



BROADCASTING

THE BUS

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N1154R
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AND RADIO

OCT63

NEWSPAPER

JUNE 10, 1963

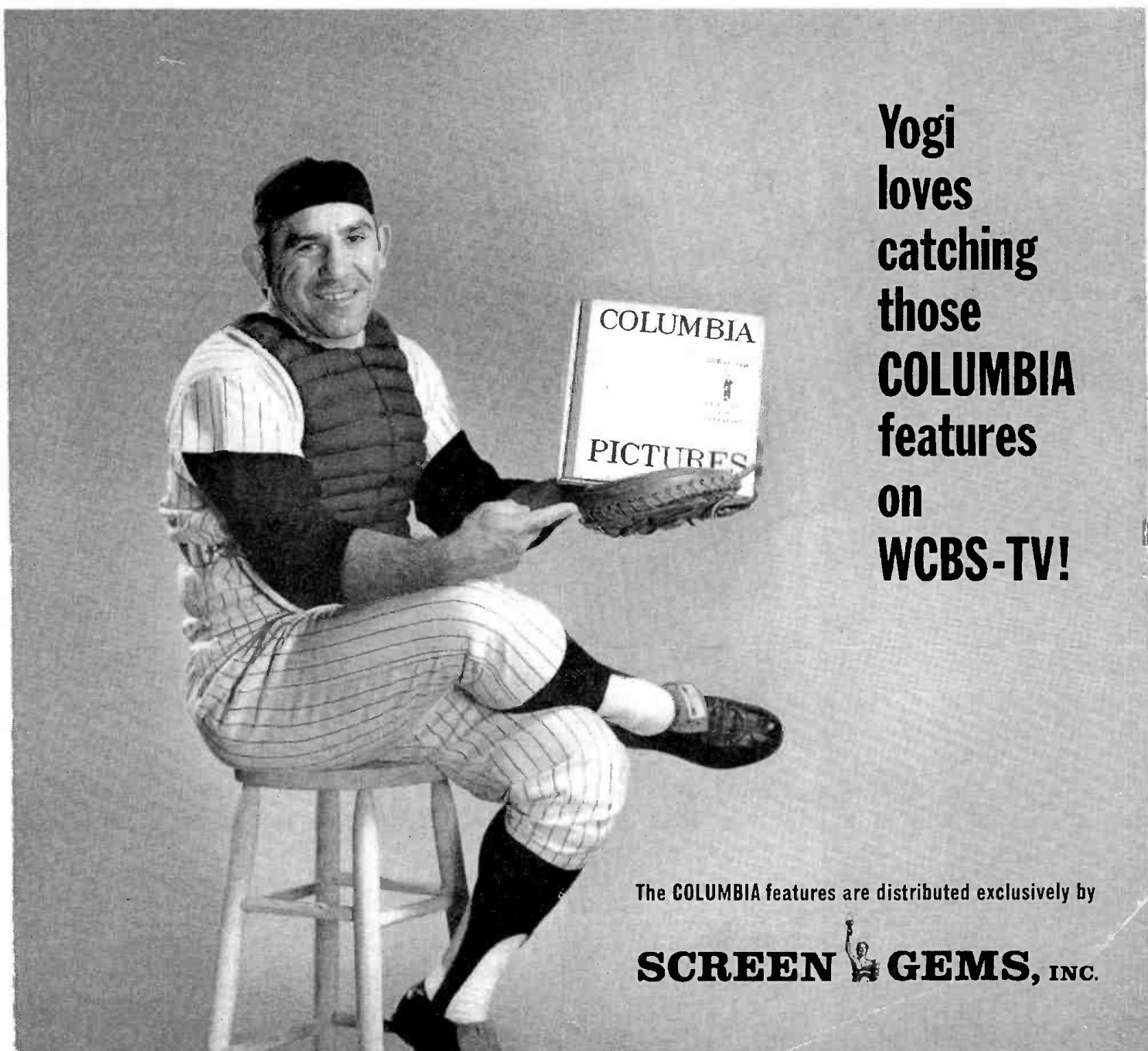
TV's allure to sponsors: the more they use,
the more they want 31

Antitrust suit newest bid by TV stations
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FCC reports \$20 million spent on political
campaigns in '62 52

Suspension of Sec. 315 in '64 remains just
a big question mark 66

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**Yogi
loves
catching
those
COLUMBIA
features
on
WCBS-TV!**

The COLUMBIA features are distributed exclusively by

SCREEN  GEMS, INC.

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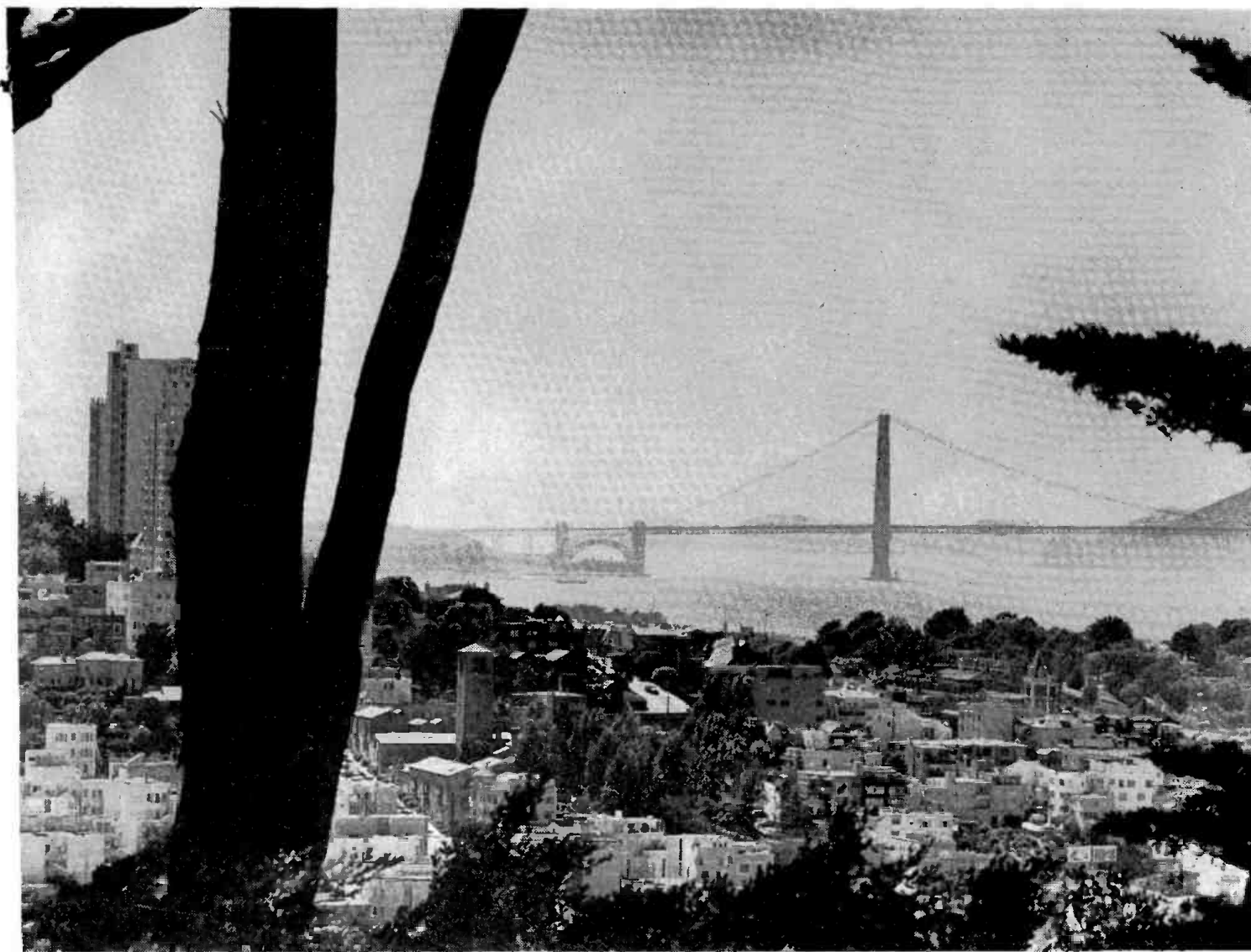
FOR SALE

Slightly used TV TOWER.
Only 10 years old. One owner—
a Code Board Member (used
only 19 hours per day). 286 ft.
tall; 70 ft. antenna thrown in.
Priced for quick sale! As stand-
ing, come-and-get-it for
\$7,777.77. Available August 1.
Reason for selling: New Tower
962 ft. above average terrain
(740 ft. above ground) delivers
529,300 TV Homes. Greater
coverage in Wheeling/Steuben-
ville Market also for sale. For
used TV Tower or more TV
Homes, contact Exec VP Bob
Ferguson, WTRF-TV, Wheel-
ing 7, West Virginia.

and 2 playrooms. Must be sold

Hurry!

If you lived in San Francisco . . .



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



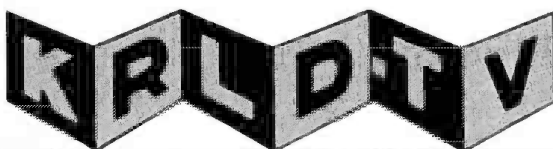
Governor John Connally, seated, signs the Resolution honoring KRLD-TV. Standing, left to right are: State Senator George Parkhouse, Eddie Barker, News Director for KRLD AM-FM-TV, State Rep. Bob Johnson, and Clyde W. Rembert, President of KRLD AM-FM-TV.

"... WE RECOMMEND KRLD-TV TO THE PEOPLE OF TEXAS FOR THIS EXAMPLE OF SERVICE ..."

On April 24, 1963, 6:30-7:30 p.m., KRLD-TV aired "Criminal Code: Time For a Change?" which was honored by a Joint Resolution of the Texas Legislature, and signed by the Honorable John Connally, Governor.

KRLD-TV is proud of the recognition accorded its creative public affairs programming: "... gave leading prosecutors, judges, and educators a chance to discuss ... changes in the criminal code ... the program was directed toward educating viewers ... and accomplished well this goal ... we congratulate KRLD-TV for its outstanding news coverage and its special reports in the public interest ... in PRIME TIME ..."

The management and staff of KRLD-TV appreciate the high honor given Channel 4. KRLD-TV will continue to bring to its viewers public affairs programming of the same high calibre.



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

Drop-ins not yet out

Despite FCC's 4-3 vote fortnight ago (BROADCASTING, June 3) denying short-spaced VHF drop-ins in seven markets, action is not necessarily final. New vote is expected on motion for reconsideration after Lee Loevinger assumes commissionership as replacement for Newton N. Minow. It was Mr. Minow's vote that swung decision against drop-ins, and Judge Loevinger's could reverse it.

Although there's no inkling as to how Judge Loevinger will vote, he told Senate Commerce Committee last week he would participate. In testimony unrelated to drop-ins, he favored more competition everywhere, which gave proponents of drop-ins, notably ABC-TV, encouragement. Markets which now have two VHF's are: Johnstown, Pa. (channel 8); Baton Rouge, La. (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); Charlotte, N. C. (channel 6).

Radio for Renault

Renault officials have approved immediate plan for sizable spot radio campaign to break in this country in about two weeks. Decision on radio follows recent marketing meeting and TV symposium in France attended by auto maker's representatives from 16 countries. Television plans are indefinite. Renault officials say they're willing to return to network TV, which they left two years ago, if they see a program they like. Fuller & Smith & Ross, New York, is agency.

Editorializing attack

Hearing on editorializing before House Subcommittee on Communications next month will be lively. Some congressmen believe that some stations, notably in smaller markets, are indulging in partisan politics, as their newspaper competitors do, and therefore are not following "fairness" doctrine. One committee member confided that "violent" opposition to editorializing has developed on Hill. Congressmen who have accepted newspaper opposition as "way of life," don't want same thing to happen on air. Heretofore, they argue, stations have never abused freedom.

Doubts about censorship

Broadcasters commenting on provisions of wartime voluntary code of censorship sent them by NAB several weeks ago (see page 75) generally accept need for guidelines in event of war, but many express fear code may be used for emergency, short-of-war situations similar to Cuban crisis last

CLOSED CIRCUIT[®]

October. Most questions relate to implementation—such as whether weather reports may be considered information helpful to enemy.

Copy is boss

Details aren't being discussed, but an administrative change at Ogilvy, Benson & Mather has brought about shift of responsibility for commercial production. Revamp involves absorption of commercial production department into agency's creative department and transfer of responsibility from specific production vice president to copy chief.

Look at editorializing

One of E. William Henry's first projects as FCC chairman will be to give fresh, hard look—with help of National Association of Broadcasters—at commission rules on editorializing. Result may be tougher rules. Senate Watchdog Subcommittee has been urging commission to get into this area since April 1962, when subcommittee concluded its report on political broadcasting in 1960 campaign with recommendations on how FCC editorializing rules might be revised to assure fairness (BROADCASTING, April 23, 1962). In recent weeks, reportedly, pressure for action has been coming not only from Senator Ralph Yarborough (D-Tex.), chairman of subcommittee, but members of House who are said to be unhappy about broadcasters' performance in political campaigns.

To get review started, Chairman Henry will set up meeting with NAB's editorializing committee. No date had been set as of last week, but Chairman Henry hopes meeting can be arranged for later this month. Commission will be represented by its committee on editorializing, consisting of Chairman Henry and Commissioners Robert T. Bartley and Frederick W. Ford.

Minow's farewell

Outgoing FCC Chairman Newton N. Minow's parting proposal that FCC be reorganized with single head plus five-man administrative court didn't win plaudits of all his erstwhile colleagues (although his successor as chairman, E. William Henry, gave qualified approval). One commissioner had this comment: "For 27 months he shot for the headlines, and upon leaving wants all of us fired." Another commented it didn't matter because Congress would never stand for handing over control of FCC to executive branch.

Street scenes

Future TV production on streets of New York is expected to get marked boost with new permit clearance method. In three weeks new street production permit form goes into use by city's Department of Commerce and Industrial Development. New form replaces outdated police department "street fair permit" (U.F. 80) to which one city commissioner refers as vestige of "horse and buggy days." Old form, as name implies, was originally intended to cover any unusual street activity. Producers faced expensive delays caused by interdepartmental red tape. New form, processed under jurisdiction of commerce, puts burden of clearance under one roof.

Texas TV call

At least 26 of 40 TV stations in Texas will meet July 15 in Houston to devise plans for reorganization "which can protect television interest in Austin or Washington when the occasion arises." Call came from Jack Harris, vice president-general manager of KPRC-AM-TV Houston, and president of Association of Maximum Service Telecasters, who had expressed dissatisfaction with Texas Association of Broadcasters because it was "radio-dominated and strongly weighted to smaller markets." He reported last week that he had received "resounding confirmation" of need for TV meeting.

Separate ways

House Subcommittee on Investigations has accorded Radio Advertising Bureau "equal billing" with National Association of Broadcasters in two groups' efforts to clean up audience measurements. After asking NAB for periodic reports on progress at hearing 10 days ago (BROADCASTING, May 27), subcommittee last week made same request of RAB. NAB and RAB, however, still have not gotten together on their separate plans, and NAB board reportedly will be asked to reject RAB request for \$75,000 to help finance latter's program.

Experience pays off

Rex Sparger, field man for ratings investigation by House subcommittee, plans to open broadcast consulting firm in Oklahoma City. He'll specialize in helping stations in their rating problems. He reportedly already has signed up one multiple owner. Mr. Sparger left subcommittee two months ago to return to native Oklahoma (BROADCASTING, April 8).



WE'VE GOT A WAY WITH WOMEN

It's straight down the fairway to more sales with the powerful drive of WJBK-TV's women's audience. It isn't golf that fills the afternoon for these busy, big-buying gals. It's Channel 2! Look at these figures, then call your STS man.

TOTAL HOMES*

WJBK-TV	99,875
STATION "B"	71,140
STATION "C"	39,925
STATION "D"	42,755

METRO SHARE*

WJBK-TV	37%
STATION "B"	26%
STATION "C"	15%
STATION "D"	21%

*12N - 5 PM M-F Avg.
ARB March - April 1963



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

STORER
BROADCASTING COMPANY

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

WEEK IN BRIEF

Television advertisers over the years increase their spending in network and spot buys and small users become more substantial, special analysis shows. Billings for new season show \$80 million advance. See . . .

TV USERS GET BIGGER . . . 31

All industry music committee prepares litigation to force ASCAP to grant limited licenses. Shea contends law is violated when blanket licenses are required covering syndicated and feature films and local programs. See . . .

NEW MUSIC LICENSING THRUST . . . 76

Loevinger utters happy words: "If I don't like what I see, I turn it off." Tells senators he doesn't believe in imposing his tastes on others. Senate confirms new commissioner without objection. See . . .

LOEVINGER NOT IN MINOW MOLD . . . 54

TV code review board expected to face up to commercial time standards controversy at meeting. Indications are that board may recommend abolition of limitations at one-day New York meeting. See . . .

'ACTION' IS ON DOCKET . . . 40

Pressures building up to divide FCC functions. Latest, by Minow, recommends separation into single administrator and appeals court. Henry seconds court idea. White House studying suggestions "seriously." See . . .

LAST WORD FROM NEWT? . . . 62

Report of two million watt AM station in Costa Rica raises hackles of Latin-American and U. S. broadcasters. Appeal to government is made by Inter-American broadcast officials. See . . .

SUPERPOWER AM STATION . . . 84

Suspension of Sec. 315 for presidential campaign in 1964 approved by House committee but minority dissent expresses fear this is opening wedge in campaign to repeal entire section. See . . .

SUSPENSION IN DOUBT . . . 66

Walter Reade/Sterling looks for best third quarter which may boost earnings to 25 cents a share, Walter Reade Jr. tells stockholders. Company has just completed negotiations to distribute 100 feature films. See . . .

PROFIT RISE PREDICTED . . . 50

Politicians spent \$20 million on radio and TV in 1962 campaign, special FCC report shows, with TV receiving bulk, \$12.5 million. Worrisome fact: Only 1,200 stations gave free time to candidates. See . . .

1962 CAMPAIGN EXPENDITURES . . . 52

Commission staff resumes sending letters to TV stations at renewal time seeking information on local live programming. Henry approves move; Hyde fears FCC is treading on dangerous ground. See . . .

LETTER WRITING GOES ON . . . 71

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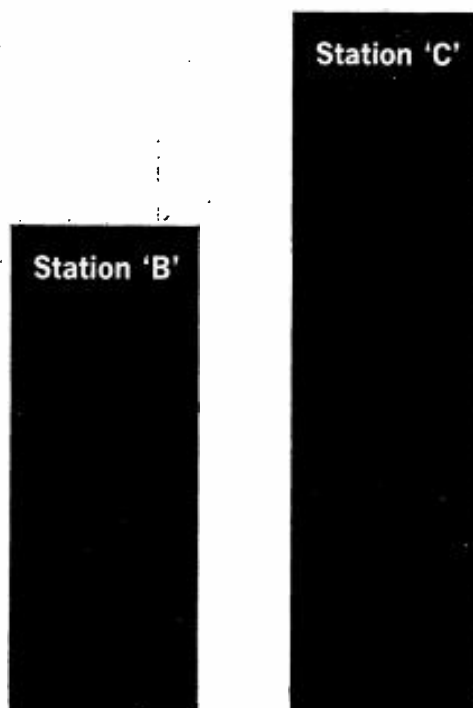
Omaha Spot Buying Guide

ARB says it's a "convenience to clients in determining audience estimates during station breaks."

The homes-reached columns of the three Guides published for Omaha tell a one-sided KMTV story. This page graphs the latest, and shows KMTV has *many more top-rated spots, 5:00 p.m. to Midnight, seven nights a week, than the other two stations combined.**

In fact, when all three Guides are averaged** for the same 5:00 p.m. to Midnight period, and when you look at the entire program week *for all time periods,**** it's still the same KMTV story: we have more top-rated spots than the other stations *combined.*

Petry will put you in line for the across-the-board leader in *fifteen consecutive surveys,***** KMTV-3-OMAHA!



*Feb.-Mar. '63. **Nov.-Dec. '62, Jan. '63, Feb.-Mar. '63. ***Jan. '63, Feb.-Mar. '63. ****ARB's, Nov. '59 through Feb.-Mar. '63, average homes-reached, 9:00 a.m. to Midnight, Monday through Sunday.

Swift urges proportioned research prices

SIZE OF MARKET WOULD BE DETERMINING FACTOR

Ratings services were asked June 7 by station representative to scale prices for local ratings measurements in TV according to size of market. Request came from G. Richard Swift, president of The Bolling Co.'s television division in New York.

He said there was only negligible "spread" in survey rates between largest and smallest markets making for serious inequities and hardships on latter. This, he said, runs counter to most practices of rate structures pegged to market size. He suggested that ratings costs be

scaled so that stations in top third of nation's markets would pay about 75% of aggregate local ratings report costs. Mr. Swift noted that this top third accounts for more than 75% of all national spot TV billing with middle third responsible for about 15%, and bottom third for less than 10%.

Cost realignment, according to Mr. Swift, would permit smaller stations to use monies saved for qualitative and basic market research studies, and "reach and audience flow" study projects.

Harris to hear Henry

Representative Oren Harris (D-Ark.) House Special Subcommittee on Investigations will return to its examination of broadcast ratings next week and hear FCC Chairman E. William Henry's views June 20, subcommittee announced Friday (June 7).

The FCC has been asked for its general position on problem; agency has not previously appeared in investigation.

Taft's earnings up 22% for fiscal year

Earnings were up 22% over previous year Taft Broadcasting Co. announced in annual report for fiscal year. Stockholders meeting is July 9 in Cincinnati. Fiscal year ended March 31.

	1963	1962
Earned per share*	\$ 1.45	\$ 1.19
Consolidated net revenues	12,485,942	10,936,237
Operating profit (before depreciation and amortization)	5,752,573	4,875,602
Net profit	2,310,425	1,887,929
Cash flow per share*	1.94	1.63

* Based on 1,589,485 shares outstanding at end of fiscal year.

