

*June 5—Annual meeting and premium round table of Premium Advertising Association of America, Hotel Roosevelt, New York City.

*June 6-8—Los Angeles Advertising & Marketing Materials Show, Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of National Community Television Association, Olympic hotel, Seattle.

*June 8—UPI Broadcasters of Upper Michigan, Dee Park Lodge, Manistowish Waters, Wis.

*June 8-9—Annual meeting of Tri-State TV Translator Association, Rainbow hotel, Great Falls, Mont.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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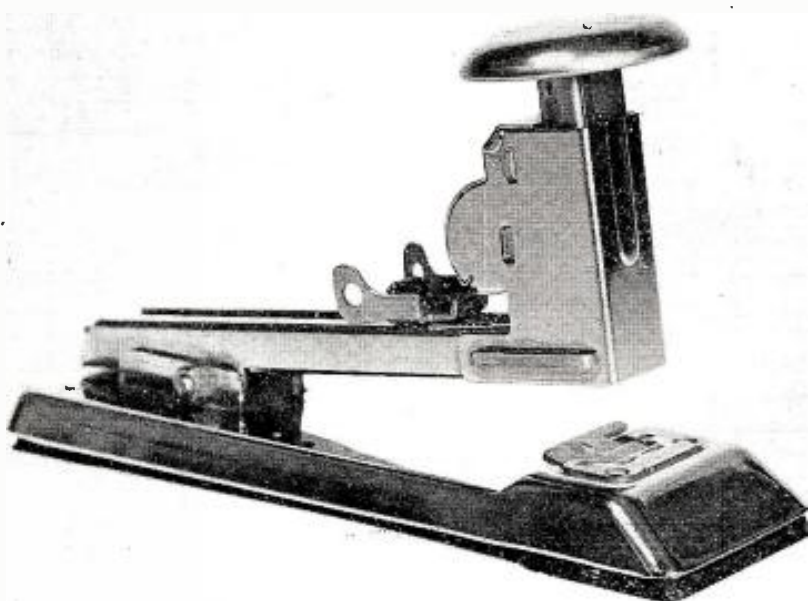
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, May 13, 1963

"I like
a market
you can
pin down."



"One
you can
really
get a
grip on."



You pin down the entire North Florida/South Georgia *regional* market when you fasten your television advertising to WJXT! More people are attached to us . . . 307% more homes outside the metro area and 27% more homes inside Jacksonville itself than reached by the other television station. With 46 out of the top 50 breaks, with consistent leads in total audience, WJXT comes to grips with the problem of putting advertisers in the total regional picture with unrivalled efficiency!

Source: Nov. 1962 NSI. Mon.-Sun., 9A.M. to Midnight

Represented by TvAR

WJXT



JACKSONVILLE, FLORIDA

POST-NEWSWEEK

STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

WIBC The Friendly Voice of Indiana

"Gentlemen—start your engines!"



LEADS IN ACCEPTANCE

Sid Collins, WIBC Sports Director and Chief Announcer of the WIBC-originated Indianapolis Motor Speedway Network, is set to call all the thrilling action of the Memorial Day 500 mile race just as he has done each year since the inception of the network.

LEADS IN SERVICE

On May 30, for the 18th consecutive year, WIBC will originate the race broadcast to be heard around the world via the more than 700 stations of the Indianapolis Motor Speedway Radio Network and Armed Forces Radio. Over 100,000,000 people will hear the sounds of Indianapolis as produced, directed, announced and engineered by the WIBC team.

LEADS IN AUDIENCE

WIBC devotes the same care and employs the same experienced personnel in its daily broadcasting. This team is at work throughout the year maintaining for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* The WIBC team is ready to go to work for you... the national advertiser.

*C. E. Hooper, Inc., July, 1962.
Pulse Metropolitan Area Survey, October, 1962.
Pulse 46-County Area Survey, October, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

OPEN MIKE ®

The utterly random sample

EDITOR: ... An employee of this station recently received a diary from American Research Bureau. She felt, in all loyalty to her employers, that she should draw the fact to our attention.

This was the first time such a situation had occurred to us and it was interesting and even alarming to realize what a temptation it was to perhaps "hypo" the diary. However, the end result was that the employee and her three roommates (none of whom had any connection with us) filled in the diary simply as they viewed. Needless to say, we had no idea as to what was entered in the diary, although we did suggest the respondent include a letter to the effect that she was employed by the station so that ARB could act as they saw fit.

The point of this letter is that ARB, in its desire to obtain a random sample, did not reject the girl's name when it came up on their sample list. When soliciting the respondent, ARB's telephone interviewer was told by the girl that she worked here. The interviewer nevertheless said that this did not matter, which, in the interests of obtaining a completely random sample, is absolutely correct. Thus ARB was performing its function with all honesty.

It is so much easier to criticize the rating services than it is to defend them. However, there are two sides to every coin. I hope you will see fit to publish a picture of the other side.—
Graham Wallace, research director, KGO San Francisco.

Right figure, wrong source

EDITOR: A typo in the May 6 story about my speech to the West Virginia Broadcasters has me stating "½ of 1% of TvAR gross revenues are spent on research." The figure referred to gross revenues of the television industry.

This was called to my attention by Larry Israel, of TvAR, who says he spends much more than ½ of 1% of TvAR gross revenues on research.—
Don L. Kearney, director of sales, Corinthian Broadcasting Corp., New York.

Pickup permission

EDITOR: As newly appointed editor of the FM-TV section of the monthly Newark News Radio Club Bulletin... I am asking permission to use FCC information that appears in BROADCASTING with credit given to your publication. The club, founded in 1927, is one of the largest and most influential organizations of its kind. Entirely non-profit, the club is devoted exclusively

BROADCASTING, May 13, 1963



OLD HAT AT THE CAPE?

Few things get to be "old hat" at Earth Station Number One. But one of those few things is the way NBC News automatically relies on the men and equipment of WFGA-TV to perform the number of complex and unusual jobs required during a rocket launching.

Starting with the first live telecast in 1958 through to the present day, it has become "old hat" to see the WFGA-TV men and equipment handling the television pickups with NBC News or the television pool. Old hat at the Cape? Yes, but a new story each time — through the eyes of WFGA-TV and NBC.



WFGA-TV

Jacksonville's *FULL COLOR* Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ
WLOS-TV

KVOS-TV

WFGA-TV
(Affiliate)

The pedigree of honey does not concern the bee



But the pedigree of BEELINE RADIO does concern the advertiser who wants to reach all of Inland California and Western Nevada. The pedigree of the McClatchy stations includes an outstanding record of program excellence and public acceptance in 4 sales-rich markets. Join the many happy advertisers who regularly use Bee-line Radio.

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. - NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO



to furthering the DXing hobby.—*Jim Cumble, Newark News Radio Club, 3841 Southwestern Boulevard, Dallas.*
(Permission granted.)

Stainless rebuttal

EDITOR: The tallest tower in the Southeast is at WTVM(TV)-WRBL-TV Columbus, Ga. It is some 230 feet taller than WRDW-TV Augusta, Ga., in your April 8 article. As a matter of fact, the tower in Columbus is the tallest in the world. Other taller ones are coming but are not yet erected.—*John S. Fisher, Stainless Inc., North Wales, Pa.*

(The Stainless tower in Columbus is 1,749 feet high. The WRDW-TV claim to having the tallest tower in the Southeast was also rebutted by WIS-TV Columbia, S. C. which has a 1,526-foot tower)

M and m's are sticky

EDITOR: I notice that you now spell "programing" with one "m." This has been the preferred spelling for many years. . . . But now just to confuse everybody, the new edition of *Webster's International Dictionary* reversed the preferences which it had formerly listed and which it had published in its widely-used *New Collegiate Dictionary*. The preferred spelling . . . is no longer "programing" but "programming." Now what do we do?

As if broadcasting didn't have enough problems from federal regulation vagaries and from rating research analysts! Now the lexicographers have compounded the confusion surrounding one of the frequently used words in the field.—*Rev. James A. Brown S.J., Loyola High School, Los Angeles.*

(The extra "m" was dropped from "programing" as one of a number of style changes that were started with the issue on April 22. At that time we put into effect a new style book which has as its authority *Webster's International Dictionary Second Edition*. We intend to stay with the second edition spelling.)

BOOK NOTES

"How to Become an Advertising Man," by *James Webb Young*. Advertising Publications Inc., 740 Rush Street, Chicago 11; 95 pp. \$3.00

A senior consultant and director of J. Walter Thompson Co., Mr. Young's latest book is an outgrowth of lecture notes used by the author for a night course at the University of Chicago School of Business. It is a simple, down-to-earth primer on advertising.

Mr. Young spells out five steps in which advertising works: familiarizing, reminding, spreading news, overcoming inertias and adding a value not in the product.

By eliminating the adman's jargon, leaving out the novelist's flair for conflict, and carefully weaving his thoughts and words, Mr. Young has given the reader a frank rundown of the work, not the glamour, that faces an adman today.

**FIRST
IN THE
17TH
MARKET***

WJAR

WJAR-TV — continuing
leadership in a 3-station
market . . . serving a
responsive audience of

tv

Southern New England
television homes. Check
your Edward Petry man
for the dramatic facts.

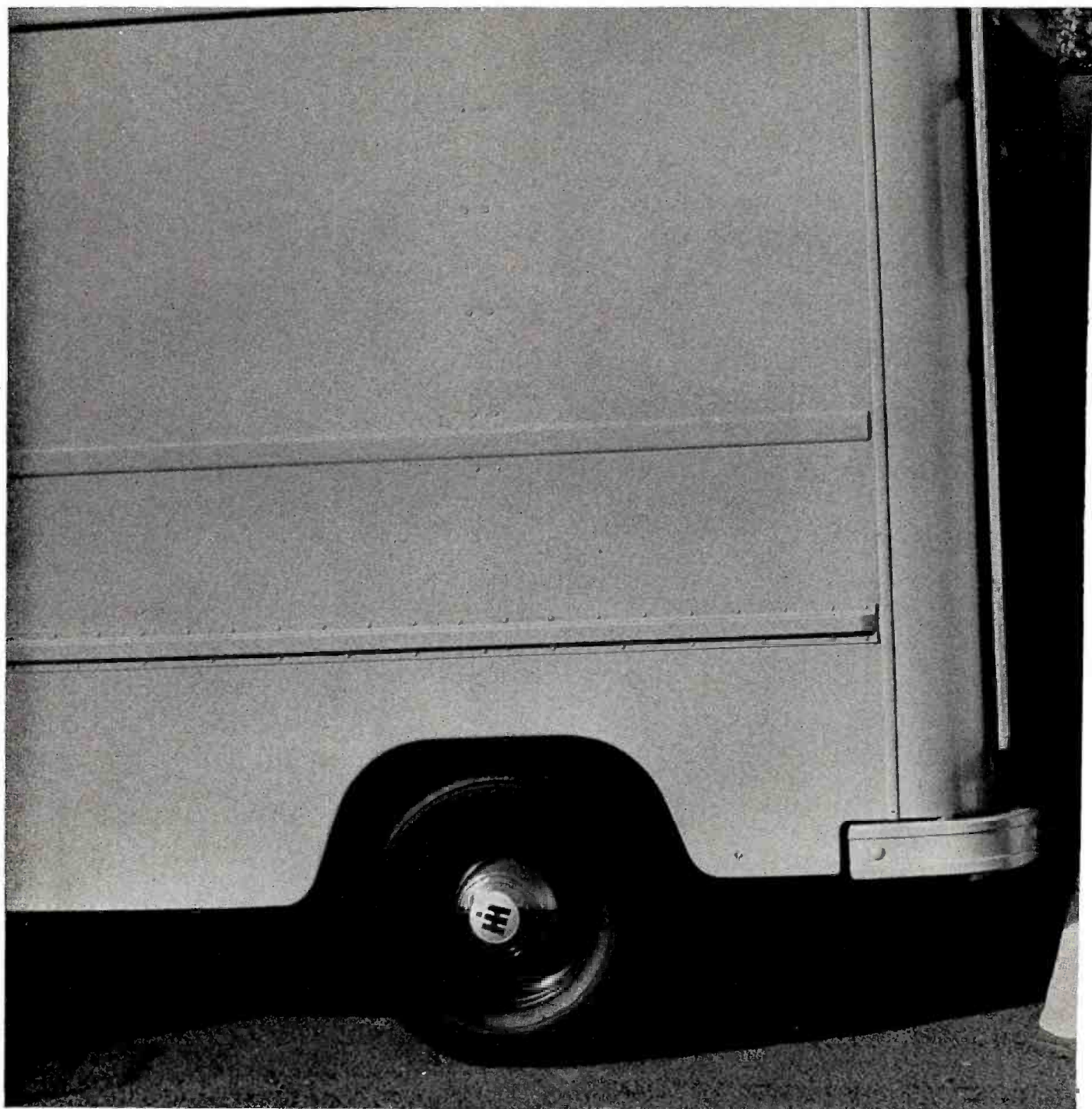
PROVIDENCE

*Television Magazine — March, 1963

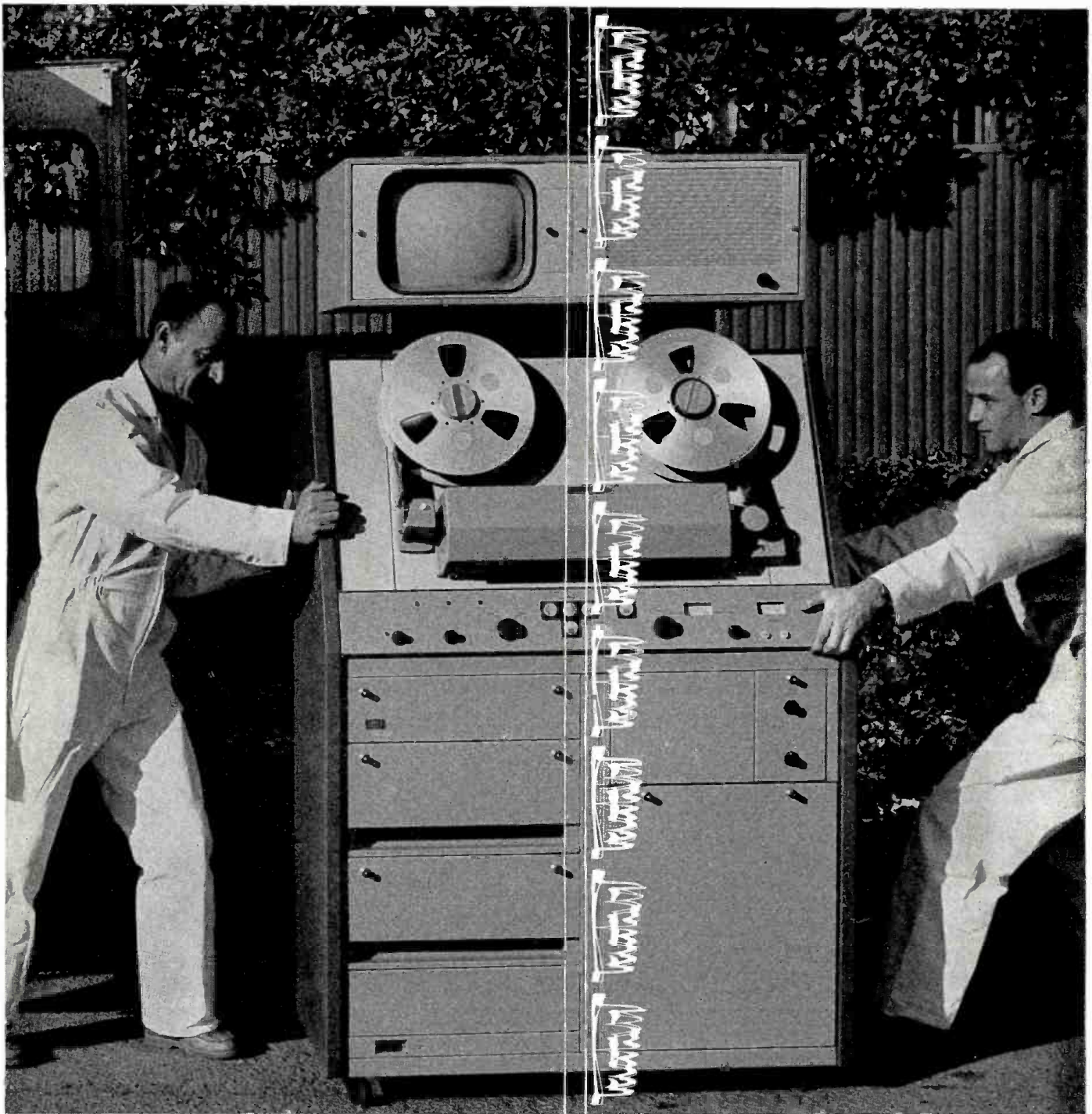
BROADCASTING, May 13, 1963

An Outlet Company Station





Who can deliver a fully transistorized broadcast VTR for less than \$35,000?



AMPEX

Now: the Videotape* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It's all because of the VR-1100—another Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than \$35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs half as much. And can be equipped for single camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What's more, low

*TM Ampex Corp.

power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.

AMPEX

MONDAY MEMO

from STEPHEN O. FRANKFURT, Young & Rubicam, New York

Put the missing art director back into TV picture

The concepts of programing and timebuying will change completely in a few years. Already the two-hour show is an accepted fact, and for those who can afford it, can you imagine what opportunities will open up for two, three, and even five minute commercials?

There's color. I wonder how many practicing TV art directors have tried at experimenting with even a single color commercial?

Typography has been virtually untouched in this medium. The whole field of typography is wide open, and unexplored. And where are the explorers?

My point is that television is zooming like a rocket, and unless the art director gets out of his *space* suit, into his *time* capsule, and takes off, he won't even end up going along for the ride. He'll be grounded at his drawing board!

What To Do? ■ What can be done to put the missing art director back in the picture? Here are six suggestions:

1. Define your function in your own mind. Make sure others understand what your function is, and stick to it in performance as well as theory. If you're satisfied to function as a storyboard artist, then don't ask for the title of TV art director.

2. Stop treating TV as a picture set to motion. It isn't.

3. If you're going to work in TV, start improving your knowledge of sound and music. The look and the sound of a commercial cannot be divorced. In a print ad, you can set bad copy in 4-point type, but on television there's no hiding the spoken word.

You must aim for a perfect marriage of sight and sound. You'll never get it if you say, "I'm only responsible for the visual aspects—here's where I bow out."

The Proper Blend ■ The learning of how to blend sight and sound requires work, it doesn't just happen. You have to learn to understand composers and musicians, and to talk their language. Otherwise, you're going to have a communications problem that will show itself in the end result.

4. Ask not what television can do for you but what you can do for television. If you can't learn any more because you already know it all, then maybe you should teach.

And, seriously, teachers are needed in this medium. There are, to my knowledge, no courses in the country in television art direction.

5. Face the fact that you can no

longer outshout your competition. Not only are the networks saturated with commercial messages, but the number of stations is growing. At last count, there were approximately two dozen independent stations, and that number is on the increase. UHF and VHF will also continue to provide additional outlets for commercials.

Money Wasted ■ As viewers build up an immunity to advertising exposure, even the roar of a giant will be reduced to a whisper. Those who fall into "The Tritan's Trap" will soon find out that no amount of shouting will help them. Without recourse to ingenuity and innovation, you will be pouring your client's money down the drain.

6. Start thinking in terms of what hasn't been done, and not in terms of what has been done and what can't be done. The greatest stumbling block to progress is made up of four little words: "It can't be done."

Now that I've given six ways for the art director to get back in the picture, let me hasten to say that all of this advice might be academic. It is completely possible there should be no art director in television, at least not under that name.

For that matter, maybe there should be no writer or casting director or producer under those names.

It seems to me that we've been assigning people to functions in this medium based on past forms and past titles, which were applicable to other media, but don't necessarily hold true for TV.

Maybe what we ought to do is to break down all the work that needs to be done in producing a commercial. Then perhaps we should segment the work into logical assignments and only then give these jobs titles and fill them with people qualified to do the work.

Different Function ■ Were this to be

done, I have a feeling that the art director's function would be much different from what it is today.

Actually many more print art directors should be turning their hand to TV. Isn't it logical that a great art director at *McCall's* could be equally as great if he worked at CBS? Then why shouldn't a man or woman who does brilliant work on paper be able to transfer that brilliance to another commercial medium? He could, if he were not afraid to try, and if he were given the opportunity to do so. An analogy with the motion picture industry may be helpful. The art director in the movies has a broader function dictated by the fact that he is the only one connected with the production who is qualified to assume this function.

He is involved in the designing of sets, creates the layouts for location shooting, designs the continuity sequences for the director, has the final responsibility for titles (though he may not create them himself), and in fact he is part of the team held accountable for the look of the finished product.

We make our mistake in TV by looking to our art directors to create storyboards, and by not designating for them a broader function that holds them responsible for the final result.

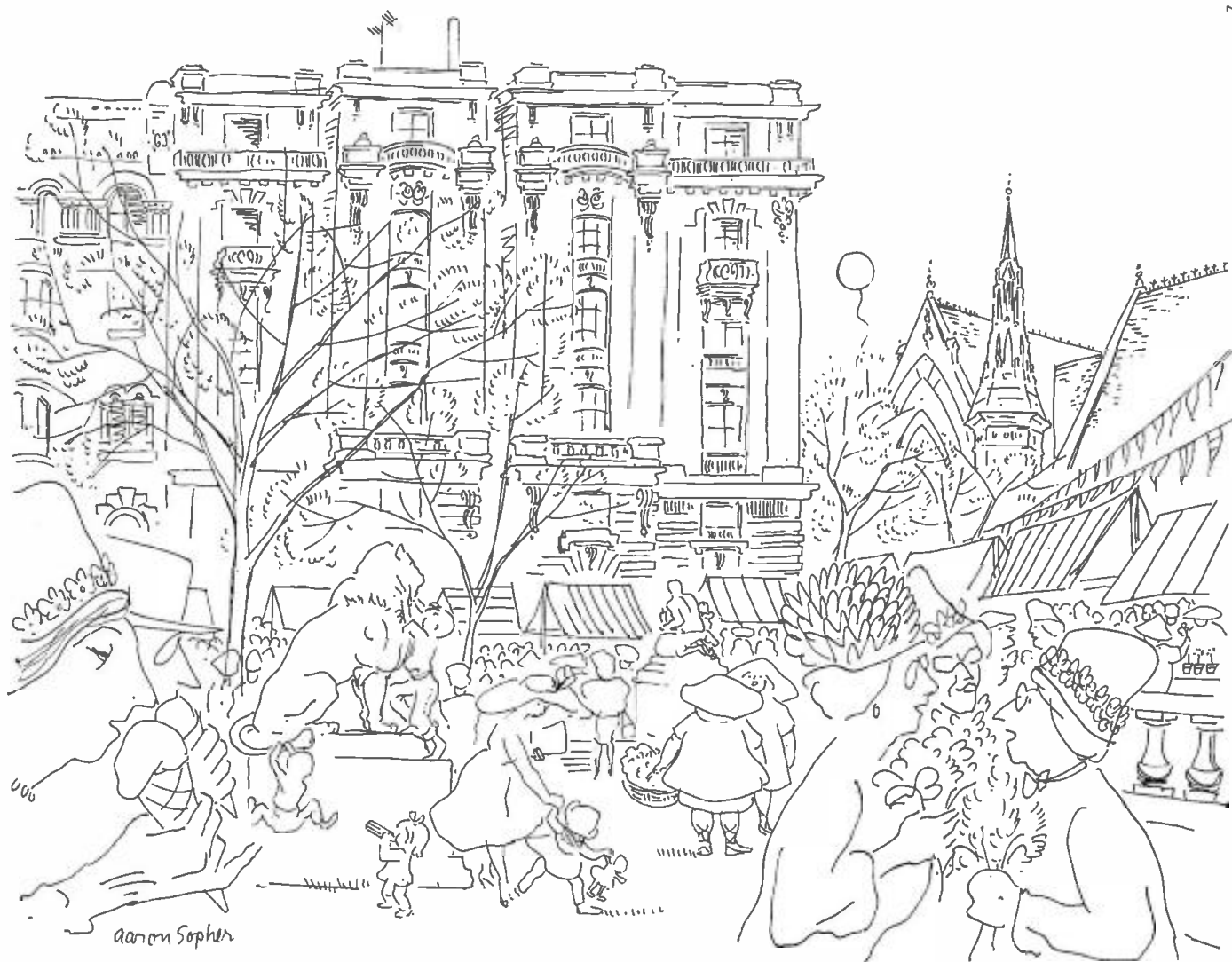
We have been guilty of treating TV like moving print ads or radio commercials with pictures, or even movies on a small screen.

It is none of these. It is a completely different medium, with problems and opportunities all its own. In terms of the art director's function, it should be treated as such.

This is a medium that should permit the artist his heyday. It's a medium that cries out for innovators and experimenters. The surface has not even been scratched.



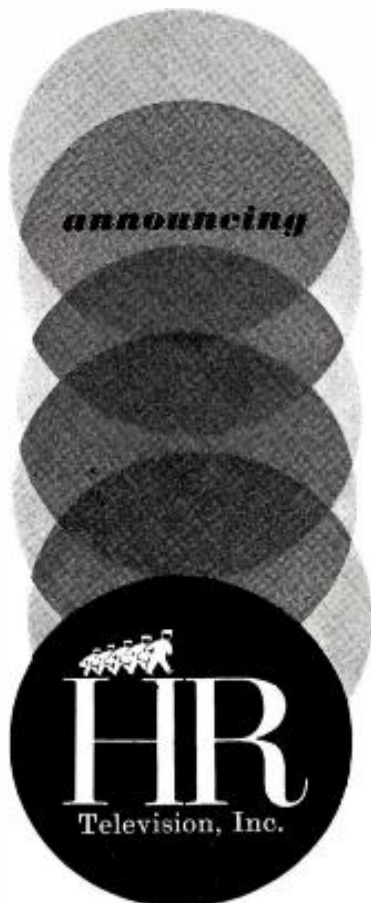
This Monday Memo is based on a talk delivered by Stephen O. Frankfurt before the eighth annual Visual Communications Conference held in New York a few weeks ago. Mr. Frankfurt joined Young & Rubicam, New York, in 1955 as a television art director, was promoted to TV art supervisor and TV producer in 1957, and elected a vice president and director of a special projects group in 1960. He was appointed executive director of art in March of this year.



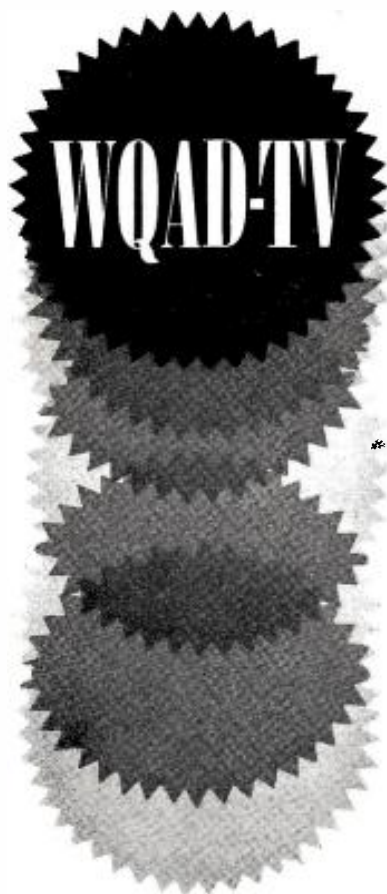
FAVORITE THROUGHOUT MARYLAND THE FLOWER MART, MT. VERNON PLACE, BALTIMORE

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

BROADCASTING, May 13, 1963



**Serving the
Quad-Cities
beginning
August 1**



***WQAD-TV, ABC for
Moline-East Moline-Davenport-Rock Island,
proudly appoints H-R Television Inc.
as exclusive national representative
effective immediately.***

**Francis J. Coyle
Chairman Of The Board**

**Frank P. Schreiber
President**

**Les C. Rau
General Sales Manager**

CUTBACK IN STATIONS AND COMMERCIALS?

The FCC will act soon—perhaps this week—to impose controls on radio station population and restrictions on the volume of advertising carried by both radio and television.

Both birth control and mercy killings are under consideration for radio. Grants of new stations would be arrested by the imposition of stringent new rules. The number of existing stations would be reduced through

voluntary mergers and the withdrawal of discarded frequencies.

In a separate action the FCC is considering adopting as its own rules the commercial time limitations in the radio and television codes of the National Association of Broadcasters (to which only 38% of radio and 70% of TV stations now subscribe). The story on AM control begins below; the one on commercial limitations begins on p. 28.

Birth control for AM radio stations

EXPECTED FROM FCC: TOUGH NEW RULES TO REDUCE THE CLUTTER

The FCC appears headed toward a complete overhaul of its AM allocations policy that would have a profound effect on the future development of not only AM radio but FM as well.

The commission is considering as a proposed rulemaking a staff-prepared document providing for stringent birth-control measures for AM radio and, at the same time, encouragement of FM as a more independent service.

The proposal thus looks to more than a solution of the so-called AM population explosion, which prompted the commission last year to impose an AM freeze so that it might reassess its allocations policy (BROADCASTING, May 14, 1962). It also is aimed at achieving an integrated AM-FM service.

The document reportedly recommends stiff area, population and engineering standards for the granting of new AM licenses, and puts such assignments on a "go-no-go" basis. Among other things it provides for a table limiting the number of new AM's permitted in the market according to population.

The proposal, which contemplates adoption of the FM table of assignments now being considered by the commission, is said to provide the basis for breaking up AM-FM duopolies and prohibiting the duplication of more than 50% of an AM service by a commonly owned FM in some markets.

Action Likely ■ The commission discussed the document at a meeting two weeks ago and is expected to consider it again this week. A vote to invite industry comments on it is considered likely, with at least four commissioners expected to support it. Chairman Newton N. Minow and Commissioners Rob-

ert E. Lee, E. William Henry and Kenneth A. Cox are known to favor it. Commissioners Robert T. Bartley, Frederick W. Ford and Rosel H. Hyde are believed to be opposed.

The proposal, which is described as "lengthy and complex," is said to lack any recommendation that economic criteria be used in deciding AM applications. Broadcast industry representatives fear that if the commission pro-

vides existing stations with economic protection, it might seek to regulate rates and profits.

However, the effect of the proposed tougher standards for new AM applicants would obviously be economic protection for existing stations.

Adoption of the proposal as a rule would permit the commission to lift the year-old AM freeze. But some critics say the proposal, if adopted, would

FCC may impose station quotas by market size

The FCC is thinking of limiting the number of radio stations according to the size of population in the markets they serve. It would grant no new stations in markets where the station quota was already filled. Although it would take no action against existing stations where quotas were already exceeded, it would encourage an eventual reduction to quota through voluntary mergers and the withdrawal of abandoned facilities.

In markets of most sizes the AM quotas would be reduced if FM assignments were provided in the FM allocations that the FCC intends to release some time this year. Here is the list of quotas as prepared by the FCC staff:

10,000 population or under, 2 AM's.

10,001 to 25,000: 3 AM's (maximum reduced by one if one or more FM's is assigned.)

25,001 to 50,000: 4 AM's (maxi-

mum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

50,001-75,000: 5 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

75,001-100,000: 6 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned).

100,001-150,000: 7 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned).

In markets of over 150,000 the table provides only for maximum numbers of AM's and FM's.

Over 1 million: 12 AM's, 12 FM's.

150,001-250,000: 7 AM's and 6 FM's.

250,001-1 million: 9 AM's and 8 FM's.

BIRTH CONTROL FOR AM RADIO STATIONS *continued*

simply make the freeze permanent.

One defense of the document is that it would put the allocation of frequencies on a sounder basis and provide for their assignment to underserved markets rather than to those already saturated. Commission sources say there has been a "migration" of frequencies to the larger markets. They also note that the commission's AM allocations policy is virtually the same today as it was 20 years ago even though the number of AM stations has soared from about 1,000 to almost 4,000. There are also some 1,200 FM stations. The existing policy of deciding grants on a case-by-case basis, it is argued, has resulted in many unwise decisions.

25% New Coverage ■ According to commission sources, the proposal, as it was being considered last week, would require an applicant for a new AM station to demonstrate that he would bring a first primary service to 25% of his proposed coverage area at night and no more than a second service to the same amount of area by day.

If this showing couldn't be made, the application wouldn't be considered unless the proposed station could be accommodated within a table specifying the number of AM outlets to be assigned to markets ranging in population from under 10,000 to over 1 million.

In the smallest markets, reportedly, two AM's would be allowed; in the largest, 12 AM's and 12 FM's (see box, page 27).

In addition to population, however, the number of AM's would be determined by the number of FM's assigned to the market. For instance, the draft prepared by the staff provides for three AM's in markets of between 10,001 and 25,000 population, but it states that this number would be reduced by one if one or more FM stations were provided in the FM table of assignments now being drafted.

No-Interference Rule ■ Another hurdle applicants would have to clear would be a no-interference requirement, according to commission sources. They say the proposal would prohibit grants that would result in any interference either from or to existing stations. Commission rules now permit interference under certain circumstances, and some officials see this proposed "go-no-go" recommendation as stirring up as much controversy as any of the other requirements in the proposal.

Additional provisions reportedly are aimed at tightening up the rules to limit the number of grants to bedroom communities.

The proposal wouldn't affect existing stations, sources say. The document is

said to contain inducements for stations to merge in markets containing more than the maximum number of AM's provided for in the proposed table. One source said that, under the proposal, the commission would not reassign in the same city frequencies made vacant by such mergers.

In seeking to provide the basis for an integrated service of AM and FM, the document contains provisions aimed at developing FM as a new and independent source of aural broadcasting. One provision would prohibit the duplication of more than 50% of AM service by a companion FM station. This prohibition reportedly would apply to the 100 largest markets.

In addition, the commission is said to be interested in attracting "new blood" into FM broadcasting. One source said prospective broadcasters would be encouraged to compete for frequencies occupied by existing FM stations. And FM stations duplicating even 50% of an AM service, he observed, would "be the most vulnerable."

FM grants have been frozen since December 1962, when the commission proposed a nationwide table of allocations for the 80 U. S. FM commercial channels (BROADCASTING, Dec. 24, 1962). The commission is considering industry comments on the table, and a final order in the matter, which would end the freeze, is expected within the next few months.

A way to get everyone into the codes

FCC WILL ACT TO INVOKE CODE LIMITS ON RADIO-TV COMMERCIALS

The FCC is set for action this week on a proposal to adopt in its own rules the commercial time limits in the radio and television codes of the National Association of Broadcasters.

The action has been under consideration since just before the early April convention of the NAB in Chicago. Four days before that meeting the FCC

by a 4-3 vote instructed its staff to draw up a rulemaking order. The order has now been presented and is expected to be approved this week.

Last week—in anticipation of commission action—a drive by an El Dorado, Ark., TV broadcaster to remove the commercial restrictions from the NAB codes, had reached major propor-

tions. John Soell, vice president and general manager of KTVE(TV) El Dorado, spent all week in Washington drumming up support for his position that elimination of commercial time standards from the codes is the best defense against government action.

Bunker's View ■ And last Thursday, a powerful radio voice joined the fray. Edmund Bunker, president of the Radio Advertising Bureau, said additional government regulation is not the way to protect the public's interests.

NAB President LeRoy Collins promised an all-out fight by the association against the FCC's plan to embrace the industry codes but at the same time turned his back on any effort to delete the specific time standards from the TV and radio standards. The NAB president disclosed that the association is giving considerable thought to the problems of small market vs. large market stations and will consider a liberalization of the rules for both radio and TV stations in minor markets.

Just Ahead ■ An FCC vote on the controversial proposal probably will

These are commercial rules codes require

If the FCC goes through with plans to adopt the NAB's radio and commercial time standards into its rules (see story, this page) all licensees would have to meet these requirements:

For television—Commercial material within any 30-minute period of prime time may not exceed 4 minutes plus 70 seconds for a station break. For other periods of the day, commercial material may not exceed 6 minutes plus station break in any 30 minute segment. An exception is made for individual programs

of 5 minutes and 10 minutes, in which commercial time may be 1 minute, 15 seconds and 2 minutes, 10 seconds, respectively.

For radio—Programs under a single sponsor are limited to 1 minute 30 seconds of commercial time for a 5-minute show up to 7 minutes for a 60-minute program, plus station breaks. On participating programs, maximum advertising time may not exceed 18 minutes for any single hour or 5 minutes in any 15-minute segment, or an average of 14 minutes an hour on a weekly basis.

come this week. It was on the agenda for a special meeting last Tuesday but was not reached for consideration. In the proposed rules change, the FCC plans to ask for comments on a draft of new requirements which adopts as official dictum the NAB ceiling on the amount of time code subscribers can devote to commercials (for these ceilings, see box page 28).

The commission also notes the problems of small stations (such as a daytime radio during short winter days; a resort area station; TV stations in small markets) and asks that comments also be directed toward helping them. Just four days before the NAB convention last month, the FCC announced its plan to institute rulemaking on commercial time (BROADCASTING, April 1). This action came on a 4-3 vote and commissioners expect this week's vote to consist of the same lineup—Chairman Newton N. Minow and Commissioners Robert E. Lee, E. William Henry and Kenneth Cox, yes; Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford, no.

Vote Reversed ■ Last November, the FCC refused to consider an identical rulemaking on a reversed 4-3 vote (CLOSED CIRCUIT, Nov. 26, 1962). The majority at that time became the minority in March when Commissioner Cox replaced Commissioner T. A. M. Craven, who was against the rulemaking. The pre-convention announcement was authorized at the first FCC meeting at which Commissioner Cox (former chief of the Broadcast Bureau) had a vote.

Mr. Soell, who has won sympathy if not support from several members of the TV code review board, presented his case last week to members of the FCC, Governor Collins, code authority director Robert Swezey and others. The Arkansas broadcaster said that he is "violently opposed to dual standards because there is no such thing as being a little pregnant."

He said that the best way for the industry to prevent government action in this area is to delete the time standards altogether—a position disputed by Governor Collins and other NAB officials. The voluntary time standards are the best deterrent the industry has to government intervention, Governor Collins said in promising to fight the FCC's plan.

NAB Has Been Wrong ■ The NAB does not want to delete the standards, Mr. Soell said, because it would have to admit that it has been wrong for the past 25 years. "But the FCC rulemaking has opened the door for the NAB to act," he argued. "This is the one thing that has got to be done to stop the government."

Mr. Soell presented his argument be-



John Soell, vice president and general manager of KTVE(TV) El Dorado, Ark. spent last week pleading his case for the elimination of commercial time standards from the NAB codes. Members of the FCC, Governor Collins and other NAB executives as well as members of the code committees heard his arguments which he had previously presented to the TV code review board meeting in Chicago last month.

fore the TV code review board meeting in Chicago last month at the NAB convention. He used charts prepared from the FCC's annual financial figures to depict the plight of the small market TV station in its search for advertising revenue. His figures showed that:

- The top 25 markets with 95 TV stations reaching 60% of all TV homes receive 44.1% of all network revenue and over 60% of national and regional spot revenue.

- The top 45 markets with 148 stations and 71% of the TV homes receive 55% of total network revenues and 75% of the national spot dollars.

- The remaining 228 markets with 327 stations are left to divide only 45% of network billings and but 25% of the total national spot.

"In the radio industry, and particularly in smaller markets, the situation is equally severe," Mr. Soell said.

These figures demonstrate why an industry commercial standard is not workable, Mr. Soell and his advocates maintain. These broadcasters feel that, within general boundaries, stations must establish their own specific standards and not be subject to rigid industry-wide regulations which do not take into account individual situations.

It has long been argued that so many broadcasters remain outside the NAB codes because they feel they cannot honestly live with the commercial time standards. NAB officials, too, recognize this argument but to date have felt

that the standards are necessary.

Public Confidence ■ Governor Collins said that it is the voluntary codes and their commercial time standards which give the public confidence in radio and television. "Mr. Soell and I are in agreement to a point—in being against government enforced standards," the NAB president said. "But there must be some voluntary self-regulation in this area and the NAB codes are the proper way to accomplish this."

The president saw these virtues for the codes: (1) they are the voice of the broadcaster and his own determination as to what he feels he should do in the area of self-regulation; (2) they can be amended as the need develops and in ways to help broadcasting improve its service to the public.

Governor Collins said that he did not necessarily feel the present standards are the best possible and personally feels that they should be more flexible to provide a "wider range in small markets." The answer, he said, has not been found but the question is sure to be discussed at radio and TV code board meetings within the next few weeks.

The radio code board meets May 27-28 in Washington under the chairmanship of Cliff Gill, KEZY Anaheim, Calif. TV code board members will meet June 10 in New York with William Pabst, KTVU(TV) Oakland-San Francisco, as chairman.

Another NAB executive said that Mr. Soell has "logic" on his side but expressed the fear that removal of the time standards would give added impetus to the FCC or Congress to act. "There is a problem of historical precedence," he said, "as the industry has always had time standards in its code."

All broadcasters agreed, however, that if the FCC does adopt its proposed rulemaking an all-out appeal will be taken to the courts. No license will be on the line, it was pointed out, and the industry will have an excellent opportunity to test the commission's "encroachment" into free enterprise.

Bunker's Views ■ Mr. Bunker, agreeing with many others who spoke last week on the subject, said that the public not the government should decide when a broadcaster's ratio of advertising is not acceptable. "Additional government regulation is not the answer," he said. "Audience losses are suffered by media which exceed an acceptable standard. This applies to print media as well as broadcasting."

Mr. Bunker said that improvement in radio audience research methodology will improve radio's ability to determine audience trends and therefore will furnish management with a more sensitive index to the public's wishes on advertising as well as programing.

FLORIDA MEDIA FIGHTING 3% AD TAX

Broadcasters, press oppose discriminatory revenue bills

Florida broadcasters have joined forces with state newspapers to fight bills now pending in the state legislature which would levy a 3% sales tax on advertising in these media only.

Joe Field, WIRK West Palm Beach and president of the Florida Association of Broadcasters, said there is considerable sentiment in both the Florida senate and house of representatives for passage in the state's search for additional revenue. Bills in both houses still are in committee and no action is expected pending adoption of a state budget.

At the present time, all advertising is exempt from the Florida sales tax. The two measures causing the most concern (one in each house) would remove the exemption for radio, TV and newspaper advertising only while continuing the non-tax status for billboard, magazine and other types of advertising. Under the bills, the additional sales tax collected would be earmarked for

the construction of buildings on state college campuses.

Mr. Field said that the FAB is working closely with the Florida Press Association and the Florida Daily Newspaper Association. State officials estimate the proposed tax would bring in an additional \$4-5 million annually.

Opponents of the bills claim they are discriminatory against radio, TV and newspapers and would have a depressing effect on the state's economy.

Although a proposed tax on advertising has arisen in many state legislatures in recent years (Missouri and Alabama this year in addition to Florida), no state at the present time has such a tax according to the Advertising Federation of America.

National Association of Broadcasters President LeRoy Collins, former Florida governor, said that he did not like the idea of any state taxing advertising. "If Florida must raise additional revenue there must be a better way to do it,"

he said. Governor Collins said that he was not personally familiar with the specific Florida proposals but noted the NAB staff has sent material on the subject to the Florida association.

The fourth district convention of the AFA, meeting in Orlando, Fla., three weeks ago adopted a resolution condemning the proposed tax as "not in the public interest or the interests of the economy of Florida." AFA told the legislators not to "kill the advertising goose that is laying the golden eggs of Florida's prosperity."

Court denies injunction against Bayer TV ads

The Federal Trade Commission's appeal for a temporary injunction against certain advertising claims of Sterling Drug Co. for Bayer aspirin, has been denied.

The Second Circuit U. S. Court of Appeals in New York, in a unanimous decision, upheld a district court decision of two months ago (BROADCASTING, March 18).

Television and print advertising by



Gulf buys WPIX(TV)'s one-minute news shows

WPIX(TV) New York, which recently introduced a *One Minute News Report* in prime time under the sponsorship of the Gulf Oil Corp., believes the newscast is a prime example of the opportunity local TV stations have to develop new business by creating program concepts that will appeal to specific types of advertisers.

Six months ago, according to Jack Patterson, vice president for sales for WPIX, the station began to develop a format for a prime-time, weekday news program of one-minute duration that would run twice a night. The rationale was that a concise, well-prepared newscast delivered by a well-known newsmen in the New York area in prime time

could be valuable to a prestige-type advertiser.

The concept, believed to be "a first" by WPIX officials, was discussed with several advertisers and eventually was bought by Gulf. The program began on April 1 and is carried at 8:58-9 p.m. and 9:58-10 p.m. spotlighting WPIX newsmen John Tillman. The news segment covers one minute and includes four to five stories; the commercial portion, 40 seconds, and the billboard and weather report, 20 seconds.

Gulf is watching the progress of *One Minute News Report* with "considerable interest," according to Clyde Syze, Young & Rubicam contact representative for Gulf. He said that Gulf decided to buy the news show because "the concept was fresh and imaginative and the opportunity to have John Tillman as its newscaster was most attractive." A news presentation in prime time, he added, provides the appropriate showcase for the Gulf commercials, which are pre-taped at various New York areas that have high incidence of traffic.

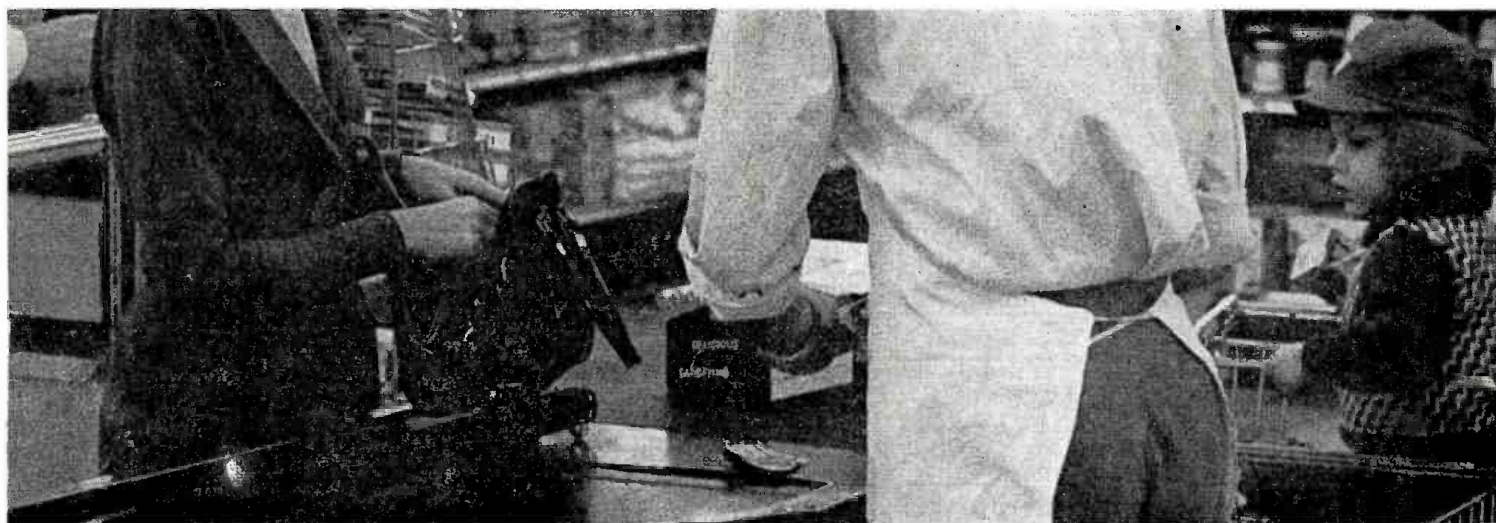
Mr. Tillman provides the commentary for the taped commercials and introduces them live from the studio (see photograph). They are product commercials and not the institutional type, Mr. Syze observed.