Grey bumps two agencies, gets all Revlon accounts

Grey Advertising has been named by Revlon Inc. to take over accounts from Warwick & Legler Aug. 22, and those currently held by Norman, Craig & Kummel as present campaigns are completed. Eventual result will be grouping of all Revlon cosmetic and toiletry accounts at Grey.

Grey, which has been Revlon agency since 1960, adds approximately \$6.5 million in new Revlon billings. Norman, Craig & Kummel has handled Revlon lipsticks, nail enamel, eye make up, Living Curl, Touch and Glow and Satin Set. Warwick & Legler's Revlon list: Clean & Clear, Silicare, Natural Wonder and Contempera.

Senate hearing on agencies

Senate administrative practices subcommittee will conduct three-day hearing this week on bill to establish permanent administrative conference (see page 64), subcommittee announced today (Monday).

Hearing begins Wednesday; Max D.

Paglin, FCC general counsel, is tentatively scheduled to testify Thursday. Other agencies, plus group of prominent lawyers, will be heard as well, including men who were key figures in temporary conference which concluded last year.

FTC warns Scheib of deceptive pricing

Earl Scheib Inc., nationwide chain of automobile paint and repair shops, was ordered Saturday (June 8) by Federal Trade Commission to stop using bait advertising. Company also was ordered to stop using what FTC said were deceptive pricing, savings and guarantee claims.

FTC ruled Scheib advertising, including TV, for "bargain price" \$29.95 paint job for limited time actually was regular price. Also, advertised \$19.95 paint job was used to attract prospective customers for more expensive paint. Scheib's failure to disclose in advertising that 3-year guarantee is "prorata" constitutes false and misleading advertising, FTC charged.

Trade commission first brought complaint against Scheib Inc. in May 1962. Last week's order is not final and respondent has 20 days to file exceptions.

If no exceptions are filed, order becomes final automatically.

Scheib's agency is Stahl, Lewis & Patton, Hollywood.

Senate sets June 26 as start of 315 hearing

Senate Communications Subcommittee will hold hearing on two bills proposing suspension of equal time provisions of Communications Act beginning June 26, Senator John O. Pastore (D-R.I.), chairman, announced Friday.

FCC Chairman E. William Henry will be leadoff witness. Subcommittee expects to have in its possession by then FCC report on equal time experience of 1962 which agency received from its staff last week (see page 52).

'Bandstand' partly open

ABC-TV, cutting back from daily presentation of Dick Clark's *American Bandstand* show to once-a-week telecast Saturday afternoons, beginning Sept. 7, has most of future show still available. Regular advertisers on program in past include American Chicle Co., Colgate, Dr. Pepper, Golden Grain macaroni, Armour, Toni, Block Drug and Vick Chemical. Network says "a few" of regulars have signed for show following schedule switch.

Saudek to make JFK's 'Profiles' for NBC-TV

Television series based on President Kennedy's Pulitzer Prize-winning book, *Profiles in Courage*, will be produced by Robert Saudek Associates and broadcast on NBC-TV. Series will consist of 26 hour episodes and will be filmed in Hollywood.

Series will be shown some time after 1964 election. President has

said he will donate his royalties to charity.

Mr. Kennedy's book contains 18 biographies of leaders he admires. Each will be subject of one episode in projected TV series. In addition, eight other biographies, to be chosen with consent of President, will be used to round out total of 26 programs.

WEEK'S HEADLINERS



Mr. Graham

Harold Graham Jr., senior VP and manager of TV programming at McCann-Erickson, named VP-programs, New York, for CBS-TV, effective June 17. In post at CBS-TV, Mr. Graham assumes title formerly held by Michael H. Dann, who now is VP-programs, CBS-TV. Mr. Graham joined McCann-Erickson in 1946 as radio-TV producer-director, was account executive until 1957 when he became program executive with CBS-TV's Hollywood staff. He returned to M-E in 1959 as VP and manager of client planning for M-E Productions, became executive VP there in 1961 and to most recent post earlier this year.



Mr. Melnick

Dan Melnick, VP in charge of nighttime programming at ABC-TV, resigns to join Talent Associates-Paramount Ltd., New York, as executive VP. He also obtains status as full partner with David Susskind, president of firm. Mr. Susskind held post of executive VP until death few years ago of his partner, Alfred Levy. Mr. Melnick joined ABC-TV in 1956 as manager of program development after having served in production at CBS-TV. In 1958 he was named director of program development and later VP. Last year he was appointed to nighttime programming post.

Harold L. Neal Jr. elected president of ABC-owned radio stations, post formerly held by Stephen C. Riddleberger, who was appointed VP and general manager of ABC News (WEEK'S HEADLINERS, May 27). **John O. Gilbert**, VP and general manager of WXYZ-AM-FM Detroit for past three years, named VP

and general manager of WABC-TV New York, replacing Joseph Stamler, who resigned earlier this year (WEEK'S HEADLINERS, March 25). Mr. Neal formerly was VP and general manager of WABC-AM-FM New York. He will temporarily continue to head WABC radio in his new position. Mr. Neal joined ABC in 1943 as staff announcer at WXYZ, moving up subsequently to general manager in 1956. He moved to New York in 1960 as WABC's VP-general manager. Mr.



Mr. Neal



Mr. Gilbert

Gilbert in 1953 started as salesman at WKMH Jackson, Mich., later moved on to WKMH Dearborn, Mich., WBZ Boston, and WXYZ in 1960. ABC owned radio stations are WABC-AM-FM, WXYZ-AM-FM, WLS Chicago, KABC-AM-FM Los Angeles, KQV-AM-FM Pittsburgh and KGO-AM-FM San Francisco.

Robert Wogan elected VP, programs at NBC Radio effective today (June 10). Mr. Wogan joined NBC as page in 1943, has been in radio programming since 1945 and made director, programs of network in October 1961.



Mr. Ney

Edward N. Ney, VP, assistant to president and assistant to board chairman of Young & Rubicam, New York, appointed senior VP. Mr. Ney will be responsible for agency's branches in Chicago, Los Angeles, and San Francisco, its international activities in Toronto, Montreal, Caracas, Venezuela and San Juan, Puerto Rico, and will

serve as liaison in New York for agency's European offices. He will retain supervision of public relations, personnel, and mechanical production departments, and will remain member of plans board, advisory board, and executive board. Mr. Ney joined Y&R in 1951, was elected VP in 1959, assistant to president in 1961, and assistant to board chairman this year.

Robert J. Burton, VP in charge of domestic performing rights administration for Broadcast Music Inc., New York, elected executive VP at board of directors meeting last week. Mr. Burton joined BMI in 1940 as



Mr. Burton

resident attorney and was appointed director of publisher and writer relations in 1943. He was elected VP of company in 1947 and took charge of domestic performing rights administration in 1957.



Mr. Stalnaker

Howard L. Stalnaker, station manager of KPHO-TV Phoenix, Ariz., appointed general manager of wow-AM-FM-TV Omaha, effective Aug. 1. Mr. Stalnaker replaces as general manager **Frank P. Fogarty**, executive VP of Meredith Broadcasting Co. and VP-general manager of wow stations, who will restrict his duties to wow policy matters and devote full time to Meredith Broadcasting operations, with headquarters in Omaha. Mr. Stalnaker joined Meredith Publishing, parent company of Meredith Broadcasting, in 1946 at Des Moines, Iowa, and moved to KPHO in 1954. Meredith Stations are KCMO-AM-FM-TV Kansas City; KPHO-AM-TV; WOW-AM-FM-TV; and WHEN-AM-TV Syracuse, N. Y.

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

Bureau opposes renewal application of WGMA

FCC was urged last week to deny renewal application of WGMA Hollywood Fla., owned by Jack Barry and Daniel Enright, who had figured in TV quiz scandals in late 1950's.

In pleading filed Friday, Broadcast Bureau said renewing application of sta-

tion would "invite further assaults on the moral fabric of television."

Pleading took sharp exception to initial decision of Hearing Examiner Elizabeth C. Smith, which recommended renewal of license (BROADCASTING, May 6).

Bureau said commission cannot ignore involvement of Messrs. Barry and Enright in quiz show scandals. "The

commission," bureau said, "cannot condone such a fraudulent and destructive use of broadcast facilities."

FC&B gets Sara Lee

Kitchens of Sara Lee, Chicago, names Foote, Cone & Belding there as agency effective Sept. 1. \$2.5 million account moves from Hill, Rogers, Mason & Scott.

CHEYENNE

107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-foot-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful... admiration among the lawful... and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

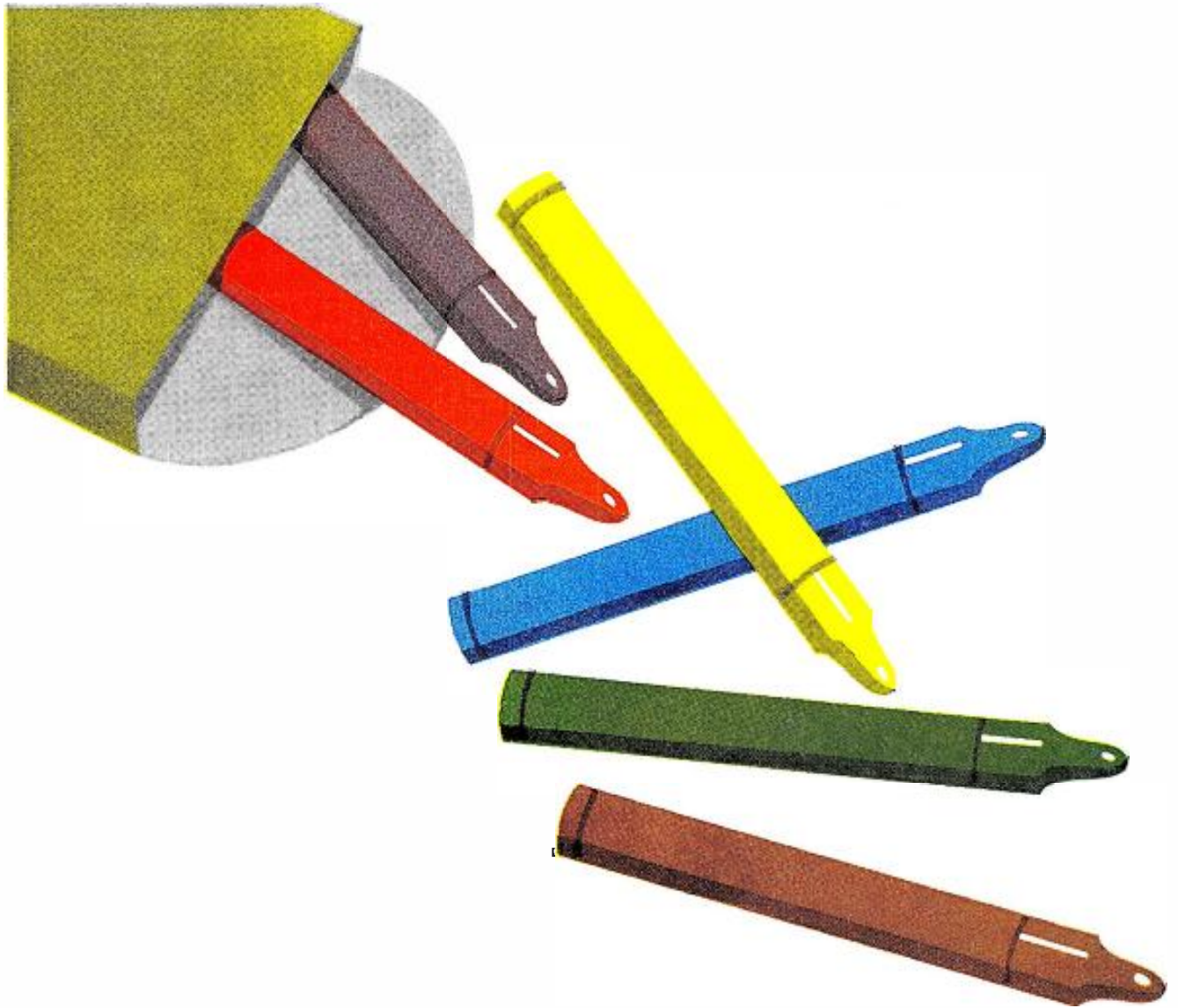
In its six full seasons on the network, CHEYENNE won an average Nielsen National rating of 24.8, good for a 38.6 share of audience.* Now available on an individual market basis—for fall start.

* 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 · HAWAIIAN EYE
BROADCASTING, June 10, 1963



COLOR IT

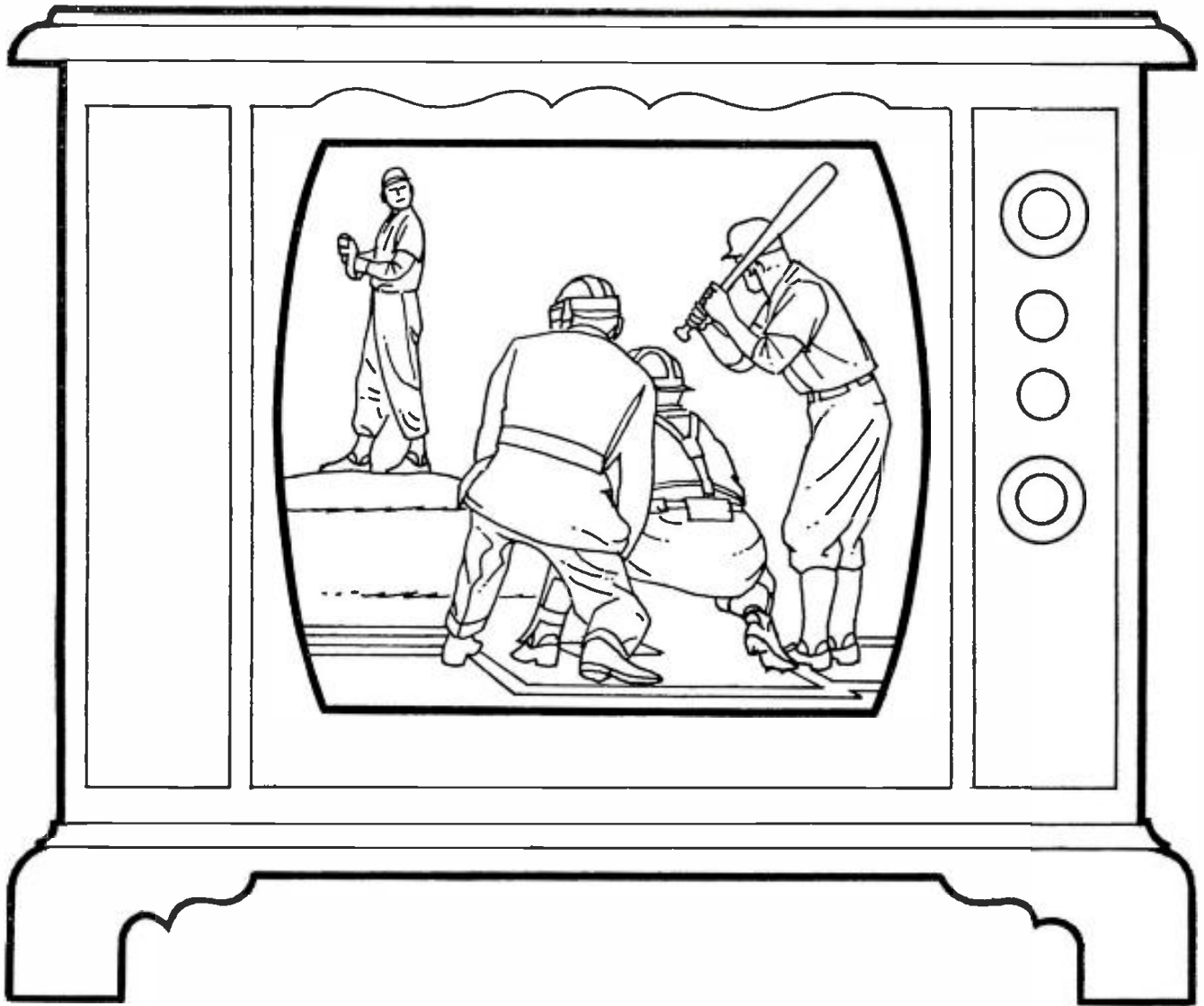
WLW Television! We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets. The WLW TV Stations are the only Stations in their areas originating live local shows regularly. Over 65 hours per week of WLW-TV programs are now in color—more than one half of all broadcast hours.

And just for the record—WLW Television brought color TV to the midwest. The first NBC color affiliate; first to colorcast daytime big league baseball regionally; first to colorcast indoor remotes and nighttime outdoor remotes under normal lighting conditions with

new low-light tube developed by GE and Crosley Broadcasting engineers.

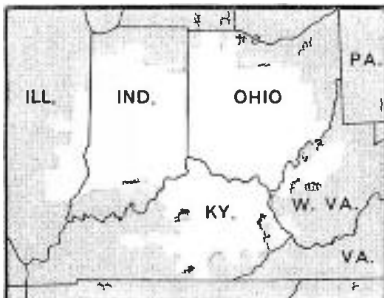
And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white, and color TV commercials rate 3½ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards! Call your WLW TV man!



TELEVISION

NOTHING LIKE IT IN BROADCASTING, ANYWHERE, ANYTIME, ANYHOW!



CROSLY COLOR TV NETWORK



**NATION'S
HIGHEST
FIDELITY
RADIO
STATION**

CROSLY BROADCASTING CORPORATION • A SUBSIDIARY OF *Arco*

WLW Sales Offices—New York, Chicago, Cleveland • Tracy Moore & Associates—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

OVER A MILLION NEGROES

... more than the total population of cities the size of Miami . . . visit Chicago stores in response to sales messages on

WVON

the voice of the Negro

... only 24 hour Negro programmed station

... strong Hooper ratings

... mdse plan that creates sales

SET UP A BUDGET TO
CAPTURE THE VAST NEGRO
MARKET OF

CHICAGO



Straight Music organized in basic categories. You order what you want, play it in the order you determine, add your own voices for a completely live, local sound. And cheaper than you can produce it yourself.

Suitable with ATC, Schaffer, Alto Phonic, and most other automation systems. Or with



Main Office and Plant
P.O. Box 943
Bellingham, Wash.
733-4567 (Area 206)

In New York City
TELE-MEASUREMENTS, Inc.
45 W. 45th St.
581-9020 (Area 212)

DATEBOOK

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

*Indicates first or revised listing

JUNE

June 7-14—Annual convention of National Community Television Association, Olympic hotel, Seattle. Senator Warren G. Magnuson, Commerce Committee chairman, will be the keynote luncheon speaker June 11.

June 8-11—Georgia Association of Broadcasters' convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

June 10—Reply comments due on FCC proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss "The Right of Privacy and the Mass Media" at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal*; Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

June 10—Sixty-sixth annual convention of American Federation of Musicians, Fontainebleau, Miami Beach, Fla.

June 10-11—NAB TV Code Review Board meeting, University Club, New York.

June 10-21—Radio Workshop, co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326." (censorship) luncheon meeting, Federal Communication Bar Association, Willard Hotel, Washington.

June 11—Annual stockholders meeting, United Artists Corp., Astor Theatre, New York City.

*June 12—Annual convention of General Federation of Women's Clubs, City Auditorium, Milwaukee. Panel session will discuss "Is Television Meeting Its Cultural Responsibilities?"

June 12-14—Thirty-third Institute for Education by Radio-Television, sponsored by Ohio State University Telecommunications Center, Nationwide Inn, Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

June 12-14—Annual meeting of the Electronic Industries Association of Canada, Chantecler hotel, Ste. Adele-en-haut, Que.

June 13-14—Television Affiliates Corp. programming conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-

Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

June 13-15—Mutual Advertising Agency Network meeting, Palmer House, Chicago.

June 14—Wyoming AP Broadcasters Association meeting, Torrington.

June 14-15—Annual meeting of the Wyoming Association of Broadcasters, Torrington.

June 15-19—Annual convention of Advertising Federation of America, Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution*; Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Morrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

June 16-18—Annual spring meeting of the North Carolina Association of Broadcasters, Holiday Inn, Durham.

June 15-Aug. 6—Summer workshop in closed circuit television teaching by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—Hollywood Ad Club luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of American Marketing Association, Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations In the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weibacher, C. J. LaRoche & Co. "Innovations In Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley, management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

June 18-20—Annual convention of Electronic Industries Association, Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of Virginia Association of Broadcasters, Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programming and sales-audience promotion. Speakers include FCC Commissioner Frederick W. Ford.

*June 20—Association of National Adver-

TVB SALES CLINICS

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 20—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.



FAVORITE THROUGHOUT MARYLAND PIMLICO RACE TRACK, BALTIMORE; SCENE OF THE PREAKNESS

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION

THE JOEY BISHOP SHOW



Smiling Is for Squares

Someone once compared Joey Bishop's mien of puzzled melancholy to that of "a collie that had just been whipped by Albert Payson Terhune."

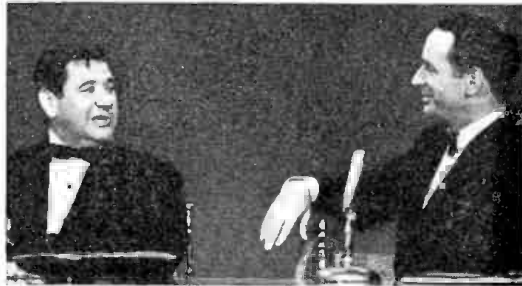
At the time, one collie had already made it very big in television. But no one—either then or now—could ever accuse Joey of being a copy-dog.

The fact is that Mr. Bishop has always been a one-of-a-kind guy whose comedy style could never be confused with that of any other funnyman in

show business. Which is one of many sound reasons the continuing "Joey Bishop Show" will be among the highlights of NBC-TV's Fall lineup.

It will be the third season for the weekly color series, and because it's a program that refuses to stand still, viewers can look forward to more than a few new ripples this time out.

Most important is that Joey's fans will now be getting an every-week look at the show-within-a-show performance of television comedian "Joey



Barnes," the entertainer played by Bishop.

Thus, in addition to getting his laughs as head of a household, Joey will be given sequences in which he plays directly to his audience. The new emphasis on Joey's professional life will also get celebrity-guests such as Milton Berle and Danny Thomas into the season's story-lines.

Of course, much of next Fall's series will also involve Joey's adjustment to parenthood, since wife Ellie (Abby Dalton) presented him with a

baby son just a few weeks ago.

Even with a whole summer in which to get used to the idea, Bishop will, no doubt, continue to think of the two-o'clock feeding as a fiendish practice designed to make new papas old before their time.

After all, to a comic who got his start in marginal night clubs, a two-o'clock bottle still means something delivered by a tired waiter to an unquenchable patron after the last show of the night.



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

LOS ANGELES
(and advertisers)
LIKE US
BECAUSE...

we're Los Angeles' conversation station. By being stimulating, entertaining, provocative and informative... our listeners listen.

As a result, advertisers like us because they know it takes a listening audience to become a buying audience.

Represented Nationally
by the Katz Agency

KABC
conversation
RADIO 79

AN ABC OWNED RADIO STATION

tisers' workshop on "How to Gear Co-operative Advertising into an Effective Marketing Program," Savoy Hilton hotel, New York.

*June 20—Southern California Broadcasters Association luncheon meeting at Michael's Restaurant, Hollywood. Russ Hare and Alan Berger, account executives at Tilds & Cantz, Los Angeles, will discuss the newspaper and radio aspects of media buying in the Los Angeles market.

June 20-22—Florida Association of Broadcasters convention, Robert Meyer hotel, Jacksonville, Fla. Speakers will include LeRoy Collins, president of National Association of Broadcasters; Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Edmund Bunker, president of Radio Advertising Bureau; Robert J. Rawson, chief of FCC's Transfer and Renewals Division; Bill Ray, chief of FCC's Complaint and Compliance Division; Robert Heald, Spearman and Robertson; and Tom Wall, Dow, Lohnes and Albertson..

June 21—Colorado AP Broadcasters Association meeting, Durango, Colo.

June 21-22—Colorado Broadcasters Association convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—Twenty-First Stanford Radio-Television Film Institute, sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—Advertising Association of the West annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

June 24-28—Meeting of National Association of Broadcasters radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—Ninth annual Writers' Conference, McKendree College, Lebanon, Ill.

June 24-29—International Telefilm Show, within framework of 13th International Film Festival Berlin (Germany) 1963.

June 25—Stockholders meeting, The Jerrold Corp., Jerrold Building, Philadelphia.

June 26-29—Second annual executive conference of New York State Broadcasters Association, Gideon hotel, Saratoga Springs,

N.Y. Panelists include Joseph Morris, editor of *Advertising News of New York*; Arthur Perles, editor of *Radio-TV Daily*; Ed Bunker, Radio Advertising Bureau; Ward Dorrell, John Blair Cos.; Kenneth Cox, FCC commissioner; and Robert M. Booth Jr., Booth, Tierney, Hennessey, Washington communications law firm.

June 27—Annual loudspeaker conference, Electronic Industries Association, Pick Congress hotel, Chicago.

June 27-29—Wisconsin Broadcasters Associated meeting, The Northernaire, Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

June 27-29—Maryland-D. C. Broadcasters Association, Sea Scape hotel, Ocean City, Md.

June 30-July 12—Fifth annual Advertising Federation of America marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

June 30-July 4—Annual convention of Kiwanis International, Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise."

JULY

*July 10—Annual meeting of Broadcast Pioneers, Park Lane hotel, New York City.

July 10-14—Convention of American Federation of Television and Radio Artists, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund G. Brown and Mayor Samuel W. Yorty.

*July 10-20—Fourteenth International Festival of Documentary Film, Venice, Italy.

July 11-13—Annual convention of Idaho Broadcasters Association, Moscow, Idaho.

July 14-16—Summer convention of South Carolina Broadcasters Association. Location to be announced.

July 14-26—Fourth annual NAB Executive Development Seminar, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs (5) management of people; (6) review and appraisal of management performance.

July 20—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.

BOOK NOTES

"History in Sound," by Milo Ryan. University of Washington Press, Seattle. 617 pp. \$15.00

From Hitler's speech to the Reichstag on Jan. 30, 1939, to President Kennedy's speech to the United States on Oct. 22, 1962, announcing a quarantine on Cuba covers 23 years of history; an era preserved in the Phonoarchive at the University of Washington.

History in Sound is a descriptive listing of the KIRO Seattle, CBS collection of broadcasts of the World War II years and after. It consists of 3,900 programs—most of them on acetate recordings—which over a five-year period

were catalogued and transferred to tape.

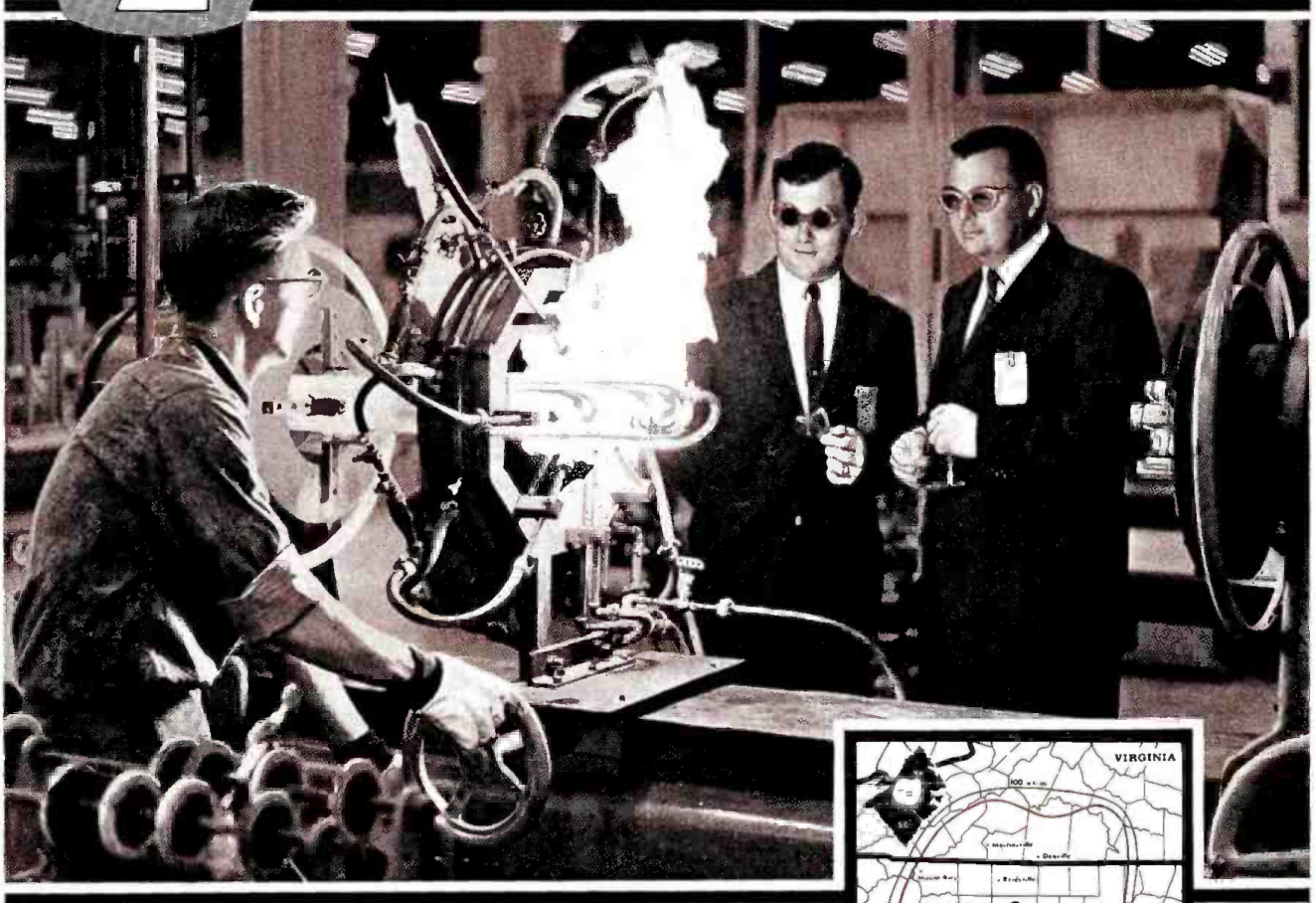
Mr. Ryan, professor of radio and television in the School of Communications at the University of Washington, performed this task under a grant-in-aid from the CBS Foundation Inc., on the recordings which KIRO had donated to the university.

In his forward to the book, William Paley, chairman of the board of CBS Inc., says this book will not only reconstruct those crowded World War II days for scholars, but "trace the rise of the broadcast medium as a new and vigorous force in twentieth century journalism."

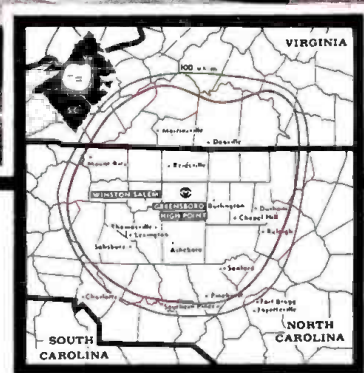


in

DANVILLE



HIGH QUALITY COMES AT A HIGH TEMPERATURE . . . at the new Corning Glass Works in Danville, Virginia. WFMY-TV personalities Jim Tucker and George Perry warily watch the finishing touches applied to one of the many kinds of specialty glass, including windows for the two-man Gemini space capsule, being produced at the newest industry in Southern Virginia's largest industrial city. The new Corning plant joins an already impressive family of industries in Danville, long recognized as the home of Dan River Mills, world's largest single-unit textile plant, employing over 10,000 people, and famous as a bright leaf tobacco market, bringing farmers over 40 million dollars annually. For 14 years, Danville has been served with CBS and local interest television programs by WFMY-TV, Greensboro, noted for high quality at any temperature in 51 counties in Piedmont North Carolina and Virginia.



wfmy-tv

GREENSBORO, N. C.

"Now In Our 14th Year Of Service"



Represented nationally by Harrington, Righter & Parsons, Inc.



SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS
BROADCASTING, June 10, 1963

PROgramming

The big pros in Madison radio are on WKOW / 1070. Each of these exclusive personalities is a leader in his field.



CLARK HOGAN

Sample his drive-time "Coffee Club" 7-9 a.m.

Clark Hogan's blend of music . . . his believable delivery . . . his smiling style . . . sound reasons why listeners, and advertisers too, are regulars in the Coffee Club. So we give 'em more. Clark and his newsman partner, Jack Davis, return right after Arthur Godfrey for The Hogan-Davis Show. It's PROgramming like this that keeps WKOW/1070 first in total audience*, first in total weekly homes*—first choice of advertisers in selling all of Southern Wisconsin.

*Ask your H-R salesman for proof. He has the facts.

CBS IN MADISON



Wisconsin's Most Powerful Full Time Station

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.



represented nationally by H-R

MIDCO

Midcontinent Broadcasting Group
WKOW-AM and TV Madison • KELO-LAND
TV and RADIO Sioux Falls, S. D. • WLWL-
AM, FM Mpls.-St. Paul • KSO Des Moines

OPEN MIKE

United we stand

EDITOR: Here we go again!

Once more it is proposed that broadcasters divide and thus subject themselves to being conquered. First came the proposal that state associations form a federation and set up representation in Washington. Now a second proposal—that radio broadcasters depart from the National Association of Broadcasters and form their own association, leaving the NAB to serve only television.

What's the matter with us? Must we broadcasters always ride off in all directions, leaving those who oppose us free to take advantage of our disunity? United broadcasters, under one banner, can be an effective force for the good of our industry. Such effectiveness has to be less if we splinter up into special interest groups.

While I agree that the NAB is certainly not perfect, it has been an effective force and is, I believe, becoming even more effective under the able leadership of LeRoy Collins. What broadcasters should do at this point . . . is to take an active interest in NAB, thus helping to increase its effectiveness. It may be trite but it's certainly true that united we stand, divided we (may) fall. Let's not fight among ourselves. That's what those who oppose us would like to have us do.—Harold Essex, The wsjs Stations, Winston-Salem, N. C.

Southern appreciation

EDITOR: IT IS PARTICULARLY HEARTENING, AT THIS TIME WHEN THERE IS SO MUCH CRITICISM OF OUR INDUSTRY, THAT A MAN IN SENATOR MCGEE'S POSITION WOULD RECOGNIZE THAT THERE ARE THOSE STATIONS WHICH ACKNOWLEDGE AND FULFILL THEIR RESPONSIBILITIES TO SERVE THE PUBLIC.—Louis Wolfson, vice president in charge of broadcast facilities, Wometco Enterprises Inc., Tallahassee, Fla.

[BROADCASTING June 3 reported Senator Gale McGee's (D-Wyo.) address on the Senate floor in which some broadcasters were praised for programing improvements. Specifically cited was Wometco's WLOS-TV Asheville, N. C.]

Keeping the record straight

EDITOR: [In your] listing of members of Congress who have an interest in radio and television broadcasting stations, I am listed as a trustee but not a stockholder of WDCR Hanover, N. H. (BROADCASTING, May 6).

To be accurate, the article should have made the point that WDCR is a student-operated radio station at Dartmouth College which, because FCC regulations will not permit ownership of a broadcasting station to be vested in students, is owned in the name of

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*Reg. U. S. Patent Office
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BROADCASTING, June 10, 1963

WIN THIS MAGNIFICENT MGB

Here's what you win... a one-way air transportation for two from the winner's home city to Wichita Falls... accommodations and meals for two days in the city... one hundred dollars in cash and, of course, this sparkling new MGB.



HOW? BY SUGGESTING NEW CALL LETTERS FOR **KSYD-TV**

here's my suggestion →

K	—	—	—
---	---	---	---

To Channel 6, Post Office Box 6666, Wichita Falls, Texas

Name _____

Address _____

City _____ State _____

Position _____

Here's my slogan or reason for these call letters: _____

RULES: Fill out the coupon with your suggestions as to the new call letters for Channel 6, Wichita Falls, Texas. In addition, provide a short slogan or your reason for choosing these call letters to tie-in with your call letter suggestion. All entries become the property of Channel 6 and should be mailed before midnight Sunday, June 30, 1963. Decision of the judges is final, and subject to FCC approval. In case of duplicates, earliest postmark wins.

A TIP:

Channel 6 — CBS — blankets north central Texas and southern Oklahoma. More than three quarters of a million population with an effective annual buying income of more than a billion and a quarter dollars! ARB reports 188,000 television families in 19 Oklahoma and 26 Texas counties covered by Channel 6's 100 KW video signal.

*Sales Management, June 10, 1962



REPRESENTED BY
ADVERTISING TIME SALES, INC.

Now... owned and operated by Mid-Texas Broadcasting Corp. William E. Hobbs, Vice President and General Manager; W. Hal Thompson, Commercial Manager.



TEAR OUT THIS PAGE HERE AND MAIL TODAY!

LUXURY LEADERSHIP

IN EVERY LONG-ESTABLISHED INDUSTRY, THERE'S AN OFTEN INFLUENTIAL ELEMENT OF LUXURY LEADERSHIP. IT'S CHARACTERIZED BY A FIRM COMMITMENT TO THE PASSIVITY OF THE STATUS QUO AND DOING THINGS THE EASIER WAY. IT IS ONE REASON WHY MANY BUSINESSES PROGRESS SO SLOWLY ONCE THEY'RE ESTABLISHED. IT'S ALSO THE REASON WHY SOME OF THEM DIE.

Take the network radio business, for example. During the last decade and a half, unique and major changes occurred in the ways and means of American life. Throughout a rapidly changing postwar nation, an active, mobile consumer population grew in proportions and achieved a buying power greater than ever before by many millions of dollars. During this time, not a single noteworthy *action* was taken by radio network "leadership" to develop a realistic means to measure the extensive audiences radio reached daily, when radio left the living room. In this important area, radio *leadership* sat conspicuously still.

PEOPLE, however, did not sit still. They bought new radio sets in every size and shape and in the most incredible numbers, more than 174 million in the last ten years and nearly 25 million in 1962 alone. They bought them to use in automobiles, boats, businesses and on beaches. They plugged them into electrical outlets, and they played them on small batteries. Radio's unique in-and-out-of-home mobility made it the *one* medium able to reach people instantaneously *wherever* those people worked, played or travelled.

PROVING that fact was another matter, because an entire industry of four radio networks still measured audiences by *yesterday's standards*. And those standards were so inadequate and often, in light of recent Congressional Hearings, so unjust that reliable indications of total and individual network radio audiences were relegated to the level of wishful thinking.

RADIO, all radio, had changed by virtue of science and a modern, mobile way of life. If radio people couldn't face the change, prove the change and provide an advertiser realistic tools to utilize thoroughly the change, then radio people should not be in the radio business. It had

reached a point where the best corporate word-smiths could no longer justify the *status quo* in audience measurement.

Today, a decisive break from the tenets of *luxury leadership* has been accomplished by one network. The SINDLINGER RADIO ACTIVITY SERVICE has been inaugurated to measure *total* network radio audiences *wherever* they listen, regardless of to whose station they listen. Sindlinger, Inc. was chosen because of its reputation for integrity and accuracy. The Harris Committee Hearings on Broadcast Ratings have dramatically sustained that reputation.

NOW an advertiser can definitively ascertain not only the full extent of his national radio audience, but that audience's age, sex, income and education. For the first time, a radio advertiser can determine accurately where and when listening occurs, in or out of the home, and what his audience's future buying plans are. Network audiences have been proved repeatedly to be three and four and five times larger than they were according to the now beleaguered mechanical measurement devices which counted homes instead of *people*. We think this will be important as long as *people* are important to business!

The Sindlinger Radio Activity Service will continue to provide clients, agencies and interested networks with realistic and necessary tools to determine the full scope of a national medium whose combined reach, economy and effectiveness is UNMATCHED!

This service marks the first important *action* by Network Radio. The near future will likely see this step further developed by ourselves and others in both broadcasting and print. We will continue to support any honest effort to provide advertisers with effective means to evaluate, utilize and compare media. We will also continue to oppose actively *luxury leadership* in any form that hampers progress because it is easier and less expensive to be passive than aggressive.

**THERE ARE NO BARGAINS IN THE
BASEMENT OF EXPEDIENT SELLING
AND NO FUTURE IN FEAR.**

We earnestly invite you to re-evaluate network radio and its remarkable ability to reach *today's* active, mobile consumer population. When you do, we're confident you will find that, totally and with individual networks, THE FACTS HAVE CHANGED CONSIDERABLY!

Robert R. Pauley, *President*

WIBC The Friendly Voice of Indiana

WIBC sells radio homes!

NORTH-EAST HOMES, INC.
 Box 212
 Southport, Indiana
 Phone Area 5210

April 26, 1963

Mr. R. M. Fairbanks, President
 WIBC, Inc.
 2835 N. Illinois Street
 Indianapolis, Indiana

Dear Mr. Fairbanks:

We at Imperial Hills (Residential Housing) have broken all the rules accepted by the National Association of Home Builders (NAHB) in promoting our new homes and area. Home builders are advised through the association to place the bulk of their advertising dollars in newspapers and television with radio as the last resort.

We decided to gamble by eliminating newspaper and television and rely entirely on radio. We decided to go a step further and advertise on your station "The Hoosier Hit Parade" with Jack Morrow which originates from our model homes on a daily basis. We have purchased from the Tuesday and Thursday afternoon broadcasts of "Ray Does It" with Ray Gwynn. After six full weeks of programs on WIBC we are advertising one sale per day with the homes selling from \$12,800 to \$19,800.

We are particularly pleased with the results of Jack Morrow's efforts. Since when do approximately 85% of the buying in the United States, including homes, we wanted a program with housewife appeal. Results have gone far beyond our fondest expectations. Results inquiries, many mentioning Mr. Morrow by name and repeating word for word things he has said about our homes. Additionally, he has been able to reach men, particularly salesmen, while they are driving far from home. They've been coming in to see our homes in the evening... long after Jack has gone... but they are coming in.

By now you can tell we are extremely pleased with the results. WIBC radio has brought us a higher percent of prospective buyers who are financially able to buy than we have been able to reach in eight years of building homes.

Yours very truly,
 IMPERIAL HILLS
 Robert H. Clark

LEADS IN RESULTS

Home builders are advised by the national association to place their advertising in newspapers and television with radio as the last resort. Imperial Hills chose to rely entirely on WIBC with this result: "WIBC has brought us a higher percent of prospective buyers who are financially able to buy than we have been able to reach in eight years of building homes."

LEADS IN ACCEPTANCE

Indianapolis advertisers know WIBC is the station for results. A local automotive firm, for example, has been on for 23 years. So has a clothing store. A local bank has been on for 17 years, a supermarket chain for 14, a theatre chain and department store for 13 years.

LEADS IN AUDIENCE

We think highly of our air salesmen at WIBC. We believe they are why we can proudly say WIBC has the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

* 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**

Dartmouth College. I am a trustee of Dartmouth College and, because the college owns the station, I also act as a trustee of WDCR.—*Representative Thomas B. Curtis (R-Mo.) Washington.*

In your own backyard

EDITOR: I felt personally shocked with the proposed viewpoint of the National Council of Churches regarding the support of the FCC's proposal to adopt commercial time limitations (BROADCASTING, May 27). This is not an attitude of friendship towards an industry that has donated many thousands of dollars of airtime to further public religious teachings. I maintain they are simply not aware of the gifts they have received from the broadcasting media. If they were, they would be adopting a citation for services rendered, to be forwarded to the FCC on behalf of the combined broadcasting industry.