Close



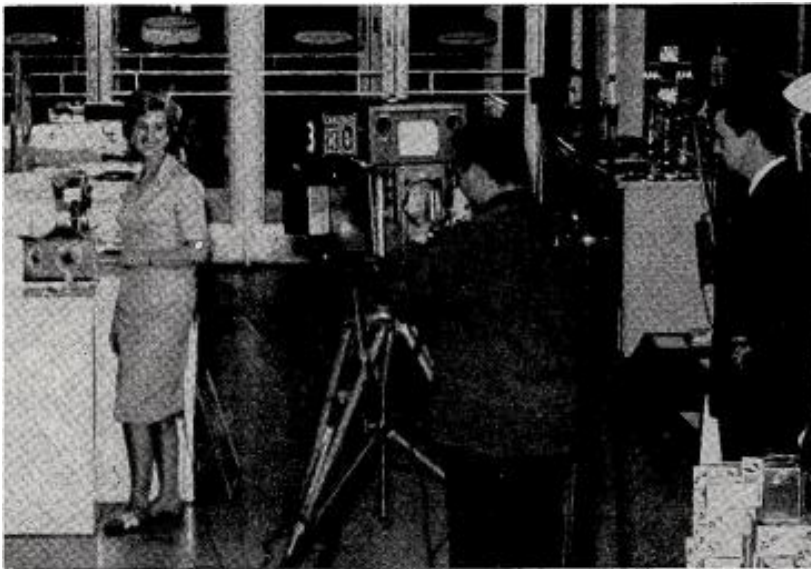
Closer



Closest to the Dallas, Ft. Worth Market.

It's no accident that the shortest distance between the sell and the sale is the station your prospects believe in. Take over 40 years' broadcasting experience, add management and personnel with a keen sense of civic responsibility and you have one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.

WFAA-TV



Sears uses TV exclusively in test

Three television stations that often compete for the advertiser's dollar, reversed their field last month and pooled their resources to get a \$10,000 account to prove television's selling power.

WAVY-TV Portsmouth, WTAR-TV Norfolk and WVEC-TV Hampton, all located in the Tidewater area of Virginia, worked together to produce the commercials which were used by Sears, Roebuck and Co. as the only advertising for its "Sears Sales Days" in Norfolk.

Using a four-day, 161-spot saturation campaign, divided among the three stations, Sears experimented with TV's ability to show how well it can do as the only medium for the sale. The campaign was initiated by William Saunders, district advertising director of Sears. A successful campaign, he said, could "change our

ideas about the budget breakdown for media in the future."

For past sales Sears had used a combination of print and broadcast.

Upstairs And Downstairs ■ A total of 26 spots were video-taped in the Sears store after closing hours April 9 and 10 by WVEC and WTAR. Technical assistance was supplied by WAVY. On the first floor WVEC taped 13 commercials on outdoor equipment, appliances and hard goods. WTAR, on the second floor, taped 13 fashion and white good spots (see picture).

While it is still too early to cite figures and percentages, Sears's officials said they are highly satisfied with the early turnout, but will wait until the end of the sale to make future advertising plans.

Sears's agency is Major and Bie, Norfolk.

Sterling citing results of an FTC-sponsored comparative study of five analgesic compounds has been called misleading by the commission. The FTC had sought the restraining order, pending litigation of the case.

Hearing Examiner Eldon P. Schrup heard the case in April and has set June 3 as the deadline for filing proposed findings and orders (BROADCASTING, April 29).

The commission claims the Bayer ads imply that the government and the American Medical Association, which printed the results of the study in its *AMA Journal*, Dec. 29, 1962, support the findings of the study.

Judge Irving Kaufman, in writing the decision, made public last week, said "the commission failed in the initial step of making a proper showing that it had

reason to believe the advertisements were false and misleading. . ."

Earlier in his opinion the jurist noted, "if the reader of the advertisement believes that the government in some way vouched for the soundness of the study's conclusions, then this impression would have also been conveyed had the advertisement 'told the whole story.' . ."

Agency appointments...

■ Albini's Bakery has named Enyart & Rose, Los Angeles, for its hearth-baked French and Italian bread products. The initial campaign throughout Southern California will use spot radio, backed up with point-of-purchase display material. J. Russell Calvert is account supervisor.

■ Bakers Franchise Corp., New York,

has appointed Richard K. Manoff Inc., New York, for Rite Diet bread and other products effective July 1.

■ Dow Corning Corp., Midland, Mich., has named Leo Burnett Co., Chicago, to handle new products. The company is an affiliate of Dow Chemical Co. and Corning Glass Works.

■ Beilacicco Baking Co., New York, has named Vinti Advertising Inc., that city, as its agency.

■ Transcon Lines, transcontinental motor freight carrier with offices in major cities, has appointed Boylhart, Lovett & Dean, Los Angeles, to handle advertising and public relations.

■ First Western Bank & Trust Co., 67-branch California bank, has named Fuller & Smith & Ross, Los Angeles, as advertising and public relations counsel.

Rep appointments . . .

■ WYON Chicago: Bob Dore Associates, New York, as representative in all but Southeastern states.

■ WFUN Miami, Fla.: McGavren-Guild Co., New York, as exclusive national representative.

■ KBYE Oklahoma City: Continental Broadcasting Co., New York, as national representative.

■ WUHF(TV) Milwaukee; WEDO McKeesport (Pittsburgh), WICK Scranton, both Pennsylvania; KDAB Denver; KUEQ Phoenix, Ariz.; WABF Fairhope, Ala.; WEIR Weirton, WCEF Parkersburg, both West Virginia; WSKY Asheville, N. C.: Vic Piano Associates Inc., New York, as national representative.

■ WTTT Amherst, Mass., and WAAC Terre Haute, Ind.: Roger O'Connor Inc., New York, as exclusive national representative.

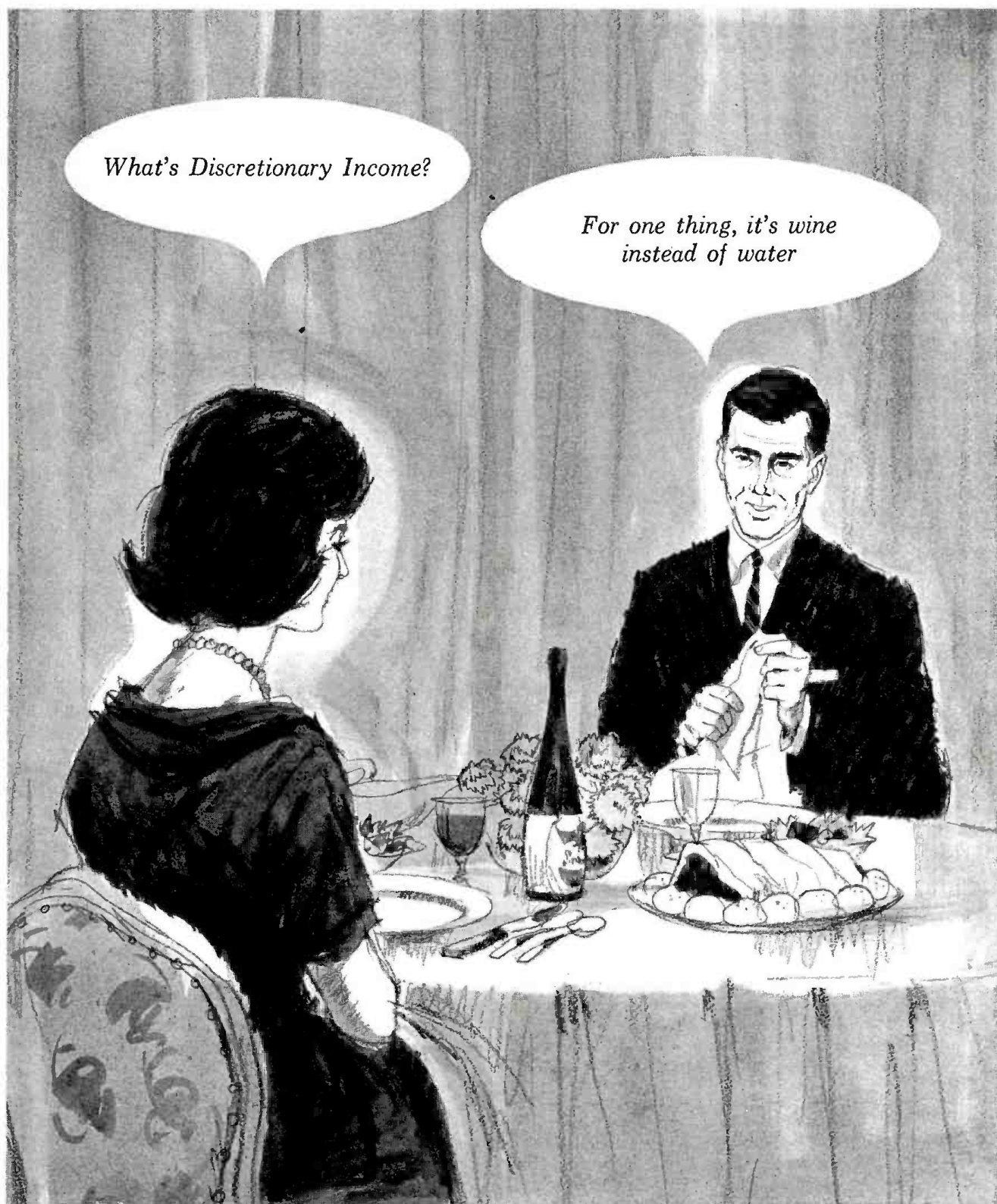
■ WPIT Pittsburgh: Mort Bassett & Co., New York, as national representative.

■ WKWK Wheeling, W. Va.: Robert E. Eastman & Co., New York, as national representative.

Bosco gets new agency

Guild, Bascom & Bonfigli, New York, was named last week by the Best Foods Division, Corn Products Co., to handle its Bosco milk amplifier account, estimated at \$1.5 million. It is a heavy spot TV account, with approximately \$1.2 million in the medium.

The account moves from Donahue & Coe, New York. GB&B has its headquarters in San Francisco, but its New York office, which opened in 1957, handles Skippy peanut butter (also a Best Foods product), the Foundation for Commercial Banks, and the Remington Rand Division, Sperry Rand Corp.



There's more good living with more discretionary income—like the 27% more (on the national average) in Ohio's third market. And no other medium—none whatever—covers it as completely as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

*Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years.
Source: U. S. Census of Population, 1960.*

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



DAYTON, OHIO • WHIO • AM • FM • TV

Burnett agency compares the raters

REPORT EXPOSES 'BOTH SIDES OF COIN'; OFFERS DEFENSE OF NIELSEN

Leo Burnett Co., Chicago, made public Thursday a report it wrote to the agency's clients in late April discussing the Harris committee ratings hearing. The report observed that A. C. Nielsen Co. wasn't given much of an opportunity to defend itself on many charges.

Burnett noted that Nielsen rating reports in both TV and radio produced comparatively the same results as those of competitive services which were put in a more favorable light by the Harris committee.

The agency said it spends \$200,000 a year on media research material and "a substantial portion of this total goes toward the purchase of broadcast audience data." Burnett has canceled Nielsen's interim radio ratings effective June 1 but explained this decision was made before the Harris probe (BROADCASTING, April 29).

Burnett's client report included an appendix devoted to Nielsen. The purpose was to expose "both sides of the coin" in view of the fact that "at the time of the hearings, they were given little chance to defend themselves on many of the charges." The appendix summarizes some of the major criticisms of Nielsen and gives Nielsen's rebuttal.

Third Probe ■ The Burnett report pointed out that the present investigation is the third of three federal rating probes within the past two or three years. The first, it said, was a request by Representative Oren Harris (D-

Ark.) in his role as chairman of the House Committee on Foreign and Interstate Commerce to the American Statistical Association for a report on the validity of the rating services. This resulted in the Madow committee findings.

The Madow committee, comprised of three experts, Burnett observed, "concluded essentially that the major rating services might be regarded as being more sinned against by people who failed to use their data properly than sinning by producing incorrect data." The agency recalled that Mr. Harris accepted this report "and made no comment on it."

The second probe, Burnett said, was carried out by the Federal Trade Commission which asked the rating services to sign a consent decree "acknowledging that their results were sample estimates subject to error from several sources." The services signed, Burnett said, explaining that consent decrees are not a confession of guilt but rather "bespeak a willingness to adopt a federally suggested procedure in the future."

What's Wrong ■ The purpose of the Harris hearing, Burnett contended, "was not to discover what was right, but what was wrong with the various services." However, the agency added, certain inadequacies revealed to the public "have long been known and recognized by advertisers, media and agencies."

Burnett pointed out that the "bulk of the testimony and the publicity" concerned inadequacies of the radio ratings, a fact already obvious to people in the business.

The agency wrote its clients it believes that the rating services' "measures of audience size are helpful tools in the process of making media decisions." But, Burnett wrote, it has known that all ratings and audience survey results "were sample estimates, to be interpreted with due allowance for respondent and interviewer error and sample fluctuations."

Burnett said it also has been aware of certain inadequacies and has "worked with the services on their problems." It hoped the Harris hearing "will accelerate their solution."

In its own estimation, Burnett felt "television viewing (in terms of audience size) is adequately measured and any improvements will be minor."

Radio is something else. The agency said it doesn't believe "any rating service today is adequately measuring the full scope of radio listening." The solution, however, "lies not only in bigger samples and better techniques, but in

a willingness on the part of the industry to underwrite the substantially increased cost of better measurement," Burnett said.

A Comparison ■ How accurate are the ratings? Because the data is obtained by survey and because there are no governmental, trade association or company figures against which to check, Burnett observed, "the best thing you can do is check one rating service against another."

So in TV Burnett said it compared Nielsen, "which got much criticism," against American Research Bureau, "which apparently was found acceptable by the Harris committee investigators."

Comparing total ratings for February for 96 evening programs, all that were measured, Burnett said it got an average program rating of 21.8 for Nielsen and 22.6 for ARB, a "difference of 4%" which indicates a correlation factor between the two ratings of .962. "This does not prove their accuracy," Burnett said, "but it does prove that two different services measuring the same thing in entirely different ways get substantially the same results."

Burnett said it found "the same general results" in radio ratings when it compared recent Sindlinger data (which measures people listening) with Nielsen (homes listening). "Sindlinger received plaudits from the Harris committee, probably because of the large sample size," Burnett said.

But when the basic Nielsen homes listening figures are joined with Nielsen's estimates of out-of-home listening, Burnett said, the two different services give comparative results.

It may be that industry-wide groups will be formed to audit or periodically review rating services, Burnett said, and the agency has recommended to the Advertising Research Foundation "that it assume this role."

Nielsen will cooperate, but he has reservations

A. C. Nielsen Jr., president of the A. C. Nielsen Co., appeared last week to have raised some doubts about the effective fulfillment of a major part of broadcasters' pending plans for settling the ratings crisis.

He said his company would cooperate with any duly authorized group in the auditing of ratings services, but made clear that he had reservations about the practical results of industry efforts to set standards for ratings services to follow.

Formation of an auditing bureau, de-

N.Y. reps beware

That mystery man in search of a "new" station representative has popped up again in New York. Last November the unidentified individual claimed he'd bought WHBQ Memphis and was looking for a new rep.

He suddenly disappeared, but not before he had a free meal or two and wangled a raincoat (BROADCASTING, November 26, 1962).

His reappearance was reported in New York with these differences: He had a new name, though he referred to the same Washington law firm as "representing" him, and he had "purchased" a different station—this time in Los Angeles. At last report, he had dropped in at offices of a couple of rep firms. Still unknown: the caller's identity.



**Bach,
Beethoven...
and all that**

Jazz!

The horizons of *The International Hour* (presented every Spring-Summer by the five CBS Owned television stations) encompass a kaleidoscopic array of tastes... ranging from symphony to ballet to jazz... from Beethoven to Basie and Bach.

Next week, the season premiere (see right) showcases American jazz—an hour of Dixie, Swing, Modern and Progressive fronted by Count Basie, Teddy Wilson, Jack Teagarden, Stan Getz... with vocalists like Muddy Waters, Carmen McRae, the Lambert, Hendricks and Bavan trio and Lurlean Hunter... 60-odd sidemen... and Willis Conover, international jazz authority. In subsequent weeks, *The International Hour* will present inspired examples of television from other lands—Beethoven's "Ninth" from Rome; Bach and Handel from a Swiss monastery; ballet from Paris; Mozart from West Germany; paso dobles from Mexico City—each week a different program panorama from a different country, in a globe-circling cultural exchange.

Of such stuff is *The International Hour* made—widely-varied cultural experiences from widely-distant lands. The sort of out-of-the-ordinary local programming television viewers in five major American cities expect to see on the CBS Owned stations, to whom "community service" means not only professionally-produced local information and news broadcasts but also an incomparable range of cultural programming.

CBS Television Stations, A Division of Columbia Broadcasting System, Inc.

Ⓢ CHANNEL 2
WBBM-TV, CHICAGO
9 PM, MON., MAY 20

Ⓢ CHANNEL 2
WCBS-TV, NEW YORK
7:30 PM, TUES., MAY 21

Ⓢ CHANNEL 10
WCAU-TV, PHILADELPHIA
8 PM, WED., MAY 22

Ⓢ CHANNEL 4
KMOX-TV, ST. LOUIS
8 PM, THURS., MAY 23

Ⓢ CHANNEL 2
KNXT, LOS ANGELES
9:30 PM, FRI., MAY 24



It sure doesn't look like time buying

Media personnel found some time to relax at Peters, Griffin, Woodward Inc.'s Spring Frolic, held at the firm's New York offices. As Larry Reynolds, time buyer, J. Walter Thompson Co. (l) and Lon King,

vice president, television, PGW (r) look on, Wells Wright, time buyer, Compton Agency and Nancy Burke, research assistant, American Research Bureau, try their best to win some balloon prizes.

development of "minimum criteria and minimum standards for audience measurement services," and long-range research on methodology are the principal features of tentative plans developed by the National Association of Broadcasters and the Television Bureau of Advertising (BROADCASTING, April 29, May 6). The NAB and TvB efforts are being merged into one, under NAB, with NAB also negotiating with the Radio Advertising Bureau for further unification of efforts (see page 75).

Mr. Nielsen did not say that development of feasible standards by an industry group would be impossible. He stressed, however, that it has not been economically feasible for the services generally to meet some of the standards recommended by the Advertising Research Foundation almost eight years ago.

Mr. Nielsen gave his views in an interview after addressing the Sales Executives Club of New York last Tuesday (May 7). His speech was a reply to the Washington investigation of the ratings services and followed the lines of his speech on the subject before the Station Representatives Association in Chicago (BROADCASTING, April 22).

Seiler In Favor ■ James Seiler, director of the American Research Bureau, meanwhile, told BROADCASTING he was "heartily in favor of and will support 100%" the NAB plan as he understands it.

He acknowledged that an industry group conceivably could draw up unrealistic standards. But since the standards group would be composed of representatives of the ratings services' cus-

tomers, he felt that they would be aware of the economic problems—particularly as to sample sizes and their costs—and would be unlikely to set standards for a service that they, as customers, could not pay for. Mr. Seiler said he

CENSUS BUREAU TO TAKE THE STAND

Ratings hearing resumes with broadcasters due next week

The House Special Subcommittee on Investigations will resume its hearing on broadcast ratings services Tuesday (May 14), but probably will not hear from broadcasting witnesses until next week.

The Bureau of the Census, scheduled to testify first, may be the week's only witness. Its sampling and statistical techniques were frequently mentioned by witnesses for the A. C. Nielsen Co. who testified before the subcommittee recessed last month (BROADCASTING, April 15).

Representative Oren Harris (D-Ark.), subcommittee chairman, has expressed interest in the bureau's work and it was at his request that the fact-compiling agency will appear. The hearing may go no longer than one day.

The subcommittee had hoped to hear first from the National Association of Broadcasters. Representative Harris said last week. NAB President LeRoy Collins sought permission to testify again late last month, and it was anticipated that when he did he would be prepared to tell the subcommittee what broadcasters had agreed was a proper solution to correct abuses in the preparation and use of ratings.

would welcome without reservation an industry auditing service "that would come in like bank examiners and check our work."

The Pulse Inc. is already on record not only as willing to accept industry assistance in auditing and standards, but as calling for it. Dr. Sydney Roslow, director of The Pulse, issued the call last month in a speech which he also submitted specifically to ARF, NAB, the American Association of Advertising Agencies and the Association of National Advertisers (BROADCASTING, April 22.)

Newspaper circulation down after N.Y. strike

Several New York daily newspapers reportedly have asked the Audit Bureau of Circulations to exclude their circulation in April and May from audited averages because of effects of the 114-day newspaper strike.

A survey by the *Wall Street Journal* of the metropolitan dailies involved in the shutdown estimated that weekday readership had dropped between 8.3% to 11.1% of the papers' pre-strike circulation. The strike started Dec. 8, 1962.

The *Journal* said newspapers were reluctant to admit or specify losses in order to keep the extent of the losses from the advertisers.

However, it was learned after a meeting of representatives of the NAB and the Radio Advertising Bureau in Washington Thursday (May 9) that the association's proposal was not complete (see story, page 75).

Subcommittee And The Nielsen Co. ■ Robert L. Foote, a Chicago lawyer whose firm is the Nielsen Co.'s general counsel, and who is himself a member of Nielsen's board of directors, met with the subcommittee staff last week to discuss the record made by company witnesses during the hearing.

Another Nielsen Co. official, A. C. Nielsen Jr., president, also was in Washington last week, but he did not contact the subcommittee. Mr. Nielsen has criticized the subcommittee for its treatment of company witnesses who testified for 10 days before the hearing recessed.

Some congressional members of the subcommittee have suggested they would like to hear from Mr. Nielsen, who passed up a chance to testify last month (CLOSED CIRCUIT, April 22). Neither he nor the subcommittee were able to say last week whether he would be called.

Seven Arts
IV V

Allied Artists

M.G.M.

**NTA
INTERNATIONAL**

PRIME

SAA-Films of the 50's

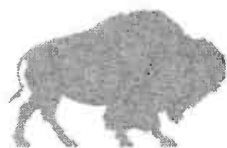
WBEN-TV

**flags large
audience attention
with its
fine film packages**

WBEN-TV sets high standards for film-viewing in the rich Buffalo market with the week-day 5 O'CLOCK SHOW and nightly 11:20 SHOW.

Star-studded film packages with the best and most recent product available from major studios offer the early family-sized audiences and the late adult viewers enjoyable filmfare that puts a solid segment of the total audience on Channel 4.

And that's where you'll find it best to *channel* your television sales efforts. Participation rates keep the cost-per-thousand down to where you like them. And you'll like what you see when we give you an idea of current availabilities.



Write or Phone Our Representatives
Harrington, Righter & Parsons, Inc.

WBEN-TV

an affiliate of WBEN-AM-FM
The Buffalo Evening News Stations

4

CHANNEL

CBS IN BUFFALO

Cooperative research tried twice before

CAB AND BMB WERE LAUNCHED WITH HIGH HOPES BUT BOTH FAILED

The broadcasters who are now talking up a cooperative project to bring order out of the chaos in audience measurement aren't the first to think of the idea. Twice before co-ops were created in broadcast research: the Cooperative Analysis of Broadcasting and the Broadcast Measurement Bureau. Both failed.

When, a few weeks ago, Marion Harper Jr. warned the American Association of Advertising Agencies to stay clear of tripartite research as a solution to the current ratings muddle, he and other oldsters in his audience doubtless recalled that more than 17 years earlier he had delivered similar advice to a similar gathering during a similar crisis. Then, in February 1946, Mr. Harper was a research director of McCann-Erickson, an advertising agency which is now a part of the advertising complex, Interpublic Inc., of which he is now chief executive. Then he was addressing the Radio Executives Club of New York (now the International Radio and Television Society).

Then, the crisis was the imminent demise of the Cooperative Analysis of Broadcasting, which Mr. Harper recalled last month as "perhaps the most notable research disaster in my recollection." One of the consequences of the CAB, he said, "was that we retained the recall method when the coincidental telephone survey had long since established itself as superior, and in turn it delayed the adoption of a further improve-

ment—the Audimeter."

Long Ago ■ The CAB came into being almost of necessity more than 30 years ago. Its genesis began in the late 1920's when a number of national advertisers who had diverted some of their advertising dollars from newspapers and magazines to the new medium of radio started wondering if the messages they were sending out on the air were reaching people in significant numbers. In 1929 the radio committee of the Association of National Advertisers tackled the problem by asking Archibald Crossley, well-known market researcher, to devise some way to measure the audiences to the radio programs sponsored by ANA members. Mr. Crossley came up with a telephone survey in which his interviewers asked people what they had listened to the evening before or earlier that day. The replies showed, if not exact audience size, at least the comparative rankings of programs.

A number of ANA members agreed to become regular subscribers to such a survey and, on March 1, 1930, the Cooperative Analysis of Broadcasting got under way on a continuing basis. Within a year, the advertising agencies wanted to get in too and in 1934 the ANA and the AAAA reorganized the CAB as a non-profit corporation. The Crossley organization now conducted the research on a contract basis exclusively for the ANA and AAAA, under the supervision of a governing

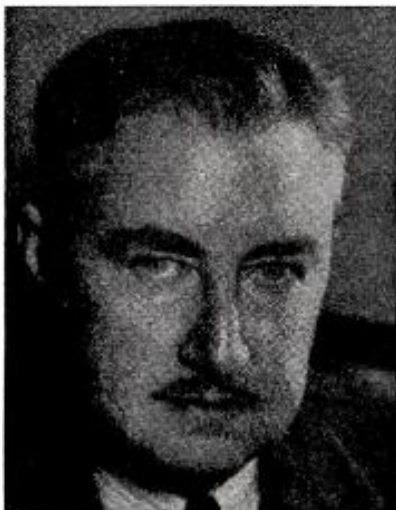
committee appointed by the two advertising organizations. Some years later, the radio networks became part of the CAB set-up, first as underwriters and eventually with a voice in its management.

Competitive Check ■ Meanwhile, something else had developed in radio research. A group of magazine promotion men decided to check on radio's audience claims with a survey of their own and hired the research firm of Clark-Hooper (subsequently C. E. Hooper Inc.) to make a survey for them, using the coincidental telephone technique in which the interviewer, instead of asking what the person called had listened to at an earlier time, inquired what he (or she) was listening to at the time of the call. When the survey was finished, Mr. Hooper looked at the results and said, "there's only one thing wrong. We've got the wrong customers."

CAB now had a competitor, a master salesman who aggressively assaulted the ranks of the advertiser-agency-network supporters of the CAB with an incessant attack on the weakness of the human memory which, so Mr. Hooper proclaimed, detracted greatly from the accuracy of the daypart recall method employed by the CAB. In addition to its national ratings, the Hooper organization developed local ratings for individual stations, a field never invaded by the CAB but one which came to contribute nearly half of the total Hooper revenues.

End Nears ■ Under the pressure of the Hooper competition, the CAB shortened its recall periods and shortened them again. Finally, it abandoned the daypart method entirely and switched to Hooper's coincidental technique. This was the beginning of the end. Mr. Harper in February 1946 said what many advertisers and agencies were thinking when he declared that there was no need for two coincidental rating services. The CAB, he counseled, should withdraw from the ratings business and become a "fact-finding, standard-setting body, pushing research knowledge about business further and further ahead."

Part of his advice was promptly followed. In July of that year, the CAB went out of the rating business. The other part took longer, but to-



Mr. Hooper
He had the wrong customer



Mr. Lehman
Once CAB head, now ARF boss

day the Advertising Research Foundation operates pretty much along the lines drawn by Mr. Harper 17 years ago. It may be more than happenstance that the president and general manager of the ARF is Alcuin W. Lehman, who was general manager of the CAB through its first dozen years and president for the remainder. The ARF, Mr. Lehman said last week, will analyze research for its members.

Next BMB ■ The Broadcast Measurement Bureau came into the advertising research picture about the time the CAB was going out of it with the laudable purpose of providing for radio stations and networks the same sort of measurement that the Audit Bureau of Circulations supplies to newspapers and magazines, a solid, comparable, circulation figure. The BMB structure was completely tripartite; its 21-man board was made up of seven members appointed by the ANA, seven by the AAAA and seven by the National Association of Broadcasters. But all of the BMB financing was to come from the radio stations subscribing to its survey services.

Hugh Feltis, an affable, aggressive radio sales executive, left his job as manager of KFAB Lincoln, Neb., to become BMB president on Jan. 1, 1945. In a whirlwind three-month tour of NAB district meetings Mr. Feltis signed up 490 stations, 56% of the potential, and raised 72% of the \$1 million need for the first BMB survey. John Churchill left his post as research director of CBS for the same job with BMB.

The million ballots for the first study were prepared, printed and put into the mail in March of 1946 and that fall the first reports were distributed. Phil Frank, BMB's executive secretary (and public relations expert), conducted a series of pre-publication clinics for New York agency timebuyers in August to instruct them in the proper uses of the BMB findings and repeated his course for the benefit of non-New Yorkers in a three-article series (BROADCASTING, Sept. 16, 23 and 30, 1946). The agency people expressed great enthusiasm for the BMB data. Station representatives were less enthusiastic. But when Mr. Feltis' exhaustive explanation of BMB data to the 1946 NAB convention was followed by strong endorsements by the presidents of the ANA and AAAA, not a single question was asked by the assembled broadcasters.

Questions Begin ■ Later, many questions were asked as station man-

agement studied the BMB survey reports and did not consider what they found to be of much sales assistance. The BMB board decided to postpone the second study, previously approved for 1948, until 1949.

At the NAB convention in May 1948, Mr. Feltis reported that 600 stations had subscribed for the second BMB survey, but when he went on the circuit of the district meetings, he found the climate far different from that of 1945 and the testimonials from advertiser and agency guests brought charges of high pressure tactics from the NAB board.

A realignment of executive duties failed to stop the complaints or to increase the subscriptions and the new year dawned with BMB still 200 short of the 1,000 subscribers needed to make the 1949 study pay off. Mr. Churchill resigned and Dr. Kenneth Baker, research director of the NAB, was loaned to BMB to supervise the second study.

The BMB executive committee, bowing to broadcaster complaints by accepting Dr. Baker, an NAB employee, as research head of BMB, while still proclaiming adherence to the tripartite principle, evoked some comments on this principle, which BROADCASTING reported (Jan. 17, 1949) as follows:

"The obvious advantage of tripartite control of audience research is in establishing the methods and results that are mutually satisfactory to the sellers of radio time (the broadcasters) and the buyers (the advertisers and agencies).

"An equally obvious disadvantage is that the buyers and sellers may not always agree on what techniques are best."

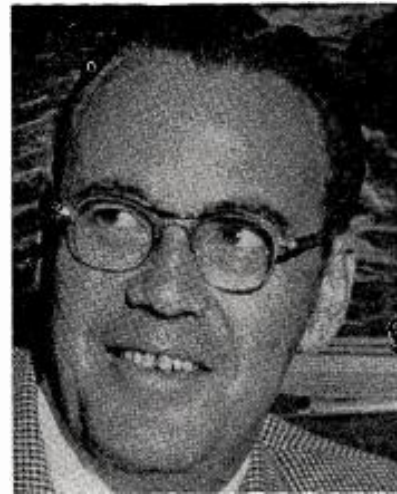


Mr. Churchill
Moved over from CBS

Feltis Resigns ■ Mr. Feltis was the next to resign from BMB, to join KING Seattle as general manager. He made his resignation effective April 15 but when a financial crisis made it necessary for him to go to the broadcaster subscribers for permission to use funds from a tax reserve, he got a lot of criticism along with the permission and the BMB in mid-March named Dr. Baker as president, effective immediately.

A loan from NAB (over objections that the association was plundering its treasury on behalf of 10% of its members), supported by subscribers' waivers of their 90-day cancellation privileges, got the second study financed, but when it was completed the BMB board bowed once more to the NAB and agreed to reorganize as a stock company which could undertake projects not admissible for a non-profit organization. The new Broadcast Audience Measurement Corp. was incorporated in April 1950, and, after some lengthy delays, BMB ended its turbulent career, marking the second failure of a venture into tripartite broadcast audience research.

Mr. Harper was not referring specifically to BMB in his recent address to the AAAA, his final speech as that organization's chairman, but he might have been when he voiced his opposition to "joint research activities—involving, for example, advertisers, agencies and media. In my opinion they're doomed to failure. They produce techniques that are compromises. They are focused far more on the participating interests than on the knowledge that is to be uncovered. . ."



Mr. Feltis
Launched BMB in whirlwind tour



Have Girls, Will Travel

As an American night-club act playing the European circuit, Harry and his girls get into more scrapes than you can shake a visa at.

It's this busy, Continental background against which viewers will be seeing them this Fall, when "Harry's Girls"—based on the MGM film "Les Girls"—joins the other choice offerings on NBC-TV's new, glittering schedule.

A healthy fraction of the weekly comedy adventures will stem from star Larry Blyden's maneuvers to keep the act together whenever any of his three lovely charges shows signs of defecting.

Thus, he has to sabotage the plans of one for running off with a rajah who's "promised to marry me on our honeymoon;" and, on another occasion, he has to think even faster when he discovers all three girls posing as peasants in a small Vesuvian village in a bid for important parts in one of those

HARRY'S GIRLS



honest-to-pizza Italian movies.

Mr. Blyden—a young comedy veteran whose many Broadway credits include “The Flower Drum Song” and “Oh, Men! Oh, Women!”—is a positively nifty choice as star of the new series.

As for his three beauteous companions, let it merely be said that Dawn Nickerson, Susan Silo and Diane Williams—all with well-rounded television and stage backgrounds—won out over 320 other actresses who applied for the coveted roles.

Shooting of the series has already been started in London by MGM-TV, producer of such successes as “Dr. Kildare” and “The Eleventh Hour.”

We see we’ve neglected to mention that Harry’s girls are a blonde, brunette and a redhead; but perhaps we didn’t have to. After all, it’s exactly the sort of variety which parallels—in a very small way—the dedication of NBC-TV’s Fall programming to the broadest possible viewer-interest.



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

Special appeal shows pay off for KPRI(FM)

KPRI(FM) San Diego has solved the problem of persuading advertisers to spend their money on FM radio by an idea as simple as it is unusual: build a program with a particular appeal for a certain type of sponsor, put it on the air and then point out to the predetermined customer that here is precisely what he needs.

The idea came to Larry Shushan, KPRI president and general manager, when he was discussing the renewal of *Your Dentist Speaks* with its sponsor, the San Diego representative of the R. A. Mills Insurance Co. The 15-minute series, broadcast with the aid of the San Diego Dental Society, presents a dentist discussing dental hygiene and dental problems each week (a different dentist each week). "What we like about it," the sponsors told him, "is the way it ties in with what we are selling—health."

Shortly thereafter, Mr. Shushan got the San Diego Teachers Association to put on a program titled *The*

Teacher and You, which was quickly snapped up by the local representative of the World Book Encyclopedia. The Title Insurance & Trust Co. of San Diego is sponsoring *Along Realtor's Row*, weekly discussions of real estate matters of general interest delivered by guest realtors and presented in cooperation with the San Diego Realty Board.

Three other series: *Young Men in Action*, presented in association with the San Diego Junior Chamber of Commerce; *The Stock Market and You*, with the San Diego Stock & Bond Club, and *Business and the Public*, with the Better Business Bureau, are on the air over KPRI and are close to being sold, Mr. Shushan says. The response to these programs, all designed to inform the listener about the economic status of San Diego and that it is getting better and better, has been excellent. The sponsors get results and the station receives a valuable by-product—listeners, according to KPRI.

Business briefly . . .

The Toni Co. (Toni Home permanents), through North Advertising, New York, will sponsor a two-hour telecast of the 1963 Miss California pageant from Santa Cruz, Calif., on seven stations: KCRA-TV Sacramento, KERO-TV Bakersfield, KMJ-TV Fresno, KOGO-TV San Diego, KSBW-TV Salinas, KRON-TV San Francisco and KCOP(TV) Los Angeles, all California, Saturday, June 29, 9-11 p.m. Nearly 60 girls will compete for the title "Miss California," with the winner to represent the state in the Miss America contest in Atlantic City next September.

The Oregon State Highway Commission, through Cole & Weber, Portland, Ore., has purchased regional participating sponsorship of *Don McNeill's Breakfast Club* and *The Jack Linkletter Show* for four weeks starting May 6 on ABC Radio West, except for the regional network's Oregon outlets. Personalized 60-second commercials delivered by the programs' stars will promote Oregon vacations.

Block Drug Co. has bought into three NBC-TV evening programs next season. Schedule calls for weekly sponsorship in *Sing Along With Mitch*, and alternate-week spots in *The Jack Paar Show* and *Saturday Night at the Movies*. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

Armour & Co., Chicago, through Foote, Cone & Belding there, announced Thursday its next season TV buying will

exceed \$7 million and be about the same as this past year. Daytime minutes have been bought on both ABC-TV and NBC-TV plus prime evening minutes on ABC-TV every night except Thursday.

Coca-Cola Co., Atlanta, has bought participations in both NBC-TV's current schedule and the 1963-64 line-up. The buy is estimated at \$1.5 million. Coca-Cola has bought participations in the 1963-64 *Monday Night at the Movies*, *Eleventh Hour* and *Saturday Night at the Movies*, and in the current *Laramie*, *Ensign O'Toole*, *Monday Night at the Movies*, *Dick Powell Theater*, *The Eleventh Hour*, *The Jack Paar Show* and *Saturday Night at the Movies*. Agency: McCann-Erickson, New York.

Rock Creek Ginger Ale Inc., Washington bottler for Hires Root Beer, has scheduled a saturation spot radio campaign in that city which will air 1,500 announcements through September. The spots will feature a new musical theme sung by recording artist Blossom Dearie.

Marcelle Cosmetics, a division of the Borden Co., starts a TV spot advertising campaign this fall in selected East Central markets. Described as "the start of a five-year campaign," it represents a break with the product's former 35-year practice of placing most of its advertising in medical journals.

The Upjohn Co., Kalamazoo, Mich., has bought a four-part documentary series, *The Saga of Western Man*, which

will be telecast on ABC-TV during the 1963-64 season. The four one-hour programs will discuss events of the years 1492, 1776 and 1898 as well as prospects for 1964. Agency: McCann-Marschalk Co., New York.

Purex Corp., through Edward H. Weiss and Co., Chicago, will sponsor 12 one-hour programs on NBC-TV this summer at 10-11 p.m., Thursdays, starting June 27. The summer specials include 11 repeats—eight *The World of . . .* and three *Project 20* programs—and one new program, an NBC News actuality subject, *Voice of the Desert*.

Agency will specialize in children's products

Helitzer, Waring & Wayne, a New York agency specializing in children's products, held its opening last week.

The agency announced eight major clients and reported that annual billings for current accounts had grown to \$2 million since an unofficial opening Feb. 1. A breakdown of the agency's consumer media billing shows approximately 90% in TV and the balance in radio and print.

Major accounts of the new firm: American Doll and Toy Co., New York; Curtis Publishing Co., Philadelphia (*Jack and Jill* children's magazine); Irwin Corp., Nashua, N. H.; Greenman Brothers, New York; Town and Country Department Stores, Harrisburg, Pa.; Master Juvenile Products, New York; and Transogram Co., New York.

President of the new agency is Melvin Helitzer, former advertising director of Ideal Toy Corp. Saul Waring, an account executive at Grey Advertising for six years, is a partner in the new firm and vice president and treasurer. Andre Baruch, former vice president, Cole Fisher & Rogow, New York is vice president for TV and radio.

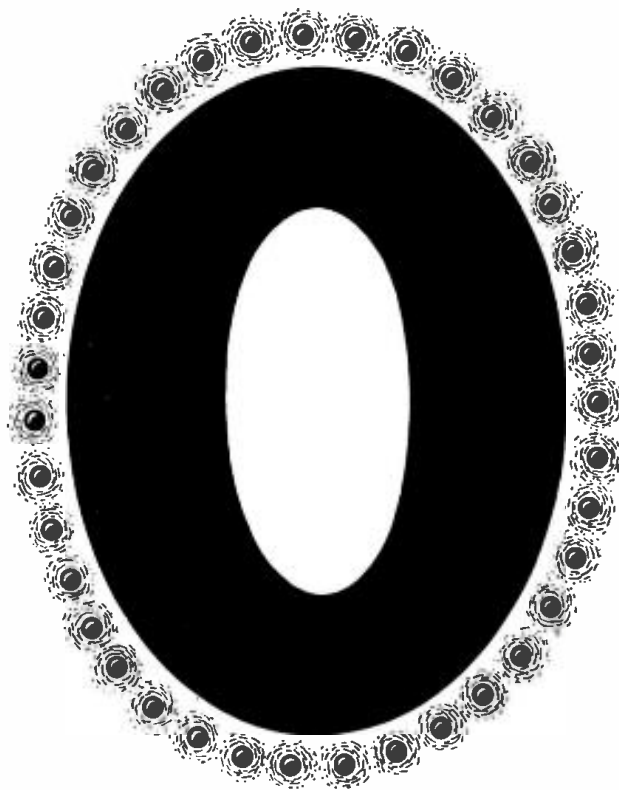
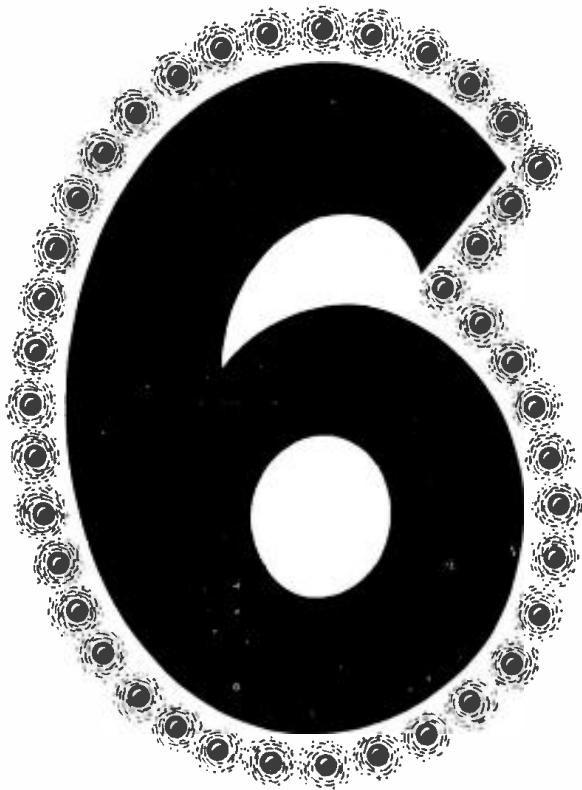
Helitzer, Waring & Wayne is located at 261 Madison Avenue, New York.

Television plans for new cigarette

American Tobacco Co., which last week announced plans to market its new menthol filter cigarette, Montclair, on a national basis, has said it will follow the distribution with a network television campaign.

In test markets, which have grown from four (Indianapolis, Memphis, Rochester and Sacramento) when the cigarette was introduced in March 1962, to some 50% of the U. S. markets now, a campaign of radio and TV spots has been used, along with newspapers and billboards.

Spot ads of 10, 20, and 60 seconds on TV and 60-second radio ads have been used. On June 17, a similar pat-



SIXTY MARKETS in **ONE** month

Fact: **FRACTURED FLICKERS** fastest selling film series in syndication. Or maybe it's **FUND**ication.

First run hilarity for the entire family, for laughs of all ages. And so different from anything you've ever seen. That's because Jay Ward and Bill Scott, the **BULLWINKLE** fellows, are producing.

You must see this one for yourself. Learn why New York, Chicago, Los Angeles, San Francisco, Seattle, Salt Lake City, Philadelphia, Indianapolis and dozens of other major markets snapped up **FRACTURED FLICKERS** so fast. Feel free to call collect.

Desilu Sales Inc.

780 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA

Richard Dinsmore, Vice President, General Manager

Hollywood 9-5911



Let's await surgeon general's cigarette report, Ream urges

The critics of cigarette advertising, including NAB President LeRoy Collins, were sharply challenged last week by a key executive of the CBS-TV network.

Joseph H. Ream, vice president for program practices, said the critics not only were demanding that broadcasters decide a medical issue on which medical experts disagree, but also were trying to dictate the verdict that tobacco is harmful to health.

He speculated that the move to control some cigarette advertising is the first step in a campaign to ban it all.

He expressed the view that broadcasters should not change their tobacco advertising policies until the impending report of the U. S. surgeon general's commission on the tobacco-and-health issue has been released and evaluated. Latest information is that the surgeon general's report will be issued late this year at the earliest (BROADCASTING, April 22).

Mr. Ream offered his views, representing one of the strongest formal attacks yet made on Governor Collins's position, in a speech at the CBS-TV affiliates' annual conference in New York last Friday (also see page 70). The meeting was closed to newsmen, but the substance of his remarks was learned and confirmed.

Controversial Position ■ Governor Collins's position has been a center of controversy ever since he startled the broadcast advertising business last fall by suggesting that broadcasters take action against cigarette advertising that appeals especially to young people.

Mr. Ream told the CBS-TV affiliates that the tobacco-health issue has been debated for hundreds of years and never resolved. He noted that the American Medical Association in March abandoned its own study of the question, perhaps in deference to the surgeon general's commission.

Moreover, he said, the findings of a British commission definitely linking smoking with cancer are not necessarily applicable in the U. S. because of differences in climate, etc. The British group itself pointed

to the relatively low death rate in the U. S. as compared to England.

Despite the disagreement among medical experts, Mr. Ream was quoted, "the president of the NAB demands that we sift and judge the conflicting and complicated medical claims and decide that cigarette advertising in its present form is undermining the health of our young people."

Youthful Appeal ■ Referring to



Mr. Ream
Patience please

Governor Collins' proposal for elimination of cigarette advertising that appeals to the young, Mr. Ream said that, in fact, cigarette commercials are not directed to minors—and, indeed that deciding what does and what does not have an appeal for the young is probably impossible anyway.

No matter what the product, he said, most commercials show attractive people having a good time in attractive surroundings. To require an opposite treatment for any one product, he claimed, "would negate the whole purpose of the advertising."

To suggestions that cigarette advertising be kept off the air until 9 p.m., as it is in Britain, he replied that the decline in the proportion of teen-age viewers is only about 1% between 7:30 and 10:30 p.m., and that time differentials in this country add another complicating factor.

Venturing that the proposal to ban commercials having special appeal to minors "is only the first step in a campaign to ban all cigarette advertising entirely," Mr. Ream said:

"You can't expect a zealot to stop with half a loaf, and already we have received letters objecting to any advertising of cigarettes at all."

He did not identify the "zealots."

Free Decision ■ He noted that any broadcaster is free to make whatever decision he wishes about cigarette advertising. "But," he contended, "it is another matter, under the accusation of moral irresponsibility, to try to force broadcasters to label an industry, which is an important segment of our economy, as undermining the health of our people."

Participants in the session said he summed up his views by asserting in effect that:

"We're asked to take premature action in a field of conflicting opinions where we do not have expertise. It is my feeling that we should continue on with cigarette advertising that is honest and truthful and in good taste, as it has been, and should await the evaluation and probably the recommendations of the surgeon general's commission and the public discussions and debate which will surely follow."

He said that tobacco has been "a part of our culture" since before the Revolutionary War and has always been subject to attack on grounds of its alleged threat to health.

Yet, he said, it has given "pleasure and presumably consolation" to millions of smokers, and there has been no definitive study of its "psychological and psychiatric benefits or detriments," or of the extent, if any, to which it "has provided a release from personal tensions and frustrations which might otherwise have found less socially desirable outlets."