Broadcasters have a problem of survival that is known only within the industry. We need the help of community leaders and should bring regulatory problems to their attention. To relieve federal pressures start in your own backyard. Explain your position with local leaders of religious, social, civic, fraternal and political organizations. It's these local people who attend and vote at regional and national conventions where decisions are made that directly or indirectly affect broadcasting's livelihood.

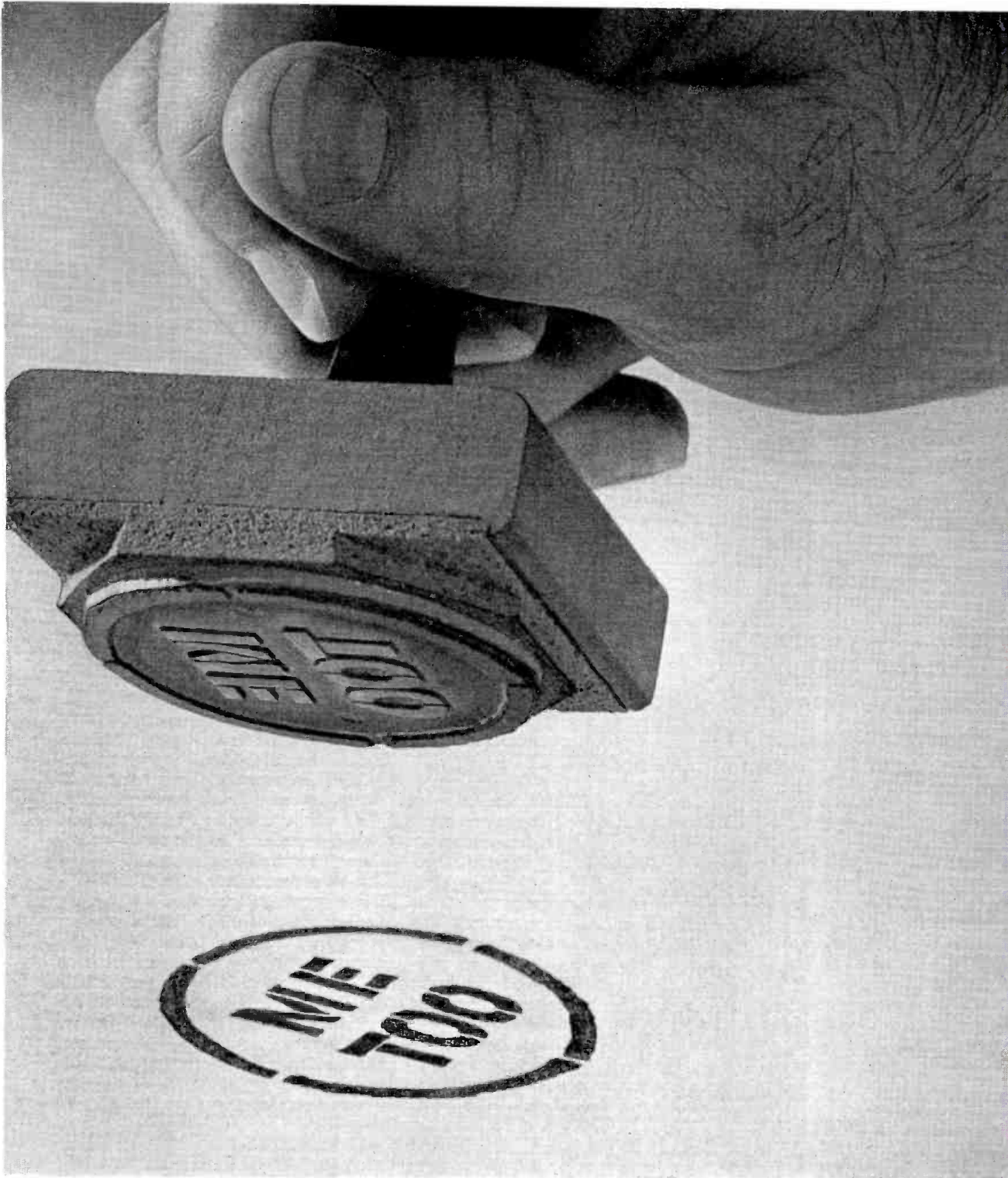
This is not the time for the individual broadcaster to be humble. Contact your local delegate to the National Council of Churches convention and tell him your problems. We know that the lifeblood of broadcasting is its advertising, but does your local delegate? If every broadcaster did this, reason would prevail and the council would not adopt a critical policy against the broadcasting industry.—*Morris F. Genthner, treasurer, Genkar Inc., applicant for new station at Gouverneur, N. Y.*

'Memo' reprinted

EDITOR: [Permission is requested] to reprint the MONDAY MEMO of April 29. . . . This reprint will be distributed by the agency to clients and potential clients.—*Dixon L. Harper, vice president for radio and television, Aubrey, Finlay, Marley & Hodgson Inc., Chicago.* [Permission is granted to reprint the MONDAY MEMO authored by Mr. Harper.]

Kudos from Germany

EDITOR: We have . . . followed your international section closely and would like to congratulate you on the accuracy with which you present television news from Germany.—*Manfred Bauer, chief, radio and TV department, German Information Office, New York.*



How not to run a television station

Copying others in the same business is bad business. Especially in television. The audience is deprived of its right to have its programs constantly improved upon. The creative potential of a talented staff is wasted. Any positive contribution to the progress of the television industry is most certainly forsaken. WFGA-TV is not a rubber stamp operation. The professionalism and originality of our News and Sports Departments have made them consistent winners of national awards. Additional awards and praise have been accorded our local public affairs programs. And our efforts in color telecasting have earned WFGA-TV a national reputation as a pioneer. A great share of our programming — local and network — is in color. Perhaps these are some of the reasons why others copy us!



Jacksonville's FULL COLOR Station

WFGA-TV

IN FLORIDA



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ
WLOS-TV

KVOS-TV

WFGA-TV
(Affiliate)

It's an age of 'accountability' in today's business

Our common business, whether we be advertiser, advertising man or salesman, would appear to be courtship of the public—wooing the consumer to have a better opinion of the products or services we represent. We are all in public relations, and this public courtship, like private courtship, costs money.

It is the demand for accountability of that money which I think we might look at today, for it affects all of us, whether we woo the public's good opinion nationally or locally.

To a great degree we are dealing in intangibles, and this is particularly true of advertising. But the difficulty in the eyes of management is that we are dealing with intangibles with extremely tangible dollars.

A Revolution ■ You who have been in advertising-selling since the war know that this short period coincides with the American managerial revolution.

Whether our efforts are directed toward selling beans or banking services, motorcars or candy bars, in whatever form of commercial communication in which we invest another's money, the name of the game is accountability.

Today's businessman is oriented to the exact standard of measurement, the definite evaluation, the predictable and provable result, the well-balanced balance sheet. He is not conditioned to the near miss, the self-fulfilling prophecy or the intangible solution to invisible problems secretly—and expensively—arrived at. But, you say, we in advertising and selling deal with unpredictable and capricious human nature and our occupation is of necessity an inexact craft. And you are right.

But this does not absolve us from the task of attempting to provide management with better standards of measurement of our product and its results.

Progress ■ Already we are being asked to do this, and some progress is being made. More progress should be made in this direction while we are still being asked rather than ordered. We are going to have to evolve better standards of measurement: of media and of the advertising or publicity we place in media; on all the forms of communications we use, be it television, radio, magazines, newspapers, trade exhibits or face-to-face selling.

Why this sudden interest in advertising accountability? It is not sudden. It has been building up over the years as media and production costs continue to rise, as markets become fragmented and new products multiply and selling

costs soar at all levels.

This situation has coincided with two other factors. Surveys show the new breed of businessman has accepted advertising as a business tool but has remained a bit suspicious of it because *all* of advertising's results cannot be worked out on a slide rule.

How's Your Reception? ■ We all talk a great deal about communication. Nobody seems to talk much about reception. And if there is no reception, you are talking to yourself on a dead phone. At MacManus, John & Adams, we have a seven-point measuring stick for every advertisement—a reinforcement of our "Dual Dollar" technique.

Here they are:

1. Is the message based on a single selling idea?
2. Does the idea have a definite objective?
3. Is the idea fresh and different?
4. Is the idea presented in a fresh and different way?
5. Is the idea communicated with clarity and speed?
6. Is the idea *believable*?
7. Is there an attitude, tone of voice and spirit throughout the communication that makes the reader, listener or viewer warm up to and like the advertiser?

This is no magic formula. But we have found that an advertisement which comes closest to matching these qualifications has a good chance of succeeding in the marketplace and has better than a fighting chance to be seen and understood and acted upon.

The seven points mentioned above are a reinforcement of the agency's Dual Dollar concept, an advertising technique we formulated some years ago.

Dual Dollarism is a working answer to the question being asked by more and more businessmen in every type

and size of business: Is it possible to sell my product today and buy insurance for the future with the same advertising dollar?

Dual Purpose ■ Clients of ours like General Motors, Dow Chemical, Minnesota Mining, Bendix, Standard Oil, Cadillac and Pontiac say that it can be done. Much of the advertising we have prepared for them not only sells products but also reflects their corporate reputation—or corporate character—keeping all markets in a receptive state for whatever new products the future may bring. And that's why we call it Dual Dollar advertising.

Every advertising dollar you spend must sell, of course, but a portion of that same dollar should always be working, indirectly and adroitly, to establish your character as fine people to do business with *whatever* you may be selling. This is not an easy thing to accomplish.

To do this well demands the very best advertising craftsmanship because it must never be obtrusive or obvious.

The idea must be there, subtly and surely, in every public communication. We find that a strong "family" resemblance contributes to the total impression. This does not necessarily mean that all ads must look alike. For within this concept the appearance of the advertisement can suit its immediate purpose. In effect, Dual Dollar advertising allows you to predispose the consumer to a product which may yet be un-invented or a service still unthought of.

This is the power of Dual Dollar, dual purpose advertising. Not magic, but professional advertising skill directed at the establishment of the one unchanging factor in your business: its reputation.

Make the public impression of your company the great constant in a sea of change.

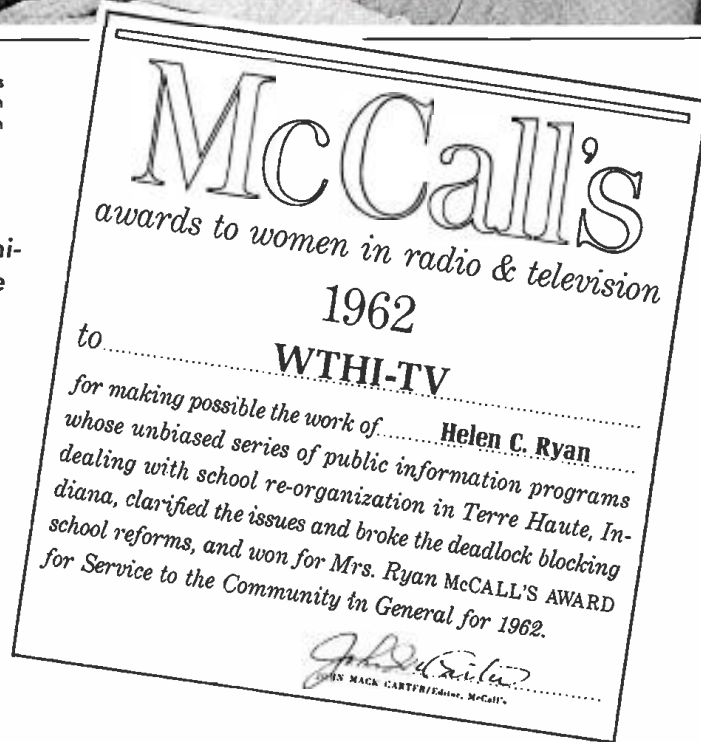


Ernest Jones joined MacManus, John & Adams in Detroit in 1939 as a production department apprentice after graduation from the University of Michigan. In 1950 he was appointed vice president of the agency and sent to New York to open an office there. He returned to headquarters in Detroit in 1953 as executive vice president and director and in 1955 became president of the agency. Mr. Jones has twice been a director of the American Association of Advertising Agencies.



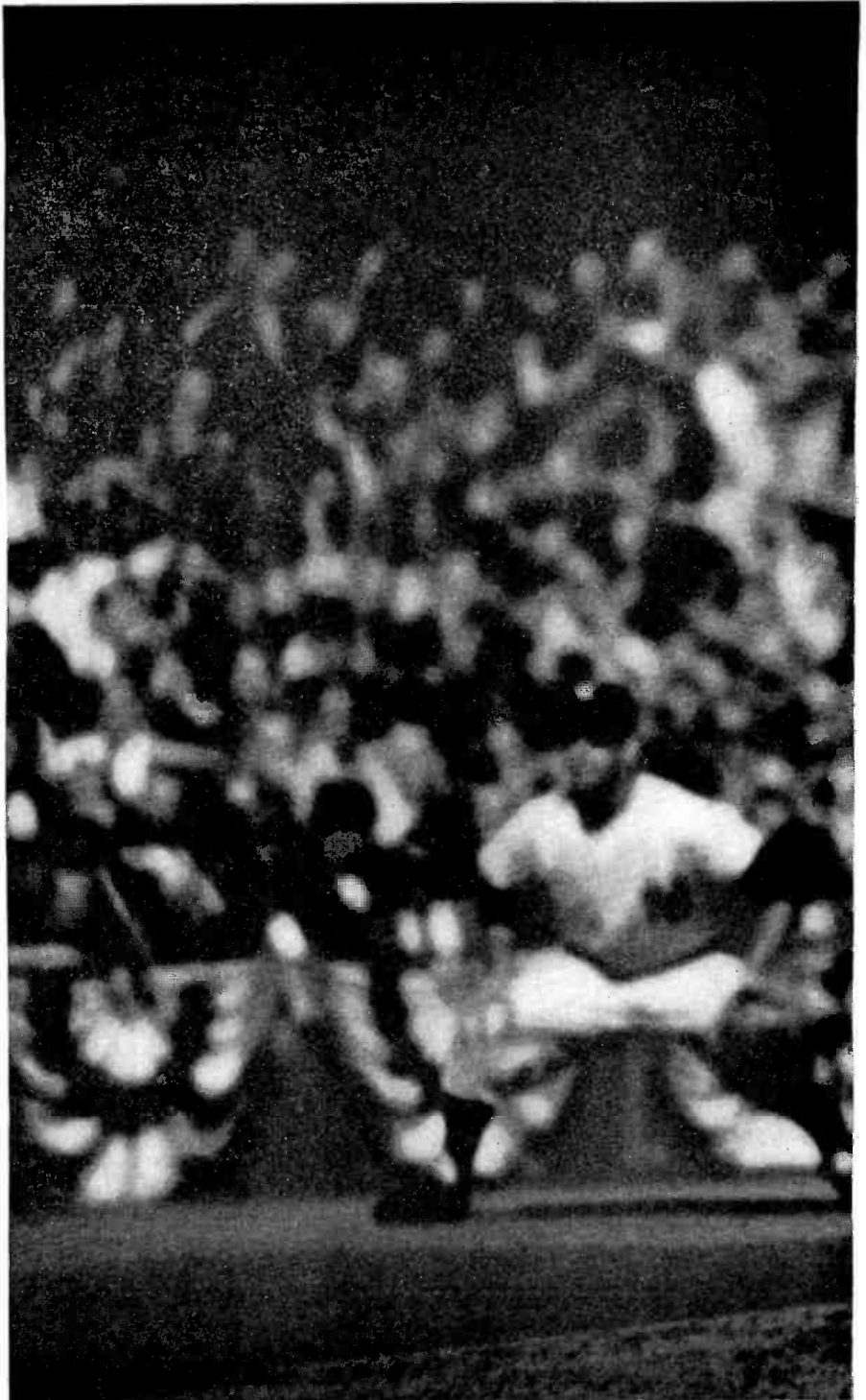
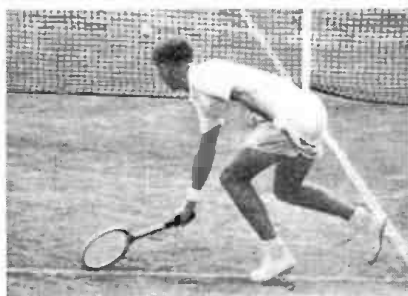
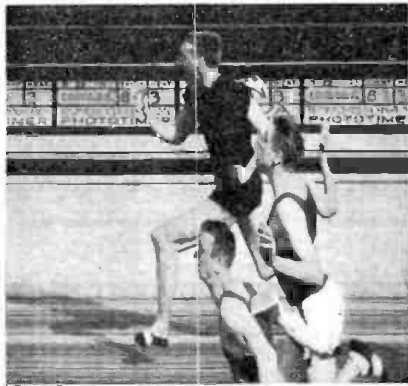
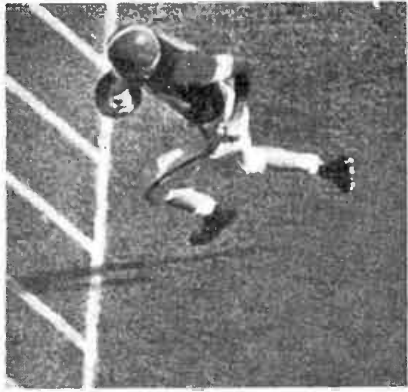
John Mack Carter, Editor of McCall's, presents McCall's "Golden Mike" to Mrs. Helen Ryan of WTHI-TV for outstanding public service in broadcasting.

WTHI-TV is grateful for the recognition accorded the station through the award of McCall's "Golden Mike" to Mrs. Ryan . . . This award encourages WTHI-TV to maintain a level of public service broadcasting which reflects the progressiveness of the community which it serves.



WTHI-TV

**CHANNEL 10
TERRE HAUTE,
INDIANA**



Surer than the Yankees

It will surprise hardly anyone at all if money-pitcher Whitey Ford (pictured above) and his Yankee teammates wind up in 1963's World Series.

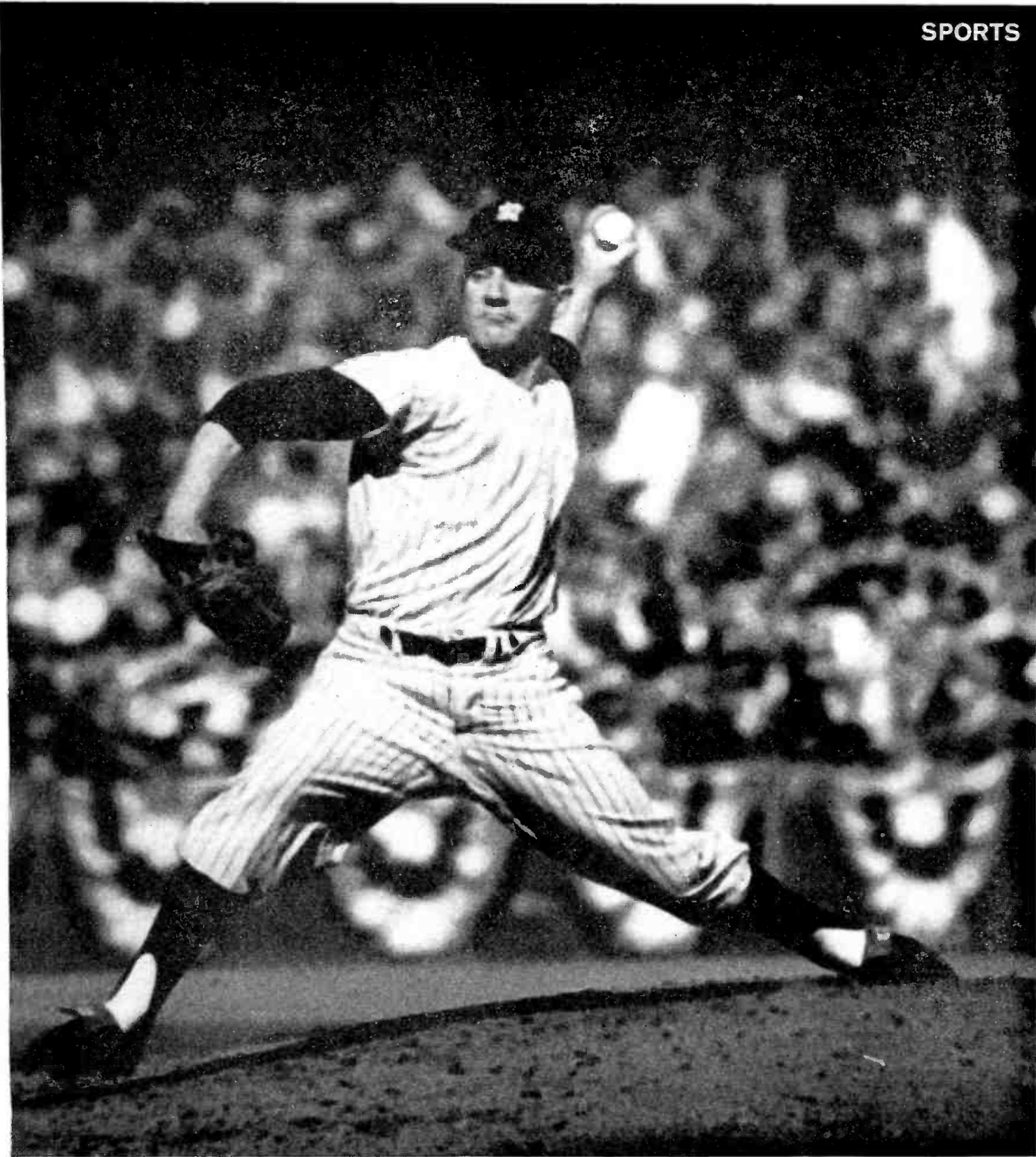
But even surer to turn up than Whitey and his friends is the team from NBC. It's not hitting or pitching that gets *these* men into the Series, but fielding. They catch everything that happens.

And well they should, for nobody's had more

experience at it. When NBC televises this year's Series—as one of the many glittering attractions on our varied Fall schedule—it will mark the 17th consecutive time we've done so.

Let us quickly add that NBC-TV's sporting instincts range far beyond baseball. (We've already slated exclusive U.S. television coverage of the 1964 Summer Olympics.) A further glance at our sports agenda for next season shows:

Nine post-season gridiron events, including the



National Football League Championship, the Rose Bowl and the Sugar Bowl.

The tennis world's National Singles Championships from the hallowed lawns of Forest Hills.

Golfdom's biggest competitions, among them the 1964 National Open, the Bing Crosby tournament, the World Series of Golf, and the Tournament of Champions.

And college basketball's most hotly contested competition of the year, the National Invitation

Tournament at Madison Square Garden.

This many-faceted sports coverage reflects the diversified programming of our entire Fall schedule, which ranges from the world-news coverage of the expanded "Huntley-Brinkley Report" to the comedy of the eagerly awaited Bill Dana series; from the new "Espionage" dramas to the circusy fun of "International Showtime." Almost anyway you look at it, it has the makings of a fine season.



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

For the fourth consecutive year Charlotte's WSOC-TV dominates awards in annual Southern News Photography Competition

Do you like to look at the news? Hear about it? If you were one of the some three million people within our viewing area, chances are you would satisfy your liking by setting your dial on Channel 9. Charlotte's WSOC-TV is the news station of the Carolinas.

This year, WSOC-TV cameramen swept eight of the ten first and second place awards offered in the competition open to television photographers throughout the South. This brand of local and regional reporting awards advertisers, too. With big audiences; dependable, able to buy. Let this great area station of the nation induce them to buy from you. Schedule WSOC-TV.

JOHN CLIFFORD

Named "Southern TV Photographer of the year"
1st—General News Film, "Gantt at Clemson"
1st—Feature News, "Last Day of Summer"

MIKE O'HARA

1st—Sports News, "Round the Mountain"

BOB MORSE

2nd—Sports News, "Tally Ho!"

GEORGE CARRAS

2nd—Feature News, "River Boat"

JOHN CLIFFORD—STEVE DELANEY

1st—Team Filming, "The Lord is Dead"

STEVE DELANEY—FRED BARBER

2nd—Team Filming, "Storm"



WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami

TV USERS GET BIGGER AND BIGGER

- Survey shows most spot and network TV budgets have increased
- Additional \$80 million tacked on \$1.52 billion spent in '62
- Most television users are increasing their budgets every year

Television's tendency to make big users out of little ones—and to make substantial users more substantial—was pointed up last week in an examination of current plans and past performances of leading national TV advertisers.

A sampling by BROADCASTING indicated that, although network and especially spot TV commitments for the next season are incomplete, higher TV budgets will probably be characteristic of most national TV users, while significant cutbacks will be relatively few.

The ratio of increases to cutbacks seemed apt to add \$80 million or more to the \$1.52 billion spent in network and spot television time last year (gross billing estimates). This would be a gain of about 6% and was considered conservative by some observers. Last year the increase was about 13.7% over a 1961 held back by a general economic recession.

The inclination of many television advertisers to increase their commitment to TV as they become more and more experienced in it was evident, meanwhile, in a formal study that became available last week.

The study, prepared by ABC-TV from figures released by the Television Bureau of Advertising, traces the network and spot television budget histories of 222 national advertisers over the past five years.

Examination shows that a majority of almost 8 to 1 increased their TV investments over the five-year span, sometimes gradually, sometimes spectacularly—but presumably always out of satisfaction with past results (see tables).

For the current year, BROADCASTING's sampling found that significant increases over 1962 are expected from such advertisers as Chrysler, Alberto-Culver, Pharmacrast, Xerox, Hunt foods, Humble Oil, Purex, Timex, Brown & Williamson, Liggett & Myers, American Tobacco, Coca-Cola, Frito-Lay, Standard Brands, R. J. Reynolds Tobacco, United Fruit Co., Pabst Brewing Co., Buick, Philip Morris, Block Drug, Clairol, Consolidated Cigar, A. C. Spark Plugs and Libby, McNeil & Libby.

Chrysler's Comeback ■ The Chrysler Corp. is making a dramatic comeback in TV. It spent almost \$6 million in network and spot in 1962, but will have an outlay of more than \$20 million during 1963-64, according to some authorities. Its major investment will be its weekly sponsorship of the one-hour *Bob Hope Show* on NBC-TV.

Alberto-Culver is expected to increase its TV commitments from \$24 million in 1962 to \$30 million in 1963. Gulf Oil Co. is raising its 1962 budget of approximately \$4.3 million to more than \$6 million this year and should increase to more than \$8 million in 1964 as it expands its network investment on NBC-TV for its instant news specials and convention coverage.

Xerox Corp., which spent \$600,000 in 1962, is enlarging its usage to an estimated \$4 million for the 1963-64 season, with several network commitments expected to be announced shortly.

Humble Oil Co. is scheduled to raise its network investment by at least \$2 million in 1963-64. The United Fruit Co., in its first national campaign in 19 years, is spending about \$2.2 million in network and spot TV, starting this summer.

The list is by no means complete and does not encompass many companies that network and spot TV authorities feel reasonably sure are poised to pour more money into their medium.

The consensus was that many of the insurance companies, for example, who have been experimenting with the medium, will plunge more heavily during the remainder of the year. These include Allstate, Nationwide, Liberty Mutual, Traveler's Insurance, Institute of Life Insurance and Metropolitan Life, which boosted their 1962 TV investments over 1961.

Cosmetics and toiletries also seemed primed for expansion, with companies mentioned including Bristol-Myers, Chesebrough-Pond's, and Armour & Co. in addition to big-spending Alberto-Culver.

Procter & Gamble is expected to raise its budget slightly, but one network executive commented: "when P&G goes up a million, it doesn't sound like much."

Oil & Food ■ Oil companies constituted another classification that could be considered ripe for increases in TV spending, as are food companies that have not invested too heavily in the medium in the past, including Hunt

Multi-million drive for Gold Medal Wondra

A new flour product, Gold Medal Wondra, will be introduced by General Mills in mid-August, with the heaviest television campaign for a new item in the history of the company.

A spokesman for the company, while not revealing the actual cost of the campaign, said Gold Medal Wondra will be backed by a multi-million dollar budget—the largest ever placed behind a new General Mills product. He pointed out that the budget was a new appropriation by the company to push the new product.

The spot and network TV campaign will account for 75% of the

budget during the first six months of the campaign, the spokesman said. The spots will cover 175 markets carrying from 10 to 40 commercials per week.

In addition the new product will be advertised on General Mills regularly scheduled network television programs.

Dancer-Fitzgerald-Sample has been named advertising agency for Gold Medal Wondra. The agency, in announcing the new campaign, pointed out that the new product is the first new General Mills flour to use the Gold Medal name in the 40 years that it has been handling Gold Medal flour.

Foods and Frito-Lay.

With the exception of Chrysler's, automotive manufacturers' investments in TV are expected to remain at about their 1962 levels, though some additional spot TV business is envisioned by some station representatives.

They reported that some auto makers are adding to spot advertising by scheduling campaigns in flights throughout the year, and the apparent success of the current drive is expected to bring in additional business the remainder of this year.

The most notable defection from TV for the fall of 1963 appears to be U. S. Steel, which has withdrawn from its long-time association with the U. S. Steel Hour on CBS-TV and has not announced its future TV plans. U. S. Steel spent more than \$3 million in TV during the 1962-63 season.

Television, through the years, has had the effect of increasing substantially the amount of money invested by advertisers, some of it at the expense of other media. This pattern seems to hold true for the remainder of 1963 and going into 1964.

Budget Moves ■ The study showing the track records of 222 leading advertisers from 1958 through 1962 was prepared by the ABC-TV research department for the internal use of its staff. It is useful in pointing up the investments of individual companies, on one or more networks or in spot; how they increased or lowered their

Lady Brooke tries out television

In its first use of network television, Lady Brooke Ltd. of Cameo Inc., Toledo, Ohio, has purchased participations on NBC-TV's *Tonight* and *Today* shows.

Lady Brooke, which markets shoe cosmetic kits, has also bought participations in five daytime programs on ABC-TV which will start in September.

The campaign will begin on *Today* June 27 with weekly commercials extending through December. Participations on *Tonight* will begin July 19 and continue into the fall.

In September, the campaign will be expanded to ABC-TV's daytime *Jane Wyman Presents, Father Knows Best, Seven Keys, General Hospital* and *Who Do You Trust*.

The commercials will be live on *Today* and a combination of live and filmed on *Tonight*, with lead-ins by featured performers.

Advertising agency: Shaller-Rubin Co., New York.



On NBC-TV's "Tonight" show Johnny Carson (l), host of show, is shown with Miss Lady Brooke, TV spokesman for the product. Lady Brooke Ltd., a division of Cameo Inc., will begin participations on "Tonight" starting July 9 and "Today" beginning June 27.

investments from year to year and how they shifted budgets among networks or between network and spot TV.

A BROADCASTING analysis of the 222 companies in the ABC-TV compilations

shows that 192 raised their spending in TV over the five-year period; 25 decreased their budgets and five remained virtually the same.

These bare statistics, however, do not spotlight fully the tremendous gains made in TV expenditures over the five years. While there were numerous evidences of advertisers raising their spending by at least four or five times, there were fewer companies proportionately who trimmed their spending by that ratio.

An ironic sidelight is that Chrysler, which is headed for the most dramatic return to TV with more than \$20 million allocated during the 1963-64 season, emerges in the study as a top-level TV "reducer." Chrysler trimmed its allocation from \$14.7 million in 1958 to \$5.8 million in 1962. The big TV "loser" was Lestoil which spent \$12.3 million in 1958 and \$18.1 million in 1959 and dwindled to \$3.7 million in 1962. Cutbacks over the period also were instituted by RCA, Continental Baking, Westinghouse Electric and Schick.

Among the companies recording the largest gains in TV were Alberto-Culver, Beech-Nut, Block Drug, Bristol-Myers, Campbell Soup, Ralston-Purina, Smith, Kline & French Laboratories and Texaco.

Others with smaller gains included General Foods, American Home Products, Colgate-Palmolive, Philip Morris, R. J. Reynolds and General Mills.

Five-year decreases for TV for these firms

Only one out of eight advertisers reduced their spending in TV during the 1958-1962 period. The ABC-TV study traced investments in network and in national spot. These were the eight largest TV "reducers" figured on a basis of gross time investments. Figures are in thousands of dollars.

	1958	1959	1960	1961	1962	Decrease
Chrysler	\$14,732	\$10,496	\$ 8,956	\$ 5,263	\$ 5,824	\$ 8,908
Network	14,341	9,507	8,638	4,151	4,129	10,212
Nat. Spot	391	989	318	1,112	1,695	1,304
Lestoil	12,339	18,132	9,961	4,663	3,677	8,662
Network	2,304	(2,304)
Nat. Spot	12,339	18,132	9,961	4,663	1,373	10,966
Brown & Williamson	17,664	17,846	20,319	17,598	14,143	3,521
Network	8,250	8,593	12,533	14,133	13,317	(5,067)
Nat. Spot	9,414	9,253	7,786	3,465	826	8,588
Westinghouse	4,724	5,166	9,033	3,651	1,368	3,356
Network	4,639	5,166	8,825	3,480	1,195	3,444
Nat. Spot	85	208	171	173	(88)
Continental Baking	9,964	11,582	6,473	9,048	6,657	3,307
Network	740	776	594	512	337	403
Nat. Spot	9,224	10,806	5,879	8,536	6,320	2,904
Revlon	7,157	7,501	6,579	3,919	4,194	2,963
Network	6,309	4,217	4,220	3,689	3,880	2,429
Nat. Spot	848	3,284	2,359	230	314	534
RCA	6,458	3,968	3,870	1,985	3,550	2,908
Network	6,458	3,842	3,735	1,942	3,410	3,048
Nat. Spot	126	135	43	140	(140)
Bulova	3,523	1,687	930	1,074	2,449
Network	1,667	1,687	930	1,074	593
Nat. Spot	1,856	1,856

(Based on figures presented by ABC-TV's Research Department's Marketing Services. ABC-TV used gross time billings released by the Television Bureau of Advertising as its source material. Advertisers decreasing their budgets \$2 million or more during the period are listed above. Figures in parenthesis are increases.)

Corning cites TV for 'Centura' introduction

Alan Kennedy, advertising manager of Corning Tableware Division of Corning Glass Works, told members of the New York Sales Executives Club last week that television advertising had provided his company with "the fastest communication of product information we've ever experienced."

Explaining his company's marketing strategy for its new "Centura" line of break-resistant tableware, Mr. Kennedy was one of four Corning Tableware executives who made presentations on behalf of the product to the executives' regular weekly luncheon.

"Centura" was introduced nationally last September, using spot television advertising in 92 markets with intensive frequency for from two-to-three weeks. Account executive Richard Sears of N. W. Ayer & Son explained television's role in the marketing area as that of immediate introduction of product. "We got the frequency we wanted from television, and then eased off after the first three weeks. But we still plan to use TV on a sporadic basis."

Corning had used television intensively in its marketing of "Corning Ware" in 1958, and reported substantial sales gains as a result. Mr. Kennedy told the sales executives that television was part of a four-part marketing plan which also included the use of introductory print advertising on a cooperative basis with local stores, a publicity program and promotional store displays.

Cigarette advertising is 2-3% of total cost

Despite the need for most multi-brand cigarette manufacturers to maintain three or four national advertising campaigns at once, Robert K. Heimann, assistant to the president of American Tobacco Co. said last week that advertising costs are "surprisingly modest."

In an address to New York security analysts, Mr. Heimann said that because of the division of the cigarette market into four categories—regular, king, filter and menthol—the manufacturer now has three or four national advertising campaigns to finance instead of just one.

Cost of these campaigns, he said, though "are estimated at somewhere between 2% and 3% of the \$6.85 billion Americans spent for cigarettes last year." His estimate would place total money spent on cigarette advertising between \$135 million and \$205 million.

They increased TV over 5-year span

The following list of advertisers which raised their TV budgets during the 1958-62 period of ABC-TV's study covered 192 of 222 companies which used network and spot. The list shows the year-to-year total, network and spot expenditures of some representative companies that raised their TV budgets substantially—\$5 million or more increase—over the five-year span. Figures are gross time investments in thousands of dollars.

Parent company	1958	1959	1960	1961	1962	Increase
Procter & Gamble	\$84,472	\$95,341	\$101,491	\$106,722	\$111,946	\$27,474
Network	50,639	50,294	46,407	50,018	51,700	1,061
Nat. Spot	33,833	45,047	55,084	56,704	60,246	26,413
Albeto-Culver	2,683	6,675	10,064	12,319	24,477	21,794
Network	1,435	5,140	8,822	7,169	13,322	11,887
Nat. Spot	1,248	1,535	1,242	5,150	11,155	9,907
Bristol-Myers	18,919	20,362	20,917	24,247	39,511	20,592
Network	16,073	12,617	10,747	14,661	24,867	8,794
Nat. Spot	2,846	7,745	10,170	9,586	14,644	11,798
General Foods	21,754	35,489	37,165	37,469	41,357	19,603
Network	20,733	20,890	18,624	19,613	19,436	(1,297)
Nat. Spot	1,021	14,599	18,541	17,856	21,921	20,900
American Home Prod.	27,784	38,767	42,788	39,744	44,480	16,696
Network	20,508	28,109	33,376	31,031	33,051	12,543
Nat. Spot	7,276	10,658	9,412	8,713	11,429	4,153
Colgate-Palmolive	33,855	36,359	33,930	35,034	47,317	13,462
Network	22,857	22,479	22,511	20,045	24,539	1,682
Nat. Spot	10,998	13,880	11,419	14,989	22,778	11,780
Campbell Soup	4,574	6,043	7,831	10,571	14,226	9,652
Network	4,234	4,767	5,305	7,204	8,255	4,021
Nat. Spot	340	1,276	2,526	3,367	5,971	5,631
Philip Morris	9,170	13,344	15,395	16,148	18,301	9,131
Network	5,103	8,957	11,245	9,774	11,345	6,242
Nat. Spot	4,067	4,387	4,150	6,374	6,956	2,889
R. J. Reynolds	18,436	20,376	20,065	24,041	27,523	9,087
Network	16,002	16,124	15,891	21,741	24,645	8,643
Nat. Spot	2,434	4,252	4,174	2,300	2,878	444
General Mills	13,777	16,157	17,222	19,164	21,868	8,091
Network	10,790	12,919	14,652	14,892	12,198	1,408
Nat. Spot	2,987	3,238	2,570	4,272	9,670	6,683
Corn Products	8,119	8,748	7,080	12,347	15,833	7,714
Network	4,927	4,522	3,342	6,220	8,330	3,403
Nat. Spot	3,192	4,226	3,738	6,127	7,503	4,311
Lever Bros.	38,537	46,854	45,149	44,492	45,852	7,315
Network	21,958	32,735	28,613	25,515	26,222	4,264
Nat. Spot	16,579	14,119	16,536	18,977	19,630	3,051
Beechnut Life Savers	2,598	5,476	6,039	7,865	9,303	6,705
Network	2,476	4,839	4,819	6,292	7,599	5,123
Nat. Spot	122	637	1,220	1,573	1,704	1,582
Texaco	1,861	6,848	12,680	10,386	8,398	6,537
Network	201	6,199	12,162	10,119	6,997	6,796
Nat. Spot	1,660	649	518	267	1,401	(259)
P. Lorillard	16,508	17,003	16,187	21,543	22,921	6,413
Network	9,791	12,826	7,755	13,540	13,084	3,293
Nat. Spot	6,717	4,177	8,432	8,003	9,837	3,120
Block Drug	2,890	4,118	5,542	7,700	9,168	6,278
Network	1,357	2,867	5,242	6,748	8,537	7,180
Nat. Spot	1,533	1,251	300	952	631	(902)
Simoniz	4,803	6,087	5,710	5,710
Network	2,331	3,241	1,769	1,769
Nat. Spot	2,472	2,846	3,941	3,941
Smith-Kline & French	113	56	117	1,452	5,499	5,386
Network	113	56	117	720	2,714	2,601
Nat. Spot	732	2,785	2,785
Kellogg Co.	12,840	13,443	15,695	14,638	18,182	5,342
Network	10,291	7,454	9,900	8,659	11,120	829
Nat. Spot	2,549	5,989	5,795	5,979	7,062	4,513
Richardson-Merrell	2,728	4,388	4,589	5,142	7,984	5,256
Network	511	1,273	2,375	2,548	3,978	3,467
Nat. Spot	2,217	3,115	2,214	2,594	4,006	1,789
Ralston-Purina	3,754	6,223	6,743	8,113	8,914	5,160
Network	3,367	4,415	6,067	6,153	4,824	1,448
Nat. Spot	387	1,808	676	1,960	4,090	3,712
Johnson & Johnson	2,619	3,170	4,905	6,331	7,684	5,065
Network	2,461	3,001	4,298	5,766	5,655	3,194
Nat. Spot	158	169	607	565	2,029	1,871

(Based on figures presented by ABC-TV's Research Department's Marketing Services. ABC-TV used gross time billings released by the Television Bureau of Advertising as its source material. Advertisers increasing their budgets \$5 million or more during the period are listed above. Figures in parentheses are decreases.)

Mattoon outlines three roads to the top

AD, SALES, MARKETING MEN ARE TODAY'S GENIUSES

Advertising, marketing and sales represent the best routes to the president's job in major American business organizations, Henry A. Mattoon, vice president and general manager of McCann-Erickson, Los Angeles, told the San Diego Sales and Advertising Club on Wednesday (June 5).

"Of the 58 presidents of the top 58 companies in the country today, 21—or better than one out of three—advanced to their jobs through advertising, marketing or sales," he reported. "This is 10 more than those who got there through the financial route; 11 more than those who came up via research or engineering . . . the odds are even better for the future."

Reviewing the past, Mr. Mattoon pointed out that in the 1920's the top company jobs went to the "ones who made mass production a reality, the Henry Fords who found a better way to make it for less." The next decade, the depressed 1930's made a president of the "legal brain or the financial genius, the man who cut costs and borrowed and maneuvered to keep the company going when bankruptcy was the biggest word in the morning newspaper." The wartime '40's were "the era of the ingenious substituter—the engineering or chemical genius who somehow found a way to make it—and make it acceptable—in spite of having almost nothing to make it with or out of . . . he also had to be 4-F."

The 1950's found "a new kind of executive rising to power . . . the distribution geniuses—the retailers with a

new concept," Mr. Mattoon said. But the 1960's, today's decade, "needs every smart marketing man, advertising man and salesman it can get. It needs you," he told his audience of advertising-marketing-sales executives.

To become president today, he stated, "you're going to furnish your company with the concept that increases its earnings, because there is nothing ailing any company that can't be made well in a hurry by good earnings. And you're in a unique position to do it. Chemical, and mechanical and electrical engineering are now so good they have a tough time today cutting the costs of production by 1 or 2%, or making one product excel a competitive one by even 2%. But we all know some advertisements or commercials can get seven times the readership or remembrance of others costing the same. And cutting the per unit cost of advertising or selling is the fast way to better company earnings. And advertising or marketing dollar spent should add to—not subtract from—company profits."

ABC Radio has time available for bout

General Cigar (through Young & Rubicam), the Mennen Co. (Warwick & Legler) and Pontiac division of General Motors (McManus, John & Adams, Bloomfield Hills, Mich.) have bought time on ABC Radio's planned coverage July 22 of the once-postponed heavyweight title rematch between Sonny Liston and Floyd Patterson in Las Vegas (10 p.m., EDT). ABC had to revamp its sponsor lineup when the fight was postponed April 10 and moved from Miami Beach to Las Vegas, and spots are still available.