Most of his speech was said to have dealt with the cigarette-advertising question. He was also quoted as saying that the former problems of "excessive violence and sex" in television programming have been substantially curtailed and no longer represent serious criticisms.

tern will begin in the new markets," and American Tobacco indicates it will go to national media—including network television—for Montclair "as soon as

practicable." The company said Montclair's theme—"The menthol is in the tip where it belongs—not in the tobacco"—has been readily understood and

played back by consumers in introductory test markets.

The agency is Sullivan, Stauffer, Colwell and Bayles.

Here's a sleeper that keeps 100,000 Detroit adults wide awake!

It's called AFTER HOURS, and that's when it's on—1:00-1:30 AM. To keep 100,000 men and women awake at that hour each Monday through Thursday a show's got to have something special. AFTER HOURS has it! The fascination of bright people talking about other people, places and things. Like José Jimenez talking about Bill Dana. Or host Ed Mackenzie chatting

about everyone (from Howard Hughes to Helen Hayes) and every thing that will keep his audience interested—and wide awake. Yes, AFTER HOURS has it! The magic that makes an audience respond . . . to the entertainment and to the sales messages. ABC Television Spot Sales has the whole story. Call them. (But not before 9 AM, please.)

WXYZ-TV  **DETROIT**

An ABC Owned Television Station

Commercials in production . . .

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

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4. Seven-Up, one 60, one 20 for TV; live on film. Marty Young, production manager. Agency: J. Walter Thompson, Chicago. Art Lunn, agency producer. Approximate cost: \$5,000.

Nationwide Insurance, one 90, six 10's for TV; live on film. Marty Young, production manager. Agency: Ben Sackheim, Inc., New York.

Tom Reynolds, agency producer. Approximate cost: \$10,000.

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

Pennzoil, two jingles for radio. Charles Barclay, production manager. Agency: Fuller & Smith & Ross. Bud Gamin, agency producer.

Gilbert Toys, two 60's, electronic score. Charles Barclay, production manager. Agency: BBDO. Carl Fischer, agency producer.

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

Merita and Taystee Divisions of American Bakeries, two 60's, four 20's, four 10's for TV, live action and stop motion on film. Bob Sande and Larry Greene, production managers. Agency: Tucker-Wayne Advertising. Leigh Kelly, account executive and agency producer.

Ads keyed to TV spots promoted by Barash

Newspaper advertising keyed to television commercials was one of several methods pointed out by Bureau of Advertising Vice President Ted Barash as one of the newspaper group's "examples of creative suggestions embodied in recent presentations to major national accounts."

Speaking to the National Newspaper Promotion Association in Houston last week, Mr. Barash outlined creative ideas as "an integral part of the national sales force 'target' presentation program." Among the cited presentations was one to a bread company which suggested "interpretation, for newspaper purposes, of a series of television commercials."

In its development of presentations, said Mr. Barash, the bureau has "set its sights on communicating better the story of the newspaper medium's strategic advantages, while at the same time reflecting a fresh creative flair."

AAW's commercial awards to be presented June 23

Outstanding radio and TV commercials created by western advertisers, agencies or producers and broadcast during the year between May 1, 1962, and April 30, 1963, will be honored June 23 at the opening luncheon of the 60th annual convention of the Advertising Association of the West at the Hotel Ambassador in Los Angeles.

Radio awards will be given for commercials in two categories: national-regional and local. The competition is sponsored by the Southern California Broadcasters Association, San Francisco Radio Broadcasters Association, other western stations and the Vancouver Advertising and Sales Bureau. The Vancouver organization is donor of the perpetual trophy, which goes to

the advertiser or agency whose commercial is judged the best of the year, the winner to hold it for one year.

Television awards, sponsored by the Television Bureau of Advertising, will be presented in four categories: animated, live action, local and color commercials, with a sweepstakes award for the best TV commercial of the year in any category. As in radio, the sweepstakes winner holds the trophy for a year, then passes it on to the next winner. Harry Floyd, western sales manager, NBC-TV, is chairman of the TV judging committee.



Agency thanks stations

An appreciation party at the Des Moines Golf and Country Club was held May 1 by LaGrave Advertising Agency, that city, to thank local media and advertisers. As part of event, Robert Dillon (l), vice president and general manager, KRNT-AM-TV Des Moines, received a travel alarm clock from Edward LaGrave Jr., president of LaGrave Advertising, that city. The presentation commemorated a 12-year agency-client relationship.

Also in advertising . . .

New office ■ Riedl and Freede Inc., Clifton, N. J., advertising agency, last week moved into its new headquarters building at 620 Route 3 in Clifton.

Market data guide ■ Audits & Surveys Co., New York, has published a graphic guide to marketing information—"1963 Retail Map"—which is available, free, to advertising executives. The map gives a breakdown of national sales in 10 major retail categories and a breakdown by state of retail sales and retail stores. It also shows the percentage of TV homes in 22 major markets. It may be obtained from the research firm's office at 640 Fifth Avenue, New York.

AAW campaign ■ The Advertising Association of the West is beginning an advertising campaign to strengthen its position with members and prospects, and to create better understanding of the advertising business. Guild, Bascom & Bonfigli, San Francisco, volunteer agency for the campaign, has placed ads in western advertising trade publications.

Name change ■ Advertising & Public Relations Consultants Inc., Carlton House, Pittsburgh, has changed its name to Carlton Advertising Inc.

Nominations sought ■ The Advertising Federation of America is accepting nominations for its annual "public service to advertising" awards. The awards honor individuals who have made distinguished contributions to advertising during their active business careers and who have made public service contributions after retirement. Nominations may be mailed until May 24, to AFA, 655 Madison Avenue, New York 21.

Commercial testing plan developed by Niles

A new packaged market research service to test prospective TV commercials before final production was announced in Chicago last week by Fred A. Niles Communications Centers Inc. through special arrangement with James Witherell & Associates there. Called "Target," the research service is available immediately to Niles's commercial clients.

The Target research service will work in this manner. Advertisers buying this service will have a series of commercials produced, as many as necessary. These then will be tested via Witherell's established channels in four different metropolitan areas, widely separated to allow for regional consumer preferences. From the test results, those commercials found most "on target" for the sponsor's specific marketing will be refined and delivered.



*How Brand X
became
the envy
of the
alphabet!*

* ... for surprisingly little cost increase.

VERY SIMPLE. Manufacturer of this product gave his TV commercials the PLUS OF COLOR. Customers came—saw—recognized what they saw—and bought. Overnight, "Brand X" became one-of-a-kind, thanks to color.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive . . . shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.,** Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR.



Television's top 100 advertisers

FIRST FIVE SPENT OVER \$40 MILLION EACH TO HEAD TVB 1962 LIST

A national advertiser in 1962 had to spend almost \$23 million for network and spot TV combined and figured at gross time rates to rate among the top 10 advertisers.

P. Lorillard & Co., ranking 10th in Television Bureau of Advertising's list of the leading 100 TV advertisers released today (May 13), spent \$22.9 million.

Procter & Gamble was the top spender with a total of nearly \$112 million in gross time billings.

Colgate-Palmolive, No. 2 on the list, spent \$47.3 million, chalking up the second largest increase (nearly \$11 mil-

lion) in 1962 over 1961. Bristol-Myers, which moved up from seventh to sixth position, was the top gainer (nearly \$15 million) in spending \$39.5 million. Other advertisers increasing their expenditures substantially: Alberto-Culver, Warner-Lambert Pharmaceutical, Coca-Cola (bottlers), Chesebrough-Pond's, William Wrigley Jr., Ford Motor, Joseph E. Schlitz Brewing and Campbell Soup.

New (since 1958) to the select 100 list: Mattel Inc., Frito-Lay Inc., United Vintners Inc., Maybelline Co. and Distillers Corp. Seagrams Ltd.

Among the advertisers returned to the top 100 list in 1962 was Shell Oil.

That advertiser spent more than \$5.4 million in TV in 1962 compared to less than \$1 million in 1961. Shell for a few years virtually left the TV medium but 1962 heralded its active return. Also back on the list after an absence of a year or more: Pet Milk, RCA and Olin Mathieson Chemical Corp.

Advertisers displaced from the list by the newcomers and returning companies: American Chicle (No. 43 last year), Hunt Foods & Industries (66), Humble Oil & Refining (80), Westinghouse Electric (81), Union Carbide (91), Hill Bros. Coffee (95), Ex-Lax (98), Pharmacraft Labs (99) and Socony Mobil Oil (100).

TOP 100 TV ADVERTISERS—1962

(Figures in parentheses are for 1961)

* Not on 1961 list

Rank	Total TV	Spot TV Source: TvB/ Rorabaugh	Network TV Source: TvB/ LNA-BAR
1. Procter & Gamble	\$111,945,864 (108,632,187)	\$60,245,860 (56,704,290)	\$51,700,004 (51,927,897)
2. Colgate-Palmolive	47,316,619 (36,503,110)	22,777,820 (14,989,170)	24,538,799 (21,513,940)
3. Lever Brothers	45,852,873 (47,738,418)	19,630,440 (18,976,870)	26,222,433 (28,761,548)
4. American Home Prod.	44,480,175 (42,624,300)	11,428,750 (8,713,090)	33,051,425 (33,911,210)
5. General Foods	41,357,044 (37,877,683)	21,920,550 (17,856,170)	19,436,494 (20,021,513)
6. Bristol-Myers	39,511,443 (24,719,622)	14,643,980 (9,586,450)	24,867,463 (15,133,172)
7. R. J. Reynolds	27,522,719 (24,040,662)	2,877,880 (2,299,740)	24,644,839 (21,740,922)
8. General Motors	25,562,461 (25,167,390)	1,082,260 (1,355,560)	24,480,201 (23,811,830)
9. Alberto-Culver	24,477,005 (13,961,454)	11,154,990 (5,150,090)	13,322,015 (8,811,365)
10. P. Lorillard	22,920,380 (21,609,920)	9,836,670 (8,003,050)	13,083,710 (13,606,870)
11. General Mills	21,868,394 (23,289,821)	9,670,400 (4,272,080)	12,197,994 (19,017,741)
12. Gillette	20,253,559 (19,276,324)	5,320,680 (5,062,430)	14,932,879 (14,213,894)
13. Coca-Cola (bottlers)	18,350,976 (12,723,615)	12,375,470 (10,745,140)	5,975,506 (1,978,475)
14. Philip Morris	18,300,913 (16,148,631)	6,955,590 (6,374,160)	11,345,323 (9,774,471)
15. Kellogg	18,181,311 (15,000,228)	7,061,620 (5,978,780)	11,119,691 (9,021,448)
16. Warner-Lambert	17,665,092 (11,721,228)	8,155,470 (4,183,090)	9,509,622 (7,538,138)
17. Miles Laboratories	17,170,706 (19,580,969)	7,373,040 (7,636,790)	9,797,666 (11,944,179)
18. Corn Products	15,833,971 (12,710,389)	7,503,480 (6,126,570)	8,330,491 (6,583,819)
19. Liggett & Myers	15,541,925 (13,904,761)	5,044,200 (2,845,350)	10,497,725 (11,059,411)
20. Ford Motor	15,452,833 (11,503,224)	462,300 (421,670)	14,990,533 (11,081,554)
21. William Wrigley Jr.	15,289,928 (11,117,550)	15,033,020 (10,098,750)	256,908 (1,018,800)
22. Campbell Soup	14,226,690 (10,700,933)	5,971,460 (3,366,570)	8,255,230 (7,334,363)
23. American Tobacco	14,199,473 (13,639,986)	2,353,940 (4,237,670)	11,845,533 (9,402,316)
24. Brown & Williamson	14,142,536 (17,597,611)	825,570 (3,464,840)	13,316,966 (14,132,771)
25. Sterling Drug	12,893,577 (16,081,946)	1,664,980 (3,008,580)	11,228,597 (13,073,366)
26. National Biscuit	11,794,231 (12,891,872)	1,712,510 (1,529,570)	10,081,721 (11,362,302)
27. J. B. Williams	11,501,039 (9,905,537)	832,930 (537,810)	10,668,109 (9,367,727)
28. National Dairy Prod.	11,278,867 (10,312,916)	1,784,120 (1,406,960)	9,494,747 (8,905,956)
29. S. C. Johnson & Son	10,795,866 (13,581,030)	610,840 (1,060,500)	10,185,026 (12,520,530)
30. Standard Brands	10,761,234 (9,284,680)	9,315,410 (8,752,320)	1,445,824 (532,360)
31. Chesebrough-Pond's	9,513,110 (5,117,306)	3,604,030 (1,353,090)	5,909,080 (3,764,216)
32. Beech-Nut Life Savers	9,303,100 (8,628,470)	1,703,650 (1,572,580)	7,599,450 (7,055,890)
33. Block Drug	9,168,069 (7,828,627)	630,850 (951,910)	8,537,219 (6,876,717)
34. Schlitz Brewing	8,984,876 (5,409,558)	6,602,750 (3,353,160)	2,382,126 (2,056,398)
35. Ralston Purina	8,913,289 (8,113,120)	4,089,570 (1,959,940)	4,823,719 (6,153,180)
36. Pillsbury	8,824,910 (9,721,012)	1,914,370 (2,049,150)	6,910,540 (7,671,862)
37. Armour	8,705,949 (6,217,130)	2,332,350 (725,570)	6,373,599 (5,491,560)
38. Scott Paper	8,645,646 (7,951,947)	2,472,520 (1,971,020)	6,173,126 (5,980,927)
39. Texaco	8,398,155 (10,386,264)	1,400,760 (267,140)	6,997,395 (10,119,124)
40. General Electric	8,110,219 (7,584,072)	1,851,990 (1,503,080)	6,258,229 (6,080,992)
41. Carter Products	8,105,977 (8,166,838)	4,264,700 (3,872,170)	3,841,277 (4,294,668)
42. Richardson-Merrill	7,984,193 (5,431,439)	4,005,740 (2,594,400)	3,978,453 (2,837,039)
43. Pepsi Cola (bottlers)	7,760,050 (5,570,626)	5,741,400 (4,336,350)	2,018,650 (1,234,276)
44. Johnson & Johnson	7,683,873 (6,331,369)	2,028,980 (565,370)	5,654,893 (5,765,999)
45. Nestle	7,120,043 (7,984,417)	2,828,420 (4,718,820)	4,291,623 (3,265,597)
46. E. I. du Pont de Nemours	6,722,135 (7,444,698)	1,030,980 (363,030)	5,691,155 (7,081,668)
47. Continental Baking	6,657,145 (9,049,453)	6,320,030 (8,535,930)	337,115 (513,523)
48. International Latex	6,273,730 (5,323,280)	4,587,520 (5,323,280)	1,686,210
49. Falstaff Brewing	6,016,174 (3,948,868)	2,600,560 (2,555,760)	3,415,614 (1,393,108)
50. Quaker Oats	5,920,693 (7,832,446)	1,592,430 (2,754,440)	4,328,263 (5,078,006)

51. Helene Curtis Ind.	5,840,492 (3,828,207)	3,091,020 (1,763,010)	2,749,472 (2,065,197)	76. Gulf Oil	4,218,191 (4,017,711)	1,824,470 (780,770)	2,393,721 (3,236,941)
52. Chrysler	5,823,824 (5,263,537)	1,694,500 (1,112,370)	4,129,324 (4,151,167)	77. Revlon	4,194,837 (3,919,105)	394,840 (229,680)	3,799,997 (3,689,425)
53. Carnation	5,727,931 (6,287,190)	2,014,070 (2,979,480)	3,713,861 (3,307,710)	78. Mattel	4,152,157	1,961,100	2,191,057
54. Simoniz	5,709,321 (6,843,921)	3,940,670 (2,846,360)	1,768,651 (3,997,561)	79. Goodyear Tire & Rubber	4,116,150 (3,237,706)	649,400 (213,660)	3,466,750 (3,024,046)
55. Food Manufacturers	5,590,409 (4,610,690)	5,367,450 (3,682,270)	222,959 (928,420)	80. Frito Lay	4,093,682	2,071,670	2,022,012
56. Shell Oil	5,475,071	3,556,560	1,918,511	81. Prudential Insurance	4,006,629 (4,093,756)		4,006,629 (4,093,756)
57. Anheuser-Busch	5,467,288 (5,228,468)	4,921,150 (4,535,130)	546,138 (693,338)	82. H. J. Heinz	3,982,316 (3,150,233)	1,125,760 (28,690)	2,856,556 (3,121,543)
58. Armstrong Cork	5,434,788 (3,602,925)	1,653,020 (55,240)	3,781,768 (3,547,685)	83. Pet Milk	3,945,565	3,867,050	78,515
59. Kimberly-Clark	5,151,199 (4,322,955)	1,810,600 (512,200)	3,340,599 (3,810,755)	84. Canadian Breweries	3,901,557 (3,350,379)	3,735,240 (3,216,180)	166,317 (134,199)
60. Ford Motor (dealers)	5,055,030 (3,329,700)	5,055,030 (3,329,700)		85. Noxzema Chemical	3,774,153 (3,261,831)	957,710 (773,390)	2,816,443 (2,488,441)
61. Sears Roebuck	5,031,265 (3,872,139)	2,096,330 (1,237,650)	2,934,935 (2,634,489)	86. Lestoi Products	3,677,000 (4,662,670)	1,373,380 (4,662,670)	2,303,620
62. U. S. Borax & Chemical	5,026,511 (4,855,041)	2,989,580 (2,603,750)	2,036,931 (2,251,291)	87. Reynolds Metals	3,666,390 (3,966,147)	 (33,640)	3,666,390 (3,932,507)
63. Avon Products	5,020,560 (4,540,460)	5,020,560 (4,540,460)		88. Polaroid	3,619,615 (3,216,222)		3,619,615 (3,216,222)
64. Andrew Jergens	5,013,393 (5,688,431)	1,961,710 (2,540,400)	3,051,683 (3,148,031)	89. Norwich Pharmacal	3,602,337 (2,977,900)	1,315,710 (2,001,210)	2,286,627 (976,690)
65. Consolidated Cigar	4,998,475 (4,863,600)	690,270 (1,484,540)	4,308,205 (3,379,060)	90. Beecham Products	3,581,694 (3,845,830)	542,900 (189,930)	3,038,794 (3,655,900)
66. Eastman Kodak	4,750,660 (5,389,755)	674,570 (631,590)	4,076,090 (4,758,165)	91. Radio Corp. of America	3,549,470	139,680	3,409,790
67. J. A. Folger	4,749,270 (4,735,150)	4,749,270 (4,735,150)		92. Purex	3,402,603 (3,774,355)	58,150 (282,940)	3,344,453 (3,491,415)
68. Mead Johnson	4,722,448 (6,139,326)	571,310 (236,950)	4,151,138 (5,902,376)	93. R. T. French	3,371,553 (4,108,034)	732,020 (697,430)	2,639,533 (3,410,604)
69. Pabst Brewing	4,600,094 (3,815,916)	4,387,330 (3,508,490)	212,764 (307,426)	94. U. S. Steel	3,332,526 (3,351,436)		3,332,526 (3,351,436)
70. Gen. Motors (dealers)	4,531,740 (3,165,920)	4,531,740 (3,165,920)		95. Aluminum Co. of America	3,293,769 (3,060,650)	44,900 (114,800)	3,248,869 (2,945,850)
71. Mennen	4,376,504 (3,724,746)	92,810 (25,880)	4,283,694 (3,698,866)	96. United Vintners	3,267,330	3,267,330	
72. Drackett	4,288,656 (3,632,129)	104,560 (73,830)	4,184,096 (3,558,299)	97. Dist. Corp. Seagrams	3,245,836		3,245,836
73. Chas. Pfizer	4,277,625 (2,798,569)	993,630 (124,050)	3,283,995 (2,674,519)	98. Olin Mathieson	3,193,368	206,850	2,986,518
74. Lehn & Fink Products	4,277,320 (3,218,773)	1,148,210 (1,287,070)	3,129,110 (1,931,703)	99. Maybelline	3,177,991	1,788,010	1,389,981
75. Welch Grape Juice	4,246,443 (3,754,650)	2,909,630 (2,930,970)	1,336,813 (823,680)	100. Kaiser Industries	3,075,136 (5,465,538)	41,690 (22,630)	3,033,446 (5,442,908)

Newspapers' elite are TV's meat

PRINT MEDIUM'S TOP 100 ADVERTISERS SPENT TWICE AS MUCH ON TV

The 100 leading national advertisers in newspapers last year spent \$446,127,-183 more on national and spot television advertising than they did on newspapers, according to statistics released today (May 13) by the Television Bureau of Advertising.

The newspapers' top 100 invested \$335,386,109 in newspaper advertising but spent over twice as much—\$781,513,292—in television. In fact, the top seven TV advertisers, as a group, spent more than the top 100 newspaper advertisers.

Television was still not making money out of newspapers' pockets, however. The newspapers' Bureau of Advertising indicated that the money spent by its top 100 represented a gain of 2.9% over last year. TvB countered

by pointing out that the newspapers' top 100 spent 12.2% more money on TV than they did a year ago.

TV figures are based on one-time, gross rates, excluding production costs.

Company	Newspaper 1962 Investment	Television 1962 Investment (Gross Time)
1. General Motors	\$33,014,060	\$25,562,461
2. Ford Motor Co.	22,325,496	15,452,833
3. Chrysler Corp.	19,795,969	5,823,824
4. General Foods	11,658,358	4,357,044
5. Distillers Corp. Seagram's Ltd.	10,286,912	3,245,836
6. American Motors	10,071,156	1,330,331
7. Reynolds Tobacco	7,448,513	27,522,719
8. Schenley Indust.	7,005,214	374,210
9. American Tobacco	6,613,396	14,199,473
10. Natl. Distillers and Chemical	6,469,848	184,800

11. General Electric	5,773,441	8,110,219
12. TWA	5,694,210	374,210
13. Natl. Dairy Prod.	5,682,942	11,278,867
14. Gulf Oil Corp.	5,629,911	4,218,191
15. Lorillard	5,217,723	22,920,380
16. Pillsbury	4,823,305	8,824,910
17. United Air Lines	4,494,850	29,170
18. Campbell Soup	3,840,295	14,226,690
19. Quaker Oats	3,786,390	5,920,693
20. General Mills	3,777,751	21,868,394
21. Goodyear Tire	3,678,264	4,116,150
22. Borden	3,656,577	2,008,503
23. Bristol-Myers	3,628,908	39,511,443
24. Eastern Air Lines	3,548,779	207,090
25. Standard Brands	3,540,868	10,761,234
26. PAA	3,427,048	832,940
27. American Airlines	3,290,565	—
28. Shell Oil	3,194,669	5,475,071
29. Hiram Walker	3,088,432	—
30. Delta Air Lines	3,071,681	538,740
31. Armour	2,868,639	8,705,949

Company	Newspaper 1962 Investment	Television 1962 Investment (Gross Time)
32. Firestone Tire	2,859,905	869,925
33. Corn Products	2,826,079	15,833,971
34. Radio Corp. of America	2,784,834	3,502,600
35. Gerber Products	2,784,487	1,359,390
36. du Pont de Nemours	2,737,449	6,722,135
37. Sterling Drug	2,729,887	12,893,577
38. Studebaker Corp.	2,696,608	1,991,721
39. American Home Products	2,649,957	44,480,175
40. Procter & Gamble	2,469,740	111,945,864
41. Pepsi-Cola*	2,458,129	7,760,050
42. Fla. Citrus. Com.	2,374,907	1,907,374
43. Lever Bros.	2,354,678	45,852,873
44. Liggett & Myers	2,281,145	15,541,925
45. Continental Baking	2,266,087	6,657,145
46. Brown-Forman Distillers	2,221,052	—
47. Zenith Radio	2,219,801	124,491
48. Heublein	2,166,385	1,266,259
49. National Airlines	2,154,425	—
50. CBS Inc.	2,035,905	179,210
51. Curtis Publishing	1,945,978	197,091
52. Humble Oil	1,865,733	3,314,173
53. American Oil	1,835,962	2,873,882
54. Swift	1,808,465	2,655,803
55. Doubleday	1,791,975	5,583
56. H. J. Heinz	1,785,535	3,982,316
57. Eastman Kodak	1,715,891	4,750,660
58. Johnson & Johnson	1,687,192	7,683,873
59. Colgate Palmolive	1,665,498	47,316,619
60. Institute of Life Insurance	1,623,207	721,418
61. Pet Milk	1,563,832	3,945,565
62. Lewis Howe	1,558,400	40,775

January's TV network billings

	January 1962	January 1963	% change
ABC-TV	\$16,673,662	\$18,264,011	+9.5
CBS-TV	25,528,518	25,936,917	+2.0
NBC-TV	23,578,579	24,046,277	+2.0
Total:	\$65,780,759	\$68,247,205	+3.7%
By day parts			
Daytime	\$21,377,975	\$24,012,314	+12.3
Mon.-Fri.	17,399,411	19,472,352	+11.9
Sat.-Sun.	3,978,564	4,539,962	+14.1
Nighttime	44,402,784	44,234,891	-0.4
Total:	\$65,780,759	\$68,247,205	+3.7%

Source: Television Bureau of Advertising/Leading National Advertisers-Broadcast Advertisers Reports

63. Westinghouse	1,558,008	1,368,311	84. Kellogg	1,160,824	18,181,311
64. Greyhound	1,551,789	1,803,410	85. Continental Air Lines	1,158,556	—
65. Volkswagen of America	1,505,184	—	86. Philip Morris	1,145,131	18,300,913
66. Dole Corp.	1,501,202	—	87. British Overseas Airways	1,142,692	—
67. Stokely-Van Camp.	1,474,238	61,220	88. Bayuk Cigars	1,132,706	315,190
68. Whirlpool Corp.	1,473,044	185,310	89. Canada Dry*	1,132,496	1,206,776
69. Scott & Sons	1,442,727	—	90. Miller Brewing	1,115,357	634,080
70. Miles Labs.	1,416,001	17,170,706	91. Dow Jones	1,067,910	—
71. Renfield Importers	1,408,340	784,190	92. Coca-Cola*	1,062,463	18,350,976
72. Plough	1,366,129	1,337,502	93. New York Life Insurance	1,051,306	—
73. Atlas Supply	1,349,379	—	94. Kimberly-Clark	1,050,999	5,151,199
74. Reader's Digest	1,346,984	1,127,625	95. Royal Crown*	1,043,840	1,324,570
75. Liebmann Breweries	1,323,237	280,410	96. John Morrell	1,019,077	736,810
76. Rexall Drug & Chemical	1,315,654	557,661	97. Horizon Land	1,007,890	—
77. Scott Paper	1,303,974	8,645,646	98. General Tire & Rubber	1,002,106	36,000
78. Armstrong Cork	1,295,347	5,434,788	99. McCall Corp.	980,039	165,240
79. J. B. Williams	1,288,539	11,501,039	100. Sherwin-Williams	971,890	36,090
80. Amer. Dairy Assn.	1,248,591	1,142,070	TOTAL	\$335,386,109	\$781,513,292
81. Wilson & Co.	1,247,587	528,685	PREPARED BY: Research Department, Television Bureau of Advertising, Inc.		
82. B. F. Goodrich	1,230,321	2,049,050	*Company & bottlers		
83. Calif. Packing	1,171,254	1,737,696			

GOVERNMENT

SPONSOR RULES AMENDED

New FCC order implements 1960 legislation banning payola and plugola in broadcasting

The FCC last week adopted a final order amending its sponsorship identification rules to implement anti-payola and anti-plugola legislation passed by Congress in 1960.

It also waived the requirements of the new law as it affects feature motion-picture films "produced initially and primarily for theatrical exhibitions."

The commission also updated a "grandfather" clause it adopted on Nov. 21, 1960. The order said the waiver it granted then to certain filmed or recorded programs would be extended to June 20, 1963, the effective date of the new rules.

The 1960 legislation was enacted after disclosures that broadcast station employees were accepting gifts to expose records or other products and services on the air. The new law tightened up the existing Communications Act section dealing with sponsorship identifica-

tion (317) and added a new section (508) to make such practices illegal.

The new rules state that AM, FM and TV stations receiving "money, services or other valuable consideration" for broadcasting "any matter" must broadcast an announcement that the material was sponsored, "and by whom or on whose behalf such consideration was supplied."

'Reasonable Diligence' ■ The rules also require licensees to "exercise reasonable diligence" to find out from its employees and others "with whom it deals directly in connection with any program matter for broadcast" whether any consideration has been paid. If so, an announcement must be broadcast.

The commission received a number of complaints that this section was too vague. But the commission said it believes "general guidelines" are preferable to attempting to anticipate factual

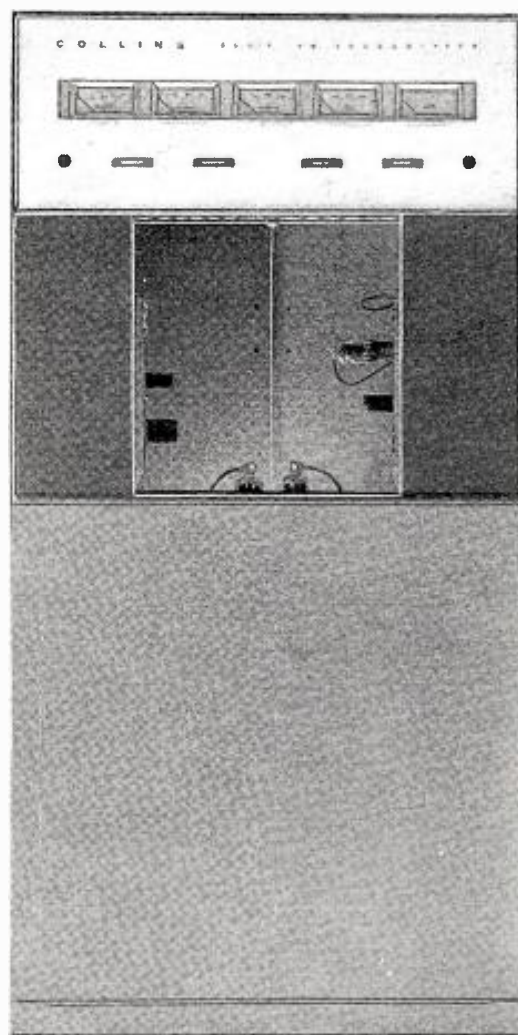
situations. It added, however, that it would issue opinions interpreting the rule as questions arise.

In waiving the new requirements for feature films, the commission said it felt such action was justified since there was no evidence of payola practices in the theatrical picture industry which "improperly affects broadcasting."

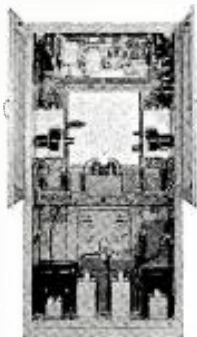
The commission also said that the likelihood of such practices developing was diminished by the time lag between the production of the films and their showing on television.

Motion picture interests had warned that if feature films were made subject to the new rules their industry would be adversely affected economically and the future supply of films curtailed. They said the rules would prohibit established practices for securing props, such as "fleet deals" for obtaining new automobiles for use in films. Their argument was that the "credit lines" would destroy the value of the films for TV syndication since sponsors manufacturing products in competition with those mentioned in the "credit" wouldn't buy the films.

The commission said it was reluctant



Why is the handsomest, best-built transmitter in town also the loneliest?



It seems a paradox. We design a transmitter that's meant to be admired, then engineer and manufacture it so carefully, it scarcely ever needs attention. □ In fact, this 20V-3 1,000 Watt AM Transmitter is so reliable, we've doubled our warranty, as we've done with all our broadcast products. □ Call your Collins Broadcast Sales Engineer today for the full story on handsome transmitters and our new warranty. □ COLLINS RADIO COMPANY • Cedar Rapids • Dallas Los Angeles • New York • International Division, Dallas

FIRST WITH

2



A new book reopens an old sore

One of the more sensational episodes in FCC history has been resurrected by the principal figure involved in it.

In an autobiography* that goes on sale this week, Edward Lamb, industrialist and broadcaster, tells his version of a license renewal hearing in which he was charged with having falsely sworn he had never been a Communist. The hearing, one of the most conspicuous prosecutions during the McCarthy era, began in 1954. Nearly three years later Mr. Lamb was exonerated and his licenses renewed.

In the interval one of the commission's star witnesses—a woman who related vivid stories of political and sexual relations with Mr. Lamb—was proved to have made up her whole story and was tried and convicted of perjury. Other FCC witnesses were discredited, and two returned to the stand to recant.

Notes On History ■ To the record of the case, which attracted national attention at its time, Mr. Lamb adds several footnotes in his book.

Before the FCC took formal action to set his licenses for hearing, Mr. Lamb says he received "veiled suggestions from people close to the Washington scene that I would be wise to consult a certain Republican

law firm. I even heard the amount of the fee required to have 'everything straightened out.' It was \$60,000!"

Other Washington contacts, he

says, advised him to consult "a certain middleman or 'bagman' in Washington." Mr. Lamb reports that he secretly met with the unidentified bagman "and turned him down."

Mr. Lamb traces the origin of his troubles to FCC Commissioner (later chairman) John C. Doerfer, a Republican from Wisconsin, the home state of the late Senator Joseph McCarthy who was riding high at the time. (Years later Mr. Doerfer resigned as FCC chairman after an investigation by a House committee of a trip he and his wife made as guests of Storer Broadcasting Co.)

Home Town Trouble ■ Mr. Lamb also says that "one of the origins of the witch hunt" was in Erie, Pa., where he bought the *Dispatch-Herald* and the rival publishers of the *Times* began a smear campaign calling him "a Communist fellow traveler."

"Someone," says Mr. Lamb, "had thousands of reprints made and sent them to every member of Congress, to government employees, to newspapers and magazines, to banks and even to my customers around the world."

In all, the winning of the renewal of his licenses cost him \$900,000, Mr. Lamb reports.

Last year Mr. Lamb gained control of Seiberling Rubber Co. of Akron, Ohio. He still retains his ownership of WICU-AM-TV Erie, two of the stations involved in his long hearing. He has sold his other broadcast properties.



This photo of Edward Lamb (l) and Senator Estes Kefauver, Mr. Lamb's close friend, was made during a Senate Commerce Committee hearing in June 1954 at which both testified in opposition to the reappointment of John C. Doerfer to the FCC. In his book Mr. Lamb accuses Mr. Doerfer of masterminding the FCC's campaign to discredit him.

*"No Lamb for Slaughter," by Edward Lamb, published by Harcourt, Brace & World, 750 Third Avenue, New York 17; 248 pp; \$5.75.

to adopt a rule that would hurt the film industry in the absence of any indication the rule was needed. But it set forth its view that the new legislation provided the authorization for the FCC to adopt such a rule.

Along with the new rules, the commission adopted a public notice detailing their applicability. The notice contains the Communications Act's Section 317, as amended, the new Section 508, the new sponsorship identification rules, and 36 examples illustrating the applicability of Section 317. These include the 27 in the House report and nine added by the FCC from its experience.

Pape Television elects new board of directors

Pape Television Co., licensee of WALA-AM-TV Mobile, Ala., elected a new board of directors and general executives at a May 8 meeting of its stockholders.

Elected to the board of directors

were: William O. Pape, who owns 99.56% of the stock; his wife Delphine G. Pape; William F. Joseph; Herschel E. Morrison; Thomas E. Twitty Jr., and Marion R. Vickers. Mr. and Mrs. Pape were also elected president and vice president, respectively; J. P. (Tom) Jackson was elected general manager of the WALA stations, replacing W. B. Pape (nephew of W. O. Pape); Mr. Morrison comptroller; Mr. Joseph, treasurer, and Mr. Twitty Jr., secretary and assistant treasurer.

WALA-AM-TV has been accused by the FCC of having demanded "large sums of money" to refrain from editorial attacks on Palmer & Baker Engineering Inc., a large mobile architectural and engineering firm. The stations were also cited for allegedly telling a candidate for sheriff of Mobile County that unless he used WALA-TV exclusively, the station would work for his defeat (BROADCASTING, March 11). A hearing on these charges will be held June 19 in Mobile.

Delay asked in co-op opinion

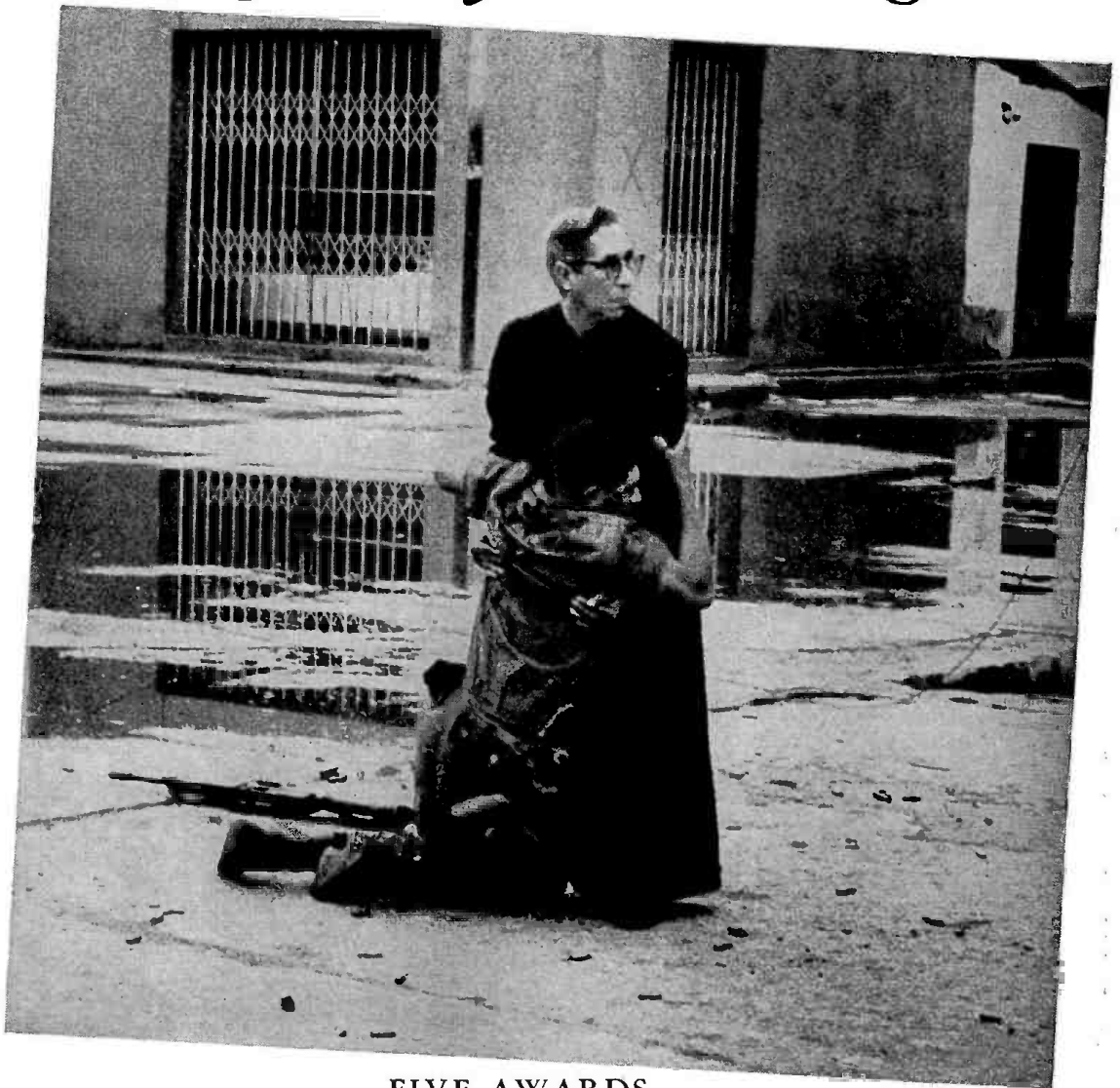
Senator Gale W. McGee (D-Wyo.), speaking for four other Democrats and three Republicans, introduced a resolution Wednesday (May 8) proposing Congress ask the Federal Trade Commission to hold off until June 30, 1964 a March 1963 advisory opinion that cooperative advertising which lists prices would violate the antitrust laws.

Meanwhile, a druggist group, which had asked for the opinion, has told the commission it would continue its cooperative advertising, without prices.

The small business committee of the House held hearings on the opinion May 3 and the Senate unit is to consider soon a bill to carve out a section of the antitrust laws to protect small individual business firms competing with large chain store operations which advertise under one name. (BROADCASTING, April 29). The resolution was referred to the Senate Commerce Committee, of which Senator McGee is a member.

ACCURACY

AP Quality Wins Again!



FIVE AWARDS

This picture, distributed exclusively throughout the world by AP WIREPHOTO and to Associated Press television members subscribing to AP Photofax service, was taken by Hector Rondon of La Republica, Caracas, Venezuela. It has just won the PULITZER PRIZE—the 17th time a picture serviced by AP Wirephoto has won the coveted Pulitzer award. Earlier, it was named the BEST PHOTO in the Spot News category of the National Press Photographers Association "Pictures of the Year" competition. It previously won the TOP PRIZE in the World Press Photo contest at The Hague, FIRST AWARD in the Venezuelan National Journalism contest and the GEORGE POLK MEMORIAL AWARD of Long Island University. *For top quality facsimile picture service for television, the quality winner is AP WIREPHOTO by Photofax receiver from*

THE ASSOCIATED PRESS

ENTERPRISE

Philco says it's just a homebody

NBC CHALLENGES THE CLAIM, DEFENDS ITS OWN CHANNEL 3 PROGRAMS

Philco Corp. last week based its claim to channel 3 Philadelphia in large part on the ground that its heart and history are in that city. But NBC, which is fighting to retain the channel, sought to demonstrate in an FCC comparative hearing that Philco's heart really belongs to Ford.

David B. Smith, vice president of Philco Broadcasting Co. and a vice president of Philco Corp., testified that the company, a long-time resident of the city, applied for a new station on the channel in 1960 because it felt it could do a better community service job than NBC's owned-and-operated WRCV-TV.

He said the company felt that Philadelphia "needed something to come alive." He said the city "was sterile" and that Philco thought it could use television to "stimulate" greater interest in the community on the part of the public and thus help it achieve greater growth.

But Irving Segal, NBC counsel, drew from Philco witnesses the concession that the make-up of the corporation's top management has changed considerably since the Ford Motor Co. purchased Philco in December 1961.

Mr. Segal emphasized this line of questioning in cross-examining Charles E. Beck, president and chief executive officer of Philco Corp. and chairman of the board of the Philco Broadcasting Co. Mr. Beck, himself, had been direc-

tor of the Ford Motor Co.'s business planning office before moving to Philadelphia in 1961.

Mr. Beck testified that he had recommended to Henry Ford II, chairman of the board of the Ford Motor Co., the acquisition of Philco Corp. and that he had negotiated the purchase. He also said that after the purchase he recommended that Philco continue to prosecute the application.

A New Deal ■ Mr. Beck, who said he now reports to Ford's vice president for general products, agreed that there was "a complete reshuffling" of Philco Corp. management after the ownership changed hands. He said the only officer of the old Philco Corp. still holding that rank is Mr. Smith.

He also testified that no directors who had served on the board of Philco Corp. before Ford purchased the company were on the board currently.

However, under redirect examination, he was able to get into the record that four officers of the Philco Broadcasting Co. had been with Philco before the company changed hands. One is Joseph H. Gillies, who had been a Philco Corp. vice president. He is now president of the broadcasting company and an executive assistant to Mr. Beck. Mr. Gillies is scheduled to testify.

Philco began presenting its direct case in the comparative phase of the complex hearing on Thursday, after NBC had completed its case. Philco witnesses are expected to wind up their testimony this week. Chief hearing examiner James Cunningham is presiding.

NBC is being compelled by a Justice Department consent decree to give up WRCV-AM-TV by June 30, 1964. The network is seeking renewal of the stations' licenses so that it can trade the properties for RKO-General Corp.'s Boston stations, WNAC-AM-TV and WRKO (FM).

In outlining Philco's reasons for applying for the channel, Mr. Smith said the company felt it could not only make money with a station but meet community needs it didn't think WRCV-TV was satisfying.

Few Chances ■ Under questioning by Philco counsel Quinn O'Connell, he said a review of WRCV-TV's programming revealed "only about 7% was local live." But, more importantly, he said "there was little opportunity for the community to utilize the facility for local needs."

He contrasted this with what he said was the situation existing when the channel was occupied by Philco's sta-

tion WPTZ(TV). Philco, he said, had used the facility to develop such local talent as Rosemary Clooney and the late Ernie Kovacs. The company wants to do the same thing again, he said. Philco sold its TV facility in 1953 to Westinghouse Broadcasting Co., which traded it to NBC in 1956.

Mr. Smith also said the company felt there were many Philadelphia groups and organizations that "could benefit" from a television station that enabled them "to get their ideas before the public."

Mr. Segal, however, in questioning Mr. Beck, brought out that none of the present officers or directors of Ford, Philco Corp. or Philco Broadcasting has "ever directed the day-to-day operations of a commercial broadcasting company."

Defense And Denial ■ Earlier in the week, NBC wound up its case with a defense of its programming on WRCV-TV and another denial of a Philco allegation that the station's local live programming was increased only as a consequence of the Philco application.

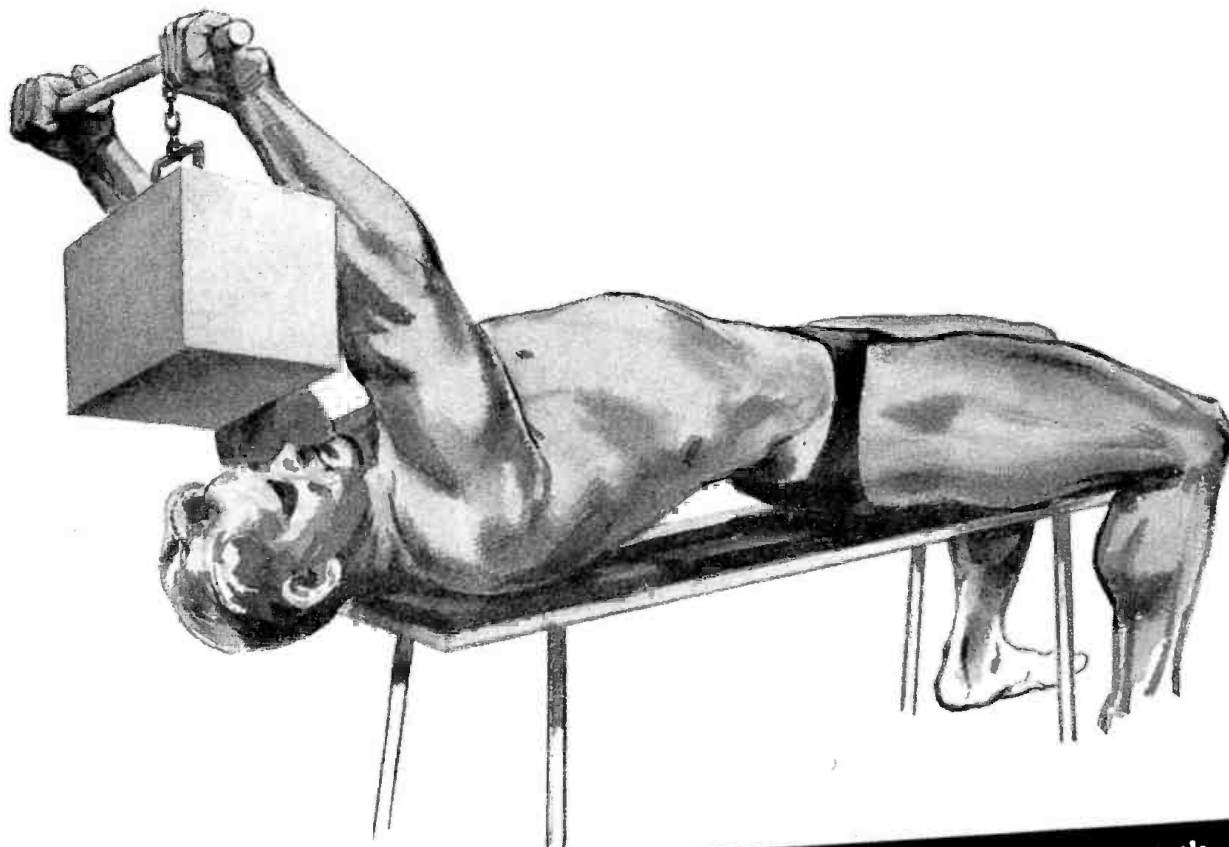
Raymond Welpott, executive vice president of NBC's owned and operated stations and general manager of the network's Philadelphia properties, said the "pressure" for additional local live programming came from the FCC, beginning with its program policy statement of 1960, and the changing tastes



Joseph H. Gillies
Waiting to testify

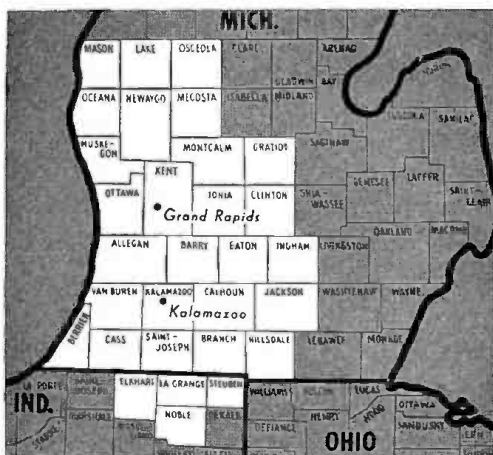


Charles E. Beck
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*A cubic foot of osmium weighs 1,403 pounds.

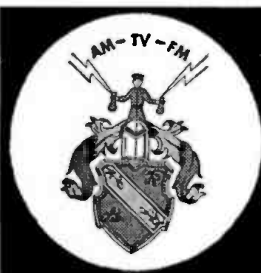
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If you're looking for the bulging-est broadcast biceps in Michigan outside Detroit, WKZO-TV is for you!

The power of this muscular medium comes through on every page of the November '62 NSI. It credits WKZO-TV with an average of 30% more homes than Station "B", 6:30 p.m.-10 p.m., Sunday through Saturday!

And the latest ARB (Nov. '62) measures an equally robust performance. Example: 9:00 a.m.-noon, weekdays, WKZO-TV averages 56% more homes than Station "B".

See Avery-Knodel about this hairy-chested powerhouse! And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.



The Feltzer Stations

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WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
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WWTW-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

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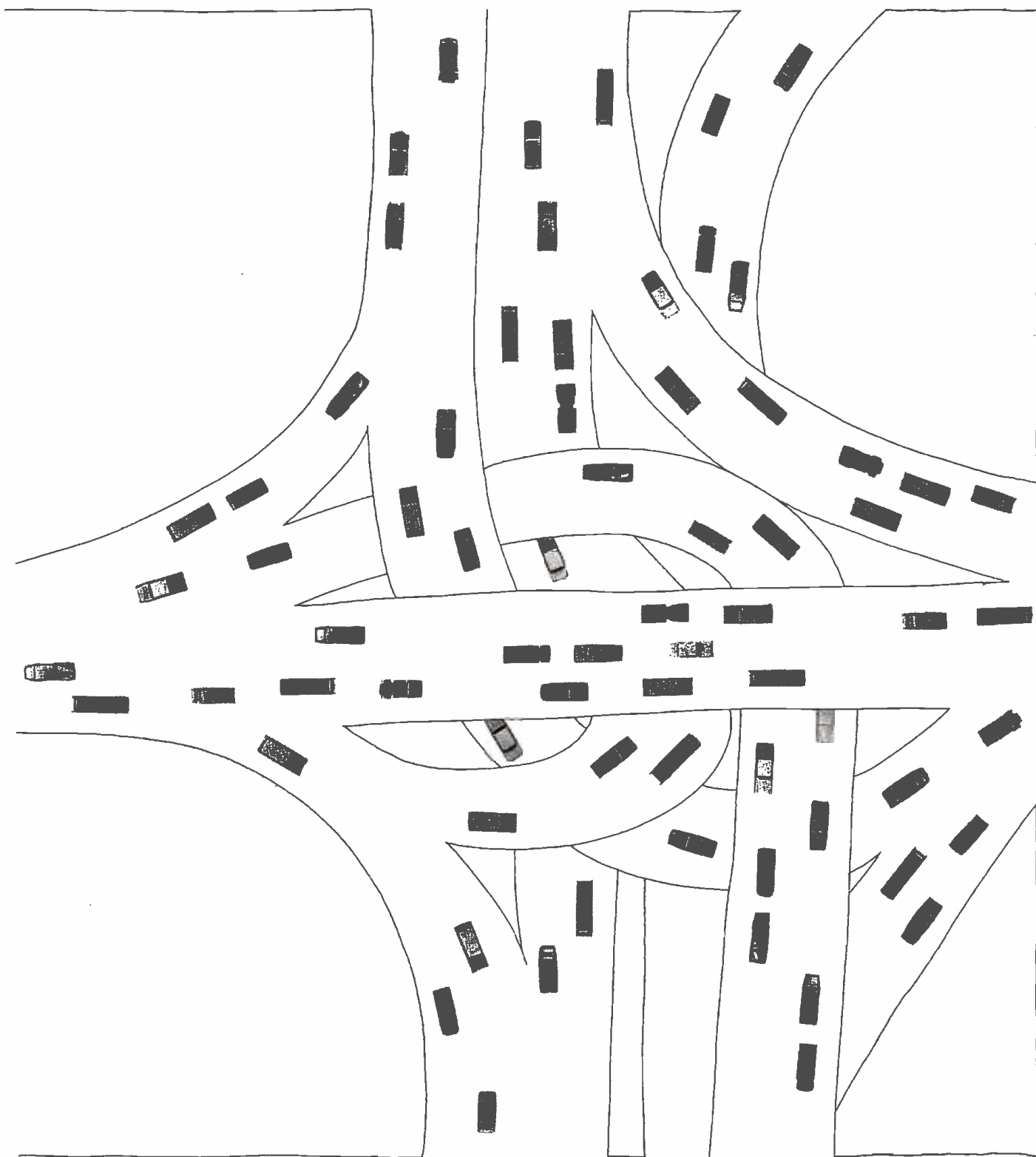
KNBC reaches out to every corner of southern California for its rich and varied programming. Its cameras travel from City Hall to the State Capitol to present key political issues, and to the universities to explore the fine arts and the humanities.

Civic events are always in focus. Each week *Survey '63* examines vital issues—as in *Mayor Yorty's Report* on the city's administrative problems and in *One For The Road*, dramatic award-winner on driving and drinking.

Nationally known figures appear regularly on

KNBC's many cultural programs: Dr. Frank C. Baxter hosts his award-winning *Harvest*, Lorser Feitelson discusses "The Great Art of Drawing" on *Feitelson On Art*, Milton Sperling hosts prominent guests and faculty members of the University of Judaism on *Ethics*, and Dr. Robert M. Hutchins interviews world leaders on *Great Conversations*.

To help showcase southern California's wealth of young talent, KNBC telecast the University of Redlands' stunning performance of *Romeo And Juliet*—in prime



time—as an uninterrupted 90-minute Color Special. An hour of prime time was utilized to introduce the winners of California's coveted Harmony Awards on *Debut*.

KNBC's community programming is the television freeway to the homes of Los Angeles—the problems and rewards of life in the nation's fastest-growing metropolitan area. This kind of community-station link—joined with the wide-ranging NBC Network programming of diversified entertainment and information—is distinctive to the programming of all NBC Owned Stations.



KNBC, LOS ANGELES
WRC-TV, WASHINGTON
WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA
WNBQ, CHICAGO

NBC Owned. Represented
by NBC Spot Sales.

of the Philadelphia audience.

Philco counsel Henry Weaver, who cross-examined NBC witnesses, had brought out that WRCV-TV had substituted commercial films for a number of network sustaining programs in 1959, but had begun adding local public service series in 1960.

The Philco attorney had also shown that many of the station's local live shows were carried either after 1 a.m. or before 7 a.m. But Mr. Welpott, who was on the stand three and one-half days, said this didn't indicate lack of interest by the station in such programs.

He said WRCV-TV began an "experiment" in 1958 to determine whether it could build a late-night audience for

public affairs programs. He said the experiment was abandoned after a year but that the reaction of the public to the dropping of the shows was such that the station decided to schedule the programs at an earlier hour and to repeat them late at night.

He said that in programing local live before 7 a.m., the station was trying to develop "a continuity of attraction" for programs in that time period. He also said the five NBC-owned stations are developing educational programs which will be rotated among them as a replacement for NBC's early-morning *Continental Classroom*, which is being dropped from the schedule by the network this week.

FCC has hindered broadcasting, not helped COMSTOCK HITS 'PRESSURE AGAINST PROGRAMING'

"A maze of signs, speed traps, limitations and penalties" has been erected in the path of broadcasting by the FCC whereas the agency "can and should provide reasonable rules of the road to expedite progress," a top executive of the National Association of Broadcasters charged last week.

In the strongest words yet used by an NAB official against the FCC, Paul Comstock, vice president for government relations, said last Friday (May 10) that the present broadcasting-FCC relationship is "probably the most turbulent that any industry in this country has ever experienced." Mr. Comstock's remarks were prepared for delivery before the convention of the Montana Broadcasters Association in Bozeman.

The FCC's current policy of "restriction and restraint" is no more rational than permanently snarling traffic on a freeway in order to catch a reckless driver, he said. "No doubt we can endure, these slings and arrows. What we cannot long endure, however, is the growing pressure of governmental power against programing."

Mr. Comstock pointed out that proponents of program control always cite the public interest in asking: "Is there any greater public interest than preservation of freedom of expression in this country? . . . Demands for the intervention of the inexorable hand of government to change programing are not only inconsistent with intellectual freedom—they betray a wanton disregard for American democracy."

Undisputed Facts ■ Answering complaints that other countries have more classical music, drama and education on radio-TV than U. S. commercial stations, the NAB vice president said these facts are undisputed, "utterly irrelevant and immaterial. We are in America—not in some other country" where broadcasting is a function of the gov-

ernment.

"I do not for one minute admit that our broadcasters have neglected education and the arts," Mr. Comstock said. On the contrary, he stated, the amount of time devoted to artistic, educational and public service programs is "simply amazing" under our voluntary system. If the quality of these programs is inferior, he charged, the fault lies more with the artists and educators than anyone else. "We [broadcasters] are a medium of expression for American culture, not an organ of propaganda," he said.

"Many highly educated people who ought to know better exhort us to raise the cultural level of the people—to give them spinach when they want candy," he said. "It is a dangerous trend and merits no support from thoughtful people."

Broadcasters must launch a counter-attack by enlisting the support of friends, neighbors and the intellectual leaders in their communities, Mr. Comstock said. Hope for improvement of the situation lies in "the wisdom of our friends in Congress," he told the Montana broadcasters, and in the integrity and intelligence of the governmental officials concerned.

ETV money bill stalled

Senate and House conferees were unable last week to resolve differences over a \$1.4 billion supplemental appropriation bill which would provide \$1.5 million to start a matching state-federal assistance program for new educational television stations. The bill was sent back to the conferees for further consideration. Both houses have agreed to the ETV money, which remains intact (BROADCASTING, May 6).

Lawyers to debate FCC's program authority

A debate on the FCC's authority over programs between Washington attorneys W. Theodore Pierson and Harry M. Plotkin is scheduled to take place at the June 11 luncheon meeting of the Federal Communications Bar Association in Washington.

Mr. Pierson is the author of a monograph on this section of the Communications Act. In it he recommends that the act be amended to prohibit the FCC from considering or making judgments on the composition of programs broadcast by licensees (BROADCASTING, Jan. 28). Mr. Plotkin is a former associate general counsel of the FCC.

A new special committee to review the Communications Act and the FCC was named by FCBA President Donald C. Beelar last week. The committee is ordered to consider revisions of the Communications Act in areas other than those already recommended, and also to review the organization and functions of the FCC. The committee was asked to submit its study reports (not recommendations) by mid-December.

Frank U. Fletcher was appointed chairman of the new committee. Other members: Wayne E. Babler (Wisconsin Telephone Co.), Edgar F. Czarra Jr., Byron Harrison, Kelley E. Griffith, Edgar W. Holtz, William A. Koplovitz, Thomas O'Reilly (General Services Administration), and Thomas H. Wall. All are broadcast or communications lawyers in private practice except those otherwise identified.

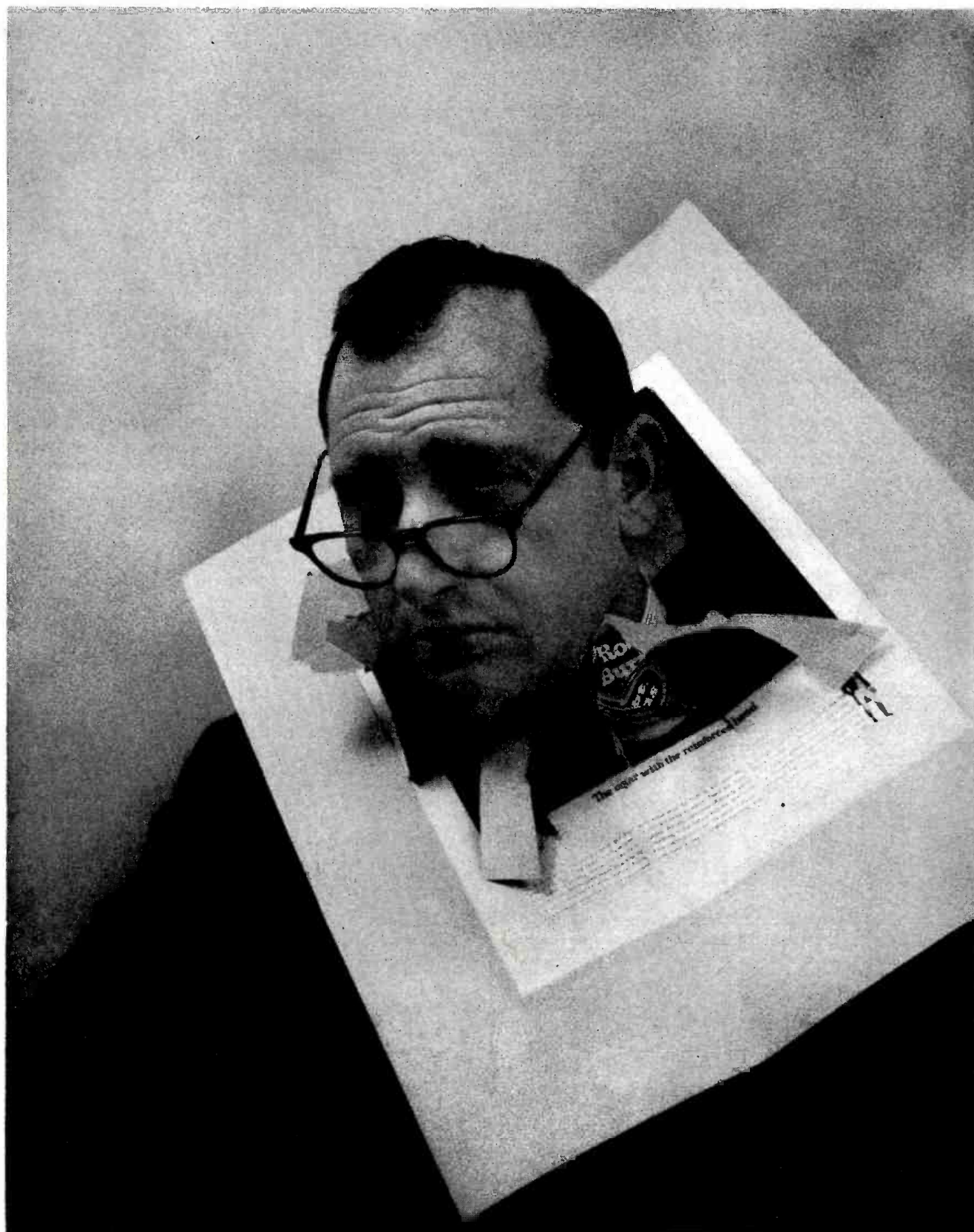
Witnesses oppose rules on tax deductions

There was unanimous opposition by over a dozen witnesses testifying last week on the Internal Revenue Service's new rules on income tax deduction of travel, entertainment and gift expenses. IRS held a two day hearing on the proposed regulations which Commissioner Mortimer Caplin said, will be released in final form next month.

He said the rules are becoming "better understood and should not interfere with reasonable and legitimate business activity." Taxpayers currently are operating under temporary rules, issued late in March, until the final regulations are adopted (BROADCASTING, April 1). Regulations on record keeping requirements to substantiate legitimate deductions were issued late last year (BROADCASTING, Dec. 31, 1962).

Under the proposed new rules, no deduction will be allowed unless it is "directly related to the active conduct" of a taxpayer's business.

No witness from broadcasting testified before a panel of five IRS officials.



The advertising agency that doesn't have an occasional disagreement with the client is simply not presenting new, different, or adventuresome advertising ideas.
At Young & Rubicam we wear our bruises like badges.

Harris to ad club: 'Too many commercials'

CALLS RADIO A GROWING, BUT OVERPOPULATED, MEDIUM

Radio broadcasters, even though locked "in mortal combat with each other economically and technologically," are airing too many commercials, according to Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Speaking to the Advertising Club of Washington, last Tuesday (May 7), Representative Harris said that despite TV, radio "is still a growing medium." But with 5,100 stations on the air, broadcasting is suffering from overpopulation, he said.

The FCC placed a freeze on AM applications a year ago (BROADCASTING, May 14, 1962), Representative Harris said. But "the chairman of the commission has advised me that a decision on AM standards will be reached within the next few weeks" [see page 27], he added.

Six commissioners, including the chairman, were seated at the head table. The congressman continued: "Personally, I doubt the wisdom of the use of economic standards as a yardstick for the granting of radio licenses."

He also said he'd been told that the agency will begin accepting FM applications this fall, ending a freeze set late last year (BROADCASTING, Dec. 24, 1962).

The commission also has before it for review this week a proposed rule on limiting commercial time, which could follow codes of the National Association of Broadcasters and the Radio Advertising Bureau (see page 28).

"Much, if not most, of radio programming consists of music of various kinds, interspersed with news and advertising," said Representative Harris. "It seems to me that such use of a valuable medium constitutes some waste,

unfortunately, of precious spectrum space."

Disclaiming personal opposition to recorded music, news and advertising, Representative Harris said, "Some people question whether the continued use of valuable radio frequencies for a daily diet of recorded music with an occasional seasoning of news and a plentiful gravy of advertising is in the public interest.

"Much radio today is in my judgment not balanced programming, and I think it can be stated without question that radio today in the United States does not provide service at its full potential," the congressman said.

Representative Harris also noted that so much attention has been paid to the potentials of Telstar, an experimental communications satellite (see page 84), "that we neglect more traditional ways of exchanging television programs on an international basis."

The Ad Club presented Representative Harris, a former member of the House District Committee, an award for "outstanding achievement and distinguished service in behalf of the District of Columbia."

FCC TO HARRIS:

Power is there to demand sale of political time

Broadcast licensees may be required to provide time for broadcasts by political candidates whether they want to or not.

That is what the FCC, in a 5-1 decision, told Representative Oren Harris (D-Ark.) in a detailed, 12-page memorandum last week.

Representative Harris, chairman o-

Award date for Harris

An award luncheon honoring Chairman Oren Harris (D-Ark.) of the House Commerce Committee, will be held June 6 at the International Inn, Washington, under auspices of the Washington, D. C. Chapter of Broadcast Pioneers. The announcement was made by Frank U. Fletcher, Washington attorney, chairman of the Pioneers' chapter. Members of the Commerce Committee, the FCC and the Arkansas delegation to Congress will be guests.

Congressman Harris was to have received the award, honoring him for his legislative leadership and contributions to communications, in New York last month in conjunction with the Peabody Awards luncheon, but was unable to be present because of House floor responsibilities.

Ward L. Quaal, WGN Inc., Chicago, national president of BP, will make the presentation, along with Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., chairman of the awards committee.

Members of Broadcast Pioneers, their guests and others identified with communications are invited. Reservations for tickets (\$6.50) or tables of 10 (\$65) should be made with check payable to Chairman Frank U. Fletcher, 1023 Munsey Building, Washington 4.

the House Commerce Committee, asked the agency in March how it legally could have demanded that WLBT (TV) Jackson, Miss., sell time to a congressional candidate in 1960 when the station said it preferred to sell to no one (BROADCASTING, March 18). The congressman said in a Mississippi speech last month that he wished the station had taken the matter to court (BROADCASTING, April 22).

FCC Chairman Newton N. Minow told Representative Harris that under the agency's license renewal powers it could question whether the station had operated in the public interest by refusing to sell political time in this instance.

The memorandum said pretty much the same thing last week. However, Commissioner Robert E. Lee stated in a dissenting opinion that the FCC must follow the letter of the Communications Act. "If Congress meant to imply or infer that a licensee is under a duty to allow the use of its station initially by a political candidate, then Congress should undertake to clarify its intent," Commissioner Lee said.

The majority said that in processing



Attending a Radio Day luncheon to hear a talk by Representative Oren Harris (r) were (l to r) FCC Commis-

sioner Robert E. Lee, FCC Chairman Newton N. Minow, and Washington Ad Club President Robert Bauerman.



DICK VAN DYKE
"Here's Dick Van Dyke"
260 ten minute shows



LOUIS NYE
"Nye on to everything"
Choice of 15-30-60 minute segments



PETER LORRE
Peter Lorre's
"Treasury of Terror!"
260 ten minute shows

MASTER ARTISTS CORPORATION
Inter-Network Memo

To: Dynamic Program Directors
From: Hollywood, Entertainment Capital of the world

Subject: An exciting New Dimension in Radio Programming

If you're ready for an exciting new era in radio entertainment, here it is! The New Golden Age of Radio.
Featuring such great stars as **DICK VAN DYKE * LOUIS NYE * PETER LORRE * MEL TORME * LIBERACE * JIMMIE RODGERS.**
Master Artists Corporation brings you these great performers in completely different, brand new, specially created radio shows. Individual packages of 260 shows guaranteed to increase your audience and sales! Sold on a market-to-market basis.

Reply to: () Write
() Wire
() Phone
Martin E. Ross
Vice President
Director of Marketing/Sales
Signed *Martin E. Ross*



LIBERACE
"Liberace on Love"
260 five minute shows



MEL TORME
"Mel Torme's Words on Music"
260 ten minute shows



JIMMIE RODGERS
"Jimmie Rodgers"
"Tales of a Balladeer"
260 ten minute shows

MASTER ARTISTS CORPORATION
General Service Studios • 1040 No. Las Palmas
Hollywood 38, California, HOLLYWOOD 9-9011

COMING! "CONCEPT"... Watch this space May 27th for an exciting new format in programming for independent stations
"Concept" is a registered trademark of Master Artists Corporation

Trafficking charged in WABW sale

WABW Annapolis, Md., "has become the vehicle for trafficking in licenses," according to a petition filed at the FCC last week by Annapolis Broadcasting Corp., licensee of WANN and WXTG(FM), both in that city. ABW Broadcasters Inc., licensee of WABW, has applied to sell the station to Radio Chesapeake Inc.

Annapolis Broadcasting asked the FCC to either deny the application or set it for hearing. The petition said WABW has been sold six times in less than seven years and hasn't had a real license renewal examination in almost 10 years. The WABW ownership shuffle has constituted an

exploitation of a "loophole in the commission's license renewal procedures," it added.

The petition stated that Lester J. Grenewalt is licensee of WDMV Pocomoke City, Md., and Marvin Mirvis is general sales manager of WTTB Baltimore. Both are principals of Radio Chesapeake, and Annapolis Broadcasting said the FCC should find out if WABW will sell advertising jointly with these stations.

The petition noted that the price for WABW was originally \$42,000. ABW bought it for \$116,000 in 1960 and is trying to sell it to Radio Chesapeake for \$125,000.

complaints "it is obviously desirable to bring the matter immediately to the attention of the station to obtain its views when all the facts or considerations are fresh and to permit the commission to ascertain whether the station's position is consistent with the public interest."

The commission's conclusion, the majority held, "is fully consistent, we believe, with the statutory language, the legislative history and judicial and administrative interpretation, and promotes the wider and more effective use of radio in the public interest."

Proposed sale of WKTG protested by WGTC

Greenville, N. C., is too small to support a third AM station, WGTC, that city, told the FCC last week. WGTC was objecting to the proposed sale of WKTG from H and R Electronics to Bell Broadcasting Corp., the application for which WGTC asked be denied or designated for hearing.

WGTC said that H and R wishes to sell WKTG because the station is in financial trouble which has kept the station off the air for all but a short period. Bell Broadcasting has proposed to put WKTG back in operation, WGTC said.

WGTC said that Greenville is too small (22,860) for a third AM operation; WOOW also operates there. WGTC said that during the brief period of WKTG's operation, the former station suffered economic injury, and if Bell puts the station on the air again there will be additional injury to WGTC.

WGTC also charged that the application for assignment of WKTG's license violates the FCC's three-year rule, and that there is no cause for granting a waiver of the rule. Approval of the sale will cause a general deterioration of radio programming in Greenville, WGTC said.

Voluntary censorship comments are sought

A code of voluntary wartime censorship for news media has been submitted to a group of radio-TV, newspaper and magazine representatives for their comments.

The code, virtually the same as that published by BROADCASTING Magazine two years ago (BROADCASTING, May 8, 1961), was handed to representatives of all news media at a last Thursday (May 16) meeting in the office of Edward A. McDermott, director of the White House's Office of Emergency Planning.

Representing broadcasting were Howard H. Bell, National Association of Broadcasters vice president, and William G. Garry, WBBM-TV Chicago, president, and Edward F. Ryan, WTOP-AM-FM-TV Washington, first vice presi-

dent, of the Radio-Television News Directors Association. Also present were representatives of the American Newspaper Publishers Association, the Magazine Publishers Association, the Association of Newspaper Editors and Business Publications Association.

In submitting the document, which is not classified, to the media delegates, Mr. McDermott asked them to study it and submit comments—additions, deletions, revisions, etc.

The code, patterned after the World War II rules, spells out information which during wartime would be dangerous to the security of the United States to divulge. It covers war plans, attacks, allied forces, ships, aircraft and missiles, fortifications and installations, production, intelligence, war prisoners travel, photographs and maps, weather, interviews and letters and war news coming into the United States.

In World War II, the Office of Censorship was headed by Byron Price, former general manager of the Associated Press.

Presidential Order ■ The censorship code would be placed into effect by an executive order of the President in the event of war or other national emergency. It will be, according to sources close to White House planners, a civilian operation, as in World War II.

In existence is a standby cadre of an Office of Censorship.

A committee of Congress has been planning to hold closed door hearings on the censorship plans of the administration for war and for actions short of war. Representative John E. Moss (D-Calif.) and his House information subcommittee are scheduled to conduct executive session hearings soon on this subject (BROADCASTING, April 1).

IT COSTS TO BE REGULATED

Commission to begin charging up to \$100 for most licensing activities after Jan. 1

FCC licensees and applicants will have to pay some of the costs of being regulated beginning Jan. 1. As of that date, applications filed with the commission are to be accompanied by checks of up to \$100.

The commission by a 5-2 vote last week, finalized a rulemaking proposal that had been outstanding since Feb. 16, 1962. It adopted an order establishing a schedule of fees for the filing of applications in most of its licensing activities.

The schedule, which is scaled down from that contained in the rulemaking proposal, is designed to recover an estimated \$3,843,000 which is about one-fourth of the commission's \$14.5 million appropriation for fiscal 1963. The

original proposal would have recovered some \$6.75 million (BROADCASTING, Feb. 19, 1962).

Last week's order had been anticipated since March, when the commission announced it was instructing its staff to prepare the schedule. As indicated at that time, a \$100 fee will be charged for television applications for new stations, major changes, renewals, assignments of license and transfers of control. The charge for AM and FM applications in these categories will be \$50 (BROADCASTING, April 1).

In the original proposal, these charges were \$250 for television and \$150 for AM and FM.

Other Charges ■ An application for a change in call letters will cost \$20 in



Here's the First Broadcast Quality Transistorized* Studio Camera Designed Specifically for Broadcasting

We're confident you'll find the new Sarkes Tarzian 1500L Solid State Studio Camera System suitable for all but your most elaborate production requirements. Employing the newly released 1.5" image pickup tube, the 1500L camera delivers unmatched performance for 80-90% of your live programming. And it's thrifty, too. Operating cost is under twenty cents an hour—far less than that of an image orthicon camera system—and initial cost is 50% less. For more information, write or call:

*All camera circuits are completely transistorized—without exception.



Broadcast Equipment Division
SARKES TARZIAN, INC.
 East Hillside Drive, Bloomington, Ind.

If Henry gets Minow's job . . .

WILL THE MINOW ERA TURN OUT TO BE THE GOOD OLD DAYS?

In several private conversations Newton N. Minow has recently said that if the 34-year-old Commissioner E. William Henry succeeds him as FCC chairman, broadcasters will look back upon Mr. Minow's regime as one of benevolence.

As Mr. Minow told one broadcaster: "You ain't seen nothing yet."

It is more than possible that a thread of seriousness ran through the incumbent chairman's facetious remark. In two public speeches Mr. Henry has made and in news conferences he has held since joining the commission last October, the commission's youngest member has laid out a pattern of regulatory philosophies that is at least as government-minded as Mr. Minow's.

Only two weeks ago Mr. Henry proposed that the commission insist that stations devote some percentage of their schedules to sustaining programs. This concept was advanced in 1946 in the FCC's celebrated Blue Book, but it has never been adopted formally and was specifically rejected by the FCC in its 1960 program policy statement.

At the same time Mr. Henry suggested that television broadcasters be required to broadcast regularly scheduled announcements describing "the legal responsibilities of television stations to serve their listening public's needs and interests—at the same time soliciting public response, criticism and suggestions for improved programming."

These two proposals were included in a speech at Nashville May 3 to the Radio and Television Council of Middle Tennessee, an organization of representatives of civic,

educational, social, religious and broadcasting interests.

Starvation Diet? ■ In the same speech Mr. Henry questioned whether the public would be served by next season's television network schedules. He said that as now planned the schedules contain only two hours of regularly scheduled public affairs programming in prime evening time. He acknowledged that "public service 'specials'" would be aired, but he said that the networks were "vague" in their announcements of plans for specials.

"I wonder," he said, "if the reason for this vagueness will prove to be the networks' intention to inject public service specials as sporadic substitutes for programs whose ratings turn out to be lower than their competition."

He also questioned whether the audience deserves in syndicated programs "something" better than an overdose of reruns [of off-network shows] of the same old categories—variety, dramatic series, audience participation, dramatic anthology and situation comedy."

"Is there a group of viewers," he asked, "who feel that networks dominate the sources of program supply and that this domination is so strong it would survive the prohibition of option time?"

"... Would they feel that profitability and conformity to mass taste have become almost the only criteria for network programming?"

Call for Pen Pals ■ Mr. Henry urged that viewers take a hand in broadcasting by "telling the broadcasters which types of programs you

feel are good, which are bad and which should be changed; and by letting the FCC know when your interests are not being served."

Without identifying the show (*It's a Man's World*) or the network (NBC-TV), Mr. Henry said that 40,000 to 50,000 letters protested the cancellation of the program. Despite the mail, he said, "the network, having inhaled the mystic vapors from the rating service oracle, announced ex cathedra that its audience did not justify the program's continuance."

That volume of mail, directed to other quarters, would precipitate action, Mr. Henry said.

"If 50,000 letters were received by the Federal Communications Commission next Monday morning demanding more general public service programming in prime viewing hours, or less conformity, or more creativity in programs, there would be a flurry of interest at our 12th and Pennsylvania Avenue offices the likes of which has not been seen since the rigged quiz scandals.

"If Senator Pastore, who chairs the Senate Subcommittee on Communications, received 50,000 letters on these or any other broadcasting subjects, there would probably be an inquiry within days."

Where He Stands ■ Mr. Henry made it known soon after he took office last October that he had definite views on the FCC's regulatory role. In a speech last Dec. 13 to the Federal Communications Bar Association he made these points:

■ The FCC is not a neutral arbiter like a court. It has a "positive and affirmative" job to look after

all three services. For all other broadcast applications, including TV translator applications and pro forma transactions, the fee is \$30. These charges are the same as those originally proposed.

Other fees to which broadcasters are subject include: new common carrier point-to-point microwave, \$30 (reduced from \$100) and renewals, \$5 (reduced from \$50); local TV transmission, \$50 (unchanged); renewals, \$5 (reduced from \$25).

Commercial radio operators would

have to pay \$5 for a first class examination and license, \$4 for a second class, and \$3 for a third class. Applications for commercial licenses and for restricted radiotelephone permits will cost applicants \$2.

All fees—which will be turned over to the U.S. Treasury—are to be paid at the time the application is filed. However, applications returned for additional information will not require an additional fee when resubmitted.

The commission granted a number of exemptions from the payment of fees,

including tax-exempt organizations operating noncommercial educational broadcast stations and experimental radio services.

Voting in favor of the order were Chairman Newton N. Minow, and Commissioners Robert E. Lee, Kenneth A. Cox, E. William Henry and Rosel H. Hyde. Commissioners Robert T. Bartley and Frederick W. Ford dissented.

Fees An Old Idea ■ The commission has been considering charging fees since 1954. When the idea was proposed at

the public interest.

■ Television programs, he had already decided, "exhibit a discouraging degree of sameness, particularly in prime time."

■ "The idol of majority approval must not be worshiped by the networks to the complete exclusion of the public's need for variety and the creative artist's need for an outlet for his talents. Networks must satisfy the majority, but only part of the time; and they must accurately determine what the majority really wants, not what it accepts merely because nothing else is offered."

■ Local FCC hearings of the kind that had been held in Chicago and were later to be held in Omaha are "an effective tool for determining the manner in which TV broadcasters are meeting their responsibility to conduct locally originated programming and to impress on them the importance of this responsibility."

Man in Omaha ■ Two months after he made his maiden speech to the Washington lawyers he presided over the FCC's hearing on local television programming in Omaha. In news conferences during it he said:

"The FCC, I think, is aware of the responsibility of broadcast stations to be a community outlet, which is simply another way of saying that they have a responsibility to broadcast local live programming. This is a responsibility that, I think, the general public is not as aware of as the FCC which establishes the policy . . . the broadcaster's responsibility to lead and influence local public opinion as well as to reflect it."

He said the Omaha hearings were useful because they educated the people "about the rights they did not know they had."

Mr. Henry is expected soon to

submit a detailed report on the Omaha hearings—which the FCC called and conducted although no citizen had objected to the operations of any of Omaha's three television stations.

In general Mr. Henry's voting record has coincided with Mr. Minow's. He is expected to vote for the two major rulemaking proposals now confronting the commission—to prescribe a policy of population control over AM radio stations and to invoke limitations on commercial time on both radio and television stations (see stories beginning page 27).



Mr. Henry
His time about to come?

that time, the Senate Commerce Committee asked the commission to delay action until Congress considered the matter further. That was the last heard of the proposal until Chairman Minow revived it in 1961.

Most of the 900 comments filed in the proceeding opposed the rulemaking proposal. But the National Association of Broadcasters, which at one time indicated it might seek relief from the courts if the commission adopted a filing fee schedule, appeared last week to have abandoned that idea. An NAB

BROADCASTING, May 13, 1963

spokesman said there did not appear to be any basis for an appeal.

The commission, in its order, cited as authority for its action the Independent Offices Appropriations Act of 1952, which called on federal agencies to make themselves "self-sustaining to the fullest extent possible" by charging fees.

A number of other agencies, including the Defense Department and Federal Aviation Agency charge fees. But the FCC would be the first regulatory agency to do so.

WSM wants higher power for clear channel AM's

WSM Nashville has filed its support of the proposed rulemaking by the Clear Channel Broadcasting Service, that clear channel stations be allowed to increase power to 750 kw, from the present limit of 50 kw. WSM also petitioned the FCC for a separate rulemaking which would allow it to increase its power to 750 kw.

In its comment, WSM said that the CCBS proposal would bring new service to more than 25 million persons and provide valuable standby communications during times of disaster. WSM claimed that the U. S. is far behind other countries in developing its clear channel facilities.

WSM said that it was following the FCC's suggestion that it file a rulemaking request to increase its power when the agency returned WSM's formal application for 750 kw. The station said that if it is allowed to increase power it will provide better service to the Southeastern states and can program to Central America and the Caribbean area.

Free overseas TV sets dropped by foreign aid

A controversial \$1.6 million foreign aid project by the Agency for International Development to give 1,000 transistorized TV receivers to underdeveloped nations for educational purposes has been quietly dropped.

AID Director David E. Bell, testifying before the House Foreign Affairs Committee on a \$4.5 billion appropriation for foreign aid, disclosed the agency is negotiating with Warwick Manufacturing Co., Chicago, to settle a \$400,000 contract for first installment of sets. The contract with Warwick aroused congressional ire when it was learned one AID official went ahead on his own and contracted for initial production without giving other TV makers a chance to bid.

The FCC last week...

■ Granted KXGO-TV (ch. 11) Fargo, N. D., permission to construct new tower, which will be the world's tallest man-made structure. It will be 2,000 feet above the average terrain. The tallest structure in the world is presently the tower jointly used by WRBL-TV and WTVM-TV, both Columbus, Ga., which stands 1,749 feet.

■ Stayed the automatic logging rules until June 17. The extension was granted following a request by several groups who have asked for reconsideration of the portion of the new logging rules which requires daily inspection of the transmitter of AM and FM stations.

Moss investigating newsmen's complaints WANTS M'NAMARA TO EXPLAIN MILITARY POLICE ACTIONS

Television news photographers who have argued futilely with military police restraining them from photographing or even approaching military disaster scenes located in civilian areas are no longer fighting their access battle alone.

The increasing number of instances where military police and their superiors have prevented newsmen from doing their jobs—even threatening them with force in some cases—has aroused a House information subcommittee to take the matter to the top (CLOSED CIRCUIT, April 15).

Representative John E. Moss (D-Calif.), chairman of the Foreign Operations and Government Information Subcommittee, has asked Defense Secretary Robert S. McNamara for a complete and immediate comment on the situation, one in which he says "there has been a very disturbing trend. . . .

"Military authorities are acting in an outrageous manner when they take it upon themselves to violate civil rights in areas where they have absolutely no legal powers," Representative Moss wrote the secretary on May 1. An unsatisfactory reply is likely to bring on hearings, it was learned from a subcommittee source last week.

Officers in charge at crash scenes, and the information personnel who assist them and work with newsmen, usually strive to cooperate, but there has been a noticeable trend toward hindrance in the name of "security," newsmen have informed the subcommittee. Even a display or reading of appropriate regulations to military personnel on the scene has failed to overcome their obstruction of civilian newsmen, the subcommittee has been told.

Reprimands And Reminders ■ In his letter Representative Moss notes that his subcommittee has studied the problem "for many years." When in the past a "number of questionable incidents arose, military personnel responsible for improper restrictions on civilian newsmen were reprimanded in each case and reminded of regulations prohibiting restrictions," he continues.

However, Representative Moss points out, "these restraints are now authorized when, in the judgment of the military authority, certain information is to be protected in the best interests of the United States."

No one questions "that critical defense information must be safeguarded," Representative Moss says. "But, there appears to be a trend in the military services toward the encroachment upon functions which, historically and legally, belong to the civilian authorities."

According to subcommittee informa-

tion, the Army and Air Force in particular have okayed restraints:

■ The Army claims that by restraining photographers who have filmed material "known or reasonably believed to contain classified information or material," its personnel "are performing a mission fully assigned by constitutional authority." The service cites Army Regulation 360-5, dated Aug. 29, 1961, Executive Order 10501 and Department of Defense Directive 5200.1.

■ While it also supports restraints, the Air Force has shown some indecision. A February 1962 brief from the inspector general says "there is no civil or military authority which permits use of physical force to restrain news media representatives" from approaching off-base crash scenes. The following month, there was an amendment. In rare—"repeat rare"—instances involving possible "compromise of vital defense information," photographers refusing "to surrender photographic equipment . . . will be escorted out of the area. . . ."

Tougher Air Force restrictions, required by wider use of nuclear weapons in aircraft, now are being considered by the service, a spokesman said Thursday.

■ The appropriate Navy regulation states: "Under no circumstances shall naval personnel use any degree of force to prevent or otherwise interfere with civilian photographers obtaining pictures outside of naval jurisdiction."

The subcommittee has been told that in practice, military police and other personnel often disregard these directives and proceed to restrain newsmen arbitrarily for the sake of "security."

Recent off-base incidents brought to the subcommittee's attention by TV newsmen: a Marine jet crash near Scotland Neck, N. C., on March 20; the crash of a B-58 on private property near Butlerville, Ind., on October 14, 1962, and the crash of a New Mexico Air National Guard F-100 on Oct. 9, 1962. (The latter was on an air base runway where newsmen, cleared by authorities to approach the scene, were opposed by air policemen.)

The subcommittee thought the general problem had been put in order after its 1958 report concluded that Armed Forces personnel cannot:

■ "Throw a cordon around the scene of a military aircraft accident in a civilian area to prevent access by reporters and photographers.

■ "Seize photographic plates or equipment.

■ "Threaten a reporter or photographer.

■ "Use physical restraints on members of the press at a crash scene.

■ "Prohibit taking pictures of a crash.

■ "Withhold the names of military casualties in populated areas."

Some improvements followed release of the report, Representative Moss notes. But even then, "despite the clear regulations, military personnel have repeatedly barred newsmen and photographers from the scenes of military accidents in civilian areas or withheld information in violation of the regulations. . . .

"If there is a necessity to protect vital defense information, it is incumbent on the Department of Defense to ask the Congress for proper legal authority," Representative Moss said.

"Until and unless such a law is enacted, the military must confine itself to . . . its jurisdiction," he concluded.

Counter charges in Estes renewal case

Jules J. Paglin, half owner of the OK Group stations, has filed an affidavit with the FCC denying recent charges that the OK Group used employees of WMOZ Mobile, Ala., to undermine that station's license renewal application.

Lester Foster, a former disc jockey at WBOK New Orleans, had made an affidavit of an alleged conspiracy against Edward H. Estes, licensee of WMOZ, which was instigated by a representative of the OK Group (BROADCASTING, April 29), which owns WGOK in Mobile.

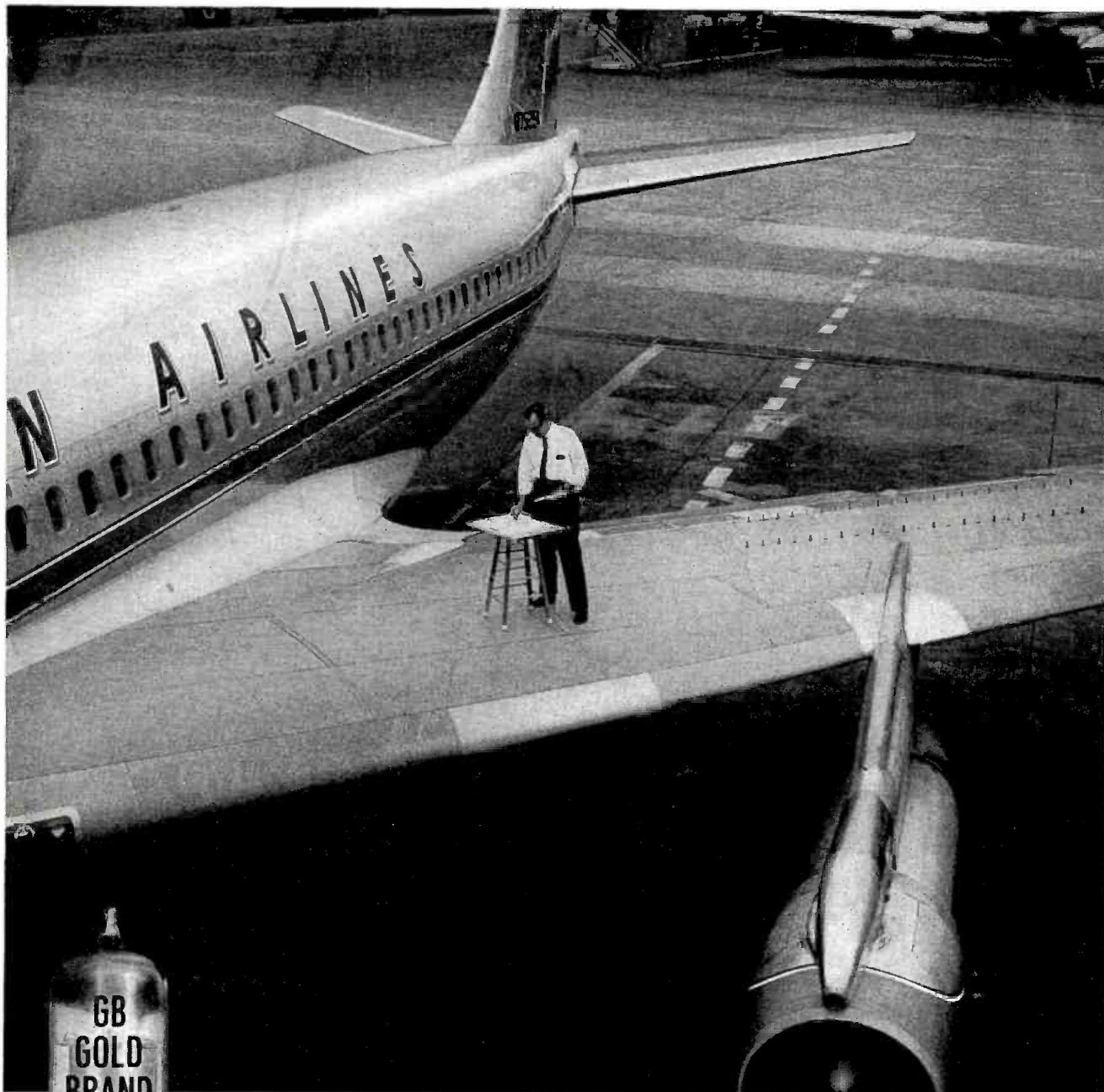
Mr. Paglin called Mr. Foster's statements false, and said his many contradictory statements made in the past prove him untrustworthy. The FCC's Broadcast Bureau expressed a similar opinion two weeks ago (BROADCASTING, May 6). Mr. Paglin said neither Mr. Foster, nor any other Estes employee, was ever offered a job for conspiring against WMOZ.

Mr. Paglin said that Mr. Foster was hired by WBOK only because he used the false name "Dale Cole." While working for WBOK Mr. Foster made over \$100 in unauthorized telephone calls, Mr. Paglin said. Carl Bradford, controller for the OK Group, and Edward J. Pendergast, manager of WBOK, also swore Mr. Foster used an alias.

KNBR's license renewed after three-year delay

The FCC has renewed the license of KNBR San Francisco. The station has been part of license renewal hearings on NBC-owned stations and had been deferred since 1960.

The commission stated that the KNBR renewal is "without prejudice" to such action as the commission may "deem warranted" as a result of its network study and pending antitrust matters relating to NBC and RCA.