No home television of the fight will be offered, but SportsVision Inc. will provide closed-circuit theater TV. The radio coverage will be the fifth straight heavyweight title broadcast for ABC Radio.

Court finds tobacco company liable in death

In an advisory opinion last Wednesday (June 5), the Florida Supreme Court said a tobacco company can be held liable for damages for a death caused by cigarette smoking, "if the public health is to be protected in a practical sense. . . ."

The opinion was given to the U. S. Circuit Court of Appeals in New Orleans, which is hearing the case against the American Tobacco Co. for \$250,000

damages. The suit, brought by the widow and son of Edwin Green of Miami, charges Mr. Green's death in 1958 from lung cancer was due to smoking Lucky Strike cigarettes.

The U. S. appeals court and a federal district court had both rejected arguments of the company's liability, while agreeing that cigarette smoking was the probable cause of Mr. Green's death.

The Florida court's opinion, which is counter to one reached in a federal district court in Pittsburgh last November, will be considered in the Green case. A jury in Pittsburgh had found that Liggett & Myers Tobacco Co. could not be held liable for damages by Otto Pritchard whose right lung had been removed because of lung cancer.

The jury in the Pritchard case ruled that Mr. Pritchard had voluntarily assumed a risk when he smoked and the company had not given a warrant of the safety of its product.

American Airlines buys network radio

American Airlines, a regular radio advertising customer in various markets for a decade, started a major network campaign last week with two spots daily, Monday-Friday, on the Arthur Godfrey morning show on CBS Radio.

The airline bought two of the show's 10-minute segments for the 13-week campaign which began June 2.

Two months ago American invested heavily in its first television spot campaign (BROADCASTING, April 15) with the intention of "taking people out of automobiles and putting them into airplanes," and is aiming its radio network advertising at housewives in what it calls "a major step to broaden the travel market."

The Godfrey advertising represents American's largest venture into radio network advertising, although it has bought spots in NBC Radio's *Monitor* in the past. Most of American's radio advertising has been limited to what it considers its key markets.

Last month, on May 14, American Airlines observed the tenth anniversary of its *Music 'til Dawn*, radio broadcast, a 38-hour per week venture in nine major markets which American estimates costs \$1 million a year. Five of the stations carrying *Music 'til Dawn* are CBS-owned—WCBS-AM-FM New York, WBBM-AM-FM Chicago, KCBS-AM-FM San Francisco, KNX-AM-FM Los Angeles and WEEI-AM-FM Boston.

The others are WWDC-AM-FM Washington, KRLD-AM-FM Dallas, WLW Cincinnati, and WWJ-AM-FM Detroit. American has also been a consistent sponsor of radio news programs in



McCann-Erickson's Mattoon
Odds favor sales side



CLOSE



CLOSER



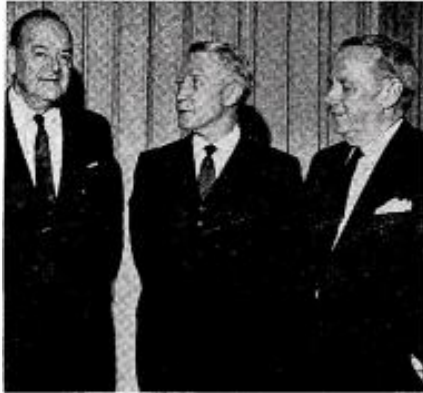
CLOSEST to the Dallas, Ft. Worth market.

A circle of admiring faces. Indicative of the very special way children (and their approving mothers) think of Jerry Haynes. He's WFAA-TV's "Mr. Peppermint," now in his third year of making big sponsors and little viewers happy. He's one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.

WFAA-TV

various markets across the country.

The airline estimates that it reaches between 3 and 5 million listeners with *Music 'til Dawn*, but hopes to reach an audience of 7 million with its Godfrey advertising.



CBS and American Airlines marked the celebration of an old-standing relationship and the beginning of a new one recently when the airline purchased two 10-minute segments of the daily Arthur Godfrey morning radio show. From left to right are American Airlines President C. R. Smith, CBS President Dr. Frank Stanton, and CBS Vice President Sam J. Slate, general manager of WCBS-AM-FM New York.

Agency appointments...

▪ Frito-Lay Inc., Dallas manufacturer of Frito's corn chip and Lay's potato chips, has appointed Tracy-Locke Co. of that city for its Midwestern division, which has headquarters in Council Bluffs, Iowa. This is the fourth Frito-Lay division served by Tracy-Locke.

▪ Moto Mower Inc., Richmond, Ind., manufacturer of power lawn mowers and snow throwers, has named Campbell-Ewald Co., Detroit.

▪ Pepsi Cola Bottling Co., Houston, Tex., has appointed BBDO, Dallas.

▪ International Industries Inc., diversified company that started with the International House of Pancakes, has placed its advertising account of nearly \$500,000 with the Los Angeles office of MacManus, John & Adams. Charles M. Gumberg is account supervisor. Both broadcast and print media will be used, with the bulk of the consumer advertising going for the pancake restaurant chain and the Big Brake Safety Centers.

▪ American Stereo Guild Inc. has named Allenger Advertising Agency, Boston, to handle all advertising, publicity and sales promotions. American Stereo plans an early campaign using radio and print.

▪ Club Aluminum Products Co., La Grange Park, Ill., has switched its national account from Erwin Wasey, Ruthrauff & Ryan to Roche, Rickerd, Henri,

Hurst Inc., Chicago, effective July 1. Firm plans to use spot TV and Sunday supplements.

▪ Fiesta Pools has named Nides Cini Advertising, Los Angeles, to handle its advertising and publicity, with an initial budget of slightly over \$100,000 to be spent in Southern California. John Klein will be account executive, with Zelda Cini, agency vice president, directing publicity.

Eliasberg outlines research philosophy

CBS-TV Research Director Jay Eliasberg last week explained the philosophy and technique behind the network's study released last winter on the dollar-by-dollar effectiveness of television advertising as opposed to magazine advertising.

Speaking to the New York chapter of the American Marketing Association, Mr. Eliasberg quoted one large advertising agency as calling the study "the most nearly normal measure of media exposure yet made."

Mathematically, Mr. Eliasberg said, the study was based upon multiplying together the number of exposures to each ad, the effect of each exposure, and the number of people exposed. This sum, he said, was then divided by the number of dollars spent in each media to determine its relative monetary effectiveness.

Again quoting an agency, Mr. Eliasberg said, "the evidence provided by this report for the superiority of television to magazines is, in fact, somewhat stronger than the sponsors of the

study maintain."

Before and After - To measure the effect of an exposure, Mr. Eliasberg said two comparable groups were used, one measured before the exposure and the other after. Performing the studies were researchers observing members of their own family, he explained, so that interviewers are brought to the exposure and exposures are not, in a sense, brought to the interviewers.

The method, he said, was chosen to produce "normal exposures. The alternative would have resulted in unnatural, forced or artificially induced exposures."

According to Mr. Eliasberg, the researchers "did not know that CBS was the sponsor (of the study), nor that the sponsor had anything to do with television." This aspect, he said, tended to neutralize any cheating on the part of the researchers. "We doubt if any study using field interviewers has ever been completely error free," he said.

Interim committee to advise Pulse

The Pulse Inc. said last week that an interim committee will advise the research firm on standards and research techniques pending formation of an industry wide committee to perform that function.

Organization of the 15-man interim group, composed of research directors of station rep firms and advertising agencies, followed meetings held by Pulse last week with agency and station representative officials. Membership of the committee has not been disclosed but may be announced after the group's

February network TV billings

	NETWORK TELEVISION GROSS TIME BILLINGS					
	February			January-February		
	1962	1963	% Change	1962	1963	% Change
ABC	\$15,757,364	\$17,489,935	+11.0	\$ 32,431,026	\$ 35,753,946	+10.2
CBS	23,528,815	24,082,486	+ 2.4	49,057,333	50,019,403	+ 2.0
NBC	21,956,372	22,910,104	+ 4.3	45,534,951	46,959,567	+ 3.1
Total	\$61,242,551	\$64,482,525	+ 5.3	\$127,023,310	\$132,732,916	+ 4.5

	MONTH-BY-MONTH 1963			
	ABC	CBS	NBC	Total
*January	\$18,264,011	\$25,936,917	\$24,049,463	\$68,250,391
February	17,489,935	24,082,486	22,910,104	64,482,525
*January figures changed as of May 23, 1963				

	BY DAY PARTS					
	February			January-February		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$19,836,914	\$22,006,851	+10.9	\$ 41,214,889	\$ 46,019,165	+11.7
Mon.-Fri.	16,678,138	17,461,195	+ 4.7	34,077,549	36,933,547	+ 8.4
Sat.-Sun.	3,158,776	4,545,656	+43.9	7,137,340	9,085,618	+27.3
Nighttime	41,405,637	42,475,674	+ 2.6	85,808,421	86,713,751	+ 1.1
Total	\$61,242,551	\$64,482,525	+ 5.3	\$127,023,310	\$132,732,916	+ 4.5
Source: TvB/LNA-BAR						

Automobile TV spending up 22.1% in 1962

Major automobile manufacturers and dealers increased their 1962 network and spot television billings by 22.1% over their 1961 expenditures in the medium.

A report issued by Television Bureau of Advertising last week showed an increase to \$56,330,375 from the

previous year's figure of \$46,144,929.

Of the principal media measured in the TvB report, television received 27.1% of the auto manufacturers' ad budgets.

Leading the auto TV spenders was General Motors with an outlay of

\$23,820,051, representing an increase of more than \$3 million over the corporation's 1961 billings.

Barring dealership expenditures, GM's Chevrolet division was the biggest individual television user with \$8,839,276 in network and \$320,040 in spot.

1962 AUTOMOTIVE—PASSENGER CARS TIME AND SPACE BILLINGS LEADING ADVERTISERS

	1962 Total TV	1961 Total TV	Magazines	Outdoor	Newspapers	Total	% TV
General Motors	\$19,331,921	—	\$25,920,292	\$ 7,997,787	\$31,198,956	\$ 84,448,956	22.9%
with dealers	23,820,051	\$20,711,082	—	—	—	88,937,086	26.8
Ford Motor Co.	12,150,814	—	15,311,564	2,303,894	21,620,691	51,386,963	23.6
with dealers	17,204,614	14,314,262	—	3,994,980	—	58,131,849	29.6
Chrysler Corp.	5,774,967	—	10,202,937	1,324,389	17,586,694	34,888,987	16.5
with dealers	8,454,747	6,604,033	—	—	—	37,568,767	22.5
Studebaker Corp.	1,628,326	—	1,002,380	—	2,688,384	5,319,090	30.6
with dealers	1,716,676	1,275,980	—	—	—	5,407,440	31.7
Kaiser Industries Corp.	1,403,656	1,187,161	110,405	—	232,076	1,746,137	80.4
American Motors Corp.	1,329,381	—	2,628,581	407,452	9,419,211	13,784,625	9.6
with dealers	3,730,631	2,052,411	—	—	—	16,185,875	23.0
Totals (Company & Dealers)	\$56,330,375	\$46,144,929	\$55,176,159	\$13,724,608	\$82,746,012	\$207,977,154	27.1%

Sources:

Television: TvB-Rorabaugh and LNA/BAR
Newspapers: Bureau of Advertising

Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising, Inc.

next meeting to be held in three weeks.

Dr. Sydney Roslow, Pulse director, called for the formation of a tripartite "standards auditing committee" in an address April 17 to the Oregon Advertising Club in Portland (BROADCASTING, April 22).

Hoosier agencies federate

The formation of the Indiana Federation of Advertising Agencies has been announced by William F. Kiley, a partner of Kiley & Nicholas, Indianapolis, and president of the new group. About 25 Indianapolis agencies are charter members of IFAA, which is the only potentially state-wide organization of advertising firms in Indiana, according to Mr. Kiley.

Other officers of IFAA are Harold A. Quinlan, Curtiss, Quinlan, Keene & Peck Inc., vice president; Harold F. Bull, treasurer; and Elmar A. Ruben, Ruben Advertising Agency, secretary.

Business briefly . . .

Firestone Tire and Rubber Co., Akron, Ohio, has purchased part sponsorship of Walter Schwimmer Inc.'s *Championship Bowling* for 26 weeks beginning in October in 150 spot TV markets. Schwimmer program begins its 10th year this fall. Firestone agency: Sweeney & James, Cleveland.

Chrysler Corp. for Dodge has purchased 15 one-minute participations on the first eight programs of the new ABC-TV *Jerry Lewis Show* which begins Sept. 21

in the Saturday 9:30-11:30 p.m. period. Heavy merchandising promotion begins with Jerry Lewis tour now underway. Dodge agency: BBDO, Detroit.

Calgon Corp., Pittsburgh, has bought 15 one-minute announcements for Calgon Bouquet on NBC-TV's daytime *Loretta Young Show* to run through the end of June. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

Phonola Phonograph division of Walters Conley Co., Chicago, has committed its entire media budget for the coming year to 13-week participation on NBC-TV's *Today* show starting Sept. 27. Traditional print media advertiser, Phonola became broadcast conscious this year following successful use of NBC's *Emphasis* series. Agency: Rosebloom-Elias, Chicago.

Shell Oil's *Wonderful World of Golf*, returns to NBC-TV next winter for a second Sunday afternoon series (Jan. 19-March 29, 4-5 p.m. EST). Shell's agency is Kenyon & Eckhardt, New York.

Also in advertising . . .

Spot summary ■ The Katz Agency has issued its 33d semi-annual "Spot Television Advertising Cost Summary," a guide for quick estimating of spot TV costs which includes market-by-market cost tabulations for several of the most frequently used time classifications. Also provided are formulas which can serve as guides in estimating most TV budgets,

and an additional formula for estimating "preceding transition announcement minutes."

Billings promised by 90% of stations

A poll of radio stations around the country indicates nearly 90% of the respondents will cooperate with a plan to publish advertising brand expenditure reports for radio.

The Radio Advertising Bureau and the Station Representatives Association announced their joint project for publishing the data during the National Association of Broadcasters' convention in April.

RAB in announcing the result of a poll in which stations were asked if they would supply the necessary material on spot expenditures, also noted last week that executives of 10 stations in New York City have approved the plan.

In the nationwide poll, 613 out of 692 respondent stations said they would supply monthly billings figures on national, regional and local advertisers.

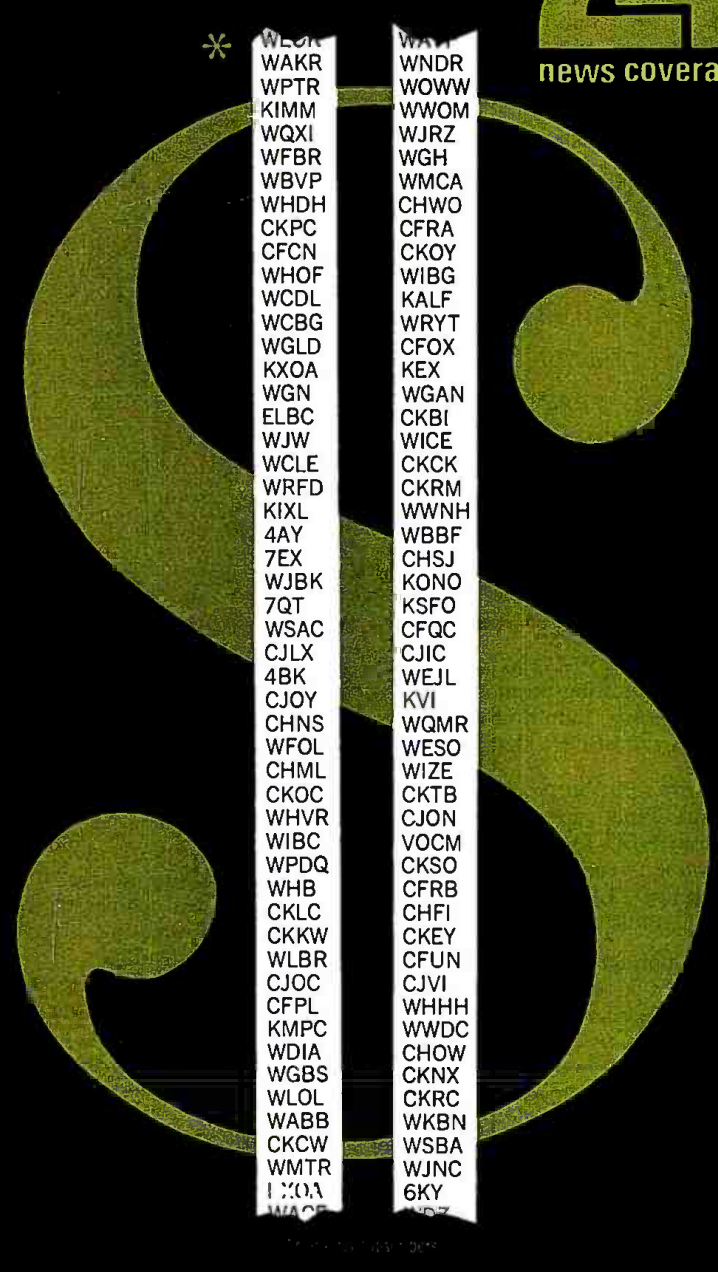
At a meeting attended by New York station executives, SRA and RAB officials, it was announced that Peat, Marwick, Mitchell and Co., a firm of certified public accountants which has regional offices, will process on a confidential basis the billing information sent in by stations.

RAB-SRA propose to publish advertiser expenditures in the local, spot and network categories with brand totals.

rpi news means greater profits

24 hr.

news coverage



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WQXI
WFBR
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WHDH
CKPC
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KXOA
WGN
ELBC
WJW
WCLE
WRFD
KIXL
4AY
7EX
WJBK
7QT
WSAC
CJLX
4BK
CJOY
CHNS
WFOL
CHML
CKOC
WHVR
WIBC
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WHB
CKLC
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WLBR
CJOC
CFPL
KMPC
WDIA
WGBS
WLOL
WABB
CKCW
WMTR
WABC

WVBT
WNDR
WOWW
WWOM
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CFQC
CJIC
WEJL
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RAB RETAINS A&S

Research firm to develop radio measurement system

Radio Advertising Bureau last week selected Audits & Surveys Co. to start its \$200,000 study in September to develop a new system for reliable measurements of radio.

RAB President Edmund C. Bunker in testimony before the House Special Subcommittee on Investigations a few weeks ago (BROADCASTING, May 20) had outlined RAB's plans.

At that time, he had revealed that RAB had interviewed two firms to conduct a methodology study financed by radio broadcasters.

Audits & Surveys, located in New York, is the second largest marketing research company in the United States and has little, if any, identity with any form of audience measurement technique in the broadcast field, a factor which Mr. Bunker said led to its choice.

RAB, Mr. Bunker said, had consulted with knowledgeable executives within the broad field of radio advertising in its deliberations which covered about two months.

Audits & Surveys will be involved in every facet of the project. Said Mr. Bunker: "Because of the significance of this study, the president of Audits & Surveys, Solomon Dutka, and its executive vice president, Lester R. Frankel, will "design this project from its inception through every facet of planning and execution."

Mr. Bunker had noted previously that another research firm—Universal Marketing Research, a division of Alfred Politz Media Research, New York—had been under consideration along with Audits & Surveys.

RAB apparently intends to adhere to a general target date of September for field work to begin in the study. This step will come after "necessary exposure" of the study's plan to advertisers and agencies.

It was noted that such factors as the "excellence" of the plan presented by A & S for a study, the firm's reputation and the involvement of its principals with details of the project itself tipped the scales in favor of Audits & Surveys being retained.

Mr. Bunker has also assured the House Commerce Committee that he will keep it informed of RAB's activities in the radio audience measurement field.

Tri Inc. set on two continents

A new advertising agency, Tri Inc., with offices in New York City and Paris, has been formed by Richard Hollander, who at one time was in the radio-TV department of MCA.

Mr. Hollander, president of Tri Inc., said the new agency would provide

abc

WQAD-TV

MOLINE

ILLINOIS

A NEW CONCEPT IN TV

coming to the
IMPORTANT QUAD-CITY MARKET

(MOLINE, EAST MOLINE, ROCK ISLAND, ILLINOIS AND DAVENPORT, IOWA)

It's the 2nd market in all of Illinois

- Exciting merchandising plan
- Realistic new rate structure
- Exciting new programming

WQAD-TV

MOLINE TELEVISION CORP MOLINE, ILLINOIS
CHANNEL 8 

FRANCIS J. COYLE
Chairman Of The Board

FRANK P. SCHREIBER
President

LES C. RAU
Director Of Sales

Exclusive National Representatives —

 **TELEVISION, INC.**

American advertisers in this country with "top marketing talents of both Europe and the United States."

Tri Inc.'s domestic office is located at 241 East 82d Street, New York. Telephone: Yukon 8-5744.

Tussy drops Y&R

The Tussy division, Lehn & Fink Products Corp., New York, announced last week that it will end its five-year association with Young & Rubicam, New York, on Aug. 1 because of a "product conflict." A new agency has not been selected. The Tussy division, which makes cosmetics and perfumes, spends approximately \$1 million, of which almost \$300,000 is in spot TV, according to the latest available figures.

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.

Pams Productions Inc., 4141 Office Parkway, Dallas 4.

Nationwide Insurance (auto insurance), one 54-second original film score for TV. Bob Farrar, composer. Agency: Ben Sackheim. Sterling T. Reynolds, account executive and agency producer.

Southwestern Bell Telephone Co. (informa-

tion), nine 60's for radio (30-second original jingle and dialogues). Bob Farrar, production manager. Approximate cost: \$1,000.

Southern Bell Telephone Co., one 60-second jingle for radio and TV. Agency: Robert Luckie & Associates.

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

Mirisch Co.-United Artists ("Irma la Douce"), two 60's, three 30's, two 20's and two 10's for radio (dramatic-musical). Approximate cost: \$9,000.

Rep appointments . . .