Tubes designed from the user's viewpoint ...use them wherever reliability is essential

When reliability really counts—as it does in airline communications—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes,

each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures,"

reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

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PEARSON PROPOSES PROBE

**CAB, BBG, CBC heads to offer recommendations;
Pickersgill pledges to keep hands off CBC**

A public inquiry into Canadian broadcasting is being initiated by Prime Minister Lester B. Pearson. In his first public statement since his appointment, Secretary of State John W. Pickersgill told the Canadian Association of Broadcasters at their annual meeting in Toronto, May 1, that the three top men in Canadian broadcasting were being asked to prepare recommendations for government consideration.

Sitting on the committee will be Don Jamieson, CAB president; Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Alphonse Ouimet, president of the government-owned Canadian Broadcasting Corporation. The Department of Transport's telecommunications branch will cooperate in the report preparation.

The present Canadian government, Mr. Pickersgill said, feels "there should be scope for the parallel development of both public and private initiatives in broadcasting, with an impartial agency of control. . . . It is our view that the budget for public broadcasting should be determined by Parliament for a period of years in such a fashion that it cannot be changed or influenced by the government of the day. . . ."

The future of broadcasting was the main subject under discussion at closed and open business sessions of the convention, attended by some 500 broadcasters from across Canada at the Royal York Hotel, May 1-3. Don Jamieson, CJBQ-AM-TV St. John's, Nfld., was re-elected president, with J. A. Pouliot, CFCM-TV and CKML-TV Quebec City, Que., vice president for television, and Allan Waters, CHUM Toronto, vice president for radio (see FATES AND FORTUNES, page 92).

Open And Closed ■ Legislative problems facing Canadian broadcasters range from redrafting of the Broadcasting Act of 1958 to the inroads of closed circuit television. These were discussed at closed meetings of the association and also touched on in detail at an open meeting by Dr. Stewart.

He stated that public policy towards broadcasting must be more clearly defined by the Canadian Parliament, that the functions, limitations and authority of the BBG should be more clearly defined in the legislation, and that the authority of the CBC for "operating a national broadcasting service" are so vague in the present legislation as to create conditions of potential conflict between the BBG and the CBC.

He told the convention that the CAB

had to develop a policy as to whether its member stations are part of the national system or merely local stations. He felt that the 1958 legislation gave the independent broadcasters parallel status to the CBC, and that the BBG had worked from this viewpoint. He told the broadcasters they had gained in stature in the past few years and the BBG has found that the CAB members have a sense of wider responsibility than the locality in which they operate and a concern for the general public interest.

Closed Circuit ■ The convention also dealt with policies to be pursued on cable television and closed circuit TV in general. A public hearing on this topic is being held by the BBG at Ottawa early in June.

At open and closed meetings ratings, radio and television sales, standard contracts, FM regulations, and a program exchange were discussed at length. The program exchange organized by the CAB last year is now functioning with 87 radio stations using and supplying programs, and 45 programs having been made available for TV station exchanges. A French-language program exchange is now being developed.

The cooperative Bureau of Broadcast Measurements reported to its members at its annual closed meeting held during the convention. Reports were given on how the BBM service of audiences listening and viewing habits is being speeded up and developed to give more service to agencies and advertisers.

The Radio Sales Bureau and the Television Sales Bureau held meetings during the convention, with details on their operations during the year.

In his presidential report, Don Jamieson dealt primarily with the philosophy of freedom as it applies to broadcasting problems. He commended the BBG for its work as an administrative body and the fact it had not turned into a policy making body. He felt that broadcasters could do a better job on news and news background programming, that newspaper editors and other print media criticized broadcasting without being well informed, that there is plenty of room for improvement in ratings in Canada, and that advertisers cannot turn their backs on broadcasting's problems.

Collins Speaks ■ Present developments in the United States were reported on by NAB President LeRoy Collins, who addressed a joint meeting of the CAB and the Radio and Tele-

Color demonstration

Europe comes a step nearer the introduction of an integrated color TV system with a series of color TV demonstrations in London in July for experts from most West European countries.

Three different systems, American, French and German, will be shown. It is hoped that by the end of this year one of them will be chosen as a television standard for Europe.

The demonstration, under the auspices of the European Broadcasting Union, will be organized by BBC, Independent Television Authority, the General Post Office and the British TV industry.

vision Executives Club on May 2 (BROADCASTING, May 6). After telling of NAB developments and problems, he stated that "it is free speech alone that makes broadcasting in Canada and in the United States the servant of the masses of our people rather than a dangerous scourge in the hand of tyrants." He said that "we are freedom's voice. It is our medium, in largest measure, that must articulate the values of civilization."

Thirty-one new members were inducted into the CAB Quarter-Century Club at a luncheon on May 3. There are now 213 active members in it.

CJBQ Belleville, Ont., won the John J. Gillin Jr. Award for public service contribution to its community. The award is in memory of John J. Gillin Jr., wow Omaha, who was a frequent visitor to the CAB conventions.

CKCW Moncton, N.B., was awarded the French-Language Broadcasters Association trophy; CHCR-TV Calgary, Alberta, won the Television Station of the Year Award, and Wilbur Smith, Department of Transport engineer of Ottawa, was posthumously awarded the Keith Rogers Memorial for engineering work.

NBC Int. gets interest in Sydney TV station

NBC International Ltd. has announced acquisition of a "holding interest" in a new TV station in Sydney, Australia. The station, due for completion late in 1964, will be Sydney's third television channel.

NBC International already owns 10% interest in QTQ (TV) Brisbane, Australia.

The new Sydney station will be operated by United Telecasters Sydney Ltd. NBC International reports that it will continue its program services to all Australian stations.

290



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Stanton welcomes ETV competition

SAYS MEDIUM SHOULD BE INDEPENDENT AND PUBLICLY SUPPORTED

Dr. Frank Stanton, president of CBS Inc., called upon commercial broadcasters last week to help establish educational television as an independent, publicly supported competitor of commercial TV.

Educational television, he told CBS-TV network affiliates at their annual conference in New York (also see page 72), should not be subsidized by either government or commercial television, and "must succeed in its broadest, not its narrowest concept. . . .

"The fundamental challenge to educational television," he said, "is the same as the fundamental challenge to us in commercial television: to interest an audience and to hold it. We broadcasters ought not to take any satisfaction in educational television as a weak adjunct of commercial television, however true that may be today.

"We ought not to be content merely to support it with conscience money. We have a very real stake in its success—its success on a broad, varied scale. For what diminishes it diminishes us, in that it diminishes all television. And what strengthens it strengthens us, because it strengthens all television."

Dr. Stanton recalled that in public appearances since 1961 and in the CBS annual report for that year he had stressed the desirability of educational TV operating "not only as supplementary to, but as competitive with, com-

mercial television service."

No Conditions ■ His emphasis last week on the ultimate competitive nature of ETV came 10 days after the FCC initiated an investigation to determine whether gifts made to educational station WNDT(TV) New York were conditioned on the kind of programming the station would present (BROADCASTING, May 6).

NBC Chairman Robert W. Sarnoff had said in a letter to WNDT, in connection with an NBC gift of \$100,000, that he was "impressed" by plans to devote "the bulk" of the station's service to direct teaching and the rest to "specialized interests not met by commercial broadcasting." Both NBC and WNDT denied that any strings were tied to the gift. (Also see Mr. Sarnoff's remarks made at the RCA stockholders meeting, page 76).

Dr. Stanton told the affiliates that television must "do with distinction and effectiveness all the jobs of which it is capable—not just those that we in commercial television have taken on: . . . If we honestly believe in free competition, we should welcome educational television into the free competition for the viewer's attention."

ETV, he said, is another factor that "can give us the kind of prodding anyone needs in order to improve constantly." It also can pave the way for commercial TV in developing innovations and new concepts through experimentation that is not always economically feasible for commercial broadcasters, he said.

Dr. Stanton drew a parallel between television devoted only to mass audiences and the role of the printing press if the latter were limited to the production of mass-circulation magazines. "Think for a minute," he said, "of what our society would be if we had the printing press but no text books, no learned quarterlies, no magazines appealing to the few, no specialized publications."

He said CBS had contributed "well over one million dollars" to ETV stations in funds, material, equipment and technical assistance. But making a donation is "the simplest and easiest thing" for a broadcaster to do, he said, while depending on broadcasters for funds is "bad business" for the ETV stations themselves in the long run.

Please The Public ■ "The educational station ought not to be trying to please

us any more than the government," he said. "It ought to be trying to please the public it serves—and ideally it should be beholden only to that public. For this reason it seems to me wholly desirable—and I also believe it to be wholly feasible—that educational television derive its support from multiple sources and that the great bulk of that support come directly from the public."

Broadcasters, he said, should take "a more active and concerned role" in helping ETV stations to devise and conduct annual fund-raising campaigns that are communitywide, "saturating" and broad enough "to involve not just the educational and television worlds, but the churches, the civic organizations, the business community—the people."

ETV's support, Dr. Stanton said, should be broadened "until it is as natural for people to support their educational channels as it is to support their colleges and universities, their hospitals and all their other community services."

He urged the affiliates to take a lead-

JFK salutes Radio Month

Commercial radio is "a vital medium of communications" which has provided "invaluable service" to Americans, President Kennedy said last week in a special salute to National Radio Month.

The President told LeRoy Collins, president of the National Association of Broadcasters, that the theme "Radio—the Mobile Medium" is particularly apt in light of the ever-increasing flexibility of radio. He said the nation's radio stations deserve a "very special salute" this year, "perhaps as never before . . . from the American people. Radio's invaluable service in informing Americans during periods of international crisis is but one of many vital services provided to community and nation."

President Kennedy closed his message with "my most sincere congratulations and thanks to a vital medium of communications for a job well done. . . . I urge all citizens to take due recognition of radio's singular services and to help make this year's Radio Month the most successful to date."



Dr. Stanton
ETV can give a prod



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ing. role in these efforts in their own communities—and many of them responded, CBS authorities reported later, by asking for a tape of Dr. Stanton's speech for incorporation into special local programs.

The speech was not taped in delivery, but spokesmen said tapes would be made for distribution to stations. It ran 19 minutes. A number of stations were said to be planning to supplement it with local material for a half-hour on-air presentation.

Mutual's affiliate group plans Nassau meeting

Mutual's 25-member Affiliates Advisory Committee will hold its annual meeting May 15-17 in Nassau to discuss fall programming plans, sales outlook, various recommendations from affiliates and to hear a general progress report.

The committee is comprised of two members from each of 11 affiliate districts, and three members at-large. The committee was increased recently from 16 to 25 members when the districts were raised from 8 to 11 and the at-large members were added. Officers will be elected at the committee's executive session May 16.

CBS-TV'S 'HAPPY HOUR'

Affiliates meeting told network is foremost in shows, biggest in advertising and first in station compensation

The biggest and probably the happiest group of CBS-TV network affiliates ever gathered together met last week for their annual general conference and got the official word on why they had a right to be happy:

They were first in programs, first in sales—and first in network payments.

Along with this reassuring word the approximately 360 executives from most of the 200 CBS-TV affiliated stations also received reports, opinions and forecasts from CBS-TV officials on a wide range of subjects. Among the highlights:

■ James T. Aubrey Jr., president of the network, warned that the spiraling costs of rights to sports events may put athletic events out of reach, at least so far as CBS-TV is concerned. He referred specifically to NBC-TV's commitment of \$926,000 for rights to "one football game," the National Football League championship playoff (BROADCASTING, April 29). Mr. Aubrey said CBS-TV had bid all it thought the

traffic would bear, about \$750,000.

■ William B. Lodge, vice president for affiliate relations and engineering, said an analysis showed CBS-TV affiliates in 1962 had an average after-tax profit margin of about 11% of their sales, and that affiliates in the top 40 markets averaged 18%—as against 5.7% for CBS Inc. and an unspecified figure "less than 5.7%" for the CBS-TV network. He made clear that the network is not satisfied with its profit-margin level and hopes to get it up. The affiliate figures, he said, did not include results of the CBS-owned stations.

■ Total station payments by the network to affiliates were put at \$76.7 million in 1962, as compared to an estimated \$71.6 million paid by NBC-TV to its affiliates and \$52.1 million by ABC-TV. Mr. Lodge said the CBS-TV figure was 4% higher than anticipated and 13% above the 1961 level. Payments this year are expected to be within 3 to 4% of 1962's, an expected dip attributed to daytime price changes made the first of the year.

■ Officials disclosed that CBS-TV has established a \$3,500-an-hour color television facilities charge—but is not changing its policy of letting advertiser interest determine the extent of CBS-TV's participation in color. The \$3,500 facilities rate won't cover out-of-pocket costs, officials said, but it "does formalize our policy of not giving color away free."

■ Sales vice president Thomas H. Dawson reported that CBS-TV sales for next season were running 16% ahead of NBC-TV's and 30% ahead of ABC-TV's—and that CBS-TV has sold as much time in program sponsorships, as distinguished from minute participations, as the two other networks combined.

■ Mr. Dawson reported that the network's forced swing to minute sales in daytime periods a few years ago is beginning to be reversed, with two sales now on the books for quarter-hour sponsorships in the 11:30-to-noon block. He did not publicly identify the advertisers, but said he expects others to follow suit, though he specifically declined to offer hope that this entire block would be sold in quarter-hour periods this year.

■ Procter & Gamble, Philip Morris and Whitehall were reported to have signed for three of the four minutes to be available each day in the new half-hour evening news report (also see

memo from Fred Custer

4/15/63

Harvey:

3 terrific KPOL selling features to hit in our next ad:

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page 80), and P&G—TV's biggest spender—was said to have committed more business to CBS-TV for next season than to NBC-TV and ABC-TV combined.

▪ Network officials from President Aubrey down reassured the affiliates that CBS-TV not only led the field in audiences this year but would maintain and expand its lead in 1963-64.

▪ Frank Stanton, president of CBS Inc., urged commercial broadcasters to help educational stations become strong but independent competitors (page 70), and Vice President Joseph H. Ream sharply challenged the critics of cigarette advertising (page 44).

The meeting was held Thursday and Friday in New York. Tom Baker Jr. of WLAC-TV Nashville, chairman of the CBS Television Network affiliates Association, presided.

President Aubrey opened the sessions with a brief report and assurance that the network is "absolutely dedicated to quality" in its programming for the new season.

Richard W. Golden, director of market planning, followed with a presentation stressing that whereas the new CBS-TV schedule will be built around 20 shows from this year's top 30, NBC-TV will be building around five from the top 30 and ABC-TV around three from this group.

Star System ▪ Michael H. Dann, programs vice president, defended the "star concept" by saying that CBS-TV tries to get "the best," whether in performers, writers, directors or technicians. He also announced the acquisition of two new stars—singer Robert Goulet for a 60-minute musical variety special during the 1963-64 season and a variety series for the future, and actor Van Heflin to narrate the new *The Great Adventure* series that starts next fall (Friday, 7:30-8:30 p.m.).

Mr. Lodge, opening the Friday morning session, reported that in 74 three-network markets measured by the American Research Bureau, CBS-TV affiliates lead in 48, ABC-TV in 8 and NBC-TV in 18.

Urging even better clearance for network shows, he said most affiliates are cooperating but there is enough non-clearance to add up to more than \$17 million in gross time sales that CBS-TV may lose in 1963 if clearances don't improve. This, he said, is the highest figure ever—and about \$8 million above the level of four years ago.

If the loss from business booked but not cleared continued to grow, he warned, program budgets could be affected, and the value of an affiliation ultimately reduced.

Automated Clearance ▪ Mr. Lodge reported that the network's new automated clearance reporting system, in

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development for several years, is near the testing stage. Limited tests may be started late this year and, if successful, installation of data-recording units in stations throughout the country should be under way a year from now, he said.

Mr. Lodge also disclosed that *Marshall Dillon*, re-runs from the half-hour version of the *Gunsmoke* series, will continue to be fed to the network at 7:30-8 p.m. Tuesdays at least until June 1964.

He reported that the *Lee Phillips Program* of interviews from Chicago will be fed for the benefit of stations that don't wish to program the 4:30-5 p.m. period being returned to them this fall. Pillsbury has bought the program on about 40 Midwest affiliates; other stations may sell it as a local spot carrier, without payment to CBS-TV.

Mr. Lodge reiterated CBS-TV's position that "when advertisers consider color valuable, we certainly intend to be able to meet their demands." But he didn't think that advertisers consider color very valuable at the present time.

He speculated that some of the color commercials probably cost the advertisers nothing extra, and concluded that the only reason there weren't more color commercials was that advertisers for the most part weren't willing to pay even a "nominal" fee for color.

Friendly rivals

Rivalry between broadcasters is intense, but rarely bitter. That again will be exemplified May 22 when top citizens of Hartford and Connecticut Governor John Dempsey gather for a testimonial dinner saluting the 26 years that Bob Steele has done sportscasts for WICC Hartford. Co-chairman of the event is Bill Savitt, president of WCCC Hartford and a life-long friend of Mr. Steele.

Educators' committee to settle ETV problems

The emergence of television as a medium of education has prompted creation of a seven-member Joint Committee on Television Policy. The committee was formed by the American Council on Education and the American Association of University Professors.

Among the problems facing the committee are: how should college faculty members who teach on television be paid, what are their ownership rights on reruns and who has control of the

academic content of the programs?

The joint committee will develop the policy for college and university faculty members of both groups. The ACE is composed of 1,000 institutions of higher learning and 175 education organizations. The AAUP represents more than 55,000 college faculty members.

WHNT-TV to join CBS-TV

CBS-TV will add a new station, WHNT-TV Huntsville, Ala., to its list of "Extended Market Plan" affiliates. WHNT-TV will be operated by North Alabama Broadcasters Inc., Monte Sano Boulevard, Huntsville. Projected date for initial telecasting is Sept. 1.

ABC-TV adds KECC-TV

Tele-Broadcasters of California, permittee of KECC-TV El Centro, Calif., has announced primary affiliation for that station with ABC-TV. The channel 9 outlet has set Sept. 1 as a target date for start of operations.

Changing hands . . .

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

■ **KMON Great Falls, Mont.:** Sold by A. L. Glasmann group to L. A. Donohue and George Buzzas for \$270,000. Messrs. Donohue and Buzzas own several drive-in theaters in the Great Falls area. For Glasmann interest, see KLIX below. KMON is a 5 kw fulltime station on 560 kc. Broker was Edwin Tornberg & Co.

■ **KLIX Twin Falls, Idaho:** Sold by A. L. Glasmann and associates to Regional Broadcasting Co. for \$126,000 and real estate lease of approximately \$55,000. Regional Broadcasting, headed by William R. Vogel, owns WGNS Murfreesboro, Tenn. and KWRV McCook, Neb. The Glasmann group retains ownership of KLIX-TV (due to be changed after approval). Principals own KALL and KUTV(TV) Salt Lake City, KLO Ogden, Utah; KGEM Boise, Idaho; KMON Great Falls (see above) and KOPR-AM-TV Butte, both Montana, and KIMN Denver. KLIX operates on 1310 kc fulltime with 5 kw daytime and 1 kw nighttime. Broker was Edwin Tornberg & Co.

■ **WFPB Park Falls, Wis.:** Sold by Gordon F. Schluter to Northland Broadcasting Inc. for \$90,000. Northland is headed by D. H. Callaghan of Hayward, Wis. WFPB operates on 1450 kc fulltime with 1 kw daytime and 250 w nighttime. Broker was Hamilton-Landis & Associates Inc.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for*

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Beverly Hills, Calif.
CRestview 4-8151

RAB, NAB agree—only on next meeting date

Two leading broadcasting groups seeking to coordinate their efforts in a study of broadcast measurement services met in Washington last Thursday (May 9) and reached an agreement—but only to meet again with no unanimity of purposes or goals.

President LeRoy Collins of the National Association of Broadcasters led a delegation which met with President Edmund Bunker and other representatives of the Radio Advertising Bureau. The two presidents announced that RAB would meet tomorrow (May 14) with the NAB's Research Committee in New York.

NAB already has announced a depth study over a long period with three primary goals (BROADCASTING,

May 6). RAB, in turn, plans a "crash" study of radio ratings to re-win "radio's lost audience" and is seeking the participation and cooperation of the NAB.

Both are in agreement that an independent audit bureau, controlled by broadcasters, should be established to check survey firms methods and field work with the ratings subscribing to a "seal of good practice." RAB, however, feels that radio's audience problems are much more critical than those of TV and is seeking industry support of its crash study, which is scheduled to get underway Sept. 1.

If NAB and RAB get together, a third organization will be set up un-

der the joint control of both to conduct the study of radio ratings.

Present at last week's meeting for NAB were Governor Collins, Ben Strouse, WWDC Washington and chairman of the NAB Radio board; Vincent Wasilewski, executive vice president; Howard Bell, vice president for planning and development; Melvin Goldberg, vice president and director of research, and Douglas Anello, general counsel.

Representing RAB with Mr. Bunker were Roger W. Clipp, Triangle Stations and RAB board member; Robert Jones, WFBR Baltimore also a board member; Miles David, administrative vice president, and Robert Alter, vice president, national sales.

other commission activities see FOR THE RECORD, page 93).

■ WLAV-AM-FM Grand Rapids, Mich.: Sold by Harmon L. Stevens and John F. Wismer to John J. Shepard and group for \$254,920. Stevens-Wismer group owns WHLS Port Huron, 66⅔% of WLEW Bad Axe and WOVE Allegan, all Michigan. WLAV operates fulltime on 1340 kc with 1 kw days, 250 w nights. WLAV-FM is on 96.9 mc with 28 kw.

■ KOWL Bijou, Calif.: Sold by Ed J. Frech, Keith L. Mealey, Joseph F. Desmond to group headed by Jackson R. Stalder for \$185,000 and agreement not to compete within 75 miles of Bijou. Kenneth Hildebrandt, vice president of buying group, will be general manager of KOWL. He is former general manager of KYA San Francisco and of KMYR Denver and most recently sales manager of Jack Douglas Productions. KOWL is a 250 w fulltimer on 1490 kc.

■ WAVQ Decatur and WAVQ(FM) Atlanta, Ga.: Sold by the Great Commission Gospel Association to Bob Jones University for \$160,000. Bob Jones University owns WMUU-FM Greenville, S. C. WAVQ is 1 kw daytime on 1420 kc; WAVQ(FM) operates on 94.9 mc with 8.1 kw.

■ WOTT Watertown, N. Y.: Sold by James M. Johnston and associates to CRS Enterprises Inc. for \$135,000 and \$15,000 to Mr. Johnston for consulting services and agreement not to compete within 50 miles of Watertown (excepting Syracuse, N. Y.). CRS Enterprises consists of Earl L. Cump, 62.5%; William E. Sullivan, 6.25% and Rev. Roland W. Renkel, 31.25%. WOTT is a 5 kw daytimer on 1410 kc.

■ WARN-AM-FM Fort Pierce, Fla.: Sold

by Ranulf Compton and associates to Charles Amory for \$117,000. Mr. Amory is with Wesley Associates, New York advertising agency. Mr. Compton's group owns also WKDN Camden, N. J. WARN is a fulltime station on 1330 kc with 1 kw day and 500 w night. WARN-FM operates on 98.7 mc with 1.3 kw.

Bunker, 'crash' study get directors approval

Edmund Bunker's leadership of the Radio Advertising Bureau received a solid vote of approval from its board of directors last week. The board unanimously endorsed RAB's plan to conduct a "crash" study of radio audience

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measurement methodology (BROADCASTING, April 1) and authorized President Bunker to seek to coordinate activities with the National Association of Broadcasters.

Toward this end, the RAB and NAB met in Washington last week and plan another meeting tomorrow (May 14) in New York (see page 75).

RAB's directors also approved the bureau's plans for (1) a division of services for large and small market stations and (2) expansion of the national sales staff to provide better coverage of advertising agency departments. Over 50 new stations have joined RAB since March 1, when Mr. Bunker took over as president, for a total of 1,200 members.

This rise in membership, Mr. Bunker reported, represents industry support for the new RAB programs, including plans to provide market-by-market radio financial figures to agencies and national advertisers. RAB's budget is

just over \$1 million and over \$120,000 in additional membership revenues have been brought in during the past two months.

Labunski urges business not to restrict news

The support of the U. S. business community for "maximum freedom" in the dissemination of information on radio and TV was urged by Stephen B. Labunski, vice president of the Straus Broadcasting Group, in a speech before the Commonwealth Club of California in San Francisco.

Business should oppose the actions of those advertisers who "sometimes forget the basic purpose of mass advertising and attempt to use the power of their large expenditures to intimidate or penalize communications media which displease them," Mr. Labunski asserted. He contended that businessmen should be prepared to defend the media, even

when they voice opposition views.

Mr. Labunski indicated that more responsible broadcasting can be achieved if higher standards are used to license stations. He added that once a license is granted to a qualified broadcaster, the FCC should leave him "alone as much as possible" to devise ways to discharge his obligations to the public and to "try to stay in the black."

Rhode Island stations cited

Rhode Island's three television and 19 radio stations have earned the praise of the Rhode Island Medical Society. The society cited the stations' efforts in an "End Polio Campaign" in drawing about 75% of the state's population, about 636,000 persons, for the first two types of oral vaccine on two Sundays in March and April. The campaign was termed the most successful health program in the state's history. The broadcasters will receive special awards next Monday (May 20).

FINANCIAL REPORTS

THE ROSY PICTURE AT RCA

Stockholders told 'rising curve' of income and profit will continue; NBC's earnings up 35%

RCA emphasized a continuing rise in profits both for the parent company and for its broadcast subsidiary, NBC, at its annual stockholders meeting held in New York last week.

Brigadier General David Sarnoff, RCA's board chairman, reported sales and earnings for the first four months at RCA are at a record high for any similar period. He said they were expected to continue on a "rising curve" through 1963.

Robert Sarnoff, NBC's board chairman and a member of RCA's board, said the network's sales in 1962 were 12% above those in 1961 and its earnings 35% higher. He said this momentum is carrying into the present year, that NBC's first quarter profits are well above last year's record first quarter, and that the "favorable trend" is continuing into the second quarter.

Sales for the TV network and the TV stations division are ahead of second-quarter 1962, and anticipated "earnings (for NBC) for the period will be at a new all-time high," he stated.

Colorcast ■ General Sarnoff presided at the meeting held at Studio 8-H in Rockefeller Center, also known as the "Peacock Theater" (converted to color last year). In an elaborate "production," the entire proceeding was colorcast and shown on color sets both in 8-H and adjoining studios. More than

2,000 stockholders were able to watch the action.

General Sarnoff said he believed RCA stands on "a firmer footing than at any time in its history." He noted that the first quarter of the year provided the highest dollar earnings for any quarter and that it was the eighth straight period in which sales and earnings topped the comparable quarter of the previous year (BROADCASTING, April 22).

The quarterly cash dividend on common stock was increased from 25 cents to 35 cents, a 40% increase. RCA also



Brigadier General Sarnoff

has initiated a quarterly review to shareholders this year (started last month).

In his formal remarks, General Sarnoff noted that RCA has put into effect a cost reduction program throughout the organization, and formulated better corporate and marketing planning and controls.

In addition to the Sarnoffs, RCA president Elmer W. Engstrom and group executive vice presidents Charles M. Odorizzi, Arthur L. Malcarney, and W. Walter Watts, reported on individual group operations.

Robert Sarnoff, in noting that more than two-thirds of the TV network's night schedule has been colorcast, said that "perhaps it is NBC's pre-eminence in this field [color] that has prompted the other two television networks to begin edging into it."

NBC's Mr. Sarnoff said that for the 1963-64 season, the TV network organized and committed its new programming earlier and sales began earlier than in past years. As a result a substantial volume of sales for the fall has already been closed. He said that 70% of the current night schedule is being retained for the new season, reviewing also NBC's emphasis on news and predicting:

"There is every reason to believe that as overall advertising expenditures continue to rise, broadcasting—particularly television—will increasingly enlarge its share of the total." He said this year should set a new record for NBC in "service and profits."

Color Sales ■ Mr. Watts reported

color TV receiver sales to dealers are running more than 40% ahead of last year's record, and predicted total industry sales of color sets could reach a point between 750,000 and 1 million units by the end of 1963.

Mr. Watts also emphasized the continued rise of black-and-white TV set sales, particularly in portable units.

Mr. Odorizzi drew a picture of increased communications and broadcast equipment sales overseas; rising revenue from installations and service on color TV receivers which this year could surpass black-and-white sets for the first time, and major growths in UHF and color TV broadcast equipment in this country.

RCA's President Engstrom noted that business volume growth of RCA has occurred at an average rate of more than \$100 million a year, that color TV is now a major profit contributor and that similar patterns of growth could be expected from data processing, specialized communications and the practical applications of space.

The stockholders meeting, though lengthy, provided few surprises. Directors were re-elected and a stockholder

group's proposal to set a limitation on compensation was overwhelmingly defeated.

Questions from stockholders managed to cover the controversial area of broadcast ratings and NBC's contribution of \$100,000 to educational WNDT(TV) New York.

NBC's Mr. Sarnoff said the network's position was that ratings properly gathered and used can be valuable tools and that NBC was among those seeking the establishment of an auditing system for the collection of rating information as well as the conduct of a study that would direct the way toward a "proper" methodology.

He said the contribution to WNDT had been in the interests of supporting and maintaining the cultural and educational contribution of the station to the community, but the NBC had not committed itself for the future, had not "sought, offered, discussed or desired" conditions and had been subject to no governmental pressure to make the grant.

RCA executives stressed the bright sales outlook for broadcast equipment.

It was noted that RCA has sold than

150 transistorized TV tape recorders (introduced last fall) in the U. S. and abroad and that production is now at maximum to catch up with a backlog of orders extending through the end of the year.

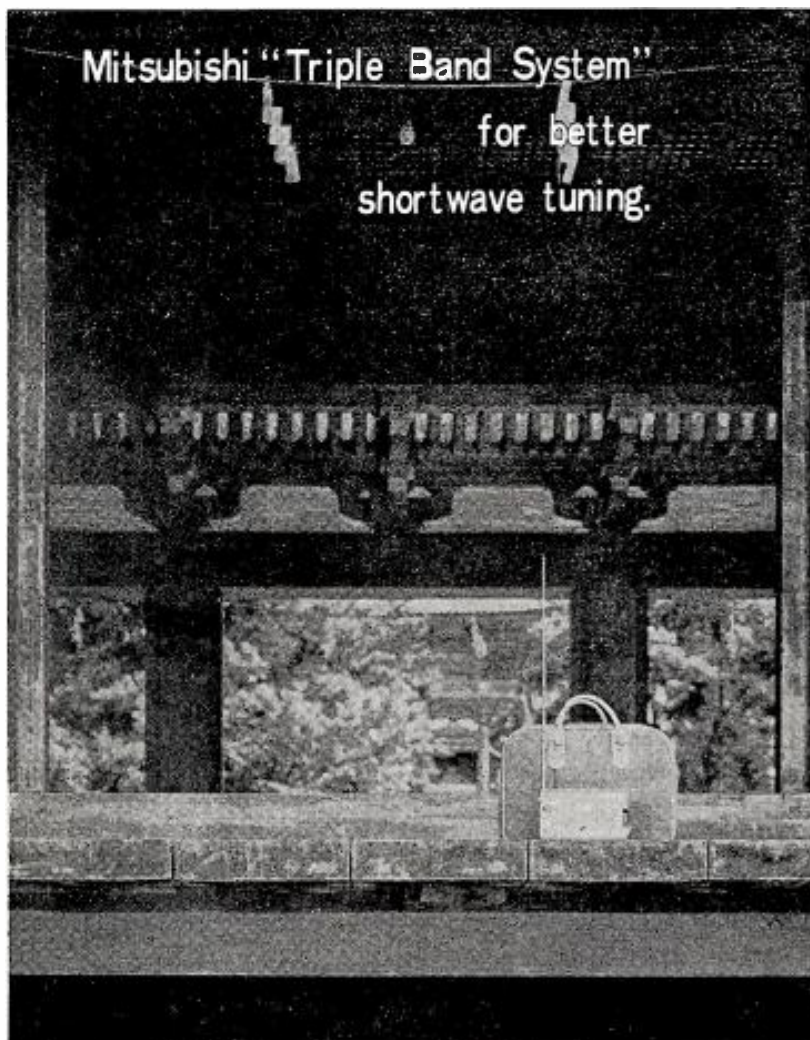
RCA said sales of color TV film cameras tripled in 1962 over the year before and their international sale is on the rise.

In UHF broadcast equipment, RCA sees a major growth ahead with nearly five times as many TV stations of all types in the U. S. coming on the scene between now and 1970.

Color development causes Motorola drop

Motorola Inc., Chicago, has said that development costs for its proposed new 23-inch short-length rectangular color TV tube were partly responsible for its 45% drop in profits the first quarter of this year. Total sales hit a new record of nearly \$80.6 million. Earnings for the quarter were nearly \$1.4 million.

Robert W. Galvin, Motorola president, said last week that the company's endeavor to produce the new color tube



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower bands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system" of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.



**MITSUBISHI ELECTRIC
MANUFACTURING COMPANY**

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"is reaching the point of decision. The basic design continues to look excellent. Unfortunately, the final decision cannot be made without going all the way in preparing for production to determine the practicality of each process." New receiver circuitry for use with the tube also is involved.

National Video Corp., Chicago, is fabricating Motorola's rectangular tube. Between the two, development expenses and investment since 1961 "will exceed \$4 million," Mr. Galvin said. Motorola was in the field of color TV before but withdrew.

CBS Inc.'s 26% increase is firm's highest

First quarter earnings of CBS Inc. represent a 26% increase over the same quarter last year and represent the highest quarterly earnings in the corporation's history, it was announced last week. The CBS board declared a cash dividend of 35 cents a common share, payable June 7 to stockholders of record May 24.

Quarter ended March 31 (including for first time results of operation of foreign subsidiaries):

	1963	1962
Earned per share	\$ 1.11	\$.88*
Net sales	141,213,861	131,967,395
Net income	10,175,001	8,073,780

* Adjusted for stock dividend.

TV sales produce 16% net increase for Gross

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) has reported that local and national television sales accounted for a 16% rise in revenues for the first quarter of 1963 compared to the same period in 1962. A dividend of 40 cents a share on common and 7½ cents a share on common B stock was voted, both payable May 10:

	Quarter Ended March 31 1963	1962
Earned per share	\$.41	\$.35
Total income	634,950.00	549,182.00
Profit	163,841.00	138,898.00

Disney profit up slightly

Walt Disney Productions for six months ended March 30:

	1963	1962
Earned per share	\$1.49	\$1.45
Gross income	32,241,856	32,643,281
Provision for taxes	2,767,000	2,788,000
Net profit	2,576,556	2,425,065
Common shares outstanding	1,725,049	1,674,804

Admiral color sales double

Color TV sales of Admiral Corp., Chicago, for the first quarter of this year were double the same period last year, Vincent Barreca, president, said last week in reporting higher first period sales for 1963 of \$49.9 million. Net earnings for the first quarter also were

higher for a before taxes total of \$1.56 million.

"Radio sales have experienced a downturn this year," Mr. Barreca said, "with industry volume down 15% but Admiral off less than 2%." He predicted a recovery in radio set sales in the second half of the year.

Steady earnings reported to Reeves stockholders

J. Drayton Hastie, president of Reeves Broadcasting and Development Corp., told the annual stockholders' meeting last week in New York that two of the corporation's three television stations were earning steadily and that a third "should have a good year by 1964."

The Reeves Corp., 83% of whose holdings are television stations and video and sound studio properties, owns WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif. Only KBAK-TV, he said, which is a UHF station competing in a market with a VHF station, had been "disappointing."

But, Mr. Hastie said, the VHF competition will become UHF this July and he assigned 1964 as a target year for the Reeves station to show significant earnings.

Against a book value of \$2,987,000 for the three stations, Mr. Hastie estimated a marketable value for the stations at \$6.6 million and he assessed a marketable value of \$2.8 million for the corporation's studio holdings, currently assigned a book value of \$1.11 million.

Mr. Hastie admitted that the company's real estate holdings in North and South Carolina "hurt us," last year, but attributed the slump to "bad publicity for real estate in general," and said the company did not intend to drop its real estate holdings.

Two new members were elected to the board of directors, and eight former members were re-elected. Newly elected members are Frederick Willetts, executive vice president and chief executive officer, Cooperative Savings and Loan Association, Wilmington, N. C., and Henry S. Woodbridge, financial and management consultant of New York. Mr. Willetts succeeds his father, Frederick, a Reeves director who died this year. Directors re-elected were George L. Buist, Martin Fenton, Martin Fenton Jr., Mr. Hastie, Hazard E. Reeves, T. J. Stevenson Jr., Chester L. Stewart and Richard Weininger.

Teleprompter's 1962 report

Almost half of Teleprompter Corp.'s all-time-high gross revenues in 1962 were from its community antenna systems, Irving B. Kahn, chairman and

president, reported last week. He also pointed out that 1962 earnings were after depreciation and amortization allowances of \$696,886, principally on the company's CATV systems.

	1962	1961
Earning per share	\$.07	\$ (.86)
(Loss)		
Gross revenues	5,431,930	4,921,319
Earnings	55,957	(599,341)*

* Operating deficit and special charge of \$285,263.

United Artists' annual report

United Artists Corp. annual report for 1962 (including United Artists Television):

	1962	1961
Earned per share	2.19*	2.32*
Gross income	128,810,380	112,999,088
Net before income taxes	7,302,104	7,281,363
Federal and foreign income taxes	3,487,000	3,239,000
Net earnings	3,815,104	4,042,363
Retained earnings at beginning of year	18,003,329	16,010,729
Less cash dividends on common stock at \$1.60 per share	2,093,557	2,049,763
Retained earnings at end of year	19,724,876	18,003,329

* Computed on 1,741,473 shares outstanding as of end of 1962.

Trans-Lux earnings down

First quarter earnings at Trans-Lux Corp. declined to \$142,718 (20 cents a share) from \$192,920 (26 cents a share) in corresponding quarter of 1962. Figures were revealed at Trans-Lux's annual meeting in New York.

Financial notes . . .

Taft dividend ■ Taft Broadcasting Co. declared quarterly dividend of 15 cents a share, payable June 14 to stockholders of record May 15.

WSTV-TV sales up ■ An increase of 11.68% in sales for the first quarter of 1963 has been made by WSTV-TV Steubenville, Ohio. Sales were up, John J. Laux, executive vice president of the Rust Craft group said, primarily in national spot, but also in regional and local business.

Year-end report ■ Audio Devices, New York, reports that sales for 1962 rose 11% while profits increased approximately 50% from the previous year. Although 1963 first quarter sales are about 10% below those for the corresponding quarter of 1962, the company noted, on the basis of present orders and anticipated sales, another 11% increase is expected for this year.

Screen Gems dividend ■ Directors of Screen Gems Inc. last week announced a quarterly dividend of 15 cents a share on the corporation's common stock, payable to stockholders of record May 23, on June 28.

ASCAP LICENSE CASE HITS NEW BLOCK

Court dismisses committee bid for limited license

Television broadcasters' efforts to get a new form of license for the use of music from the repertory of the American Society of Composers, Authors and Publishers hit a new snag last week.

The U. S. Second Circuit Court of Appeals in New York dismissed a bid by the All-Industry Television Stations Music License Committee to get a limited form of ASCAP license under the consent decree which governs ASCAP operations.

Since the U. S. Supreme Court had already declined to hear a direct appeal, legal authorities felt the all-industry group must now find a new way to seek its objective, or else seek a new objective.

It has been speculated that some new form of litigation might be possible, still aimed at getting a more limited license. Otherwise the committee presumably will go back to the lower court for a hearing to determine new fees based on the present form of license, or, conceivably, undertake to negotiate a settlement with ASCAP.

'At The Source Clearance' - The new license which the committee has sought is one that would not require TV stations to pay ASCAP for its music except when played in locally originated programs. Music in future syndicated programs and feature films would be licensed by ASCAP to the producers of these programs "at the source" instead of being paid for by the stations directly, as now.

The committee argued that stations were entitled to this form of license under the ASCAP consent decree. Chief

Judge Sylvester J. Ryan of the Southern District Court in New York ruled that they are not. It was this ruling that the appeals court upheld in dismissing the committee's appeal last week.

The committee, which with its legal counsel is currently pondering the alternatives for its next move, represents more than 350 stations and is headed by Hamilton Shea of WSVN-TV Harrisonburg, Va. The New York law firm of Donovan, Leisure, Newton & Irvine is committee counsel.

ASCAP television licenses expired Dec. 31, 1961, but have been continued in effect until new terms are reached. Any changes will be retroactive to Jan. 1, 1962.

Film sales . . .

Thriller (MCA TV): Sold to WTOG-TV Savannah, Ga.; WJW-TV Cleveland; WMAZ-TV Macon, Ga.; KSL-TV Salt Lake City, and KWTX-TV Waco, Tex. Now sold in 90 markets.

Cavalcade of the 60's Group II (Allied Artists TV): Sold to KTHV-TV

Little Rock, Ark.; WTEN-TV Vail Mills, N. Y.; KNTV-TV San Jose, Calif.; KAKE-TV Wichita, Kan.; KOIN-TV Portland, Ore. and KWTX-TV Oklahoma City.

Checkmate (MCA TV): Sold to KGNC-TV Amarillo, Tex. and WTOG-TV Savannah, Ga. Now sold in 77 markets.

TV Concert Specials (Seven Arts Associated): Sold to WAFB-TV Huntsville, Ala. Now sold in 33 markets.

Riverboat (MCA TV): Sold to KSHO-TV Las Vegas and KWTX-TV Waco, Tex. Now sold in 128 markets.

Cimarron City (MCA TV): Sold to WTOG-TV Meridian, Miss. Now sold in 125 markets.

Frontier Circus (MCA TV): Sold to WMAL-TV Washington. Now in 39 markets.

Overland Trail (MCA TV): Sold to WCAX-TV Burlington, Vt. Now sold in 122 markets.

Biography (Official Films): Renewed for second year's production by Kansas Bankers Association for use on stations in Wichita, Topeka and Pittsburg, all Kansas. Also renewed by WKRC-TV Cincinnati; WBNS-TV Columbus, Ohio;

A new ending

After 27 years with the same ending, the 1936 MGM film "San Francisco" got a new tail when it was shown Sunday, April 21, on KGO-TV San Francisco.

The film, shown annually around the April 18 anniversary of the 1906 earthquake and fire, has always closed with a 1936 panorama of the city to show how the community rebuilt itself into a modern metropolis. This year the channel 7 cameramen reshot the ending, killing the vintage '36 material and adding films of the 1963 skyline, ending on a few frames of the station's traveling news sign tower, which flashes the traditional "The End."

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total \$531,362,000.

IDENTIFICATION--

Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."

Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

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WPBN-TV WTOM-TV WTCM WMBN WATT WAIC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

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

KFDA-TV proves Canon 35 doesn't have to be a deterrent



With the aid of a sympathetic judge and sophisticated electronic equipment, KFDA-TV Amarillo, Tex., has bypassed the broadcasting re-

strictions of Canon 35.

KFDA-TV wanted to televise the courtroom hearing on the sanity of an Amarillo businessman charged with a double murder. District Judge E. E. Jordan was receptive to the idea, but he noted that broadcasters are barred from the courtroom by Canon 35 of the American Bar Association's Canons of Judicial Ethics.

The channel 10 outlet circumvented the canon by placing all broadcast equipment outside the courtroom, using an ultra sensitive shotgun mike and situating it, along with a TV camera, at an open door leading into the room (see photo). Another camera was placed at a window for a different angle.

KFDA-TV called the experiment an unqualified success.

The station broadcast the entire trial live with the exception of the opening remarks of the defense attorney. Monitors were not used in the courthouse to prevent witnesses from hearing other testimony and the station did not rebroadcast any of the hearing until the case was decided.

The TV coverage of the hearing, held in Canyon, was microwaved 30 miles back to the station.

WXYZ-TV Detroit; WBAL-TV Baltimore; KWTU-TV Oklahoma City; WMCT-TV Memphis; WTCN-TV Minneapolis; WHAS-TV Louisville, Ky.; WFBM-TV Indianapolis, and WHEN-TV Syracuse, N. Y. Now renewed in 61 markets.

En France (Seven Arts Associated): Sold to WPIX-TV New York; WHDH-TV Boston; WPRO-TV Providence, R. I.; KCPX-TV Salt Lake City; KXTV-TV Sacramento, Calif.; WFRV-TV Green Bay, Wis., and KATC-TV Lafayette, La. Now sold in 18 markets.

Gerald company to enter TV

Gerald Productions Inc., a division of Advertising Radio and Television Sales Inc., New York, last week announced plans to enter television program production with the creation of a program division headed by David Savage.

Mr. Savage joins the company as vice president after working in the film departments of both CBS-TV and NBC-TV. He has also served as vice president in charge of television and radio for Lynn Baker Advertising Agency, executive vice president to Bernard L. Schubert of Guild Films, and most recently was in independent production.

Mark Century expanding its sales force

Mark Century Inc., New York, which specializes in radio programming services, is undergoing a first expansion since its formation early this year (BROADCASTING, Jan. 21).

The radio service, carrying the theme "Radio A La Carte," has added to its sales force and is setting up a national sales organization of four or five people.

According to Milton Herson, president of Mark Century, station clients are particularly receptive to its "commercial" service. The radio service has about 30 station clients.

During National Association of Broadcasters convention, Mark Century sponsored a seminar on radio programming. Because of its success a second meeting on programming is planned for New York in September.

Video House to expand

Video House Inc., New York, has announced it is beginning an expansion program involving the production and acquisition of TV series for network sale and national syndication and the establishment of central division and western division branch offices.

Albert G. Hartigan, vice president and general sales manager of the company, which distributes the *Out-Of-The-Inkwell* cartoon series, reported that networks and agencies are screening its new half-hour animated show. He added that the company is in the process of making a distribution agreement for a series of one-hour specials and for a feature film package.

Salant briefs affiliates on fall news programming

The expansion in news broadcasts next fall on CBS-TV were outlined by Richard S. Salant, president of CBS News, at a meeting of the TV network's affiliates in New York last Thursday (May 9).

Two daily half-hour news programs will begin next Sept. 2; *CBS News—Evening Edition with Walter Cronkite* (7-7:30 p.m.) and *CBS News—Morning Edition with Mike Wallace* (10-10:30 a.m.).

In addition, Mr. Salant revealed plans for the *Sunday News Special*, which will provide a West Coast origination at 11 p.m. with an orientation toward West Coast news, and for the return of the news interview series,

Face the Nation, originating from Washington this fall.

With the increase in news scheduling, CBS News will assign a correspondent specializing in labor, economics and business and another in science, Mr. Salant noted. He said CBS News's physical facilities also will be improved within the next year when the headquarters unit in New York moves to the new CBS broadcast center on West 57th Street and the Washington news operation transfers to its own building.

UNFAIR COMPETITION?

Commercial companies upset at ETV recording services

That good old American custom of making a buck is about to bring woe to a number of educational television stations.

Unfair competition is the charge due to be leveled by commercial companies against four ETV stations who are engaged in the field of offering video recording services for a fee.

The explosion is expected to come in a few weeks when the United States Information Agency announces a contract for transferring video tape recordings to 16mm film to non commercial, educational WTTW(TV) Chicago.

Actually, WTTW and Capital Film Laboratories, Washington, are expected to receive the contract, but the charge to the government is based solely on the fees charged by the Chicago channel 11 outlet.

Both Capital Film and WTTW have been partners in handling USIA's laboratory work in this field for a year. The present contract expires May 24. It has been made known to other bidders that the Capital Film-WTTW bid is the lowest, and they have been invited to meet this figure. The bid has not been made public, but it's understood to be in the neighborhood of \$30,000. Commercial bidders estimate the work to be more in the neighborhood of \$50,000.