■ WTXL West Springfield, Mass., and WSUB Groton, Conn.: Prestige Representation Organization, New York, as national representative, except in New England.

■ WENY Elmira, N. Y.: Philadelphia Spot Sales as Philadelphia representative, effective immediately.

THE MEDIA

'ACTION' IS ON BOARD'S DOCKET

TV code review board ready to urge changes in standards

More than "talk" is in prospect at a two-day meeting of the National Association of Broadcasters TV code review board beginning today (June 10) in New York. Unofficial sentiment of a majority of the nine code board members indicates that they will recommend that the parent NAB TV board make changes in the commercial time standards contained in the code.

This would be in direct contrast to the lack of action two weeks ago by the radio code board, which tabled all

proposals to amend the section on the maximum number of commercials (BROADCASTING, June 3). At this same meeting, however, the radio board strongly condemned the FCC proposal to adopt, as FCC rules, the time standards from both the radio and TV codes.

Several different proposed changes—ranging from outright repeal of the time standards to exemptions on a case-by-case basis—will be before the board today, which will meet at New York's University Club. William D. Pabst,

KTVU(TV) Oakland-San Francisco and chairman of the TV code board, has predicted that definite, recommended changes will be made this week (BROADCASTING, May 28). Officials of the NAB also feel the sentiment for relaxation of the rules is in the majority.

Several small TV stations are pushing hard for outright repeal of the time standards as unworkable and the best answer to the government threat. Several broadcasters made presentations seeking repeal to the TV code board meeting in Chicago during the April NAB convention but none have been invited to appear again this week. An effort is being made, however, to allow an appearance by advocates of this

Is code violation the economic answer?

A recent report by the National Association of Broadcasters radio code review board showed 91.7% compliance with the commercial time standards of the radio code (BROADCASTING, June 3). Hundreds of radio station owners—both code subscribers and nonsubscribers—will dispute this figure, claiming that they and their competitors all violate the time standards during given hours of the day.

The radio code permits a maximum of 18 minutes commercial time for any given hour and a subscriber may not exceed an average of 14 minutes per hour computed on a weekly basis. No more than five minutes may be commercial for any 15-minute segment under the code. The FCC has proposed to adopt the same maximums as across-the-board rules for all radio stations.

Many daytime stations claim that

they cannot survive economically under the 14 minutes average per hour. Resort area stations and those in a primary farm economy make the same claim. Take the following actual example of the commercial time on Station X, a code member and a 1 kw daytimer, during a week in May:

On Sunday afternoon (morning was excluded because of a solid block of religious programming), Station X sold 92 commercials, an average of 10.5 per hour. Monday, the station aired 139 commercials, 10 per hour; Tuesday, 144, 10.5 an hour; Wednesday, 163, 11.5 per hour; Thursday, 267, 21 per hour; Friday, 305, 26 per hour; Saturday, 241, 15 per hour.

Station X aired 1,331 paid announcements for the week, an average of 16 an hour. The station is located in a two-station market of less than 50,000 with primarily a farm

economy and Saturday shoppers. During the week cited, Station X also aired 78 public service announcements in sustaining programs for the Veterans Administration (15 minutes), social security (5 minutes), U. S. Army (15 minutes), ministerial alliance (1 hour, 55 minutes) and a local college (15 minutes). All these programs are regularly scheduled.

The manager of Station X said the week was not typical because the station was running a safety campaign the first part of the week. Therefore, he said, there were more spots sold than normal on Sunday, Monday, Tuesday and Wednesday.

Revenue for one month was \$12,-444.14 (Station X sells 99% of its spots for the flat rate of \$1.65 with no distinction between 10 seconds and one minute) and expenses were \$10,769.90. The station employs 13 people.

WILL SUCCESS SPOIL ROCK HUNTER?



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

position before the TV board, which meet June 24-28 in Washington.

Preparation H, Too - Another controversial subject, the banned commercials of Whitehall's Preparation H, also will be before the NAB code board this week (CLOSED CIRCUIT, June 3). Ted Bates & Co., Whitehall agency, has been granted time in its effort to have the ban against the hemorrhoid medicine rescinded. Several stations resigned from the code and others were kicked out by the NAB three years ago when the Preparation H commercials were banned.

The TV code board also will meet with the broadcast committee of the Association of National Advertisers.

Members of the board, in addition to Chairman Pabst, include Roger W. Clipp, Triangle Stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Douglas L. Manship, WBRZ(TV) Baton Rouge, La.; Lawrence H. Rogers II, Taft Broadcasting Co.; George B. Storer, Storer Broadcasting Co.; Alfred R. Schneider, ABC-TV; Joseph Ream, CBS-TV, and Ernest Lee Jahncke Jr., NBC-TV.

Robert D. Swezey, who as a broadcaster helped draft both the radio and TV codes, is NAB code authority director. The TV code board also will con-

sider a proposal of Mr. Swezey's for an industry-advertising study of the present time standards (BROADCASTING, May 28).

NAB seeks delay on commercial limit plan

The National Association of Broadcasters last week asked the FCC to extend from July 1 to Nov. 1 the time for filing comments on the commission's proposed adoption of the NAB's commercial time standards (BROADCASTING, May 20 et seq).

"This proposal is one of the most far-reaching ever initiated by a regulatory agency," the NAB stated. "It raises not only basic questions of statutory and constitutional law but grave considerations of national public policy." Extra time is also needed, the NAB said, for comments by "persons with situations that may warrant special treatment."

The NAB also said that time is needed to prepare comments on other proposals, such as the proposed ban of horse racing broadcasts and the revision of the AM assignments, which are due July 1 and July 17 respectively. The association also noted that July and August are traditionally vacation

months for both government and industry.

The July 1 filing date is "unrealistic," the NAB summed up, and "since statutory regulation of the amount of time that can be devoted to commercial broadcasts represents an entirely new concept to the broadcasting industry, time is not of urgent necessity."

Ohio State institute to start Wednesday

The 33rd annual Institute for Education by Radio-Television opens its three-day meeting at Ohio State University, Wednesday (June 12).

The opening session will be "The Program: The Heart of Broadcasting," with Professor Edward Rosenheim, University of Chicago broadcaster; Fred W. Friendly, executive producer of *CBS Reports*, and Laurence Laurent, radio-TV editor, *The Washington Post*.

Two sessions on Thursday will be devoted to "The Anatomy of a Program," with Reuven Frank, producer, NBC News; Ned Cramer, WCBS-TV New York; and Mike Kizziah, KNXT(TV) Los Angeles.

On Friday morning "The Broadcaster and Research" will be reviewed by a panel of Melvin A. Goldberg, vice president for research of the National Association of Broadcasters; Edgar Dale and Egon Guba, Ohio State University, and Richard Evans, University of Houston.

Howard K. Smith, ABC-TV news commentator, will speak at the institute's Friday night banquet.

Changing hands . . .

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

■ KWUN Concord, Calif.: Sold by Frank M. Helm and associates to Dr. Robert A. King, Santa Barbara physician, for \$162,500. KWUN is a 5 kw daytimer on 1480 kc. Broker: Blackburn & Co.

■ KLOO Corvallis, Ore.: Sold by William C. Hurley to Randolph S. Arntzen of Willmar, Minn., for \$117,500. KLOO operates on 1340 kc fulltime with 250 w. Broker: Hamilton-Landis & Associates.

■ WQXL Columbia, S. C.: Sold by Edgar Morris and associates to Henderson Belk for \$225,000. Mr. Belk, Charlotte department store owner, owns WIST-AM-FM Charlotte, N. C., and WORD Spartanburg, S. C. WQXL, founded in 1945, operates daytime only on 1470 kc with 5 kw. Broker: Blackburn & Co.

APPROVED - The following transfers of station interests were among those approved by the FCC last week (for

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You've probably seen this phrase countless times in trade journals if you follow the news regarding media transactions.

Ours is a reliable reputation for providing the facts both buyer and seller need before "getting down to business."

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other commission activities see FOR THE RECORD, page 92).

■ KETV(TV) Omaha, Neb.: 54.8% ownership sold by Herald Liquidating Co. to Northwest Agencies Inc., a wholly-owned subsidiary of Peter Kiewit Sons' Inc. (now holder of 45.2%) for \$2,442,857. Mr. Kiewit bought the *Omaha World-Herald* last November for \$41.4 million and received 45.2% interest in KETV (at \$2 million plus valuation). This is second step in Mr. Kiewit's acquisition of KETV requiring FCC approval. KETV, founded in 1957, operates on channel 7 and is affiliated with ABC.

■ KVIP-TV Redding, Calif.: Sold by Shasta Telecasting Corp. to Sacramento Valley Television Inc. for \$1,280,000. Sacramento Valley, currently an applicant for channel 9 in Redding which will be dismissed, is comprised of six stockholders, with major owners being Frank M. Crawford, J. Ned Richardson and William B. Smullin, 25% each. Mr. Richardson owns KPAY Chico, Calif. Mr. Smullin is 50% owner of Southern Oregon Broadcasting Co. (KBES-TV Medford, KAGI and KGPO[FM] Grants Pass, KOTI-TV Klamath Falls and 50% of KPIC-TV Roseburg, all Oregon). Other Sacramento Valley stockholders are Robert Burriss, former manager of KEYT (TV) Santa Barbara, Calif., and Richard C. Bell who also has an interest in KEYT. Shasta Telecasting owns KJEO (TV) Fresno and, through Carl R. McConnell, KVIQ-TV Eureka, both California. KVIP-TV was founded in 1956, operates on channel 7 and is affiliated with ABC and NBC.

■ KFH-AM-FM Wichita, Kan.: Sold by *Wichita Eagle* and *Beacon* to Preston P. Reynolds Jr. and Walter W. Ahl-schlager Jr. for \$1.1 million including KFH building. Purchasers are Dallas businessmen (real estate, banking). KFH, founded in 1922, operates on 1330 kc with 5 kw full time. KFH-FM began in 1948 and is on 100.3 mc with 11 kw.

■ KOMY Watsonville, Calif.: Sold by Robert H. Dolph to Craig Lawrence Jr. and Philip E. Rather for \$139,000 plus consultancy for Mr. Dolph for one year at \$750 a month. Messrs. Lawrence and Rather owns KMEL Wenatchee, Wash. KOMY is a fulltime station on 1340 kc with 1 kw daytime and 250 w nighttime and is affiliated with MBS.

■ KBLL-AM-TV Helena, Mont.: Sold by Helena TV Inc. to Capital City Television Inc. for \$5,000 and assumption of obligations totaling \$255,000. Capital City is headed by Bob Magness and includes W. L. Piehl (present 34% stockholder) and Paul B. McAdam, each 26.67%, and others. Messrs. Magness and McAdam have interests in community antenna systems; Mr. McAdam also

owns KPRK Livingston, Mont. KBLL operates on 1240 kc fulltime with 250 w; KBLL-TV, founded in 1958, is on channel 12.

■ WLLH-AM-FM Lowell, Mass.: Sold by Gerald Harrison and associates to Arnold S. and Daniel M. Lerner and Joseph M. Mufson for \$275,000. Buyers own WADK Newport, R. I. WLLH is a fulltime station on 1400 kc with 500 w daytime and 250 w nighttime. WLLH-FM is on 99.5 mc with 12.2 kw.

CBS-owned TV stations meet

A series of joint program meetings by the general managers and the program directors of the five CBS-owned television stations will be held in New York on June 17 and 18. Topics to be discussed will include expansion of news broadcasts; plans for continuing the *Repertoire Workshop* series; the public affairs program exchange; the International Program Exchange and new concepts in station programming.

WGHM to join CBS Radio

WGHM Skowhegan, Me., will become a CBS Radio affiliate, effective today (June 10). Owned and operated by Pineland Broadcasting Co., the 5-kw daytimer, has been a member of Lobster Network.

'Regulation' is magic word at NCTA meet

The 12th annual convention of the National Community Television Association convened yesterday (June 9) in Seattle with the spectre of federal regulation destined to be a major subject of conversation. The convention runs through Friday (June 14) with many NCTA members planning a special trip to Hawaii that afternoon.

NCTA has asked the FCC to regulate its industry and a special committee has been meeting with commissioners to work out a proposal to be submitted to Congress (see page 70). Many states and municipalities have been sniping at the unregulated industry which has led NCTA members to ask for federal legislation.

Senator Warren Magnuson (D-Wash.) will keynote the convention with an address tomorrow (June 11). Another feature will be the annual report of NCTA President William Dalton on Wednesday. Mr. Dalton's speech is titled "The Crystal Ball Is Cracked." The first business session of the convention will be held this morning with Glenn H. Flinn, Tyler, Tex., chairman of the NCTA board presiding.

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Need found for NAB program service

There is a "definite need" for the National Association of Broadcasters to provide a program service for member stations, the NAB program study committee decided last week.

Meeting in Washington, the committee recommended to the full NAB board (which will meet June 24-28) that such a department be established. This carries out a recommendation made by NAB President LeRoy Collins at the association's 1963 convention (BROADCASTING, April 8).

The study committee voted to "strongly endorse" Governor Collins' proposal. The proposed program service would concentrate on idea exchanges and the collection of reference material on techniques and trends. No actual programs would be prepared or produced by the NAB, the committee said. Plans for staffing the new department have not been determined.

Governor Collins, in explaining the plan to state broadcaster associations last month, said he envisioned an "extension service" through which station personnel could exchange views and techniques. Material would be made available to stations on the latest program information and ideas. NAB members also could turn to the new service for help in determining the program needs of their communities, Mr. Collins said.

Members of the study committee are Co-Chairmen Allan Page, KGWA Enid, Okla., and Joseph Baudino, Westinghouse Broadcasting Co., Washington; John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.; Eugene S. Thomas, KETV(TV) Omaha, Neb.; Cecil Woodland, WEJL Scranton, Pa., and Harold Essex, WSJS Winston-Salem, N. C. All except Mr. Essex were present for last week's meeting.

ing into CATV during the past year, many radio-TV men are expected to attend the Seattle convention and many are on the official program. No sessions are scheduled, however, dealing specifically with the broadcasting industry.

The convention, to be held in Seattle's Olympic Western Hotel, also will feature exhibits by two dozen manufacturers of CATV equipment.

Collins names 14-man council on ratings

A 14-man audience rating council to supervise the National Association of Broadcasters' broad study of rating services was appointed last week by NAB President LeRoy Collins.

The council was formed to carry out the NAB's three-part ratings program outlined to Congress three weeks ago by Governor Collins (BROADCASTING, May 28). Donald McGannon of Westinghouse Broadcasting Co., is chairman of the council. He also is chairman of the NAB research committee which devised the research plan. Other members of the council: Hugh M. Beville, NBC vice president for planning and research; Thomas K. Fisher, CBS vice president-general counsel; Simon B. Siegel, ABC executive vice president; Edmund C. Bunker, president of the Radio Advertising Bureau.

Also, Norman (Pete) Cash, president of Television Bureau of Advertising; Joseph Drilling, president, Crowell-Collier Broadcasting Corp.; Simon Goldman, president, WJTN-AM-FM Jamestown, N. Y.; Frederick Houwink, vice

president-general manager, WMAL-AM-FM-TV Washington; Robert F. Hurleigh, president, Mutual; Bennett H. Korn, president, Metropolitan Broadcasting TV; Fred Paxton, president-managing director, WPSD-TV Paducah, Ky.; Willard Schroeder, vice president-general manager, WOOD-AM-TV Grand Rapids, Mich., and Ben Strouse, president, WWDC-AM-FM Washington.

According to Governor Collins, the primary objective of the council and the NAB's ratings research is to provide the industry, advertisers and the public with measurement services that are "valid, reliable and effective." Preliminary work of the council will be assigned to two subcommittees—one to develop minimum standards and criteria and the second to devise a system of continuing audits of rating services.

Mr. Goldman is chairman of the criteria subcommittee and Mr. Houwink will head the audit subcommittee.

The full council will meet June 17-18 in Washington and the NAB research committee plans to meet at the same time. The American Association of Advertising Agencies and the Association of National Advertisers have been invited to establish regular liaison with the council and to send representatives to the meeting.

RAB, which plans its own crash study of radio research, again is asking the NAB for another meeting between the two groups in an effort to coordinate plans. Several meetings between the two already have been held (BROADCASTING, May 21, 14) without an agreement being reached. RAB has asked the NAB for \$75,000 to help finance the study.

WCBS-TV forming own news operation

WCBS-TV New York will operate its own news department independent of parent CBS beginning next fall. The formation of a separate news unit for the CBS-owned station was announced jointly last week by CBS News President Richard S. Salant, and Norman E. Walt Jr., general manager of WCBS-TV and a vice president of CBS Television Stations.

The separation was made, according to the station, "because of the sharp increase scheduled for network news broadcasts beginning this fall, together with the recent increase in local news broadcasts." Mr. Walt said that WCBS-TV plans an increase of 6 hours, 13 minutes over its weekly coverage of last year, raising its total regular weekly news broadcasts to 19 hours. The WCBS-TV news organization is expected to go into operation Sept. 2, the date on which the stepped-up news schedule goes into effect.

ARB adds extra week to Green Bay survey

An extension of one week in the May-June television survey of the Green Bay, Wis., metropolitan area is being undertaken by the American Research Bureau.

The action by ARB followed a meeting between the ratings firm and representatives of WLUK-TV Green Bay, at ARB headquarters in Beltsville, Md., last Wednesday (June 5).

ARB had originally planned to void the survey after learning of WLUK-TV's on-air announcements requesting diary-keepers to call the station (BROADCASTING, June 3). But ARB said last week that the survey will be extended through June 22 and that diaries kept during the survey's second week (when the WLUK-TV spots were aired) would be voided, and a notation to that effect published in the survey report.

WLUK-TV, which had finished third on overall share of the three-station market in the two most recent ARB surveys, said at the time of its announcements that it wanted to speak to diary-keepers "to make sure the survey was as accurate as possible."

The station is contributing to the cost of the survey extension.

Autry group buys hotel

The Gene Autry Hotel Co., organized earlier this year by Mr. Autry, Robert O. Reynolds and Paul O'Bryan (BROADCASTING, March 18), has purchased the Ocotillo Lodge in Palm Springs, Calif., from the Doric Co. The Autry group has also obtained a 25-

A new name in broadcasting? Almost.

It is and it isn't. It's more suitable. The meaning is clearer. Westinghouse Broadcasting Company is a good name, but sometimes confusing. Some people think we're a network. A few even think we're the Electric Corporation. (We're actually a wholly-owned subsidiary.) We're a Group of six radio and five television stations in eight major U.S. cities.

Neither a network, nor an aggregation of individual stations, the Group is a new and significant development in the broadcasting industry.

We are eleven local stations united by a common philosophy about broadcasting. We have financial, creative manpower and management resources greater than the individual station. We have the local operating flexibility no network can match. These resources represent an opportunity as well as a responsibility to serve our communities in ways neither individual stations nor networks are capable of doing.

If you've seen "The Steve Allen Show," or "The Children's Specials" on television, or heard "America Sings," or "Africa: Peace Corps Plus One" on radio, or listened to reports from our Washington and European News Bureaus, you have an idea of how Group projects augment local and network schedules and represent a new source of programming for the industry.

It was to emphasize the uniqueness of the broadcasting Group, as well as to clear up any existing confusion about who and what we are, that we decided to be known as Group W. So please call us Group W from now on. It stands for the same dynamic broadcasting that has always been associated with the Westinghouse Broadcasting Company.

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THE MANY FACES OF JERRY LEWIS



Funny man.



Sad man.



Serious man.

What kind of a show will the new Jerry Lewis show be?

Well, you could call it a...

Or describe it as a...

Or sum it up as a...

Actually, it will be... Jerry Lewis in whatever mood he happens to fall into. And he is a man of many moods, of countless moving spirits, all of which add up to the most diverting entertainment on television.

Refreshing? You can count on it. Funny? Hold on to your ribs. Unpredictable? Try to guess what comes out of his sleeve next.

Besides himself, Mr. Lewis will bring you famous people, unique acts, uproarious anecdotes, mad patter, good music, songs and dances, unlimited laughter, and an occasional tug at the heart. Time will fly.

The Jerry Lewis Show will be one of the fourteen



Human man.



Wild man.

Jerry Lewis is all these kinds of men— and more. Whichever he is, he makes people feel good. That's why ABC—the American Broadcasting Company—will present Jerry Lewis, live and spontaneous, in a brand new show for two hours every Saturday night, 9:30 to 11:30, starting Sept. twenty-first.

brand new shows of conspicuous excellence which will premiere on ABC during the week of September 15, 1963. Shows like Arrest And Trial, The Outer Limits and The Greatest Show On Earth. And more. The curtain parts on all of these during the week of September 15. It will be the opening of the most exciting, most refreshing entertainment television has yet offered. And only ABC offers it to a nation waiting for something new and different on television.

THE JERRY LEWIS SHOW
ONE OF THE GREAT NEW SHOWS ON 

20,000 new words in new dictionary

A "gizmo" is a "gadget."

That is just one of the 20,000 new words and definitions in *Webster's Seventh New Collegiate Dictionary*, published by G & C Merriam Co.

This "first completely new desk dictionary in 10 years" gives definition to 130,000 entries. Among the newer entries are definitions for "push—a campaign to promote a product"; "saturation—supplying of a market with all the goods it can absorb"; "hard sell—aggressive high pressure salesmanship"; "one-up-

manship—the art or practice of going a friend or competitor one better or keeping one jump ahead of time."

Webster's definition of a "disc jockey" is "a person who conducts and announces a radio or television program of musical recordings often with interspersed comments not relating to music."

Also included in the dictionary are biographical and geographical names sections, to aid confused newscasters, and a vocabulary of rhymes, which should prove a boon to copywriters.

year lease to manage and operate the new Hotel Continental on Sunset Boulevard in Hollywood, which is owned by the Sunset-Continental properties. Originally, the Autry group had been formed to take over the complete Doric chain of 20 hotels and motels in the Pacific Coast area, but lengthy negotiations resulted in an impasse and the \$20 million deal was cancelled.