The unfair competition charge has already been laid before Representative Wright Patman (D-Tex.), chairman of the House subcommittee on foundations. And, it's reported, a tax suit may be filed by several commercial recording laboratory companies which consider themselves underbid by what is essentially a non-profit organization.

WTTW, one of four ETV stations in the business of recording services, has not hidden its money-making subsidiary from public view. It has a rate card and it has solicited business from not only government and educational institutions, but also from advertising agencies. So have others.

Recording services include duplicat-

ing original video tape recordings, and transferring a program or a spot commercial from video tape to 16 mm film. It is at present a \$10 million a year business with a potential, it's said, of \$20 million in the next several years. There are about six commercial companies that specialize in this work.

Other ETV stations engaged in this particular business are WYES(TV) New Orleans, WTVS(TV) Detroit, and KTCA-TV Minneapolis-St. Paul.

The amount of income from this endeavor varies. WTTW's Dr. John W. Taylor figures \$285,000 gross from this work last year.

A. D. Cloud, Jr., of WYES, estimates that gross billings run about \$20,000 to \$25,000 a year. Dr. John C. Schwarzwald of KTCA-TV figures that this type of work brings the station less than \$4,000.

All income from this source, and from other business activities of ETV stations (production services, rental of equipment, etc.), is taxable as normal business earnings, it was pointed out by the educators. The "profit" left after expenses and taxes is used for station overhead, it was stressed, and at this time is a relatively minor source of income. ETV stations which depend for their support on contributions, foundation grants, and fees collected from school systems in their communities

which they serve with in-school programming.

Only one protest has been received at the FCC, it was acknowledged by Dr. Lawrence T. Frymire, chief of the Broadcast Bureau's educational broadcasting branch. Dr. Frymire believes, he said the other day, that this is outside the commission's jurisdiction, since it does not involve on-the-air broadcasting.

Various educators also pointed out that income producing activities by educational institutions are not new. Universities publish books through university presses, colleges publish magazines and newspapers with advertising, and other educational, non-profit organizations engage in research for business and government at a fee.

Networks plan coverage of astronaut's flight

Preliminary reports from the networks indicate that broadcast coverage of tomorrow's manned space shoot from Cape Canaveral should be the most expensive and extensive ever undertaken for an astronaut's flight.

All networks will present complete coverage at lift-off time (8 a.m. EDT) and during re-entry with numerous specials scheduled throughout the planned

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The only networks reporting sponsors for the astronaut telecasts were CBS and NBC-TV. The first 90 minutes of coverage from Cape Canaveral by CBS-TV, and three half-hour *CBS News Extras* will be presented by the Metropolitan Life Insurance Co. Schick Safety Razor Co. will be a sponsor of CBS Radio's coverage. Gulf Oil, through Young & Rubicam will sponsor NBC-TV's complete coverage.

Film firms consider one-roof operation

The "biggest, most modern motion picture and television production center in the world" will be built in Southern California if plans being studied by Columbia Pictures Corp., Metro-Goldwyn-Mayer and 20th Century-Fox Film Corp. come to fruition, it was announced jointly last week by the presidents of the three major film producing companies, each with an active TV film production division.

The joint statement of Abe Schneider of Columbia, Robert H. O'Brien of MGM and Darryl F. Zanuck of 20th-Fox said that the new center would provide facilities for their three companies but that each would continue to operate as an individual company, with no plans for a merger. Other production organizations would also be able to use the center. One site under consideration is the 20th-Fox ranch at Malibu, only 35 minutes from Beverly Hills and larger than the combined acreage of all existing studios.

Noting that it has been more than 40 years since a completely new studio has been built in Hollywood, the studios said a "primary consideration" in building a new production center is to enable Hollywood to compete more effectively in the world market.

The three firms would also be able to dispose of their present studios in built-up areas of the community at prices for dwelling and office building sites that would enable them to build the new studios and still put money in the bank, according to informed Hollywood sources.

Ray-Eye Productions opens in Evanston, Ill.

A new Midwest video tape and film production company has been formed in Evanston, Ill., by Fred Olsen, former Kansas City home builder and TV producer. Mr. Olsen is president of Ray-Eye Productions Inc. The new company is producer of *Take Two* on ABC-TV, a new contest program under sponsorship of United States Gypsum through Fulton, Morrissey Co.

Take Two's initial run is for 13 weeks in the Sunday 4:30-5 p.m. period

and features Don McNeil as host with guests including Bob Hope, Dave Garroway, Adela Rogers St. John, Dody Goodman, Esther Williams, Phyllis Diller and others.

Ray-Eye is continuing to produce syndicated *Builder's Showcase* which United States Gypsum and other companies have sponsored on a spot basis in various TV markets.

Chairman of the board of Ray-Eye is Robert Charles, now with the National Aeronautics and Space Administration who formerly was with McDonnell Aircraft Corp. and Universal Match Co. Ray-Eye's address: 1822 Ridge Avenue. Telephone: 273-3525.

VPI dance broadcast over 41 stations

A 41-station network stretching from WNYC New York to WSB Atlanta was scheduled to carry a broadcast of the annual Ring Dance of Virginia Polytechnic Institute, Blacksburg, Va., last Saturday (May 11).

The network, using FM relay and three telephone circuits to fill in blind spots, was arranged by students of the school's campus-limited station, WUVT. The broadcast featured the music of Stan Kenton and was entirely student produced.

Phone circuits were used on the north-bound leg of the network from Farmville Va. to Richmond, Va., and from Richmond to Frederick, Md. On the south-bound route, a phone circuit was used from Anderson, S. C. to Athens, Ga. Line charges were paid by the student dance committee.

Hersholt Co. gets 4 shows

The Hersholt Co. a new TV production and packaging firm has acquired four programs and is ready to negotiate studio or network co-production arrangements. The first project: *U. S. Operation Adoption*, is planned as a one-hour documentary series with a statesman as narrator. Others are: *The Passionate Postman*, *The Jean Hersholt Story* and *Marriage Is Necessary*. Officers of the Hersholt Co. are: President: Allan Hersholt; vice president: Janet R. Hersholt; legal counsel: Robert J. Vallier; controller: Arthur Young & Co. Firm's present headquarters are at 237 South Linden Drive, Beverly Hills, Calif. Telephone: 275-4768.

'Dobie' in syndication

Twentieth Century-Fox Television has sold the *Dobie Gillis* series to WGN-TV Chicago, KMSP-TV Minneapolis, KOMO-TV Seattle and WFLA-TV Tampa in the first week of its release to stations, it was announced last week by George T. Shupert, vice president in charge

of sales for the firm.

The series now is completing its fourth and final season on CBS-TV and is being offered to stations for a fall start. It consists of 147 half-hour episodes.

One-hour specials offered by UA TV

United Artists Television will syndicate six one-hour specials produced by David L. Wolper. It's the first time UA TV has released programing other than a regular series to television.



Mr. Reis

M. J. (Bud) Rifkin, executive vice president of UA TV, who announced the development last week, said that Robert Reis, sales executive

with the company since 1957, has been named manager, special projects, to handle sales for the specials and for similar future undertakings. A major advertiser is expected to sign shortly to sponsor the programs in 20 markets.

The six specials will be available for telecast on a once a month basis, starting next October. Titles of the specials are: *December 7, The Day of Infamy*; *The Yanks Are Coming*, the story of the American soldier in World War I; *The American Woman in the 20th Century*; *Ten Seconds That Shook the World*, the story of the atom bomb; *The Rise and Fall of American Communism*; *Berlin: Kaiser to Khrushchev*.

Bay area broadcasters to sponsor seminar

A half-day seminar on the critical problems facing the San Francisco-Oakland area will be held Thursday (May 16) at the Mark Hopkins Hotel under the joint sponsorship of the San Francisco Radio Broadcasters Association and Stanford University.

The conference, which will include hundreds of community leaders, will be recorded by the participating stations, which intend to use the material discussed to help shape their public-service programming. The seminar will explore the bay area's problems in the fields of personal values and the population explosion.

The general managers of six SFRBA stations will attend: Jules Dundes, KCBS; Don B. Curran, KGO; William B. Decker, KNBR; William D. Shaw, KSFO; Clinton D. Churchill, KYA; Alfred Racco, KFRC, all San Francisco; John McRae, KEWB, and Walter Conway, KDIA, both Oakland.

GE COUNTS ON UHF, COLOR

Larger share of market being sought by firm's serious re-entry into broadcast equipment line

The General Electric Co. is renewing its bid for a larger share of the broadcast equipment market.

In particular, GE, according to its officials interviewed at the company's Technical Productions Operation facilities in Syracuse, N. Y., is banking on an expected increased demand for UHF and color TV broadcast equipment.

The tip-off to GE's serious re-entry in the field came at the National Association of Broadcasters' annual convention in early April (BROADCASTING, April 8 and 1). GE announced its new line of UHF transmitters and introduced its new "zig-zag" panel antenna that provides a variety of radiation patterns to suit UHF coverage needs.

Also shown to the industry was its transistorized four-tube color film camera chain at \$39,500. Called the 4-vidicon color film camera channel, the system is geared for broadcaster use (ABC and some stations already have ordered the equipment).

According to GE officials, the 4-V system would permit local origination of color film by a station. The company claims the system virtually eliminates color registration problems in monochrome reception of color film transmissions. This is the camera that works on a "coloring book" principle: one vidicon provides the luminance signal and the other three "paint in" the color information.

General Electric also has a re-engineered three image orthicon color studio camera (about \$55,000). This camera, which is used for live studio pickup, is not expected to move as quickly as the 4-V for which GE officials assess an immediate and wide market.

Big-Screen Color ■ At the Syracuse manufacturing complex during the week of April 29, GE held private customer demonstrations of its new color light valve projector which it has named Talaria.

The Talaria system is the one for which National General Corp., Beverly Hills, Calif., has entered into an agreement with GE giving the theater chain exclusive rights for the projector's distribution for commercial theatrical entertainment. NGC expects to install the color TV system of projecting TV entertainment on theater-size screens in a minimum of 100 theaters by early 1964. The project, with the equipment, will cost about \$10 million (BROADCASTING, Feb. 24 and March 4).

GE, using its own equipment (primarily the 4-V and the three-image

orthicon color studio cameras), held its demonstration at an auditorium space set up at Electronics Park. Primarily, the demonstration was for teams of technical experts and engineers from the military services and from other electronic firms.

The project threw an image on a 15 by 19-foot screen. Emphasized by GE was the resolution, registration and definition obtained. An absence of scanning lines was pointed up.

Also at the demonstrations, it was learned, were representatives of the TV networks. Their specific interest, it was said, would be the use of the Talaria system for rear projection and for special effects both in color TV news and entertainment program telecasts.

Future Trend ■ GE in "gearing up for competition" is moving ahead a program that looks to a continued trend to transistorization in equipment, smaller modular boards with emphasis on reliability and compactness.

GE, its officials note, has learned to adapt its broadcast equipment from basic designs. The practice now is to modify the basic design as the need occurs for military, industrial, educational TV or broadcast applications. This is where the module, solid-state advances are of great importance.

At one time (in the early 1950's), GE had UHF equipment coming off the production line but fewer and fewer customers as UHF operators found the economics of TV operation putting them out of business. Color, in the meantime, had failed to catch fire.

GE's decisions were made well in advance. It is estimated that the company worked up its goals for color TV equipment a year and a half ago. Its basic decision to use modular and transistorized design was developed as early as three and a half years ago. GE estimates that it already has shipped some 3,000 fully transistorized industrial-type TV cameras over the past few years alone. And from industrial and military uses of new design, GE applied the circuitry to broadcast equipment.

Transistor UHF tuner due on market in June

A transistorized UHF television tuner which is "smaller than a pack of cigarettes" has been developed by the F. W. Sickles Division of General Instrument Corp., Chicopee, Mass. The company said the tuner will permit the

manufacture of thinner, smaller all-channel TV sets.

The new tuner (model 218) measures 1-1/16 inches by 2 inches by 2-3/8 inches. It will be available to television set makers in June.

Despite its size, the new model is said to "equal or better" the performance of General Instrument's basic tube model 204. Extremely low radiation, use of solid-state devices to provide low power drain and inclusion of latest transistors and components are some of the advantages of the new tuner, according to the company.

General Instrument said the new tuner will be priced competitively.

CBS-TV gives Gates \$500,000 contract

A contract for more than \$500,000 worth of audio equipment has been placed by CBS Television with Gates Radio Co., Quincy, Ill. Harris-Intertype Corp., Cleveland, parent company of Gates, called it "probably the largest, single order for sound control equipment ever placed by a U. S. company."

The contract, calling for design, construction and delivery of transistorized

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1: PERFORMANCE

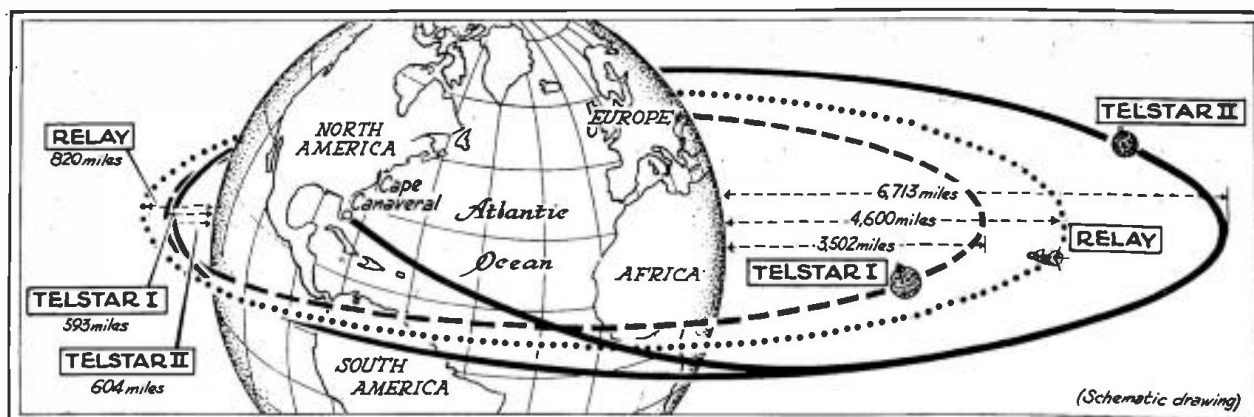
With a big, clean sound that is comparable to an FM broadcast, Continental's 317B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.

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From The New York Times

Successful Telstar II used for two transmissions

Telstar II zoomed up into an almost perfect orbit early in the morning of May 7 and before the week was over, it had been used for two TV programs.

On the night of its birth, the new AT&T communications satellite was used to relay a previously taped conversation between Eugene J. McNeely, AT&T president, and Dr. James B. Fisk, Bell Labs. president. This was received in both England and France, although the latter reported the picture weak and shaky due, it was said, to the position of the satellite and its attitude at the time.

On the evening of May 8, a special 6-minute segment of a portion of ballet from an old Bell Telephone Hour colorcast was transmitted from AT&T's Andover, Me., ground sta-

tion via Telstar II to both England and France again. Reception of the pictures, over its 9,000-mile circuit, ranged from "excellent" in France to "very good" in England.

The 175 pound satellite, a sister to Telstar I which was put into orbit last July, rose from its launching pad at Cape Canaveral early Tuesday atop a three-stage Delta rocket. Within minutes it was in what is considered almost its expected orbit—604 miles to 6,713 miles, circling the earth every 225.1 minutes.

In order to overcome some of the radiation problems which plagued Telstar I (not now operating), Telstar II's circuitry was fitted with "evacuated" transistors. Its wider-ranging orbit is also expected to carry it away from the hazards of the Van Allen Belt.

With Telstar II's successful orbit and operation, Europe may be expected to view live shots of Astronaut L. Gordon Cooper's 22-orbit flight scheduled to take place tomorrow (May 14). Both Telstar II and Relay, launched last December, are expected to be used to show the launching of Major Cooper's 34-hour manned space flight from Cape Canaveral.

Astronaut Cooper will have with him a small, portable TV camera which he will use to transmit back to Canaveral pictures of himself and also scenes taken by him through the porthole of his Mercury capsule (BROADCASTING, April 1). These slow scan shots will be electronically converted to normal broadcast standards on the ground at Canaveral and fed to the three television networks.

audio consoles and amplifiers, are for the \$20 million CBS radio and television broadcast center, now under construction on West 57th Street, New York.

Seven advanced design studio consoles, more than 1,000 transistor amplifiers and supplementary components will be manufactured at the Quincy plant for delivery during 1963. Although designed to CBS specifications, Gates will make the equipment available to other stations as standard production items.

Each of the consoles is capable of simultaneously mixing and controlling audio from any of the more than 100 sources that can be connected to its input channel.

New trade association formed

Formation of a new national trade association for electronic manufacturers selling through distributors, the Association of Electronic Manufacturers Inc.,

was announced in Chicago last week. AEM represents a merger on the national level of two groups which will continue active within their own regional spheres, the Association of Electronic Parts and Equipment Manufacturers and the Producers of Associated Components for Electronics. The initial membership meeting will be held in Chicago May 22.

Engineer groups plan merger

Preliminary merger plans will be made this week by representatives of the Society of Motion Picture and Television Engineers (SMPTE), the Society of Photographic Scientists and Engineers (SPSE) and the Society of Photographic Instrumentation Engineers (SPIE).

Consolidation of the three national engineering societies recently received preliminary approval by their governing bodies. The proposed merger and a constitution will be submitted to a referen-

dum of the individual members if approved by the organization's boards.

Technical topics...

New microphone ■ Freeman Electronics Corp., 729 North Highland Avenue, Los Angeles, has begun production of the DM-166 dynamic microphone. The DM-166 has a guaranteed frequency response of 35-22,000 cps (± 5 db) and a built-in matching transformer. It comes with two five-foot line cords to fit standard phone jack or mini-jac and costs \$29.95.

New color line ■ Western Auto Co., Kansas City, Mo., will introduce its own three-model line of color TV sets about mid-June with prices ranging from \$495 to \$645. RCA picture tube and parts kit will be fabricated by undisclosed firm for Western Auto's Truetone label. The chain includes 416 company owned outlets plus 3,900 associated stores. All sell monochrome TV.

Canadian broadcast rep opens N.Y. office

All-Canada Radio and Television Ltd., Toronto, Canadian broadcasting representative firm, last week opened its New York office at 10 Rockefeller Plaza. The telephone number is Circle 6-1425.

R. Lloyd Johnson has been appointed director of the radio division of All-Canada in New York and Robert L. Bickerton and T. William Townsend will supervise the television division. All-Canada will have representation in Chicago, San Francisco, Los Angeles, Atlanta, and Dallas through



Mr. Townsend



Mr. Johnson



Mr. Bickerton

the local offices of John E. Pearson Co.

The Canadian firm, which was established in 1934, represents 57 radio and television stations, and maintains offices also in Montreal, Winnipeg, Calgary, Vancouver.

BROADCAST ADVERTISING



Mr. Cates

Gordon C. Cates, senior VP of Lennen & Newell, New York, joins Maxon Inc., that city, as senior VP and account supervisor on toiletries division of Gillette Safety Razor Co. Allan Miller, former VP of Ted Bates & Co., New York, joins Maxon as account executive on Gillette toiletries division. James Macpherson, VP, and Glen Fortinberry, account executive in Maxon's Detroit office, elected to board of directors. Mr. Fortinberry was also elected VP. James Bley, assistant marketing director, also elected VP.

Thomas P. Hawkes, VP and director of marketing for Piel Brothers, wholly owned subsidiary of Drewry's Limited, U. S. A., South Bend, Ind., elected president. Mr. Hawkes replaces Henry J. Muessen, who continues as board chairman of Brooklyn, N. Y., brewery.

Dan Rogers, vice president, director and group head on American Home Products account at Ted Bates & Co., New York, resigns to join client, American Home Products Corp., that city, as VP. Mr. Rogers will serve on firm's finance and operations committees.



Mr. Rogers

Arthur C. Fatt, board chairman and chief executive officer of Grey Adv., New York, elected chairman of eastern region of American Association of Ad-

vertising Agencies. Herbert W. Cooper, president of Meldrum & Fewsmith, Cleveland, elected chairman of 4-A's east-central region.

Joan Chamberlain, VP and copy group head at Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample, that city, as VP and copy supervisor.

Henrietta F. Kieser elected VP-creative director of Savage-Dow Inc., Omaha advertising agency.

O. Milton Gossett, assistant creative director at Compton Adv., New York, elected VP. Mr. Gossett joined agency in 1949 in traffic department, and later became copywriter. Ted Robertson, manager of TV programming for Compton's Los Angeles office, elected VP. Mr. Robertson joined Compton in 1962 from McCann-Erickson, where he was radio director and television supervisor for twelve years.



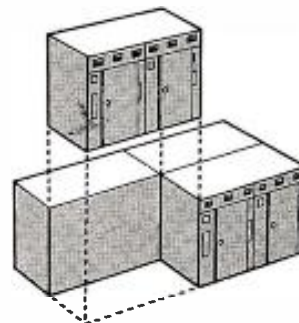
Mr. Gossett

Clifford C. Mendler, elected VP in charge of marketing for Schick Inc., Lancaster, Pa.

Blaine Cooke, former marketing research manager for Lincoln-Mercury Division of Ford Motor Co., joins United Air Lines, Chicago, as VP-marketing, newly created post.

James F. Baker, president of James F. Baker Adv., Troy, N. Y., becomes VP and account executive of Storm Adv., upon merger of former with Rochester advertising agency. Mr. Baker will be responsible for accounts

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 2: DRIVER STAGE

for Continental's 317B 50 kw transmitter is the 315B 5 kw transmitter which can be increased to 10 kw (316B) or 50 kw (317B) simply by adding the various power groups. Write for details today.

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Central Florida
commercial,
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market.
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9
Phone: Adam Young, Inc.
ORLANDO - FLORIDA

in Albany district and those formerly serviced by his own agency.

William Craig, associate director of radio-TV at Young & Rubicam, New York, resigns to become head of Hollywood office of Benton and Bowles. He will succeed **Albert Kaye**, who reaches compulsory retirement age in July.

E. P. (Ernie) Andrews resigns as radio-TV production manager of Campbell-Mithun, Los Angeles, to concentrate on personal business affairs. He had been with agency for 11 years and directed its TV and radio production since 1955. **June Baker**, his assistant, succeeds him.



Mr. Dixon

Courtlandt P. Dixon, VP of Ted Bates & Co., New York, elected senior VP. Mr. Dixon, former VP of Buchanan & Co., New York, joined Bates in 1949 as account executive.

Paul Wentura and **Warren Buchanan** join Doyle Dane Bernbach, New York, as account executives. Mr. Wentura formerly served with Hertz Corp. Mr. Buchanan was with D'Arcy Adv.

T. Jack Henry, administrative VP of McCann-Erickson, New York, joins First National City Bank, that city, as VP in charge of advertising.

John M. Tyson Jr. resigns as vice president and regional manager of BBDO, Chicago, to become vice president for advertising and merchandising of Heublein Inc., Hartford, Conn.

Stephen Scott resigns as account supervisor at West Associates, Los Angeles agency, to form his own agency, Stephen C. Scott & Associates, at 315 South Beverly Drive, Beverly Hills.

William R. Walker, former advertising and sales promotion manager of

'Award for Leadership'



Mr. Bolin

recipient of "Award for Leadership."

In announcing award, which will be presented to Mr. Bolin at luncheon May 20 at Waldorf-Astoria in New York, ANA Chairman and Vice President **Harry F. Schroeter** called Mr. Bolin "deeply conscious of the advertisers' responsibilities to the public."

Mr. Bolin, director of Westinghouse advertising since 1957, has served as ANA board director, treasurer, vice chairman, and chairman. First recipient of "Award for Leadership" was late **Lee H. Bristol**, who was board chairman of Bristol-Myers and chairman of Advertising Council.

Roger H. Bolin, director of advertising for Westinghouse Electric Corp., last week was designated by Association of National Advertisers as second

Fluor Corp., Los Angeles, named general manager of Harshe, Rotman & Druck, public relations firm, that city.

W. Pearse Casey, VP and senior account supervisor on Grove Laboratories at Doherty, Clifford, Steers & Shenfield, New York, appointed account supervisor on Airwick brands division of Airkem Inc., that city.

Jo Foxworth, copy group supervisor at McCann-Erickson, elected president of Advertising Women of New York. Other officers elected are **Lee Brower**, BBDO, first VP; **Jean Brown**, Benton and Bowles, second VP; **Roselou Flanagan**, Norman, Craig & Kummel, treas-

urer; **Penny Speckter**, Martin K. Speckter Associates, assistant treasurer; **Sally A. Goedecke**, Union Carbide, corresponding secretary; and **Carol A. Cruikshank**, Crossley, S-D Surveys, recording secretary.

Robert P. Bauman, administrative assistant to president of General Foods, White Plains, N. Y., appointed national sales manager for Maxwell House division, effective June 1. Mr. Bauman will succeed **Walter E. Cohan**, who has been named marketing manager of Kool-Aid division, also effective June 1.

Robert A. Bernstein resigns as director of public relations for Westinghouse Broadcasting Co., New York, and joins The Softness Group as VP and director of special projects effective today (May 13). Among clients Mr. Bernstein will represent are TV specials of Douglas Fairbanks Jr., Dick Clark and Elizabeth Taylor. Softness Group is in public relations and advertising.



Mr. Bernstein

Harriet Segman, former account executive at Norman, Craig & Kummel, New York, joins Faberge Inc., manufacturer of perfume and cosmetics, New York, as director of advertising.

Richard C. Brown joins Tracy-Locke Co., Dallas and San Antonio advertising agency, as account executive.



Mr. Simons

Edward C. Simons, account executive at Morse International, New York, joins Street & Finney, that city, as VP in charge of drug product division. **Robert Bruce**, formerly with A. C. Nielsen, joins S&F as sales analyst on research staff. Mr. Simons previously served with Ruthrauff & Ryan and Lennen & Newell.

James Bowermaster, former promotion-merchandising manager of WMT Cedar Rapids, Iowa, and **Rosemary Gohring** named associates of Carter Reynolds and Associates, Des Moines advertising agency.

Hal Burnett, formerly with Holtzman-Kain Adv. and Roche, Rickerd & Cleary, joins O'Grady-Andersen-Gray Adv., Chicago, as account executive.

Charles H. Whitebrook, senior VP of Bishopric/Green/Felden Inc., Miami, elected governor of 4th district of Advertising Federation of America, succeeding **Richard L. Ashe**, president of Ashe Photo Service, Lakeland, Fla. Other officers elected: 1st lt. governor

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—**Robert F. Ensslin Jr.**, Louis Benito Adv., Tampa; 2d lt. governor—**Betty Tway**, *All Florida TV Week*, Jacksonville; secretary—**Joseph H. L. Brechner**, WFTV (TV) Orlando; treasurer—**Joseph S. Field Jr.**, WIRK West Palm Beach, Fla.

William F. Rosenthal, with St. Louis staff of D'Arcy Adv. since 1959, named regional account executive for Budweiser Beer, working out of agency's Chicago office.

Donald A. Stork, account representative for Commercial Letter Inc., direct mail company, St. Louis, joins Richard C. Lynch Adv., that city, as account executive.

Lou Perkins, producer-director of TV-radio commercials for Tatham-Laird, joins Wade Adv., Chicago.

John G. Franck, freelance TV producer-writer, joins Los Angeles office of McCann-Erickson Inc.



Mr. Pomroy

James F. Pomroy, former senior product manager for household products division of Colgate-Palmolive Co., New York, appointed advertising manager for Ralston Division of Ralston Purina Co., St. Louis.

Mr. Pomroy succeeds **Norman W. Rau**, who was named advertising manager for Purina Dog Chow.

Tom Carson, formerly with Compton Adv., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as assistant media director.

David G. Phillips, formerly with media department of N. W. Ayer & Son, Philadelphia, joins media department of S. E. Zubrow Co., that city.

Lee W. Small, for 12 years Chicago salesman for *This Week Magazine*, joins Needham, Louis & Brorby, that city, in newly created position of manager of development. He will concentrate on agency's new business program.

Edwin J. Case, formerly of Bristol-Myers Co., New York, joins Fuller & Smith & Ross, that city, as project director in research department.

Roy Menzies, account executive with Tatham-Laird, Chicago, promoted to director of merchandising.

Howard Swenson, formerly with Leo Burnett Co. and Compton Adv., Chicago, appointed art director at Knox Reeves Adv., Minneapolis.

John M. Hughlett Jr. named manager of special promotions section of Armstrong Cork Co., Lancaster, Pa.,

Lepkin elected president

Wallace Lepkin, manager of research department of Foote, Cone & Belding, New York, elected to succeed **Cornelius DuBois**, VP and research director at FC&B, as president of New York chapter of American Marketing Association.

Succeeding Mr. Lepkin as first VP of 1,400-member chapter will be **Sheldon Newman**, assistant to president of Home Testing Institute. **Richard H. Ostheimer**, director of research for *Life* magazine, was elected second VP.

Other officers elected: secretary—**Dan Ailloni-Charas**, market research manager of Chesebrough-Pond's Inc.; assistant secretary—**Babette Jackson**, senior project director of Dancer-Fitzgerald-Sample; treasurer—**William Martin**, marketing research manager of The Borden Co.; assistant treasurer—**Norbert Robbins**, manager of marketing research for House of Seagram.

succeeding **Donald G. Goldstrom**, recently appointed assistant director of advertising and promotion department.

Keith Gould, former senior art director at McCann-Marschalk, Cleveland, joins Fletcher Richards, Calkins & Holden, New York, as art director.

THE MEDIA

Tom Tilson, mid-west sales manager for Metro TV Sales, Chicago, promoted to eastern sales manager, with headquarters in New York. Prior to joining Metro, Mr. Tilson served with Television Advertising Representatives, New York, and Benton and Bowles, that city. **Alfred T. Parenty**, former eastern television manager of Young Television Corp., New York, succeeds Mr. Tilson as midwest sales manager, with headquarters in Chicago.

Jack Mulholland, formerly with NBC Spot Sales and one-time head of its Chicago office, joins The Bolling Co.'s television division in New York. **John McGuire**, who has headed his own station representative company in Denver since 1954, named manager of



Mr. Tilson



Mr. Parenty

Bolling's newly established Denver office. **Edward R. Eadeh**, formerly in research posts with CBS, NBC and old Du Mont Television Network, appointed sales research and market development director, and **Rebecca Kenneally** named traffic director.



Mr. Kelly

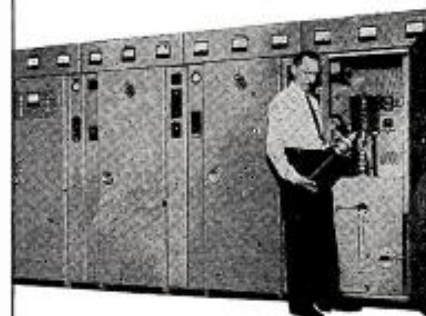
John J. (Chick) Kelly, director of advertising and promotion for Storer Broadcasting Co. since 1959, elected VP.

Frank Morello, timebuyer and media supervisor at Ted Bates & Co., New York, joins Peters, Griffin, Woodward, that city, as account executive. Mr. Morello was assistant timebuyer and estimator for McCann-Erickson before joining Bates.

William M. Materne, account executive at CBS-TV, elected VP for eastern sales. Prior to joining CBS-TV in 1954, Mr. Materne was with ABC-TV. From 1945 to 1949 he was account executive with Mutual Broadcasting System.

Jacques DeLier, assistant general manager of KWTv(tv) Oklahoma City, elected president of Oklahoma Television Association for 1963-64. Other

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 3: AMPLIFIER for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. Write for details today.

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Kearney succeeds Crane as AWRT president

Margaret M. Kearney, educational director of WCAU-AM-FM-TV Philadelphia, elected president of American Women in Radio and Television, May 5 at conclusion of organization's annual convention in Philadelphia. She succeeds **Martha Crane**, director of women's programs, WLS Chicago. **Elizabeth Bain**, assistant director of program services for CBS-TV-New York, was installed as president-elect, to become president at 1964 AWRT national convention. Elected directors for two-year terms: **Elizabeth**



Miss Kearney

Evans, KING-TV Seattle; **Frances Preston**, Broadcast Music Inc.; **Jean Rainey**, Rainey and McEnroe, Washington, D. C.; **Dene C. Ratermann**, National 4-H Service Committee, Chicago; and **Mary T. Walker**, Taylor-Walker Associates, New York.

Also, at board meeting of AWRT Educational Foundation, **Lucile Bush**, of Johnson's Wax Co., Racine, Wis., was elected treasurer. Named to foundation's board were **Dorothy Buhr**, J. Walter Thompson Co., San Francisco; **Dora Cosse**, Dora-Clayton Agency, Atlanta; **Florence Cyhel**, Potts-Woodbury Inc., Kansas City; **Leontine Keane**, WDET-FM and WTVS(TV) Detroit; **Angela McDermott**, Heath deRochemont Corp., Boston; and **Irene Runnels**, Balaban Stations, Dallas.

officers elected: **Bill Swanson**, general manager of KTUL-TV Tulsa, VP, and **Tom Parrington**, assistant general manager of WKY-TV Oklahoma City, secretary-treasurer.

Harvey J. Tate, national coordinator of news and public affairs for Plough Inc. (WMPs Memphis; WCOP Boston; WPLO Atlanta; WJJD Chicago; WCAO Baltimore), to WCAO sales manager.

Lester E. Kabacoff resigns as VP, secretary and director of Royal Street Corp., licensee of WDSU-AM-FM-TV New Orleans, to return to full time practice of law with State Senator Adrian DuPlantier.

Steve Schoen, former general manager of KUDI Great Falls, Mont., joins KOPR Butte, Mont., in similar capacity.

James L. Tomlin, former sales manager of WLUC-TV Marquette, Mich., and for past three years sales promo-

tion manager of WBAY-TV Green Bay, Wis., returns to WLUC-TV as general manager.

Gerald D. Stoddard, assistant to president of Farrington Manufacturing Co., Needham, Mass., named general manager of North Shore Broadcasting Corp., licensee of WESX Salem, Mass.

Kent Jones appointed general manager of WSPN Saratoga Springs, N. Y., succeeding **Dale Robertson**, who becomes executive director-secretary of Spa Broadcasters, licensee of station.

Murray Horne, formerly with James King Agency, Seattle, joins staff of KPAM and KPFM(FM) Portland, Ore., as account executive.

Joe McMurray, KORK Las Vegas, elected president of Southern Nevada Broadcasters Association. **Bill Stiles**, KLAS-TV and **Mike Gold**, KLUC-AM-FM, both Las Vegas, elected VP and secre-

tary-treasurer, respectively, of association.

Oliver (Ollie) Hayden, former local sales manager of KSBW-TV Salinas, Calif., joins KGO-AM-FM San Francisco as account executive.

John L. Richer joins WBNF-TV Binghamton, N. Y., as account executive.

Thomas J. White, former executive vice president of Avery-Knodel Inc., New York, joins Buckley-Jaeger Broadcasting Corp., that city, as national sales manager. Mr. White joined Avery-Knodel in 1948.



Mr. White

George A. Foulkes, former VP in charge of sales for WTHI-AM-FM-TV Terre Haute, Ind., becomes president and general manager of WAAC Terre Haute (formerly WMFT) which he recently purchased. **Tom Lawrence**, program manager of WTAP-TV Parkersburg, W. Va., resigns to join WAAC as program manager. **Sid Thompson**, WCSI-AM-FM Columbus, Ind., and **Tom Johnson**, WRTZ Jasper, Ind., join WAAC as news director and air personality.



Mr. Thompson

W. Hal Thompson, for past eight years manager of Dallas office of Peters, Griffin, Woodward, national radio-TV sales representative, joins KSYD-TV Wichita Falls, Tex., as commercial manager. Prior to joining PGW, Mr. Thompson was assistant program director in charge of sports and special events at WFAA-AM-FM-TV Dallas.

Pat Norman, account executive at Bernard Howard and Co., Chicago, transfers to New York headquarters. **Ronald Brooks**, former account executive at WBEE Harvey, Ill., joins Howard as Mr. Norman's successor in Chicago.

Frank Nealon joins sales staff of WEJL Scranton, Pa.

Earl S. Baker, formerly with Procter & Gamble and Hunts Foods, joins sales staff of WPRO Providence, R. I.

Paul Kallinger joins announcing staff of KBER San Antonio, Tex.

Dave Clasby appointed program director of KGLA(FM) Los Angeles.

Bill Moore, former news director of WBEL Beloit, Wis., appointed program

1
United Press International news produces!

director of WIOK Normal, Ill.

Leonard H. White, formerly head of program development department at J. Walter Thompson Co., Hollywood, joins CBS-TV-Hollywood as director of program development, effective May 15.

Ron Werth, research analyst for sales division of ABC Spot Sales, appointed director of research for WABC-TV New York. Mr. Werth succeeds **Lawrence J. Pollock**, recently named general sales manager of WTEN(TV) Albany.

Clayton Willis, news director of WEER Warrenton, Va., and former staff writer with *Newsweek* Magazine, joins WAVA-AM-FM Arlington, Va., as sports director and special assistant to WAVA President Arthur W. Arundel.

James B. Luck, assistant program manager of WWOV Fort Wayne, Ind., resigns to become general manager of WCIT Lima, Ohio. Station is scheduled to go on air August 15.

William T. Lowry Jr. joins announcing staff of WDAF Kansas City.

Eddie Craig, former air personality at WACO Waco, Tex., joins announcing staff of KDBS Alexandria, La.

Joe Mulvihill joins announcing staff of WWSW-AM-FM Pittsburgh.

Charles H. Mitts, former copywriter with BBDO and Benton and Bowles, New York, named special promotion consultant for KRLA Pasadena, Calif.

Sid Garfield, director of press information for CBS Radio, joins CBS-TV as director of exploitation, press information department. Mr. Garfield joined CBS Radio in 1951 from Samuel Goldwyn where he was director of publicity. He had also served with Warner Brothers Pictures for 10 years.

'Timebuyer' award

Fourth annual "Timebuyer of the Year" award was presented Tuesday to **Larry Claypool**, media



Mr. Claypool

Claypool joined K&E in April and before that was with J. Walter Thompson Co.

A 'Lulu' for Esipenko

Val Esipenko, of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, was awarded "Lulu" (first award) of Los Angeles Advertising Women for best TV commercial of year, a one-minute spot for Carnation Co. **Cynthia Lawrence** and **Mary Louise Lau**, of Carson/Roberts, Los Angeles, won certificates of merit in TV category for Max Factor commercials and **Orva Huff Smith**, of Phillips-Ramsey, San Diego, won TV certificate of merit for commercial for First National Bank of San Diego. Miss Lawrence and Mrs. Smith also won certificates of merit for radio commercials for western edition of *New York Times* and Marnel Development Co.'s retirement community, respectively.

Norris Brock, news cameraman at KOGO-TV San Diego, Calif., assigned to duty as cameraman-reporter at Washington, D. C., news bureau of Time-Life Broadcast Inc., licensee of station.

Jeff Skov, former sports director of KTIM San Rafael, Calif., named general news reporter, replacing **Stuart Smith**, who moves to station's sports department as production assistant.

Norm S. Geordan appointed program director of WENE Endicott, N. Y.

Thomas Brown, former staff announcer at WKID Urbana-Champaign, Ill., returns to WKID as program director following military service for 18 months.

Weston J. Harris, TV program manager for U. S. Information Agency, joins WNBC-TV New York as program manager. Mr. Harris served as director of programs for WRC-TV Washington from 1957 to 1962.

E. Paul Abert named production manager of WTIC-TV Hartford, Conn., succeeding **George W. Bowe**, who was promoted to assistant program manager.

William Hagopian and **Sylvia Hinrichsen** named to newly created positions of production supervisor and office manager, respectively, of WBJA-TV Binghamton, N. Y.

Dalton Danon, head of film operations at KTLA(TV) Los Angeles for past year, promoted to director of film programming.

Pat McCormick, former star and creator of KGO-TV San Francisco's *Charley Horse Show*, returns to station as

writer-actor for *Santa Village*, Saturday morning children's program.

Denny Sullivan named host of *Denny Sullivan and the Gang* show on WSYR-TV Syracuse, N. Y., replacing late **James DeLine**, who conducted former *Jim DeLine Gang* program.

Ted Pollock appointed director of merchandising, advertising and research for KWKW Pasadena, Calif.

Dick Mahan, former newsman at KNUZ Houston, named assistant news director of KTOK Oklahoma City.

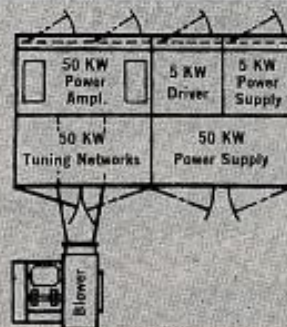
Peter S. LaBruzzo, former radio sales manager of Adam Young Inc., Chicago, joins McGavren-Guild Co., that city, as salesman.

Jerry Goodwin named program director of WQAM Miami, filling position vacated earlier when **Charles Murdock** was promoted to operations manager.

Beverly Baker, formerly with Ivy Broadcasting Stations at Ithaca, N. Y., joins WHN New York as traffic and continuity director.

Carroll DuBois Talbert appointed religious director of KHX-TV Los Angeles. **Larry McCormick** joins station as air personality and host of *On The Town* show.

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PART 4: COMPACTNESS

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A station for the handicapped?

Kenneth Jacuzzi, a physically handicapped businessman from Lafayette, Calif., is determined to start a commercial radio station which will be owned and operated by the handicapped. Mr. Jacuzzi, who admits some employees without disabilities might be necessary to help run the station, is convinced that most of the operation can be handled by the handicapped—and he is currently trying to locate those willing to join him in the venture.

It is difficult to find talented, experienced handicapped people interested in starting the station, Mr. Jacuzzi told BROADCASTING, and the rehabilitation agencies are little help, as they specialize in aiding the mentally retarded among the physically disabled and have no knowledge of specific individuals who Mr. Jacuzzi might wish to approach.

Mr. Jacuzzi, who has no commercial radio experience himself, indicated a willingness to either help buy or start a station in any market. He said the station should be "where the talent is."

"Special equipment could be installed," Mr. Jacuzzi said. "The important thing is to find handicapped people willing to prove that although the handicapped can't compete in the same way, they can be just as successful."

At least one existing commercial station, WLRW (FM) Champaign, Ill., is using handicapped personnel, drawing mainly on handicapped students enrolled in radio and communications study at the University of Illinois.

Mr. Jacuzzi can be reached at 1239 Upper Happy Valley, Lafayette, Calif.

tor of programing, elected VP in charge of programing.

Fred Phillips, account executive, promoted to supervisor of advertising research at McConnell, Eastman & Co., Toronto.

John R. Talley, executive VP of The Coca-Cola Export Corp., elected president, succeeding J. Paul Austin, who continues as president of parent organization, The Coca-Cola Co., Atlanta, Ga. **Oel Johnson**, manager of manufacturing department for export operations, elected VP and manager of manufacturing. Mr. Talley became executive VP in October 1962 after having served as operations VP in New York and earlier as VP and manager of Mediterranean and Middle East area since 1956, with headquarters in Rome. Mr. Johnson has been with Coca-Cola Export for 25 years. He was named manager of manufacturing department in 1961.



Mr. Talley



Mr. Johnson

Josephine Smith resigns as manager of promotion and publicity for Television Bureau of Advertising of Canada, Toronto.

PROGRAMING

Leroy E. Lattin elected president of Home Entertainment Company of America, which is engaged in development and promotion of pay-TV system in Santa Monica, Calif. (BROADCASTING, Dec. 10, 1962). He succeeds **Oliver A. Ungar**, who was named chairman of board and chief executive officer. Mr. Lattin served as president of General Telephone Co. of California from 1958 to 1962 when he was elected board chairman of that company. In January he became member of board of directors of Home Entertainment Co.



Mr. Lattin

Eddie Rissien, production executive at ABC-TV-Hollywood, appointed special executive assistant to Basil Grillo, president of Bing Crosby Productions. He will direct and coordinate TV program development for BCP.

Ken Hildebrandt, broadcast account executive in both station and syndication fields, appointed special sales consultant for The Jack Douglas Co., new

Paula Loyd, of Rome, Ga., a 17-year-old student at Model High School, named winner of first annual Georgia Association of Broadcasters' \$500 radio-TV scholarship. She plans to attend University of Georgia and study

radio-TV journalism and home economics.

John F. Merrifield, PR representative for tractor and implement operations at Ford Motor Co., Detroit, appointed farm director of WHFB-AM-FM Benton Harbor-St. Joseph, Mich. Mr. Merrifield is former agricultural director for Mutual Radio Network, New York.

GOVERNMENT

William McIntyre, member of Washington news staff of ABC and former assistant to commentator Edward P. Morgan, joins information staff of Agency for International Development (AID) as radio-TV film officer.

Robert D. Gordon, program director of KIRO-TV Seattle for past five years, joins U. S. Information Agency, Washington, as deputy chief of production for information television branch.

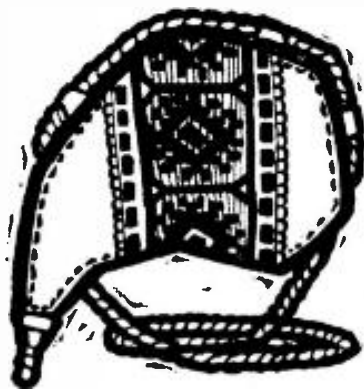
INTERNATIONAL

Robert E. Oliver, advertising and PR supervisor of Bank of Nova Scotia, elected president of Association of Canadian Advertisers at its annual meeting in Toronto. **Allan B. Yeates**, senior VP of Spitzer, Mills & Bates Ltd., Toronto, won ACA gold medal for his efforts in enhancing stature of advertising in Canada.



Mr. Oliver

W. O. Crampton, general manager of CFTO-TV Toronto, elected VP-general manager, and **Murray Chercover**, direc-



WHY SALES CLIMB ALONG THE SKYLINE

There's refreshing sales performance in this "one-buy" TV market with Food sales as large as the 29th metro area and Drug sales that rank 26th!



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KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KBLL Helena / KLIX Twin Falls

distribution subsidiary of The Jack Douglas Organizations.

Stuart Berg, former director of radio-TV production at John W. Shaw Adv., Chicago, appointed director of TV commercials at Wilding Inc., that city.

Richard A. Simmons signed to exclusive contract with Four Star Television to create and develop new properties. **Christopher Knopf** joins Four Star as writer on company's new Robert Taylor series.



Mr. Mitchell, executive VP and treasurer, named **Midwestern representative**. **Robert M. Finehout**, director of advertising, promotion and TV, elected VP for corporate advertising and public relations. **Robert W. Bucher**, VP-sales, appointed VP for instructional materials.

Sidney VanKeuren, veteran Hollywood production executive, named studio manager of Studio Center, which was Republic Studios until CBS-TV took over premises May 1 under five-year lease with option to buy.

Sim Myers, member of publicity-advertising-exploitation staff at Metro-Goldwyn-Mayer Pictures, New York, joins RCA Victor Records as administrator for press and information.

Steve Gethers, television writer, appointed associate producer of *The Farmers Daughter*, Screen Gems' series to begin on ABC-TV this fall.

Richard D. Heffner signed by Metropolitan Broadcasting Television to moderate *The American Experience*, new TV series that will analyze those events which have most profoundly challenged and transformed America during past three decades. Series will begin May 19 from 9-11 p.m., EDT.

John Daly, **Arlene Francis** and **Gene Rayburn** signed as host, hostess and on-stage master of ceremonies for *Miss Universe Beauty Pageant*, to be broadcast live from Miami Beach Saturday, July 20 (10-11:30 p.m., EDT) on CBS-TV network.

Johnny Bradford named head writer for *Judy Garland Show*, scheduled for CBS-TV in fall.

Goodman Ace, comedy writer, appointed head writer for Sid Caesar's bi-weekly series on ABC-TV next season. **Gregg Garrison** named producer-director

Murphy made WSAB chief

James A. Murphy elected president of Washington State Association of Broadcasters. **Joe Chytil**, KELA Centralia-Chehalis, elected VP, and **Saul Haas**, KIRO-AM-FM-TV Seattle, elected board chairman succeeding **W. W. Warren**, KOMO-AM-TV Seattle. **Allen Miller**, KWSC Pullman, was named secretary-treasurer. Elected to WSAB board of directors: **Leo Beckley**, KBRC Mount Vernon; **Max Bice**, KTNT-AM-TV Tacoma; **Tom Bostic**, KIMA-AM-TV Yakima and KEPR-AM-TV Richland; **Richard Dunning**, KHQ-AM-TV Spokane; **Jerry Geehan**, KTAC Tacoma; and **Miller Robertson**, KUEN Wenatchee.

tor of show and **Leo Morgan** appointed executive producer.

Danny Thomas, star of *The Danny Thomas Show* on CBS-TV network, presented 1962 Big Brother of the Year Award by Attorney General Robert F. Kennedy at ceremonies held at Justice Department.



Mr. Bernard

Glenn Bernard, for 12 years writer, executive director and executive producer of public affairs at WCAU-TV Philadelphia, resigns to form **Glenn Bernard Film Productions Inc.**, that city. New firm, located at Robinson Building, 42 South 15th Street, will specialize in production of industrial films, sales films, documentaries, training films and slide presentations.

Frank Pierson, who produced segments of *Empire* in current season, signed to new long-term contract by Screen Gems as creative writer-producer-director, and will immediately undertake development of one or more new series for 1964-65 season. **Andrew White**, also producer of various *Empire* segments, named producer of SG's new *Redigo* series starring Richard Egan. **Steve Gethers** appointed associate producer of *The Farmer's Daughter*.

Al Kasha, artists and repertoire producer for Columbia Records, New York, resigns to devote his full time to songwriting.

Bill Foster, director and choreographer, named producer of *The Shari Lewis Show* (NBC-TV Saturdays, 9-9:30 a.m.), effective May 30.

EQUIPMENT & ENGINEERING

George B. Hamilton, VP of international division of International Minerals and Chemical Corp., elected to board of directors of Oak Manufacturing Co. (electronic and electrical components), Crystal Lake, Ill., succeeding late **G. Corson Ellis**.

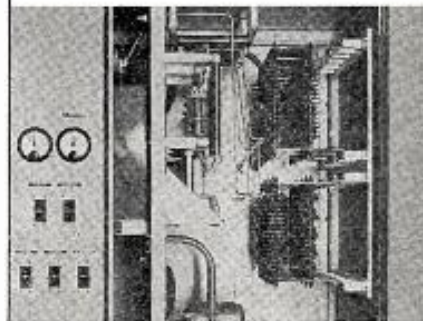
J. T. McMurphy, Philadelphia-based eastern regional manager for Philco Corp., appointed to newly created position of national sales manager. **K. A. Cooper**, general sales manager, named midwest regional sales manager, with headquarters in Chicago. Position of general sales manager has been discontinued. **Armin E. Allen** appointed general marketing manager.

Robert A. Nelson, member of corporate consulting staff of Litton Industries, elected VP and general manager of Triad Transformer Corp., a division of Litton Industries.

Joseph Novik, in charge of ITA Electronic Corp.'s Washington office, appointed director of company's government and industrial division.

Eric J. Wilson, systems sales engineer for Electronic Controls Inc., Stamford, Conn., appointed sales engineer for Raytheon Co.'s Sorensen electronic

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PART 5: SILICON RECTIFIERS

are used throughout Continental's 317B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help.

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Jamieson re-elected by Canadian broadcasters

Don Jamieson, CJON-AM-TV St. John's Nfld., re-elected president of Canadian Association of Broadcasters at annual meeting in Toronto, May 1-3 (see story this issue). **J. A. Pouliot**, CFCM-TV and CKMI-TV Quebec City, re-elected VP for television, and **Allan Waters**, CHUM Toronto, as VP for radio. **T. J. Allard** was re-elected executive VP.

Directors elected for two-year terms: **J. Fenety**, CFNB Fredericton, N. B.; **Conrad Lavigne**, CFCL Tim-



Mr. Jamieson

mins, Ont.; **Mr. Pouliot**; **A. Pelletier**, CHRC Quebec City; **Mr. Waters**; **R. Misener**, CFCF Montreal; **L. Moffat**, CKY Winnipeg; **N. Botterill**, CJLH-TV Lethbridge, Alberta; **W. Speers**, CKWX Vancouver, B. C.; **R. Chapman**, CKOV Kelowna, B. C.; **R. Peters**, CHAN-TV Vancouver; and completing one-year term **R. Large**, CFCY Charlottetown, Prince Edward Island.

Other directors completing terms are **M. Dansereau**, CHLN Three Rivers, Que.; **H. C. Cain**, CHWO Oakville, Ont.; **S. C. Ritchie**, CKLW Windsor, Ont.; **R. T. Snelgrove**, CKBB and CKVR-TV Barrie, Ont.; **D. Hartford**, CFAC Calgary, Alberta; and **E. A. Rawlinson**, CKBI Prince Albert, Saskatchewan.

power supplies and voltage regulators at South Norwalk, Conn.

H. L. Woodbury appointed manager of new Dallas sales engineering office of Andrew Corp., Chicago.

Jack W. Roden appointed sales manager for special products division of Michigan Magnetics Inc. (manufacturer of tape recorder heads), Vermontville, Mich.



Mr. Houston

Bruce A. Houston, account executive at Robert E. Eastman & Co., New York, appointed manager of company's St. Louis office. Prior to joining Eastman, Mr. Houston served as account executive at Gill-Perna Inc., Chicago, and timebuyer at Arthur Meyerhoff Associates.

Dr. R. L. Pritchard, staff director of engineering for semiconductor components division of Texas Instruments,

joins Motorola's semiconductor products division in Phoenix as director of engineering, newly created position.



Mr. Weismann

Robert J. Weismann, manager of manufacturing for Ampex Corp.'s video and instrumentation division, named manager of engineering for division, succeeding **Meyer Liefer**, who resigned. **Robert W. Jennings**, manager of equipment assembly section, will fill Mr. Weismann's former position on interim basis. Mr. Weismann joined Ampex in 1950 and was appointed manager of manufacturing last year.

Harry A. Steinberg appointed controller of Jerrold Electronics Corp., Philadelphia.

E. Grogan Shelor Jr. named director of engineering, and **Donald L. Gunter** named manager of marketing for gov-

ernment products group of The Bendix Corp.'s radio division.

John E. Pellegrine, sales promotion representative, named advertising manager of B. F. Goodrich Industrial Products Co., Akron, Ohio.

Kenneth B. Boothe named sales manager, and **Robert R. Stephens** appointed manager of engineering for Vitro Electronics, a division of Vitro Corporation of America, Silver Spring, Md., electronics firm. Mr. Boothe, who joined Vitro as senior sales engineer in 1961, will be responsible for all sales activities, including direction of sales representatives throughout country. Previously, he was eastern regional sales



Mr. Boothe



Mr. Stephens

manager for Gates Radio Co.; VP in charge of sales for Kahn Research Laboratories; and product manager for Arma Division of American Bosch Arma Corp. Mr. Stephens came to Vitro also in 1961 as chief engineer for products development. Earlier, he was chief engineer of General Electric Laboratories in Silver Spring.

Rear Admiral Daniel V. Gallery, USN-Ret., joins Kollsman Instrument Corp., subsidiary of Standard Kollsman Industries, New York, as naval consultant to President James O. Burke.

ALLIED FIELDS

Irving E. Levin, executive of National General Corp., elected president of Theatre-Vision Color Corp., wholly owned NGC subsidiary, to develop nationwide closed circuit color TV network for theaters. **Eugene V. Klein**, NGC president, will be board chairman of new subsidiary, and **Charles L. Glett**, who has held variety of NGC posts in recent years, will be administrative VP. Before joining NGC, Mr. Levin was president of AB-PT Pictures Corp. Mr. Glett was previously CBS-TV VP in charge of network services, VP of Mutual-Don Lee Broadcasting System and VP of RKO Teleradio Pictures Inc.

Richard Rogers, formerly with Scholastic Magazine and Book Services, joins Marketing Evaluations, Manhasset, N. Y., as research analyst.

Allan J. Gould, who retired recently as executive editor of Associated Press, named a Fellow of Sigma Delta Chi, professional journalism fraternity. He was honored May 8 at Deadline Club, New York chapter of fraternity.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



Irwin Lesser, formerly with *London Letter*, international business newsletter, joins R. H. Bruskin Associates, New Brunswick, N. J., as director of international research for Bruskin International.

Len Hansen, who handled radio-TV promotion for Seattle World's Fair, joins staff of post-fair Seattle Center as promotion coordinator.

DEATHS

Theodore B. Hall, partner in Gates/Hall Corp., San Francisco station representative firm, died May 2. Mr. Hall entered radio as announcer-salesman at various California stations and, after Navy service during World War II,

formed his own station representative organization which merged last October with J. C. Gates Co. to form Gates/Hall.

Benjamin C. Potter, 53, senior VP of Schwerin Research Corp., New York, died May 6 at his home in Tenafly, N. J. Prior to joining Schwerin in 1960, Mr. Potter was with A. C. Nielsen Co.

Henry Fisher, 46, sports director of WEEK-TV Peoria, Ill., died May 8 of heart attack.

David Louis Miller, 35, sales manager of Ritter Plastics Inc., Orlando, Fla., and former Midwest sales manager in Chicago for WNEW New York, died March 1 of heart attack in Or-

lando. Prior to joining WNEW in 1961, Mr. Miller served as sales manager of WHK-AM-FM and sales coordinator of KYW-AM-FM, both Cleveland.

Edgar Montillion (Monty) Woolley, 74, bearded bachelor actor who became famous as "The Man Who Came to Dinner," died May 6 of heart ailment at Albany (N.Y.) Medical Center. Beginning in 1950, Mr. Woolley starred in radio show, *The Magnificent Montague*, for six years. He contended that *Montague* would have continued as top-rated show had television not taken over home entertainment field.

Walter Ross Bishop, 60, public relations director of WRVA-AM-FM Richmond, Va., died May 5.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 2 through May 8 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

ACTIONS BY FCC

Chicago—Television Chicago. Granted CP for new TV on UHF channel 32 (614-620 mc); ERP 197.69 kw vis., 98.85 kw aur. Ant. height above average terrain 608 feet, above ground 631 feet. Estimated construction cost \$332,010; first year operating cost \$300,000; revenue \$200,000. P. O. address c/o H & E Balaban Corp., 91 North State Street, Chicago 1. Studio and trans. locations both Chicago. Geographic coordinates 41° 53' 05" N. Lat., 87° 37' 42" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DM. Legal counsel McKenna & Wilkinson, Washington, consulting engineer Walter F. Kean, Riverside, Ill. Principals: Winnebago TV Corp. (H & E Balaban owns 47.5%, controlling interest, of Winnebago, thus will have controlling interest of applicant corporation, also is applicant for channel 13, Grand Rapids, Mich.) (58.66%), Transcontinental Properties Inc. (29.33%), Harold Froelich (7%) and Milton D. Friedland (5%). Winnebago TV is licensee of WTVO(TV) Rockford, Ill., Transcontinental owns 50% of Plains TV Corp., licensee of WICS(TV) Champaign and WICD(TV) Danville, both Illinois. Mr. Froelich is general manager of WTVO(TV) and Mr. Friedland is general manager and VP of Plains TV's stations. Comrs. Bartley and Cox dissented and abstained, respectively. Action May 8.

*Presque Isle, Me.—University of Maine. Granted CP for new TV on VHF channel 10 (192-198 mc); ERP 209 kw vis., 104.5 kw aur. Ant. height above average terrain 512 feet, above ground 426 feet. Estimated construction cost \$395,200; first year operating cost \$40,200. P. O. address c/o Frank Borda, Orono, Me. Studio and trans. locations Presque Isle. Geographic coordinates 44° 46' 30" N. Lat., 68° 00' 26.5" W. Long. Type trans. RCA TT-25DH, type ant. RCA TW-9A10-P. Legal counsel Dow, Lohnes & Albertson, Washington, consulting engineer

Jansky & Bailey, Washington. Principals: board of trustees. Action May 6.

*Mount Pleasant, Mich.—Central Michigan University. Granted CP for new TV on UHF channel 14 (470-476 mc); ERP 15.4 kw vis., 8.81 kw aur. Ant. height above average terrain 526 feet, above ground 544 feet. P. O. address Mount Pleasant. Estimated construction cost \$11,400; no operating cost or revenue given. Studio and trans. locations both Mount Pleasant. Geographic coordinates 43° 34' 24" N. Lat., 84° 46' 21" W. Long. Type trans. GE TT-20A, type ant. GE TY-24A. Legal counsel Dow, Lohnes & Albertson, consulting engineer George C. Davis, both Washington. Principals: state board of education. Action May 7.

APPLICATION

Cleveland—Cleveland Telecasting Corp. UHF channel 65 (776-782 mc); ERP 227 kw vis., 113.5 kw aur. Ant. height above average terrain 1,003 feet, above ground 853 feet. P. O. address c/o Theodore Niarhos, 1010 Euclid Avenue, Room 608, Cleveland. Estimated construction cost \$610,000; first year operating cost \$498,000; revenue \$300,000. Studio and trans. locations both Brecksville, Ohio. Geographic coordinates 41° 16' 51" N. Lat., 81° 37' 23" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-30C. Legal counsel Lorie M. Molnar, consulting engineer Raymond E. Rohrer, both Washington. Principals: Independent Music Broadcasters Inc. (31.33%), Edwin C. Bertke (25.06%), James C. Heintz, Jr., William L. Rinyu and Theodore Miclau (each 12.53%) and John J. Sibsan and Peter P. Roper (each 3.01%). Independent Music owns WDBN(FM) Barberton, Ohio, and KJSB(FM) Houston. Ann. May 3.

New AM stations

ACTIONS BY FCC

Moulton, Ala.—Lawrence County Bcstg. Co. Granted CP for new AM on 1530 kc; 1 kw-D, 250 w-CH. P. O. address box 242, Moulton. Estimated construction cost \$8,900; first year operating cost \$18,000; revenue \$25,000. Principals: E. B. Bain, Arthur F. Slaton (each 50%). Mr. Bain is minister; Mr. Slaton owns one newspaper and 50% of another. Action May 8.

Perry, Fla.—Eugene Ketrig. Granted CP for new AM on 1310 kc, 1 kw-D. P. O. address Box 853, Perry. Estimated construction cost \$3,444; first year operating cost \$20,140; revenue \$25,000. Mr. Ketrig, sole owner, also owns electronics company and 50% of application of new AM in Blackshear, Ga. Action May 7.

Norton, Kan.—Norton Broadcasting Inc. Granted CP for new AM on 1530 kc, 1 kw-D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address Norton. Estimated construction cost \$27,089; first year operating cost \$36,000; revenue \$26,000. Principals: Neil L. Johnson (54%), Guy and Ernest C. Allen (each 17%), and William B. Ryan, John T. Muir and W. R. Garrett (each 4%). All principals are local businessmen without other broadcast interests. March 12 initial decision looking toward grant became effective May 1.

Lincoln, Neb.—Lancaster County Broad-

casting. Granted CP for new AM on 1530 kc, 5 kw-D, DA; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 116 East Broadway, Winona, Minn. Estimated construction cost \$73,502; first year operating cost \$100,000; revenue \$120,000. Principals: Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyler and James B. Goetz (each 25%). All but Mr. Gonstead have interest in KAGE Winona, Minn.; Mr. Gonstead has chiropractic clinic. March 12 initial decision looking toward grant became effective May 1.

Jackson, Wis.—Suburban Broadcasting Inc. Granted CP for new AM on 540 kc, 250 w-D, DA; interference condition and added condition precluding pre-sunrise operation with daytime facilities pending resolution of proceeding in Doc. 14419. P. O. address Route 2, Box 270-B, Menomonee Falls, Wis.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1—PERFORMANCE
comparable to FM

PART 2—DRIVER STAGE
power increase capabilities from
5 kw to 10 kw to 50 kw

PART 3—AMPLIFIER Weldon
Grounded Grid Circuit (Pat.)

PART 4—COMPACT DESIGN
requires just 72 square feet

PART 5—SILICON RECTIFIERS
used throughout the 317B

*Continental
Electronics*

PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Estimated construction cost \$73,831; first year operating cost \$70,000; revenue \$95,000. Principals: Charles H. Lomas, Eugene M. Gissal, Donald J. Heyrman and John C. Andresek (each 25%). Dr. Gissal is dental surgeon; Dr. Heyrman is physician; Messrs. Lomas and Andresek are local businessmen; none of principals have broadcast interests. Jan. 11 supplemental initial decision looking toward grant became effective April 29.

APPLICATION

Tupelo, Miss.—WTWV Radio. 1350 kc. 5 kw-D. P. O. address Box 163. Estimated construction cost \$44,575; first year operating cost \$50,000; revenue \$50,000. Frank K. Spain, sole owner, is majority owner of WTWV(TV) Tupelo and common carrier company. Ann. May 2.

Existing AM stations

ACTIONS BY FCC

KDSN Denison, Iowa.—Granted change of facilities from 1580 kc, 500 w-D, DA, to 1530 kc, 500 w-D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. March 12 initial decision looking toward grant became effective May 1.

WHSN Hayward, Wis.—Granted mod. of CP to change from DA to nondirectional, continued operation on 910 kc, 5 kw-D. (Is licensed on 910 kc, 1 kw-D.)

APPLICATIONS

WBCA Bay Minette, Ala.—CP to increase power from 1 kw to 5 kw and install new trans. Ann. May 3.

KUNO Corpus Christi, Tex.—Mod. of CP (which authorized change studio and ant. trans. location) to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 6.

WPIK Alexandria, Va.—Mod. of CP (which authorized increased power and installation of new trans.) to change type trans. and make change in ant. system. Ann. May 2.

New FM stations

APPLICATIONS

Lynn, Mass.—Stereocast Inc. 105.3 mc. channel 287, 1.4 kw. P. O. address Box 1053, Boston. Estimated construction cost \$20,000; first year operating cost \$25,000; revenue \$28,000. Stereocast plans to take over facilities of WUPI(FM) Lynn. Principals: Louis J. Brudnick (66 2/3%) and Sidney J. Dockser (33 1/3%). Mr. Brudnick owns insurance agency, Mr. Dockser is attorney. Ann. May 8.

*Mount Pleasant, Mich.—Central Michigan University. 90.1 mc. channel 211, .01 kw. Ant. height above average terrain 100 feet. P. O. address Mount Pleasant. Estimated construction cost \$1,995; first year operating cost \$1,000. Principals: state board of education. Applicant was granted new non-commercial TV station in Mount Pleasant last week (see new TV stations above). Ann. May 8.

Existing FM stations

APPLICATIONS

WDRN(FM) Darien, Conn.—Mod. of CP (which authorized new FM) to change ant. trans. location, operate trans. by remote

control from studio, increase ERP to 1.034 kw; increase ant. height above average terrain to 151.7 feet; install new trans. and change station location to Norwalk, Conn. Ann. May 2.

WFCJ-FM Miamisburg, Ohio.—Mod. of license to change station location to Dayton, Ohio. Ann. May 8.

Ownership changes

ACTIONS BY FCC

KBBA Benton, Ark.—Granted assignment of license from C. Lavelle Langley (100%), d/b as Benton Broadcasting Service, to J. Winston Riddle, Melvin P. Spann and David C. McDonald (each 33 1/3%), tr/as Benton Broadcasting Co. Consideration \$18,400. Mr. Spann owns KWAK Stuttgart, Ark.; Mr. Riddle is gen. mgr. of KWAK; Mr. McDonald is local businessman. Action May 8.

KHOG Fayetteville, Ark.—Granted transfer of control of licensee corporation, Fayetteville Broadcasting Inc., from C. A. Sammons (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KTRN Wichita Falls, Tex., KELI Tulsa, Okla., and KWAT Watertown, S. D. Action April 30.

KOWL Bijou, Calif.—Granted assignment of license from Ed J. Frech & Keith L. Mealey (each 40%) and Joseph F. Desmond (20%), d/b as Tahoe Broadcasters Inc., to Jackson R. Stalder & C. Kenneth Hildebrandt (each 41%), H. Julian Allen (10%) and Donald H. Hildebrandt (8%), tr/as KOWL Inc. Consideration \$185,000. C. K. Hildebrandt is past gen. sls. mgr. of KMEK-TV Los Angeles; Mr. Stalder is part owner of electronics research development firm; Mr. Allen is employed by NASA; D. H. Hildebrandt is part owner of Phoenix advertising agency. Action May 3.

WTRL Bradenton, Fla.—Granted acquisition of positive control of licensee corporation, Fletcher-Mitchell Corp. of Iowa, from James I. Mitchell (50%) by Jonathan M. Fletcher (100%, 50% before transfer). Consideration \$18,000 and 50% interest in KLIN Lincoln, Neb. Also see KCBC Des Moines, Iowa, and KLIN applications below. Action May 6.

WARN-AM-FM Ft. Pierce, Fla.—Granted assignment of license from Ranulf & Florence J. Compton (54%), William R. & Douglas M. Compton & True C. Giffen (each 14%), G. Gordon Giffen (1%) and Compton family trust (3%), d/b as South Jersey Broadcasting Co., to Charles M. Amory (100%), tr/as C & P TV Inc. Consideration \$117,000. Mr. Amory is advertising agency vp. Action May 8.

WAVQ(FM) Atlanta.—Granted assignment of license from Great Commission Gospel Association Inc. (non-profit religious organization, no stock issued) to Bob Jones University Inc. (100%). For other information see WAVO application below. Action May 8.

WAVO Decatur, Ga.—Granted assignment of license from Great Commission Gospel Association Inc. (100%) to Bob Jones University Inc. (100%). Consideration for both stations (see WAVQ [FM] application above) \$160,000. Principals of Bob Jones University are board of trustees. Comr. Cox abstained. Action May 8.

KCBC Des Moines, Iowa.—Granted acquisition of positive control of licensee corporation, Fletcher-Mitchell Corp. of

Iowa, from James I. Mitchell (50%) by Jonathan M. Fletcher (100%, 50% before transfer). Consideration \$18,000 and 50% interest in KLIN Lincoln, Neb. Also see WTRL Bradenton, Fla., and KLIN application. Action May 6.

KHAL Homer, La.—Granted assignment of license from Dr. Thomas M. Deas & Joe F. Rushon and William M. Bigley (each 33 1/3%), d/b as Claiborne Broadcasting Corp., to Gene Humphries, Horace E. McLean and Quinton M. Shormley, tr/as Homer Radio Co. Consideration \$20,000. Mr. Humphries has 50% interest in KVIN Vinita, Okla. Action May 8.

KMLB-AM-FM Monroe, La.—Granted transfer of control of licensee corporation, KMLB Inc., from Leon S. Walton (51%) to R. L. Vanderpool Jr. (51%); other ownership remains stable. Consideration \$20,344 and assumption of debt. Mr. Vanderpool is part owner of WAPX Montgomery, Ala. Action May 8.

KJOE Shreveport, La.—Granted acquisition of positive control of licensee corporation, Armand Kovitz & Sons, from Armand Kovitz (50%) to Harrison-McElroy Theatres Inc. (100% after transfer, 50% before). Consideration is assumption of debt. Action May 6.

WLAV-AM-FM Grand Rapids, Mich.—Granted transfer of control of licensee corporation, Stevens-Wisner Broadcasting Inc., from Harmon LeRoy Stevens and John F. Wisner (each 50%) to John J. Shepard, Charles A. Sprague and Daniel J. Duffy, tr/as Shepard Broadcasting Corp. (no shares issued yet). Consideration \$254,920. Mr. Sprague is part owner of WMAX-AM-FM Grand Rapids (but plans to dispose of interest); Mr. Shepard is gen. mgr. of WLAV; Mr. Duffy is local businessman. Action May 6.

KADM(FM) Golden Valley, Minn.—Granted assignment of license from James A. McKenna Jr. (100%), d/b as Western Broadcasting Corp., to Mr. McKenna (100%), tr/as KADM Inc. No financial consideration involved. Action April 30.

KLIN Lincoln, Neb.—Granted acquisition of positive control of licensee corporation, Fletcher-Mitchell Corp. of Nebraska, from Jonathan M. Fletcher (50%) by James I. Mitchell (100%, 50% before transfer). Consideration 50% in KCBC Des Moines, Iowa, and WTRL Bradenton, Fla. Also see KCBC and WTRL applications above. Action May 6.

WOTT Watertown, N. Y.—Granted assignment of license from James M. Johnston (58.33%), Frances G. Taylor (39.16%) and William R. Stevens (2.51%), d/b as Thousand Islands Broadcasting Inc., to Earl L. Cump (62.50%), Roland W. Renkel (31.25%) and William E. Sullivan (6.25%), tr/as CRS Enterprises Inc. Consideration \$135,000. Mr. Cump owns construction firm; Rev. Renkel is Lutheran pastor; Mr. Sullivan is salesman for WLYH-TV Lebanon, Pa. Action May 8.

KELI Tulsa, Okla.—Granted transfer of control of licensee corporation, T & O Broadcasting, from C. A. Sammons (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KHOG Fayetteville, Ark., KTRN Wichita Falls, Tex., and KWAT Watertown, S. D. Action April 30.

WWCH Clarion, Pa.—Granted acquisition of positive control of licensee corporation, Clarion County Broadcasting Corp., from Brookville Bank & Trust Co. (10% as trustee of estate of Alexander Jay McKnight, deceased) by W. C. Hearst (15% after transfer, 5% before); other ownership remains stable and with his wife, Harriet S. Hearst (36%). Mr. Hearst will own 51%. Consideration \$2,500. Action April 30.

WHUM-AM-TV Reading, Pa.—Granted transfer of control of licensee corporation, Eastern Radio Corp., from Jessie P. Greig, Franklin L. Hornberger, Elmer Gray Jr., deceased, J. Turner Moore Jr. and Arthur W. Helm, who as voting trustees controlled 52.1%, to Messrs. Greig and Hornberger and George B. Gaul, John Hartshorn and Julius Haussmann, voting trustees. No financial consideration involved. Action May 6.

WGCD Chester, S. C.—Granted assignment of license from Dispatch Publishing Co. to wholly owned subsidiary, Dispatch Broadcasting Inc. No financial consideration involved. Action May 6.

KWAT Watertown, S. D.—Granted transfer of control of licensee corporation, Midland National Life Insurance Co., from C. A. Sammons (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KHOG Fayetteville, Ark., KTRN Wichita Falls, Tex., and KELI Tulsa, Okla. Action April 30.

KTRN Wichita Falls, Tex.—Granted transfer of control of licensee corporation, T &

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- ☐ 52 weekly issues \$7.00 ☐ 104 weekly issues \$12.00 ☐ Payment attached
☐ 52 issues & 1963 Yearbook \$12.00 ☐ Please bill
☐ 1963 Yearbook \$5.00

name

title/position*

address ☐ Business
☐ Home

city

zone state

company name

*Occupation Required

O Broadcasting, from C. A. Sammons (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KHOG Fayetteville, Ark., KELI Tulsa, Okla., and KWAT Watertown, S. D. Action April 30.

APPLICATIONS

KNOT Prescott, Ariz.—Seeks assignment of license and CP from Roy L. Albertson Jr. and Harold L. Sanner Jr. (each 50%), d/b as Thunderbird Broadcasting, to William H. Ellison (60%) and Myrl E. Parker (40%), t/as Parkell Broadcasting Inc. Consideration \$35,000. Mr. Ellison has interest in KAMP El Centro, Calif.; Mr. Parker owns pharmacy. Ann. May 3.

***KPFA(FM)** and ***KPFB(FM)** both Berkeley, Calif., and ***KPFF(FM)** Los Angeles—Seek transfer of control of licensee corporation, Pacifica Foundation, from executive membership to board of directors. No financial consideration involved. Also see ***WBAI(FM)** New York application below. Ann. May 6.

WEAD College Park, Ga.—Seeks assignment of license from College Park Broadcasting (100%) to Ruth Sills (100%), receiver in bankruptcy. No financial consideration involved. Ann. May 8.

WMAS-AM-FM Springfield, Mass.—Seeks assignment of license from WMAS Inc. to Southern New England Broadcasting Inc., parent company of WMAS Inc. No financial consideration involved. Ann. May 8.

***WBAI(FM)** New York—Seeks transfer of control of parent corporation, Pacifica Foundation, of licensee corporation, WBAI-FM Inc., from executive membership to board of directors. No financial consideration involved. Also see applications above of ***KPFA(FM)** and ***KPFB(FM)** both Berkeley, Calif., and ***KPFF(FM)** Los Angeles. Ann. May 6.

KIXI Seattle—Seeks transfer of control of licensee corporation, K-91 Inc., from Hale Bondurant (50%), d/b as KWG Broadcasting, and Walter N. Nelskog (50%) to J. Elroy McCaw (45%), A. Stewart Ballinger (35%) and H. Dewayne Kraeger and Willard J. Wright (each 10%), t/as Metropolitan Radio Corp. Consideration \$535,000. Mr. McCaw has interest in KCTO Denver and KTVW Tacoma and KELA Centralia, both Washington, and outdoor advertising business; Mr. Kraeger has widespread business holdings; Mr. Wright is lawyer; Mr. Ballinger is real estate salesman. Ann. May 2.

KLYK Spokane, Wash.—Seeks assignment of license from William L. Simpson, Marie S. and Archie G. Taft Jr. (each 30%), Richard K. Bush (4%) and Jane E. Swanson and Gilbert J. Jacobsen (each 3%), d/b as KLYK Inc., to D. Gene Williams (100%). Consideration is assumption of debt. Mr. Williams, former part owner of KLYK, has interest in KUTT Fargo and KQDY Minor, both North Dakota, and KOYN Billings, Mont. Ann. May 6.

Hearing cases

DESIGNATED FOR HEARING

Automated Electronics Inc., Arlington, Va., Capital Broadcasting Co., Washington—Designated for consolidated hearing competing applications for new TV stations on channel 20. Issues include legal and financial qualifications of Automated Electronics. Action May 8.

OTHER ACTIONS

■ By order, commission granted request by Albert S. Tedesco, d/b as Broward County Broadcasting, to extent of extending to May 22 time to file reply to Broadcast Bureau's response to Broward County's petition for reconsideration of Feb. 13 hearing order in proceeding on its application for license to cover CP for WIXX Oakland Park, Fla. Action May 8.

■ By memorandum opinion and order in proceeding on applications of Young People's Church of Air Inc. and WJMJ Broadcasting Corp. for new FM stations in Philadelphia, commission (1) denied petition by WJMJ to enlarge issues to inquire into financial and legal qualifications of Young People's, and (2) granted petition by Young People's for leave to amend its application to bring up-to-date financial proposal so as to resolve any doubt that with passage of time it remains financially qualified to construct and operate proposed station. Action May 8.

■ By order, commission extended from May 10 to June 17 stay of effective date of Feb. 25 report and order to permit use of automatic logging devices. Extension was requested by various parties who seek reconsideration of portions of logging amendments. Action May 8.

■ Commission granted application of Pembina Broadcasting Inc. to change trans. location of KXGO-TV (ch. 11) Fargo, N. D. from 12 miles southeast of that city to about 40 miles northwest, increase ERP to 316 kw vis. and 158 kw aur., and increase ant. height from 390 feet above average terrain to 2,000 feet above ground. When built, tower will be world's tallest man-made structure. Title is presently held by 1,749-foot ant. at Columbus, Ga., used jointly by WRBL-TV WTVM(TV). Comr. Bartley dissented; Comr. Cox abstained from voting. Action May 8.

■ By letter, commission granted request by Carl E. Williams for waiver of Sec. 1.356 of rules and accepted for filing Feb. 20 retendered application to move trans. site of KERM(FM) Oklahoma City approximately 6 miles to location 128 miles from site of KGAF-FM Gainesville, Tex.; change station location to Midwest City, and increase ERP on 94.7 mc from 2.9 kw to 3 kw, and ant. height from 125 feet to 154.5 feet. Action May 8.

■ By memorandum opinion and order, commission (1) granted application by Western Minnesota Broadcasting Co. to increase daytime power of KMRS Morris, Minn., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions; and (2) dismissed opposing petition by KSD Sioux Falls, S. D. Action May 8.

■ By decision, commission denied application of Inter-Cities Broadcasting Co. for new AM on 1220 kc, 1 kw-D, DA, in Livonia, Mich. Commission concluded on basis of record that waiver of provisions of Sec. 3.28(d) of "10%" rule was not warranted. July 13, 1962, initial decision looked toward action. Action May 1.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to May 20 time to file response to petition to enlarge issues filed by KYOR Inc. (KYOR), Blythe, Calif., in proceeding on AM application of Geoffrey A. Lapping, Blythe. Action May 8.

■ Dismissed as moot petition by Brownsville Broadcasting Co. to enlarge issues and petition by Semo Broadcasting Corp. to temporarily withhold action on petition to enlarge issues in proceeding on applications for new AM stations in Brownsville, Tenn., and Sikeston, Mo., respectively. Action May 8.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, denied petition by respondent Taft Broadcasting Co. (WTVN), Columbus, Ohio, to enlarge hearing issues. Board Member Berkmeyer not participating. Action May 7.

■ By memorandum opinion and order in consolidated proceeding on applications of Hayward F. Spinks and Greenville Broadcasting Co. for new AM stations in Hartford and Greenville, respectively, both Kentucky, in Docs. 14493-4, (1) denied petition by Greenville to reopen record; and (2) on own motion, struck Greenville's May 2 reply. Action May 7.

■ By memorandum opinion and order, granted petition by Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., and waived Sec. 1.362 of rules to extent necessary for acceptance of late publication notice in proceeding on AM application. Action May 6.

■ By memorandum opinion and order in proceeding on application of John Self for new AM in Winfield, Ala., in Doc. 14972, denied motion by respondent Kate F. Fite (WERH), Hamilton, Ala., to enlarge hearing issues. Action May 6.

■ Members Nelson, Pincock and Stone adopted decision granting application of Hawkeye Broadcasting Inc. to increase daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2; condition and sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Nov. 13, 1962, initial decision looked toward denying application. Action May 6.

■ Granted petition by La Fiesta Broadcasting Co. and extended to June 10 time to file exceptions to initial decision in proceeding on application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex. Action May 3.

■ Granted petition by Broadcast Bureau and extended to May 20 time to file exceptions to initial decision in consolidated proceeding on AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin, in Docs. 14413-4. Action May 3.

■ Dismissed as moot petition by Wide Water Broadcasting Inc. for extension of

time to May 14 to file exceptions to initial decision in proceeding on application and that of Radio Voice of Central New York Inc. for new AM stations in East Syracuse and Syracuse, respectively, both New York. Action May 3.

■ In consolidated proceeding on applications of Putnam Broadcasting Corp. and Port Chester Broadcasting for new AM stations in Brewster and Port Chester, respectively, both New York, in Docs. 14211-2, granted petition by Port Chester and extended to May 26 time to respond to Broadcast Bureau's petition to enlarge issues. Action May 1.

■ Granted petition by Dolph-Petty Broadcasting Co. (KUDE), Oceanside, Calif., and extended to May 9 time to file exceptions to initial decision in proceeding on AM application. Action May 1.

■ By memorandum opinion and order in proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfeld for renewal of WXFM (FM) Elmwood Park, in Docs. 12604 et al., (1) denied appeal by Broadcast Bureau to examiner's action denying bureau's request to place Blue Island's application in pending file; and (2) amended third ordering clause of Nov. 26, 1962, memorandum opinion and order to permit consideration as to whether commission's new requirements released Dec. 21, 1962, in Doc. 14185, should be waived. Action April 30.

ACTIONS ON MOTIONS

■ Commission granted petition by National Association of Broadcasters and extended from May 18 to July 1 time to file comments and from June 5 to July 16 for replies in matter of amendment of part 3 of rules to regulate broadcast of horse racing information. Action May 6.

By Chief Hearing Examiner
James D. Cunningham

■ Denied petition by Southern Radio & Television Co., Lehigh Acres, Fla., to change place of hearing from Washington to Lehigh Acres in proceeding on its AM application and that of Robert Hecksher (WMYR), Fort Myers, Fla. Action May 7.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz.; scheduled prehearing conference for June 10 and hearing for July 15. Action May 6.

■ Ordered that testimony of two witnesses will be received commencing at 9 a.m., May 10, in Washington in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, Ill.; that, upon completion of such testimony, record will be closed; and that, as means of enabling presiding officer to achieve compliance with commission's mandate for prompt certification of record, all suggested corrections to transcript of proceedings heretofore held in matter will be submitted by 5 p.m., May 13, by which time any and all exhibits heretofore promised to record by parties will be filed in proper form. Action May 3.

■ Granted request by applicants and extended from April 30 to May 14 date to file proposed findings and conclusions and from May 10 to May 28 for replies in proceeding on applications for renewal of license of Tipton County Broadcasters (WKBL), Covington, and Shelby County Broadcasters Inc. (WHEY), Millington, both Tennessee. Action May 3.

■ Granted petition by Pekin Broadcasting Co. (WSIV), Pekin, Ill., for leave to amend AM application to reflect change in name to WSIV Inc. Action May 3.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on application of Muncie Broadcasting Corp. for new AM in Muncie, Ind.; scheduled prehearing conference for June 14 and hearing for July 8. Action May 1.

■ Scheduled resumption of further hearings by Examiner Chester F. Naumowicz Jr. in Cheyenne, Wyo., on July 15 in proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne and Fort Broadcasting for renewal of license of KDAC Fort Bragg, Calif. Action April 30.

By Hearing Examiner Basil P. Cooper

■ With consent of all parties in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md., continued May 3 evidentiary hearing to May 10. Action May 1.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued May 3 hearing to May 8 in proceeding on application

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 8

	Lic.	Cps.	ON AIR	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	3,794	45	136	136	401
FM	1,077	27	106	106	192
TV	518	62	84	84	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 8

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Noncommercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

*Includes 3 stations operating on unreserved channels.

of Brownsville Broadcasting Co. for new AM in Brownsville, Tenn. Action May 3.

■ According to prior agreement, scheduled further prehearing conference for May 10 in proceeding on application of William L. Ross for new AM in Riverton, Wyo. Action April 30.

■ On own motion, scheduled further prehearing conference for May 13 in proceeding on application of Hugh Jordan Stock for new AM in Riverton, Wyo. Action April 30.

By Hearing Examiner Isadore A. Honig

■ Pursuant to request of applicant and with consent of Broadcast Bureau, advanced May 10 further hearing to May 9 in proceeding on application of Higson-Frank Radio Enterprises for new AM in Houston. Action May 7.

■ On own motion, directed Verne M. Miller to file and serve by July 1 further progress report with regard to taking of measurements, together with proposal of date for further hearing conference in proceeding on his application for new AM in Crystal Bay, Nev. Action May 6.

By Hearing Examiner Annie Neal Huntting

■ By order in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., granted motion by Heritage Radio & Television Broadcasting Inc. to strike in part Star Television Inc. proposed adverse findings of fact since they do not meet fundamental requirements of Sec. 1.150 of rules. Action May 2.

By Hearing Examiner H. Gifford Irion

■ Upon request by Al-Or Broadcasting Co., continued May 8 further hearing to June 7 in proceeding on its application and that of WIDU Broadcasting Inc. for new AM stations in Mebane and Asheboro, both North Carolina, respectively. Action May 6.

By Hearing Examiner David I. Kraushaar

■ On own motion, advanced and rescheduled May 22 hearing for May 17 in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex. Action May 2.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order in

proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, reopened record and renumbered as exhibit 9 Connecticut Coast exhibit 8 marked for identification on page 558 and received in evidence on page 581 of April 23 transcript. Action May 6.

■ Rescheduled May 6 hearing for May 20 in Washington in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action May 2.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and extended from May 6 to May 20 time to file proposed findings of fact and conclusions in proceeding on application of Mitchell Broadcasting Co. for new AM in Estherville, Iowa. Action May 6.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., granted joint request by applicants and Broadcast Bureau and continued May 8 prehearing conference to May 15. Action May 6.

■ In proceeding on AM application of K-FIV Inc. (KFIV), Modesto, Calif., extended certain procedural dates and continued June 24 hearing to July 8. Action May 6.

■ Pursuant to agreements reached at May 2 prehearing conference in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., continued May 20 hearing to May 21. Action May 3.

■ In proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., scheduled hearing conference for May 8, in Washington for purpose of determining technique and timing of adduction of evidence at hearing scheduled for July 15 in Cheyenne. Action May 1.

■ Pursuant to certain agreements reached

and rulings made at April 30 hearing in proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, both Maryland, respectively, in Docs. 14748-9, scheduled further hearing for May 21 relative to Charles County exhibit no. 1. Action April 30.

By Hearing Examiner Herbert Sharfman

■ Scheduled further hearing for May 7 in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex. Action May 6.

■ Upon request by SPA Broadcasters Inc. (WSPN), Saratoga Springs, N. Y., in consolidated AM proceeding in Docs. 14817 et al., extended from May 8 to May 20 time to file initial proposed findings of fact and conclusions and from May 22 to June 3 for replies. Action May 2.

BROADCAST ACTIONS by Broadcast Bureau

Actions of May 7

KPOS Post, Tex.—Granted increased power on 1370 kc, D, from 500 w to 1 kw, and installation of new trans.; remote control permitted; conditions.

WGKV Charleston, W. Va.—Granted increased daytime power on 1480 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KSAM Huntsville, Tex.—Granted increased daytime power on 1480 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WGRM Greenwood, Miss.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KGRS Pasco, Wash.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WENO Madison, Tenn.—Granted increased operation on 1430 kc, with 5 kw, D to unl. hours with 1 kw night, installation of DA-N, and use of present aux. trans. as main trans. nighttime; conditions.

■ Granted renewal of licenses for following stations for normal license term, on which action had been deferred: KARM Fresno, Calif.; WEIS Bristol, Conn.; KEWI Topeka, Kan.; WCAP Lowell, Mass.; KFKM San Bernardino, Calif.; WCC Hartford, Conn.; KIBH Seward, Alaska; WCMR Brunswick, Me.; KIKI Honolulu; WCHS Portland; KITN Olympia, Wash.; WDEW Westfield, Mass.; KNWC Sioux Falls, S. D.; WESX Salem, Mass.; KRLC Lewiston, Idaho; Clarkston, Wash.; WINY Putnam, Conn.; *KTEC(FM) Oretch, Ore.; WJDA Quincy, Mass.; KTEL Walla Walla, Wash.; WKOX-AM-FM Framingham, Mass.; KWIL Albany, Ore.; WMRC Milford, Mass.; KXRO Aberdeen, Wash.; WNEB Worcester, Mass.; WAGM Presque Isle, Me.; WPRO Providence, R. I.; *WAMF(FM) Amherst, Mass.; WSKI Montpelier, Vt.; WAVZ New Haven, Conn.; WSPR Springfield, Mass.; WBEC Pittsfield, Mass.; WTVL Waterville, Me.

WNEB Worcester, Mass.—Granted license covering installation of old main trans. as aux. trans.; remote control permitted.

WATR-TV Waterbury, Conn.—Granted extension of completion date to Nov. 1.

Actions of May 6

WGHQ Kingston, N. Y.—Granted license covering changes in DA pattern.

WTIL Mayaguez, P. R.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WJLD Homewood, Ala.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans.

WLAT Conway, S. C.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans.; specify geographic coordinates.

WKCT Bowling Green, Ky.—Granted license covering use of old main trans. as aux. trans. with DA-N at main trans. site.

*WNTH(FM) Winnetka, Ill.—Granted CP to install new ant.

WATW Ashland, Wis.—Granted CP to replace expired permit to install new aux. trans.

WPBI(FM) Danville, Ill.—Granted CP to install new ant., increase ERP to 4.9 kw and decrease ant. height to 93 feet.

*KLRN(TV) San Antonio, Tex.—Waived Sec. 3.613 of rules and granted mod. of CP to change studio location to University of Texas Campus, Austin, Tex.

American Broadcasting-Paramount Theatres Inc., New York—Granted renewal of permit to locate, maintain and/or use studios or apparatus at New York location

Continued on page 103

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFOOE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFOOE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFOOE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFOOE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFOOE

A. D. Ring & Associates
41 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFOOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFOOE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFOOE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFOOE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFOOE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFOOE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFOOE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET
& KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFOOE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N. W.
Washington, D. C.
Federal 3-1116
Member AFOOE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFOOE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFOOE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

**JULES COHEN
& ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFOOE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFOOE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFOOE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUtler 1-1551

**RAYMOND E. ROHRER
& Associates**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFOOE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

AFFILIATES: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted—Experienced sale-minded manager for thoroughly modern station, large southwestern city. Excellent opportunity. Send full resume and photo. State compensation desired. Profit-sharing arrangement in addition to salary for the right man. Box G-85, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

National sales manager. Must know agencies in New York and Chicago. Age 30-38. Be a superb, hard hitting, ambitious salesman who can inspire and close sales with national reps. Assume top grade accounts. Compensation open. Excellent living and working conditions in largest state in the U. S. California! Send picture, resume or wire Box G-16, BROADCASTING.

Sales

Columbus, Ohio... good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write full. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future, earnings, for hard working knowledgeable pro... interested? Box G-15, BROADCASTING.

Central California, major market, successful group operation, offers top opportunity to seasoned salesman. Salary, draw, expenses, plus company benefits. Box G-35, BROADCASTING.

Lucrative and permanent future for two successful salesmen. Large inland Muzak franchise has good service staff to help you. Box G-89, BROADCASTING.

Are you the best salesman in your market? If so, we may have an opportunity for you to grow and prosper with our 50,000 watt station in the top 50 markets. We need two salesmen who can quickly evaluate an opportunity and who are able to move within 30-60 days. This property is well managed and is known as one of the very top stations in the industry. We will gladly exchange references. Immediate inquiries will receive preference. Box G-135, BROADCASTING.

Established, growing successfully, fulltime Chicago station has openings for two(2) salesmen. Must have broadcast experience and know Chicago market; substantial draw against a liberal commission structure, and many other benefits. All replies confidential. Box G-171, BROADCASTING.

Delano, California. KCKH, 5 kw, \$520 guarantee, 25% commission. Experienced salesman with 1st phone.

Opportunity for a salesman in Rocky Mountain vacation land of cool color Colorado. Salary and commission. Write Ellis Atterberry, KCOL, P.O. Box 574, Fort Collins, Colorado.

Delano, California, KCHJ, 5 kw, \$520 guarantee, 25% commission, experienced salesman.

Liberal earnings await experienced salesman with proven record. Medium market. California coast, adult programming. Write Box 1070, Monterey, California.

Help Wanted—(Cont'd)

Sales

Salesman wanted for newly opened radio station WETT, Ocean City, Maryland 1½ million summer visitors make this a very busy town. Either just summer months, or all year round. Salary and commission. Contact M. S. Hayes, Manager.

New Jersey station increasing power to 1 kw. Need experienced salesman to head operation. Good guarantee, car allowance and percentage of gross. WNJH, Hammon-ton.

WJES, Johnston, South Carolina wants a good salesman. Your first job sell me on you. Danny McClure, General Manager.

WGEE Indianapolis member of 7 station group offers excellent opportunity for mid-western radio salesman to join our organization. Position offers guarantee plus commission. Take over established, protected, producing account list. Fringe benefits include: Insurance program, paid vacations and opportunity for advancement. If you think you can qualify send resume immediately to: Arnold C. Johnson, General Manager, Fleetwood 9-5591, for appointment.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

Salesman wanted to sell advertising accounts for supermarket store music. Baltimore-Washington area. Market Music of Maryland, 44 W. Biddle St. Baltimore 1, Md.

Opportunity awaits if you can substantiate your performance. Sales and management openings. Write: Broadcast Employment Service, 4825 10th Avenue So., Minneapolis 17, Minnesota.

Announcers

Medium large midwest market CBS radio outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Announcer with first class ticket. Desirable mid Pennsylvania location. Tell all in first letter. Box E-363, BROADCASTING.

Chief engineer announcer would have complete charge of maintaining equipment at 1,000 watt Michigan station. Excellent working conditions up to date equipment. 6 to 7 per year for right man plus fringe benefits. Must be reliable cooperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Oregon daytimer, looking for congenial, likeable morning announcer who likes to sell on the air and on the street. Must be able to adapt to our style. Middle of the road format. Box G-33, BROADCASTING.

If you like both deejay work and news gathering and writing can do both well here is your opportunity to move up with established Illinois good music station. Excellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

WLPM, needs an announcer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equipped radio station send tape and resume to: E. D. Baydush, Radio WLPM, Suffolk, Virginia.

Help Wanted—(Cont'd)

Announcers

Announcer/first phone. Need 1st phone who can maintain 1 kw am and do decent air shift. State \$. All tape returned. Box G-62, BROADCASTING.

Announcer-salesman with experience at both. Eastern station going 1 kw soon. Good pay, liberal commissions. Box G-124, BROADCASTING.

Top swinging station in midwest major market, looking for a top swinging morning man. Box G-163, BROADCASTING.

Midwest top 40, #1 in market, chain station. Looking for newsmen and personality dj with first phone. No maintenance. Immediate openings. Send tape and resume today to: Box G-173, BROADCASTING.

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

Alaska. 5 kw. No beginners. Need mature voice. \$750 month start. Airmail tape, qualifications, references. Bill Harpel, KHAR, Anchorage.

News director for local news gathering. Must be good announcer. Good salary. KTOE, Mankato, Minnesota.

Modern Negro disc jockey for late afternoon spot must do tight, fast format with personality thoroughly experienced top man only top salary, benefits. Excellent working conditions at nationally outstanding Negro station. Send tape, photo, and resume by May 15 to KDIA, Oakland, California.

Have immediate opening for swinging 1st phone announcer with a top forty station, number one in market. No maintenance required. Send tape, resume, photograph to: Henry Beam, WAAY Radio, P.O. Box 986, Huntsville, Alabama.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

WBUX, Doylestown, Pennsylvania, 30 miles from Philadelphia wants man with good reading ability, first phone. Beginner considered. We'll train you our way as news editor and personality disc jockey. Call 348-3332—David Ross, Program Directors.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

Happy, big voices are needed by fun station. WDMV, Pocomoke City, Md. Home of the world's largest bass. Contact Jack Moran at once!

New Jersey experienced announcer newsmen for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Announcer continuity writer: Immediate opening for man capable in both areas with at least three years experience. Opportunities for advancement for a man capable in commercial production work. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Announcer-engineer. Minimum maintenance. Prefer married man who wants to settle in upper midwest. Must be ambitious. WWIS, Black River Falls, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Combo dj-newsman: Immediate opening for man capable in both areas with at least three years experience. News will entail leg work, gathering, writing and airing. Send complete resume together with minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Philadelphia suburban station needs announcer with experience. No swingers. Straight staff work. Chance for play by play. Many fringe benefits. Time and one-half holidays. Group insurance, hospitalization. 215-696-3690.

WYNS needs an announcer with first phone license. No maintenance—top flight, top forty operation. New station—air conditioned building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lehighton, Pa., or phone 377-1150.

Trained or experienced announcers at all levels needed to consider appropriate opportunities. Confidential, professional placement. Broadcast Employment Service, 4825 10th Avenue So., Minneapolis 17, Minnesota.

Technical

First class radio telephone operator. AM-FM in town of 10,000. Ticket holder should also be interested in radio time sales and a resident of Illinois or Indiana. Box E-374, BROADCASTING.

Wanted chief engineer for regional full time, non-directional am station in San Juan Puerto Rico. Need not be Bilingual. Single man preferred. Please send complete resume of experience and qualifications with photograph. Box G-117, BROADCASTING.

Southwest Pennsylvania independent. Immediate need for 1st class engineer. No Maintenance. State salary requirements and earliest available date. Box G-122, BROADCASTING.

Illinois AM station in modern prosperous city, has fine opportunity for cooperative reliable engineer to fill chief's position. No announcing duties. Progressive, permanent operation, best equipment, top working conditions, and salary with merit raises. Must be able to do studio and transmitter maintenance and handle directional equipment. Send all information. Box G-150, BROADCASTING.

Wanted: Engineer - announcer. Contact WGTN, Georgetown, South Carolina.

Chief engineer needed by June 15th. Combo job but emphasis on engineering. AFTRA station that needs man looking for a permanent position. Compatibility essential. Send resume and air check. Sorry no tapes returned. Write, KBRO, Bremerton, Washington.

Immediate opening for first class engineer capable of maintaining 10 kw am transmitter and studio equipment. Rush resume, photo, references. Include experience in any other phases of radio. WPAQ, Mt. Airy, North Carolina.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

First class... no announcing, 5,000 watt, 24 hour operation. Directional day and nite. Permanent position. Car required. Send picture and required salary plus military and other background to Tom Kita, Box 8765, Richmond, Virginia.

Advancement opportunities of ticketed men. Write to Broadcast Employment Service, 4825 10th Avenue So., Minneapolis, 17, Minnesota.

Production—Programing, Others

Experienced, straight music news announcer for anchorman on informational 3 man morning program. Must have adult approach with warm personality, good educational and commercial background. No rock and roll. 50 kw station large eastern market. Send resume, tape, and photo to Box G-121, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Creative production man, 27, 10 years in broadcasting. Desires commercial production opportunity. Complete knowledge of mixing, taping, dubbing and disc recording. Box G-137, BROADCASTING.

Radio television journalism instructor needed, beginning September. Professional experience, college degree essential. Graduate work possible. School of Journalism, University of Iowa, Iowa City.

Program and traffic girl needed for top 40 resort station WETT, Ocean City, Maryland. Either summer months or all year round. Contact M. S. Hayes, Manager.

News director immediate opening in local news. Call General Manager, 644-1255 WHUT, Anderson, Indiana.

Newsman: Immediate opening for seasoned and experienced newsman in gathering writing airing news. Rare opportunity for creative writer. Also possibility of eventual directorship for a man with degree in Journalism or English major. Send complete resume with photo and tape, together with samples of writing ability. Please state minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Situations Wanted—Management

Profit maker thru toughest times available thru partnership rift. Four years successful radio sales, sales management, last three management. Heavy on sales promotions, hyping local sales, plugging profit leaks. Offer dependability, loyalty, hard work for modest base with percent of net sales. Married, 39, upper midwest. Will move to #1 radio, or tv with #1 potential. Box G-9, BROADCASTING.

Operations manager. Nine years all phases medium major market tv. Top producer director with some writing and announcing. Family, B.A. work well with crews and clients. For resume and personal interview write Box G-6, BROADCASTING.

Broadcast executive with over 20 years experience, 15 in management, for medium or metro market am, am-fm-tv operation or chain. Native southwesterner, 41, family and top references. Will invest in company. Box G-77, BROADCASTING.

Manager—sales manager, upper midwest only: successful sales and sales management in both single and multiple markets am and fm; experienced in all phases of radio except engineering; family man; responsible; top references; college grad. 32 years old. Box G-88, BROADCASTING.

Qualified radio manager with take charge attitude, sales and programing. 11 years employed in S. E. Box G-108, BROADCASTING.

Desire first management assignment. Experienced; Salesman news, music production. College, single, veteran. Box G-147, BROADCASTING.

I can sell anything I believe in. I'm programing now. Let me program and sell (manager) your station to a handsome profit. 717-628-2848 or Box G-125, BROADCASTING.

Manager/sales manager for medium or large markets. 20 year vet of both radio and tv. Strong in sales and promotion. Box G-128, BROADCASTING.

Sales

Preponderate salesman. Mature, creative, self starter, fine record and references. FM-Muzak experience, too: Available soon. Top stations only. Box G-107, BROADCASTING.

B.S. degree in June. Sold, announced, worked for arip while attending college. Promotional minded, aggressive clean cut, good references. Box G-170, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Have you a 2 or 3 hour daily block for me to sell program and/or produce? Is your's a strong station in a major warm weather market? If so let me turn your time into profit. 20 years experience, 10 in local radio and CBS network production plus 10 in advertising sales. Ed Gaylor, Box 36 Fairmount Sta. El Cerrito, California or call 524-1661.

Situations Wanted Announcers

Let's exchange references. 30 year old pro, presently employed major eastern market, offers 8 years experience. DJ modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production, news. Family man. Will answer all inquiries. Minimum \$7,800 annually. Box E-419, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Beginning announcer. Will locate anywhere. Can do news, commercials, and run my own board. Box G-71, BROADCASTING.

Negro dj, with 1st phone shovel. Rock and Roll King. Comboman. Has great mature resonant voice. Box G-82, BROADCASTING.

Announcer-dj, 1st phone. All around experience. Enjoys production, knows music. Family man. Box G-91, BROADCASTING.

Attention AFTRA affiliated stations! An intelligent, experienced staff announcer is looking for a career opportunity with a sound, good music organization. I'm young, hold an A. B. in radio speech. Prefer east. Box G-92, BROADCASTING.

Nighttime personality announcer. Mature sound. Preference good music, jazz etc. Experienced production and news. Permanent beard, not beatnik! No brogue! Wife, two children. Relocate metropolitan. Box G-93, BROADCASTING.

Ever listen to the radio during your morning shower? You would if I were in your market. You wouldn't want to miss any of this sparkling morning humor. Box G-97, BROADCASTING.

Sportscaster. Covered National Collegiate Basketball champs. College baseball. Scholastic football. Box G-98, BROADCASTING.

News-caster-dj. Authoritative news, tight production, operate fast board. Not a floater or Prima Donna. Box G-110, BROADCASTING.

Want sports director job. Six years radio. Want radio, tv. Experienced play by play high school, college, baseball, football, basketball. Married, present job 2 years. Lets put our cards on the table, would prefer personal interview. Box G-114, BROADCASTING.

Let's exchange references. 30 years old pro deejay presently employed major eastern market, offers 8 years experience modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production, news. Family man. Will answer all inquiries. Minimum \$7,800 annually. Box G-120, BROADCASTING.

Announcer, mature voice, 2½ years in field. Strong on news background. Presently employed. Box G-123, BROADCASTING.

Top 40 negro dj but adaptable. Air personality, fast board, live, bright, Mr. Incomparable in commercials. Crisp newstype production. Acclaimed "His Excellency" by fellow djs. Box G-127, BROADCASTING.

Experienced staff announcer, dj competent, very authoritative newscaster, experience all phases of broadcasting. Mature, married, desires position and station with advancement, within 200 miles of New York. Box G-133, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Summer opening? Michigan University student; solid top 40 or good music. Experience. Available June 15. Box G-116, BROADCASTING.

Top 40? Family man? Three years experience? First phone? Major market (87)? Sharp production? Tight boardwork? EP! Box G-140, BROADCASTING.

Ambitious, bright, eager dj. Can work any format. Now employed, but desire change. Air check, resume, and photo available. Will travel. Write: Box G-136, BROADCASTING.

Most dependable man in broadcasting. 31, seven years radio and tv announcing. No first phone. Box G-145, BROADCASTING.

Experienced announcer (15 years) seeks summer work in D.C. area. Background includes classical music, news, p.d. continuity. Box G-151, BROADCASTING.

Announcer, 1 year experience, married, 27, currently employed, desires staff position with sound station. Box G-152, BROADCASTING.

Announcer 1st phone. Tailor my talent to your operation—good broadcast background. Experience light. Family, no maintenance. Prefer east. Box G-153, BROADCASTING.

Major Market C&W personality-deejay desires change. 25 years experience both network and local. Box G-154, BROADCASTING.

Experienced radio-tv announcer rated #1 in 1 of nation's 10th largest markets, seeks employment East Coast, N.Y., Phil. areas preferred. Any shift-ready now top references. Highly regarded newsmen also. Box G-155, BROADCASTING.

Mid west, east—experienced announcer seeks middle of the road station. 25, single, veteran, references. Box G-156, BROADCASTING.

Announcer dj-air personality, crisp fluid delivery, authoritative news, tight production, fast board, married will settle. Box G-158, BROADCASTING.

Top 40, young, cheerful, swinging dj. Reliable, versatile. Tape available. Box G-162, BROADCASTING.

Consciousness family man seeks California coastal. Several years experience all phases. Sober, reliable. Best references. Now employed. Available end June. Box G-164, BROADCASTING.

Attractive female country and western dj with three years as C & W dj and singing with C & W bands. Will travel. Box G-166, BROADCASTING.

Colored, NY. DJ, newsmen in Georgia. Available August 5, thru 12th, for pinch hitting. Major cities in Georgia or South Carolina. Box G-167, BROADCASTING.

Announcer, d.j., good wake up show and top 40; tight board. Married, draft exempt. Broadcasting school graduate. Any location! Hard worker! Available immediately! Phone no. 352-1525 (area code 216) or Box G-169, BROADCASTING.

Experienced announcer and combo man. Seeks immediate employment. James Nahravh, 6331 W. Mitchell Street, West Allis 14, Wisconsin. EV 3-3104 all after 4 p.m.

Experienced dependable and young—available now. Write Tim Skoning, KYSM, Mankato, Minnesota.

12 year pro. Music and news experienced. Need spot immediately. Call Syl Sergi, Tilden 6-4623 Beaver Falls, Pennsylvania.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, 1st phone. Wants work southwest. Personal interview possible. Jack Dillon, 3205 Armour Terrace, Minneapolis, Minnesota, STerling 9-0614. After May 19, c/o Phil Weyren, 3829 East Picadilly Road, Phoenix.

Announcer-sales. Five years part time experience. Will graduate from Kansas State University in June. Available June 10th. Write Owen B. Sherman, R-27 Jardine Terrace, Manhattan, Kansas.

1st phone dj needs summer work. Will travel. Gene Fiscallini, 1172 W. Adams, Los Angeles. Phone 747-4656.

Technical

First phone, beginner, career type, afternoons, Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

Chief engineer, experienced construction maintenance am-fm directionals. Proofs to 50 kw. Box G-100, BROADCASTING.

First phone operator with 8 years as chief. Experienced in directional. Will relocate. Box G-111 BROADCASTING.

1st class with 10 years experience am, fm, microwave, radar construction, maintenance, supervisor, instructor. Will relocate—permanent. Box G-118, BROADCASTING.

First phone. 12 years transmitter experience. Would like job in Texas. Box G-134, BROADCASTING.

Fifteen years as chief engineer, including directional and construction experience, management, announcing, and sales. Desires permanent location preferably in southeast. Box G-157, BROADCASTING.

Combo man available July. 1½ years experience, first phone. \$150 minimum. No tape. Phone 606-267 or write Box G-172, BROADCASTING.

Available May 20th. 1st phone retired from government. Excellent character. Call 301-TA 2-3301. Mr. Jones.

Reasonable fidelity stations: Bob Downie, professional announcer—first class operator available where experience counts. Write me anytime this month. Answer guaranteed. Address: 411 W. 8th Street, Wilmington 1, Delaware.

Production—Programing, Others

Director-announcer, 7 years experience wants position in midwest. Box G-79, BROADCASTING.

Newsmen . . . seeks major market . . . 10 years experience, strong on the air presentation. Can take charge of 4 man staff. College degree, age 32, I need a challenge. Not afraid of work!! Box G-86, BROADCASTING.

Newsmen desires relocation. 24, family, veteran, 2 years experience. Prefer east. Box G-99, BROADCASTING.

Individually tailored open end comedy bits for local deejays, complete with scripts including deejays's part. Send \$1.00 for sample tape with useable bits. Box G-102, BROADCASTING.

Completely experienced; airing hourly newscasts; now writing station's editorials. Intelligence, maturity markets daily cover-Compact, bright writing—performing \$135 weekly. Box E-384, BROADCASTING.

Newsmen, 12 years solid experience. Desires money making opportunity. Major market only. Good delivery, hard worker on beat. College, excellent background. Box G-87, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Seeking prestige radio or tv news director? Young political science professor, broadcasting consultant, newspaper supervisor at university. Edited weekly newspapers. Broadcast experience includes interviews, documentaries. Skillful reporter and writer authoritative delivery. Salary secondary to opportunity. Box G-112, BROADCASTING.

News director, 18 months hard-news experience. Work under contract only. Box G-113, BROADCASTING.

Experienced news director. Gets news first. Young married. Looking for position in Iowa or surrounding states. Box G-115, BROADCASTING.

News director. Major markets only. Station must be vitally concerned with news and community affairs. Ten years experience includes radio, television, newspaper, public relations, editorials, and documentaries. Box G-119, BROADCASTING.

Program director seven years experience, available. Sales knowledge. Play by play. Programming. Intelligent. Family, looking for permanence, opportunity, and reasonable salary. 717-628-2848 or Box G-128, BROADCASTING.

Newsman's newsmen. Twelve years. My brains and hard work for your prestige and profit. College Journalism. Majors. East. Box G-129, BROADCASTING.

Program director—five years . . . morning show plus, C&W Personality (live) College, married, family, relocate. Box G-146, BROADCASTING.

TELEVISION

Help Wanted—Sales

Account executive television sales. Write Channel 8, P.O. Box 2148 Idaho Falls, Idaho.

Announcers

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Wanted master control operator and transmitter operator with first phone. Experienced is permanent position. Contact Vern Totten, Chief Engineer, KXLF-TV, P.O. Box 1956, Butte, Montana.

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

KREX-TV needs first phone for tv control and switching; some tv, fm and am maintenance. Send resume and recent photograph to J. H. Meyer, Grand Junction, Colorado.

Production—Programing, Others

Station located in N.E. has opening for artist with experience in all phases of art work utilized in tv slides, set design and construction requirements newspaper ads sales, promotion presentations etc. This is a fine opportunity for a person who is creative and looking for a challenge. Send resume to Box G-2, BROADCASTING.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

California TV station needs continuity-promotion personnel. Send resume and samples of copy to Box G-101, BROADCASTING.

TELEVISION

Situations Wanted

Management

General sales manager available June 1st. Can deliver national to local sales experience. Box E-212, BROADCASTING.

TV sales manager, experienced all phases radio and tv, seeking management opportunity with progressive organization. Box G-96, BROADCASTING.

Broadcasting executive, 15 years, experience all phases tv and radio production and sales at all levels. Box G-104, BROADCASTING.

Program executive: 15 years experience, 10 years radio, tv at o&o major market, includes production manager, program manager. Familiar all media departments. Seek administrative challenge with stable operation. BS, MA degrees. Box G-141, BROADCASTING.

General manager/sales manager. Age 43. 23 years tv-radio, 13 in management large and middle markets. Marked ability to attract, keep and fully utilize abilities of top personnel all levels. Though minded financial manager emphasizing budgeting, cost accounting and a hard expense-revenue-profit ratio. Detailed knowledge all departments. Keen sense of values in programming, news, public affairs, promotion, public relations and station image building. Sells with polished, persuasive aggressiveness on Madison Avenue or Main Street. Sales management policies stress complete training, communications, presentations, account targeting and maximum use of market economic and geographic research. A personable, energetic tv executive with a broad knowledge and deep understanding of current and changing tv management and sales requirements. Robust health, impressive appearance, married. Available in June. Particularly interested group station. Box G-174, BROADCASTING.

Announcers

TV staff announcer, solid record. Seeks move. Box G-90, BROADCASTING.

TV meteorologist—authoritative and friendly experienced forecaster, college teacher, radar weatherman. Professional member American Meteorological Society. Resume, film available. Box G-105, BROADCASTING.

Radio-TV: Now pd, morning jockey in medium market. Have done tv weather, bandstand, news etc. News background and dj/production radio. Journalism graduate. 28. Dial area 219-number 672-2906. Prefer radio-tv combination. Box G-106, BROADCASTING.

Experienced, mature television announcer. Nine years, all phases. Strong news, commercials. Employed, married, relocate. Box G-131, BROADCASTING.

Seven foot two inch. Experienced actor. (Just seen on five part Lassie segment, soon in Jerry Lewis's "Nuttty Professor.") Has brand new childrens show "Paul Bunyan the Jolly Giant." Age 23, 1st ticket. Paul Bunyan. Box G-144, BROADCASTING.

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 West Howry, Deland, Florida RE 4-3890.

Technical

Experienced UHF chief engineer. 20 years broadcast, 10 in UHF. Will assume complete responsibility of station engineering. Medium or small market if adequately financed. Desire salary-stock arrangement. Box G-4, BROADCASTING.

Experienced, first phone cameraman and switcher some maintenance. Married. Box G-168, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Small station? Sound like a big one. Let me record your commercials at low cost. Excellent voice and delivery. For details and sample tape, write Box E-377, BROADCASTING.

Realistic public affairs special events director. Prepared to take total responsibility for your public service commitments; a running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box G-14, BROADCASTING.

Writer, proven skill and adaptability highly regarded in broadcast industry, seeks limited number of additional clients, freelance assignments. Feature articles biographies, profiles, speeches, special projects. Box E-461, BROADCASTING.

Experienced news director: Top rated newscaster, excellent airwork, record of success as news in depth specialist in competitive market. Box G-103, BROADCASTING.

Production supervisor with client, station and agency background. Experienced in live film and video tape operations. Seek challenging administrative position with progressive station. Experience in all phases of station operations, program and commercial production. Announcing and on camera experience. College graduate. Excellent references. Resume on request. Box G-132, BROADCASTING.

Newsman 7 years radio and television. Writing, reporting, broadcasting, filming. Box G-175, BROADCASTING.

WANTED TO BUY

Equipment

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Complete equipment for tv station including 1 kw transmitter box. Box G-139, BROADCASTING.

Urgently need two Eastman film projectors, model 250 or 275, 16mm. Will take one of each model if necessary. Contact Wally Wurz, Chief Engineer, KMBC-TV, Kansas City, Missouri, by collect telegram.

For sale; 1 Sony wireless mike. New. 1 nearly new Gates Dynamote. Box 266, Lewistown, Pennsylvania. Rev. Ralph Norwood.

Will buy used Gates, Collins or RCA remote turntable-console. Also used Marti remote 30 watt broadcaster. Both must be in good condition. WRBC, Jackson, Miss. Fleetwood 5-1562.

Western Electric 25B console-Telefunken/Neumann mikes-Ampex 300 or 350, Northwestern, Inc., 411 S. W. 13th, Portland, Oregon.

Need used level devil or similair instrument for recording studio. Call Paul G. Fyffe, WSIP, Paintsville, Kentucky. 789-5311 collect.

Wanted: 175-200 foot tower. Reply to KLIN Radio. 410 Sharp Building, Lincoln 8, Nebraska.

For Sale

Equipment

Shafer 1200-B automation system with make-up unit. All Ampex units in like new condition \$10,000. Box G-161, BROADCASTING.

For Sale—(Cont'd)

Equipment

Tower, self supporting, 200 ft., used, Blaw Knox, base insulated, square 14 foot base, with lights. Down, ready to ship or install on your property. Make cash offer. Box G-142, BROADCASTING.

For Sale: Two RCA 70-D-1, two speed turntables. One with a new RCA tonearm. \$350.-00. WKYF, Greenville, Kentucky. P.O. Box 170.

Lehigh self supporting stell tower. 200 feet high, dismantled, in very good condition. New cadimun plated nuts and bolts. Ready for truck shipment. Erection prints available. Priced reasonable. Phone: Areacode 215; 826-2100.

Dumont TA-178-BS1 switcher and power supplies, good for parts and spares. Best offer. KRIS-TV, Box 840, Corpus Christi, Texas.

Weather radar system: Collins airborne, model WP 101, complete with Narda model 833 echo-box frequency meter, one set of spare tubes and semi-conductors and all accessories. Has been in use only 2½ years and is in excellent condition. Full price: \$5500. WBBN-TV, Buffalo 7, New York.

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 F.C.C. type accepted. Clean, complete. \$2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

G. E. 5kw am transmitter, model #BT-22A, good condition, available now. \$4,500. M. N. Barwick, 767 41st Street, Miami Beach, Florida.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Houston fearless labmaster less than two years old with accessories. Costs \$7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

Television film camera RCA TK-20A with accessories studio camera RCA TK-10A and accessories. In good condition. Inspection or inquiries invited. Box E-465, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Helicopters for lease, yearly, for traffic time newphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61. Corona Del Mar, California.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Elz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-9529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

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 July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Help Wanted—Sales

SALESMAN!

Sell direct accounts for special market. New York City AM station. Excellent opportunity for hard working salesman to enter N.Y.C. area. Good pay for man who can sell retail accounts.

Box G-149, BROADCASTING

Announcers

MORNING MAN!

Major Eastern Market
#1 rated station for over 3 years.
Excellent salary, opportunity for advancement.
Must know top 50 format.

Send tape and resume to:
Box C-165, BROADCASTING

Situations Wanted—Management

MAJOR MARKET RADIO MANAGER

Top Sales Record-Format & staff if needed. Any agency in market as references. Present owners selling.

Box G-130, BROADCASTING

TELEVISION

Situations Wanted—Management

I NEED WORK MORE THAN MONEY!

45 is too young to retire! Have reached the top of the ladder in radio. Would like challenging management opportunity in large TV operation. Prefer far West. Background includes management and ownership in single and multiple stations.

Box G-143, BROADCASTING

AGGRESSIVE: EXPERIENCED:

Reliable Sales management, TV & Radio. Experienced from local operations thru rep office. Prefer West or Northwest medium or small market "put down your roots" opportunity. Married, dependable, finest references.

Write P. O. Box 2661, Colorado Springs, Colorado.

Situations Wanted

Production—Programing, Others

RADIO-TV NEWS DIRECTOR

Top-notch professional with major market experience to guide your news staff. **RATING BUILDER-COST CONSCIOUS-SOBER-STABLE.** Over a decade in the business. Finest references.

Box G-160, BROADCASTING

Employment Service

RADIO-TV ANNOUNCERS

Good management is a must for Professional Talent. Let a franchised A.F.T.E.A. Agency represent you to the industry. Send tape, photo, and resume to—

Quinn Theatrical Agency
1341 G. Street
N. W. Wash. 5, D. C.
TEL.: DI 7-7412

For Sale

Equipment

10 KW Continental 310B Transmitter.....\$10,000
Gates M-5693 Modulation Monitor.....800
Gates SA-39B Limiting Amplifier.....800
Gates V-22 VU Panel with attenuator.....80
Spotmaster Model 500 Record Player.....500
Gates M-5452 "Auto-Trans" 45 RPM Automatic Programmer.....450
Gates Studioette Console.....650
Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet.....250
Ampex 351-U 7 1/2" 15" full track rack mount.....1,250
Above equipment has been in use less than 2 1/2 years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

Mobile Tape Unit

3 RCA TK-LL Cameras; 1 GE Vidicon Camera with Slide Projector; 2 Ampex Video Tape Recorders; 1 RCA BC6A Audio Console; 1 50 KW Gasoline Driven Generator. (Will Handle all equipment plus lights)
Large Inventory of Accessories including Tektronix Scopes, Conrac monitors, Zoomar lenses, Telechrome effects equipment, spare VTR Leads.

ALL IN

1 Custom build bus chassis which can go anywhere. Bus and equipment all in A-1 condition. This Mobile Unit has an excellent record in the production of hundreds of shows.

\$275,000

Box G-159, BROADCASTING

You Can't Top A CLASSIFIED AD in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Wish to Rent

field Zoomar for three month period starting now. Advise Type, Condition and Price.

Box G-148, BROADCASTING

For Sale—Stations

Rocky Mountain City

Construction permit, at cost. 1 kw daylighter . . . trade area 50m. Will be 3rd station.

Box G-37, BROADCASTING

FOR SALE

Daytime Station—Located in the heart of New York State. Price very reasonable for immediate sale. Financing can be arranged.

Box E-407, BROADCASTING

FOR SALE

Fulltime AM in metropolitan southeastern market. \$225,000 with \$65,000 down; length of pay-out to be negotiated. Station owns transmitter site and is a profitable operation.

Box G-80 BROADCASTING.

STATIONS FOR SALE

EASTERN REGIONAL. Daytime. Priced at \$85,000. \$30,000 down.
UPPER MIDWEST. Regional Daytime. Billing average close to \$100,000. Priced at \$145,000 terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
Ky.	medium	fulltime	225M	terms
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

To buy or sell equipment from Towers to complete Radio and TV stations,

**You Can't Top A
CLASSIFIED AD
in**



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 96

and other points throughout U. S. under control of American Broadcasting-Paramount Theatres Inc. for purpose of obtaining or producing television programs to be transmitted or delivered by film or television recordings, by various methods or by electrical energy for transmission by cable and/or other means to XETV(TV) Tijuana, Mexico, including transmission or delivery by regular broadcast from KABC-TV Los Angeles, for period ending April 29, 1964; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

■ Granted licenses covering increase in power for following: WODY Bassett, Va.; WRSC State College, Pa., and installation of new trans.

■ Granted licenses covering installation of new trans. for following: WTIL Mayaguez, P. R.; WSN Allentown, Pa.; WITN Washington, N. C.

Actions of May 3

KLTF Little Falls, Minn.—Granted license covering increase in power and installation of new trans.

KTAC Tacoma, Wash.—Granted license covering use of old main trans. as aux. trans., employing DA-N, at main trans. site.

WQSN Charleston, S. C.—Granted license covering installation of aux. trans. to be used as alternate main nighttime and aux. daytime trans.

WDNC Durham, N. C.—Granted license covering installation of new trans. as aux. daytime and alternate main nighttime trans.

KCSR Chadron, Neb.—Granted license covering change in frequency, hours of operation, changes in ant. system and installation of new trans.

KOIN-FM Portland, Ore.—Granted CP to increase ERP to 100 kw, decrease ant. height to 1,370 feet and install new ant.; condition.

KHFI(FM) Austin, Tex.—Granted CP to increase ERP to 1 kw and make changes in transmitting equipment; conditions.

■ Granted licenses for following: WMTD Hinton, W. Va.; KCAC Phoenix, Ariz., re-describe trans. location and specify ground system; KINO Winslow, Ariz.; WAAK Dallas, N. C., and specify type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KSMO Salem, Mo.; KODI Cody, Wyo., and specify studio location and remote control point; WATT Cadillac, Mich., and re-describe main studio and trans. locations; WSSB Durham, N. C., and specify geographic coordinates; KWKW Pasadena, Calif., make changes in ground and ant. system and change to DA-2.

■ Granted licenses covering installation of new trans. for following: KVOR Colorado Springs, and change studio location and remote control point; WDNC Durham, N. C.; WESY Leland, Miss., and re-describe trans. and main studio locations.

■ Granted licenses covering installation of aux. trans. for following: KTRH Houston; KBIZ Ottumwa, Iowa; KCSR Midland, Tex.; WISH Indianapolis.

KSAN San Francisco—Granted renewal of license, including aux., for normal license term on which action had been deferred.

KNBR San Francisco—Granted renewal of license, including aux., for normal license term on which action had been deferred; without prejudice to such action as commission may deem warranted as result of final determination: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters relating to NBC and RCA.

Actions of May 2

■ Granted CPs for following VHF TV translator stations: Valley TV Club Inc., on channel 5, Glasgow, Mont., to translate programs of KOOK-TV (ch. 2) Billings, Mont.; Skyway Broadcasting Co., on channel 2, Waynesville and Hazelwood, both North Carolina, WLOS-TV (ch. 13) Asheville, N. C.; Four Corners TV Club, on channel 2, Cortez, Colo., KNME-TV (ch. 5) Albuquerque, N. M.; Orofino TV Inc., on channels 7, 9 and 12, Orofino, Idaho, KXLY-TV (ch. 4) KREM-TV (ch. 2) and KHQ-TV (ch. 6), all Spokane, Wash.; WIIC Inc., on channels 5 and 8, Charleroi, Connellsville and Leechburg, all Pennsylvania, WIIC(TV) (ch. 11) Pittsburgh; Shoshone River Power Inc., on channels 4, 5, 6 and 13, South Fork Rural Area and North Fork Rural Area of Shoshone River, Rural Sun-

light Basin Area and Clarks Fork Canyon Area and Rural Wood River Area and Rural Upper Greybull River Area, all Wyoming, KOOK-TV (ch. 2) and KULR-TV (ch. 8), both Billings, Mont.; conditions on all.

KERO-TV Bakersfield, Calif.—Approved engineering technical data for modified license to specify operation on channel 23 in lieu of channel 10 pursuant to Doc. 13608, and make other changes (main trans. and ant. and aux. ant.)

WCCW Traverse City, Mich.—Granted license covering increase in power and installation of new trans.

WKRK Murphy, N. C.—Granted license covering increase in daytime power, installation of new trans., change in frequency and studio location; delete remote control.

KPER Gilroy, Calif.—Granted license covering increase in power, installation of new trans. and DA-D, change in ant. trans. location and changes in ground system; delete remote control.

KRIO McAllen, Tex.—Granted license covering increase in daytime power, installation of new trans., changes in DA system and ground system, change in DA-D pattern and change from DA-1 to DA-2; re-describe trans. and studio location.

KBOX Dallas—Granted license covering change in nighttime DA pattern.

WHLB Port Huron, Mich.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

KRIO McAllen, Tex.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site.

KTSL Burnet, Tex.—Granted CP to replace expired permit for new AM; conditions.

K13EJ East Glacier Park, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

WFSB Spring Lake, N. C.—Granted mod. of CP to change type trans. and main studio location; remote control permitted; conditions.

W05AC Tryon, N. C. and Landrum, S. C.—Granted mod. of CP to change type trans. for VHF TV translator station.

WLSB Copperhill, Tenn.—Granted extension of authority to operate sign-off at 8 p.m. for period beginning May 1 and ending Aug. 1.

WLKB Decatur, Ga.—Granted authority to remain silent for period beginning April 26 and ending July 1.

KMSO-TV Missoula, Mont.—Granted extension of completion date to July 10 (main trans. and ant.).

■ Granted licenses covering installation of new trans. for following: WPDR Portage, Wis.; WLIP Kenosha, Wis., and specify type trans.

Actions of May 1

KNCO Garden City, Kan.—Granted increased power on 1050 kc, D, from 1 kw to 5 kw, installation of new trans. and DA; conditions.

WKJB-FM Mayaguez, P. R.—Granted mod. of CP to increase ERP to 5.8 kw, decrease ant. height to minus 160 ft., change ant.-trans. and main studio location, type trans. and type ant. and make changes in ant. system.

KFNV Ferriday, La.—Granted license covering installation of new trans.

KMLB Monroe, La.—Granted license covering change in ant.-trans. and studio locations, and changes in ant. and ground systems.

WRYT Pittsburgh—Granted license covering installation of new trans.

*WCDR-FM Cedarville, Ohio—Granted CP to change frequency to 90.1 mc.

KCAP Helena, Mont.—Granted CP to change ant.-trans. location and make changes in ground system.

■ Granted licenses for following: KGTN Georgetown, Tex.; KFCB Redfield, S. D.; condition.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14921 and shifted channel 10 from Grand Forks, N. D., to Thief River Falls, Minn., and, at same time, modified authorization of Community Television Corp. to specify operation of KNOX-TV on channel 10 in Thief River Falls instead of Grand Forks, subject to approval of required engineering data. Comrs. Bartley and Cox abstained from voting. Action May 8.

PETITION FOR RULEMAKING FILED

■ George R. Sweeney and J. H. Millstein, Greensburg, Pa.—Request amendment of rules so as to allocate UHF channel 14 to Greensburg, Pa. Received April 30.



**Any kind
of one-night stand
is easier**

Because Air Express delivers overnight...anywhere in the USA

Props and costumes...TV tapes...musical instruments...whatever—Air Express will deliver them tomorrow...anywhere in the USA.

Here's how easy it is to assure dependable, on-time delivery of whatever must be sent in a hurry. Phone the local REA Express office for Air Express service. Then we'll pick up your shipment...put it on the first flight out...and our trucks deliver it where you want it the next day...anywhere in the USA.

Cost? Less than you think. For example, 10 lbs. travels 1,049

miles for only \$5.06.

Air Express alone can offer this service, because only Air Express has scheduled service between 2,500 airport cities... plus scheduled surface express connections with another 21,000 off-airline cities. And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail.

Specify Air Express always—for rush inbound or outbound shipments. Call your REA Express office for Air Express service.

AIR EXPRESS
DIVISION



OUR RESPECTS to Jerome Robert Reeves

From guinea pig to first graduate

The first look into the office of Tad Reeves, general manager of KDKA-TV Pittsburgh, reveals a pickled-finish quarter-oak desk of obvious antiquity—more obvious and more antique than any desk that most broadcasters have ever seen.

There lies a bit of memorabilia that is a must for those who document the history of electronics. This rustic piece of furniture was the desk used by the late Dr. H. P. Davis for what is generally referred to as the first commercial broadcast in history—the Harding-Cox election returns Nov. 2, 1920 on KDKA.

It will come as news to many of Tad's industry friends that his real name is Jerome Robert Reeves, an appellation he's not especially happy about and only employs for business purposes.

But back to the desk. A hobbyist specializing in Pittsburgh history, Tad found it in a suburban museum, gathering dust in a basement. While he was busy hiding his elation, a museum official offered to deliver the desk to any Pittsburgh site free, apparently unimpressed by its value as a symbol of broadcast history.

A double desk of considerable acreage, the relic had to be cut down to modern office size and refinished. The original holes that held the mike stands were allowed to stay. The left-over wood was saved; it later was made into attractive cufflinks cherished by those lucky enough to own them.

The story about his nickname goes back to junior high school days in Columbus, Ohio, when he played the part of Tad Lincoln in a drama. He liked the name, except when it was corrupted by tormenting friends to "Tadpole." Tad was born May 18, 1916 in Springfield, Ohio.

First Job ■ At high school he had a part-time switchboard job at WBNS, local radio station, with Richard A. Borel, now head of the joint radio-TV operation, as boss. When he moved on to Ohio State University in Columbus, he became a faculty guinea pig while still working at WBNS. OSU was planning to install a radio course so the faculty picked Tad as a one-man experimental laboratory. He studied under Irwin Johnson, OSU French teacher and WBNS announcer. In his unusual role he had the privilege of choosing, under supervision of a panel of deans, whatever campus course he wanted to observe—a form of academic freedom that was the envy of the student body. Technically he was enrolled in the Arts College, class of 1940. In the evenings

he worked at WBNS. Out of his unusual study came OSU's first degree in radio plus a happy acquaintance with Virginia Caley, another student, whom he married shortly after the ink was dry on his diploma.

Television obviously was imminent in the 1940's so Tad watched its development while serving in every post at the radio station. In 1948 Ed Bronson, now with the NAB code authority, became TV manager and put the new WBNS-TV on the air in 1949. When Ed moved to NAB, Tad became director of operations, a post he held until the general managership of KDKA-TV was offered to him in 1956.

The move to Pittsburgh has been an exciting one. He started exploring this history-rich market from the beginning. The tumbled topography fascinated him after a life spent in flat Columbus. He explored the river front, old boats, old homes—anything that gave him the true feel of this recently rejuvenated area that once was called the Smoky City. That's how he came up with the old oak desk. A lot of KDKA-TV programs deal with community life and local culture. His other hobby is swimming, which he insists has little to do with his slender frame.

With unbounded enthusiasm and a quiet manner combined with a crew cut, he doesn't look like a six-footer. His slim frame carries only 137 pounds and he has the rare privilege of eating all he wants; he can eat most people under the table and never gain an ounce.

The quiet deportment hides an in-

satiable curiosity. An interviewer is apt to find himself on the answering end.

TV's Impact ■ Tad says he never appreciated the extent of television's impact until he started doing air editorials three years ago. Now people stop him on the street; cab drivers comment or offer ideas. After voicing one editorial an optometrist chided him about his old-fashioned glasses. Now he has an entire wardrobe of glasses for all occasions and the optometrist is happy.

"The impact of editorials sometimes frightens me," he said recently, noting the need for careful research and fairness. An editorial board reviews ideas and positions to be taken. Subjects, Tad said, "are of significant interest to the local or tri-state audience. I live close to Pittsburgh problems. When I go on the air I feel qualified to discuss the subject, recount arguments on both sides and then state an opinion."

Broadcasters live closer to people than newspapers, he said, claiming the influence of print media has atrophied. He conceded he had lost an occasional client to a provocative editorial. Five minutes is enough to cover the average topic, he insisted.

Tad is a member of St. Paul's Episcopal Church. The Reeveses have two children, John Frederick Reeves II (named after his grandfather), a student at Transylvania College, Lexington, Ky., and Rebecca Ann, aged 9.

Many Awards ■ Besides intense activity in a vast array of civic and cultural agencies, he holds a stack of awards including the 1955 Thomas Alva Edison Award for the best use of television programming—the first Edison Foundation award made to television. The foundation honored him again in 1959 by naming KDKA as the station that best served youth. Other honors include the 1961 duPont Foundation award to KDKA-TV for outstanding public service programming, an honor he had received once before at WBNS. In 1958 he was named Man-of-the-Year in Pittsburgh by the Junior Chamber of Commerce.

He is a member of the Pittsburgh Symphony Board; Civic Light Opera Association; Pittsburgh Playhouse; Harmony Associates, and is active in the Red Cross. Other activities include board member and former chief barker of Variety Club Tent No. 1; Sigma Delta Chi; Pittsburgh Ad Club; Alumni Council of the OSU journalism school and the Mendelssohn Choir of Pittsburgh. The list goes on and on, and he takes them all seriously.



Tad Reeves
Closer to the people

Every man for himself

THERE is every indication that a showdown on commercial standards is imminent in broadcasting.

As reported in detail elsewhere in this issue, the FCC is on the verge of issuing a formal proposal to invoke limitations on the amount of time that radio and television may devote to the broadcast of advertising matter. This action will force upon all broadcasters the need to make a decision about a problem that they have never satisfactorily resolved. The broadcasters—all of them—will have to decide whether they want to operate under a set of restrictions applied and enforced by the government or applied and not very vigorously enforced by the National Association of Broadcasters' radio and television codes—or whether they prefer to operate under their own standards independently chosen to suit their individual situations.

There will be some who respond to the FCC's proposal with a call to rally to the NAB codes. They will argue that self-regulation is better than government regulation and that an improvement of the former is the only certain way to avoid the latter. Some very influential broadcasters will join in that call, just as influential broadcasters have joined in on earlier occasions when government intervention of one kind or another was threatened. But before everybody rushes to fall into line, some reflections on code history are in order.

NAB codes containing some form of restriction on commercial time have been in effect in radio and television almost as long as radio and television have been significant advertising media. At no time have these restrictions been honored by all or even a majority of stations.

Right now more stations subscribe to the codes than ever before—and yet these subscribers represent only 38% of all radio stations and 70% of all television stations. Assuming that all code subscribers abide by the advertising rules—an assumption representing the outer limits of charity—it can be said that some 6 out of every 10 radio stations and 3 out of every 10 television stations refuse to be bound by the codes.

The principal reason why so many are outside the codes is that they cannot live within them. It is relatively easy for a New York television station, with an advertising rate of \$2,000 a spot, to live profitably within a code that gives it 5 minutes and 10 seconds of commercial time in a half-hour of broadcasting. For the television station that sells spots for \$10, the same code presents problems. In radio the problems are accentuated. Although the radio code is looser than its television counterpart, the rates charged by radio are but fractions of those charged by television.

Of necessity the radio and television codes represent compromises among broadcasters of varying earning power. As such the codes set standards that are neither as high as some major stations could live with nor as low as many other stations *can* live with. At best they have been window-dressing designed to make broadcasting's facade look good no matter what has gone on inside the store.

In the dialogue that is bound to be precipitated by the FCC's proposal to adopt commercial restrictions, it may be expected that some broadcasters will suggest the adoption of different standards to fit different situations. Some are already talking about one set of rules for big stations and a looser set for small stations. This would be no improvement at all. It is the public whose interest is fundamentally at stake. Is the government or the NAB to say that the public in a small community differs in its tolerance of advertising from the public in a big one? We have no doubt that tolerances do differ widely among different radio and

television audiences—too widely to be accurately reflected in a centralized code that is theoretically applicable to stations everywhere.

What broadcasters must now recognize is that it is useless to attempt to invoke one set—or two sets, or three—of commercial time restrictions that apply throughout the country. The number and length of commercials must be as much a matter for the individual broadcaster's decision as his programming is. The broadcaster who overloads his air with advertising will soon lose audience and advertisers, a harsher fate than the loss of an NAB code seal.

Broadcasters would be wise to scrap those portions of their codes that prescribe restrictions on commercial time. If they feel some substitute is mandatory, they could well consider writing a simple code of ethics governing commercial practices.

At the same time they must enlist congressional support to prevent the FCC from invoking limitations that will affect the profits of all stations and the very survival of some. This is what politicians call a gut issue. It will have to be fought that way.

Florida's tax monster

NOW it is Florida that wants to impose a tax on advertising. Newspapers along with broadcasters in the state are resisting legislation that would place a 3% sales tax on their advertising revenues.

If the legislation, which would bring in between \$4 and \$5 million, becomes law, other states and municipalities, constantly on the alert for new sources of revenue, would follow suit. This is not a local or state issue; it is nationwide.

The proposed tax obviously is discriminatory since it would not apply to magazines, direct mail, Yellow Pages, billboards or other "media." And since it would be a "sales" tax, it wouldn't apply to advertising reaching Floridians from out-state, whether over the air or through print.

There is a stronger argument. In 1957, the city of Baltimore imposed a "municipal" tax on advertising amounting to 6%. The questions of constitutionality and discriminatory taxation were carried to the courts. Circuit Judge L. Carter declared the imposts unconstitutional because they "violate the fundamental guarantees of freedom of the press."

LeRoy Collins, president of the National Association of Broadcasters, should move into the Florida affray. He is a former governor of the state. He knows its economy, its politics and its politicians. There's no room for compromise or equivocation. It is his kind of issue.



Drawn for BROADCASTING by Sid Hix

"All I know is when I closed up last night that last line wasn't up there!"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2,
most effective selling agent put in television. Thousands
rely on KPRC-TV and only KPRC-TV to stimulate
sales. Only KPRC-TV—the station for people who
like results.



Courtesy of
Dial

Aren't you
glad you use
Kprc-TV!



(don't you wish nobody else did?)

READY AN' RARIN' TO GO! 124 EPIC HOURS—60 IN COLOR!



LARAMIE

Hot off the network, Laramie's packed with the kind of stars, guest stars, action, excitement, production, direction and writing qualities that have made this series a consistent time period leader. Here's the proof: (Source: NTA)

Oct. 1959-Sept. 1960—Led time period with 31.5 Avg. Share
Oct. 1960-Sept. 1961—Led time period with 32.2 Avg. Share
Oct. 1961-Sept. 1962—Led time period with 32.7 Avg. Share
Oct. 1962-Mar. 1963—Tied for 1st with 32.1 Avg. Share

Starring John Smith and Robert Fuller, Laramie's vivid Wyoming setting projects an immense outdoors feeling of its own.

Combined with guest stars like Nanette Fabray, Eddie Albert, Edmond O'Brien, Ernest Borgnine, Julie London and many more, Laramie has a broad appeal that can lead your market, day or night, strip or weekly. Laramie's a thoroughbred—rarin' to go for you and your advertisers. For more details call now.

NBC FILMS