Mr. Autry is chairman and Mr. Reynolds president of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX Portland and KVI Seattle) and Mr. Autry is also owner of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson. Mr. Autry is chairman and Mr. Reynolds president of the Los Angeles Angels baseball club and own a major interest in the Los Angeles Rams football team, ventures with which Mr. O'Bryan also is associated.

News not immune from investigation, either

If congressional hearings can be held concerning editorializing they can also be held in connection with news content, Robert W. Frudeger, president of WIRL Peoria, Ill., and president of the Illinois Broadcasters Association, said June 1 at the spring meeting of the Illinois News Broadcasters Association in Peoria.

He predicted that unless the current trend is halted newscasts may at some future time be submitted with program logs for FCC analysis. "The knob on the side of the set should be the regulator," Mr. Frudeger said, "not a group of men in Washington."

The Communications Subcommittee of the House Commerce Committee plans to hold a July hearing on editorializing (BROADCASTING, May 27).

Federal regulation is the greatest threat to the broadcast industry today, Mr. Frudeger observed. He urged newsmen to understand the problem and cooperate with management and ownership. He also called upon news-

men to fight against managed news, to strengthen the quality and quantity of news coverage and to make news, particularly in radio, their No. 1 product.

"Produce the finest product within your capabilities, take a sincere and deep interest in your community and when you have accomplished the best you know how, then fight with everything you have against regulation," Mr. Frudeger told the group.

NAB revives its radio development group

The radio development committee of the National Association of Broadcasters was resurrected last week to study the FCC's proposed rulemaking to place a limit on the number of AM stations (BROADCASTING, May 13).

Formed following the 1962 NAB convention, the committee made a thorough study of the growth of radio, reported to the FCC and disbanded (BROADCASTING, Jan. 14). The committee, headed by George Hatch, president of KALL Salt Lake City, rejected economic protection for radio stations and urged the FCC to control future growth through strict adherence to engineering standards.

A meeting of the committee has been called for this Friday (June 14) in Washington. Other members include Randolph Holder, WGAU Athens, Ga.; John Patt, WJR Detroit; Ray Johnson, KMED Medford, Ore.; John F. Box Jr., WIL St. Louis; Merrill Lindsay, WSOY Decatur, Ill.; Loyd Sigmon, KMPC Los Angeles; Cecil Woodland, WEJL Scranton, Pa., and Carl Lee, WKZO Kalamazoo, Mich.

Storer sells newspapers

A group of *Miami Herald* executives have bought the *Miami Beach Daily Sun* from Storer Broadcasting Co. Included in the purchase are three weekly community newspapers: *Miami Shores Journal*, *North Miami Journal* and *North Miami Beach Journal*. The new

group is headed by James L. Knight, president of the *Herald*. New publisher of the *Sun* is Rolfe Neill, former editor and publisher of the *Coral Gables Times*. The price paid for the newspapers was not announced.

Media reports ...

Magazine planned ■ King Broadcasting Co., Seattle, plans to establish a magazine of news and comment, addressed primarily to Seattle and the Northwest. Peter Bunzel, now associate editor of *Life* magazine, will be editor of the King publication.

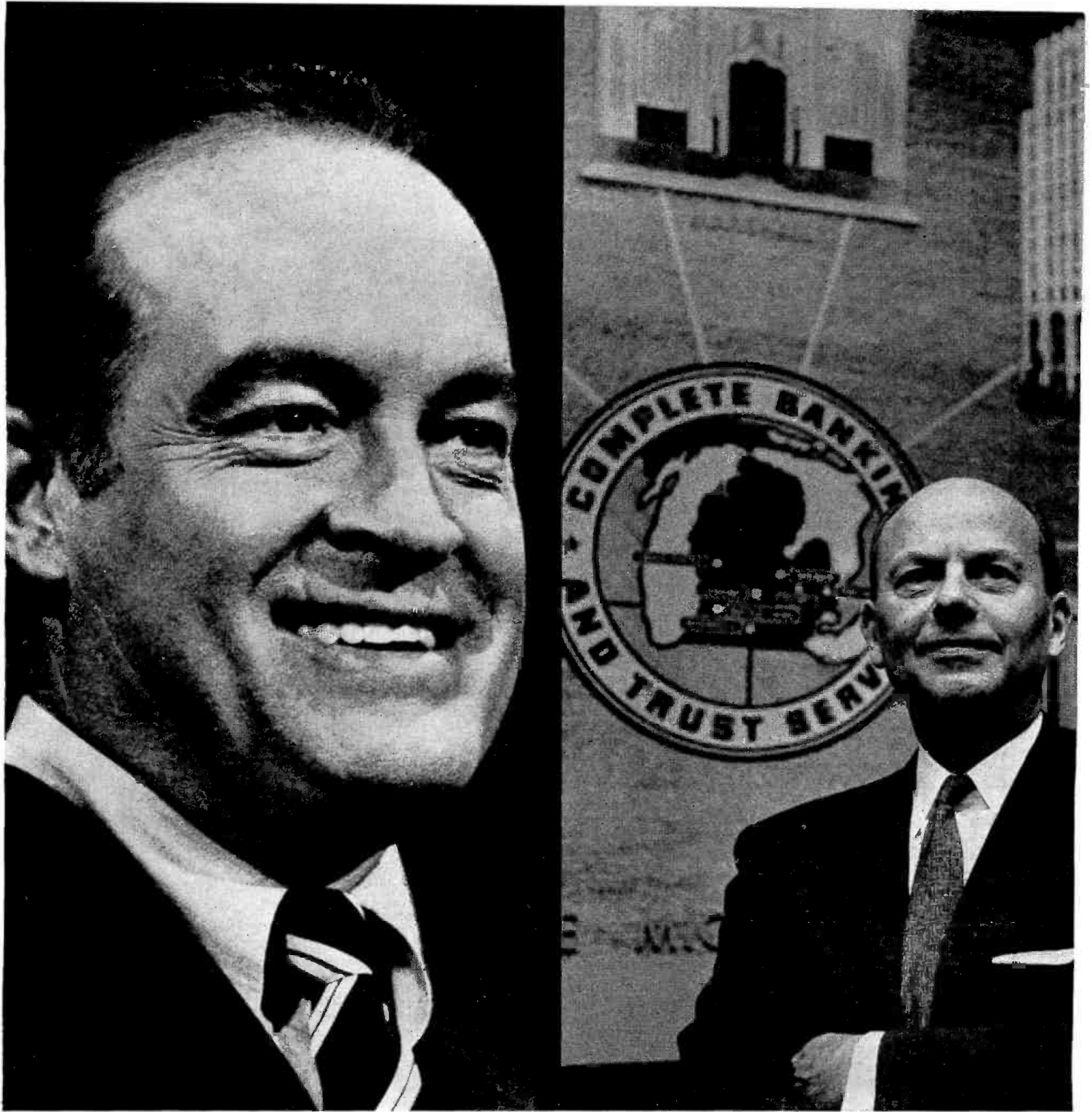
NBC Radio adds station ■ WJPD Ishpeming, Mich., became an affiliate of the NBC Radio network on June 3. The station is operated by Ishpeming Broadcasting Co. on 1240 kc with 1 kw day and 250 w night.

Power boost ■ WKOK Sunbury, Pa., which had spent the last 24 years on 1240 kc with 250 w, has boosted its power to 10 kw day and 1 kw night on 1070 kc. The station, founded as WJBU in 1927, had operated on 1210 kc with 100 w until 1939. Sunbury Broadcasting Corp., bought WJBU from Bucknell University in 1933 and moved the station to Sunbury as WKOK.

Classical District ■ WGMS-AM-FM Bethesda, Md.-Washington, RKO General stations, claim that a Pulse survey taken last November has revealed new roles for the station programing classical music in a large metropolitan area. Radio outlets with such programing, according to WGMS, complement TV station schedules, as their listeners are concentrated in homes not reached by television. It was also claimed that classical shows were proven by the survey to be "a most effective way" to reach upper income groups, such as are exemplified by suburban Washington.

WCIU(TV) relocates ■ WCIU(TV) Chicago, new channel 26 station which has obtained FCC permission to relocate its studio-transmitter site to the top of Chicago's Board of Trade Building, will begin construction immediately and expects to start programing Sept. 1. John Weigel, WCIU president, said last week that the TV antenna will rise 50 feet above the statue of Ceres atop the building, a famous Chicago landmark. WCIU programing will be heavily Negro-oriented.

Oregon scholarships ■ The Oregon Association of Broadcasters has awarded scholarships for the 1963-64 school year to three radio-TV students attending the University of Oregon, OAB President Irwin Adams, KGON Oregon City, has announced. Mike Powell, sophomore, received the largest sti-



Waldo Stoddard, president, Michigan National Ba

Belly laughs and banking

Both get star billing in our day's work. The hour of fun and the thoughtful concern for financial stability are a part of living — for us and for our audience. As we see it, these matters are of equal importance in our efforts to keep WOODlanders among the best-informed, best-entertained people in the world. We do it by making full use of all the resources of NBC, Time-Life Broadcast and our own award-honored

news staff, talent and facilities. How well we succeed may be gauged somewhat by the ratings we get and the awards we receive — more, we think, by the respect and confidence we have earned from the two million WOODlanders we serve.



WOOD AM·FM·TV *Grand Rapids, Mich.*
TIME-LIFE BROADCAST, INC.

WOOD • THE STATION WITH 2,000,000 CLOSE FRIENDS  NATIONAL SALES REPRESENTATIVES • THE KATZ AGENCY, INC.

pend—\$1,000. Grants of \$250 each went to Clifton Johnson, senior, and graduate student Richard Dougherty.

Diplomas for time merchants ■ International Radio & Television Society has awarded 70 "completion certificates" to timebuyers and sellers who attended the society's spring seminars. Eight lectures were presented to the group on problems in buying and selling time.

Washington branch ■ The National Academy of Television Arts and Sciences Foundation will establish a branch of its Library and Museum of

Television in Washington. Other branches will be in New York and Hollywood. Lillian Brown, George Washington University, will head the Washington branch committee.

Fore ■ A television set was presented to each of the three winners in the WRDW-TV Augusta, Ga. contest to see how high a golf ball dropped from the station's new 1,520-foot tower would bounce. First place winner was Jane Cornell, G.M. Basford Co.; second, Wayne Silbersack, Sullivan Stauffer, Colwell & Bayles; third Betty Nasse, Grey Advertising. After dropping eight

dozen golf balls, the high bounce was given as 124 feet $\frac{3}{8}$ inches.

New name for Smith stations

WMBR Jacksonville, Fla. and WTMA Charleston, S. C., now both owned by Charles E. Smith, have been designated the "A-I-R Group" (Atlantic Independent Radio). Mr. Smith, owner of WTMA since 1954, recently acquired the Jacksonville station from Ben Strouse, owner of wwdc Washington.

Advertising Time Sales, which has represented WTMA nationally, will now handle that function for both stations.

FINANCIAL REPORTS

Reade/Sterling predicts rise in profits

STOCKHOLDERS APPROVE MERGER WITH STERLING TV

Earnings of Walter Reade/Sterling Inc., New York, for 1963 are expected to rise to a "minimum" of 25 cents a share, Walter Reade Jr., chairman of the board, said last Thursday (June 6).

Mr. Reade told a special meeting of stockholders in New York, that while the second quarter this year was a "little soft," the third quarter is "expected to be the best in the company's history."

He reported that earnings for 1962 amounted to 14 cents a share.

After the meeting, Saul J. Turell, president, said the company has "just about completed negotiations with a film company" for the television distribution rights to more than 100 feature films.

Mr. Turell noted that licensing of the films is part of the television division's increasing specialization in the distribution of "quality" feature films. The new films will be an addition to the "Cinema 70" package of 82 units placed into syndication last year.

Stockholders at the meeting approved a complete merger of Sterling Television Inc. into Walter Reade/Sterling. Last August the company acquired 94.6% ownership of Sterling through an exchange of stock.

Mr. Reade also told stockholders that Walter Reade/Sterling is planning to enter the music publication field through exploitation of music copyrights inherent in its films. He said the company was negotiating for the acquisition of a music publishing firm as well as a major 16 mm film distributor.

The company's television, theatrical distribution, educational and 16 mm rental companies will be physically consolidated this summer at the new 34th Street East Theater, scheduled to open July 15.

Re-elected as directors of the corporation were Walter Reade Jr., Saul J.

Turell, Edwin Gage, Allan D. Emil, William H. McElnea Jr. and Joseph D'Addario.

Report for year ended Dec. 31, 1962.

Earned per share	\$	0.14
Revenues		9,406,181.00
Profit before taxes		252,549.00
Net profit		212,549.00

Republic's studios leased to CBS-TV

Lease of Republic Studios facilities in Hollywood for five years to the CBS Television Network will produce for the first time in many years a continuing profit for this division of the Republic Corp., Victor M. Carter, president, said last week in announcing first half fiscal year earnings. Republic also owns Consolidated Film Industries, a Hollywood film processor.

26 weeks ended April 27:

	1963	1962
Earned per share*	0.39**	0.32**
Net sales	23,010,579.00	21,899,523.00
Earnings	1,146,585.00	974,328.00

*Based on 2,443,448 shares.

**After payment of \$200,000 to preferred stock holders.

Reeves firm takes steps to meet 'senior debts'

Reeves Broadcasting & Development Corp., New York, owner of sound and video tape facilities and three television stations, announced steps last week to meet senior debts of \$2,229,000 which mature during the next three years.

The company has entered into an agreement with The Citizens and Southern National Bank of South Carolina whereby the bank will make available \$1.5 million to the firm over the next five years, \$500,000 the first year, and \$100,000 less each year thereafter.

The corporation has taken \$250,000 of the amount, applying \$215,000 to

pay off all unsecured bank debts, and \$35,000 to working capital. Harry L. Petersen, Reeves treasurer, said any further money drawn would be applied to pay off debts.

A part of the senior debt—\$766,000—matured March 31. J. Drayton Hastie, Reeves president, said he felt the term loan takes care of financial requirements for the "foreseeable future."

Reeves owns WUSN-TV Charleston, S. C., KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va.; a studio division in New York City and real estate near Wilmington, N. C., and Charleston, S. C.

Collins pays first dividend since 1957

Collins Radio Co.'s board of directors last week declared the firm's first cash dividend since 1957. The board voted a cash dividend of 20 cents a share common payable July 1 to stockholders of record June 24 and will consider another cash dividend in December.

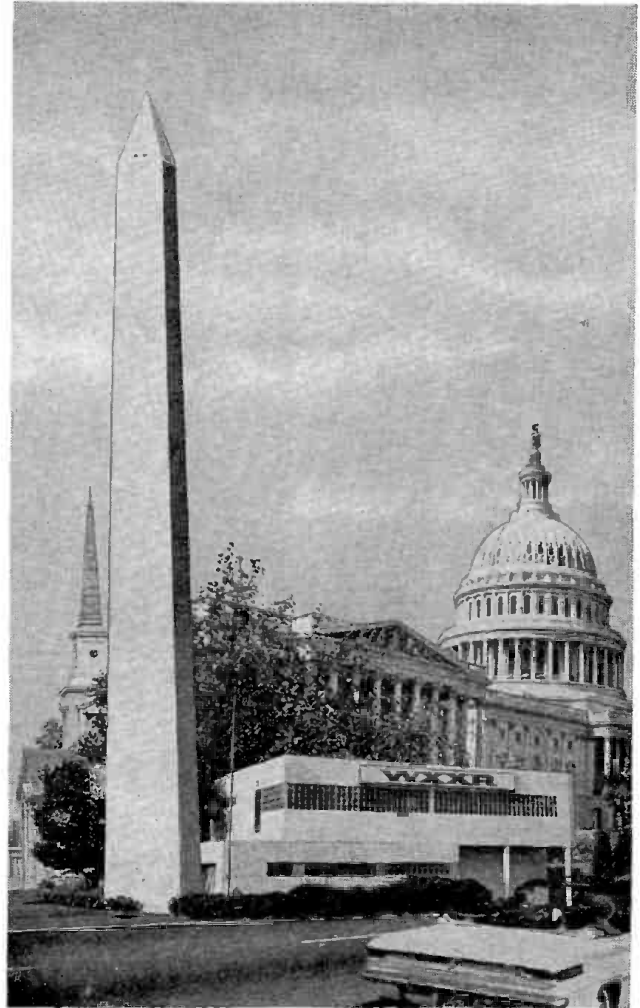
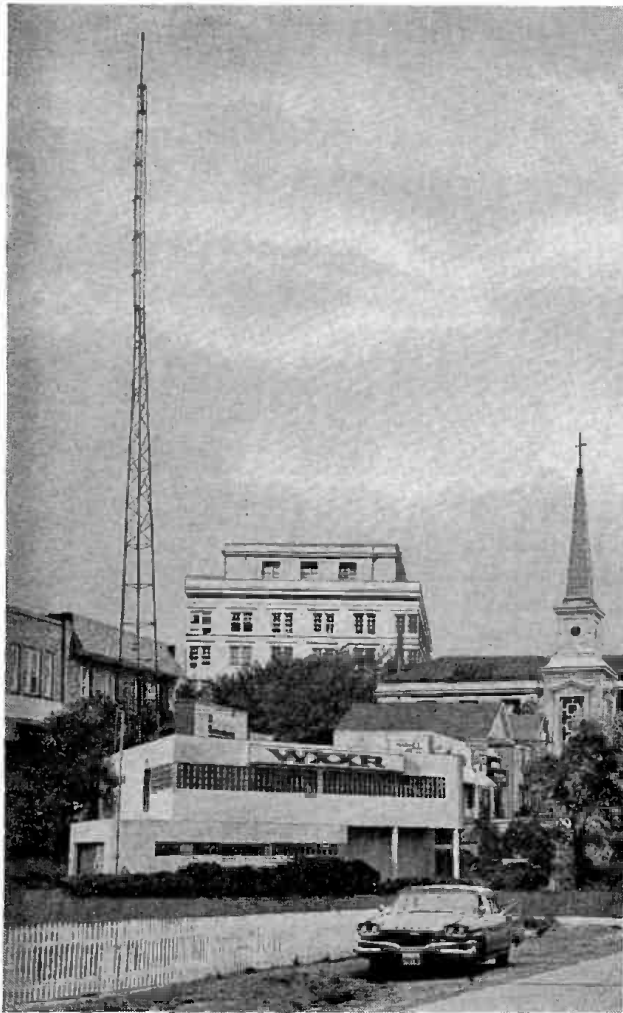
President Arthur A. Collins said resumption of cash dividends at this time is "a reflection of the board's confidence in the continuation of the company's improved operations." Collins paid 4% stock dividends in 1959 and 1960. Consolidated statement of income:

	Nine months ended	
	May 3, 1963	April 30, 1962
Net sales	\$177,356,000	\$144,607,000
Income before taxes	5,015,000	4,192,000
Income taxes	2,607,000	2,180,000
Net income	2,408,000	2,012,000
Earnings per share	\$1.08	\$0.90
Shares Outstanding	2,230,080	2,230,062

Technicolor's first quarter

Technicolor Inc. first quarter ended March 31:

	1963	1962
Earned per share	\$	0.33
Consolidated sales		\$
Earnings	18,616,166.00	14,796,100.00
Shares outstanding	866,437.00	513,511.00
	2,655,921	2,623,218



**Put your station
on the Washington scene
with "CONGRESS CALLING"**

Prestige National Programming Available For Local Sponsorship

Now *your* station can add a Washington news representative to its staff. Identifying himself with *your* call letters, your representative interviews U. S. Congressmen and Senators in depth. Exclusive interviews with different members of Congress each week. Topics and issues discussed are timely and newsworthy.

"CONGRESS CALLING," a powerful addition to your programming schedule, is a public service program with tremendous sponsor appeal. Only "CONGRESS CALLING" can offer you:

- ⚡ A newsworthy Congressional guest each week
- ⚡ A program introduced with your own call letters
- ⚡ Fifteen minute program—taped Wednesday—received Thursday
- ⚡ Allowances for two 60-second and one 30-second announcements

Sixty stations are currently expanding their audiences with the non-partisan "Congress Calling."

Add a Washington news representative to *your* programming. Fill out the coupon below and mail it today for a free audition tape.

TO CONGRESS CALLING

P. O. BOX 1622
WASHINGTON, D. C.

Sirs: We are interested in airing CONGRESS CALLING. Please send the audition tape and further information.

Station Call Letters: _____ Street Address: _____

CITY: _____ Station Power: _____

Comments: _____

Program Director or Manager: _____

1962 CAMPAIGN EXPENDITURES

FCC tells Pastore that politicians spent \$20 million on radio-TV, while some 1,200 stations gave free time

Political parties and candidates spent \$20 million in broadcasting their views to the American people during the primary and general election campaigns of 1962, with the Democrats emerging as the biggest spenders of all.

But while most of the nation's 5,300 broadcast stations carried paid political broadcasts, only some 1,200 stations gave free time to candidates and their supporters. And only 5% of the stations did no political broadcasting at all.

This information was contained in the summary of a comprehensive statistical report on 1962 political broadcasting compiled by the FCC staff at the request of Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee.

He asked for the material last fall as background information for hearings he intends to hold on legislation to liberalize the equal-time section of the Communications Act. The document is expected to go this week to the Senate and House Commerce committees.

It should prove heavy-going for senators, congressmen and their aides who attempt to analyze it in detail. Based on questionnaires received from all of the networks and virtually all of the stations, it contains over 400 pages of statistics. Questionnaires went to 551 TV, 3,713 AM and 1,010 FM stations.

Possible Bad News ■ One aspect of the report—on its face at least—does not bode well for those seeking repeal of the equal-time section. An analysis of U. S. Senate races in 36 states indicates that broadcasters are no more willing to give free time when only two candidates are running than when three or more are involved.

A major argument of those seeking repeal has been that, if freed from the requirements of the law, broadcasters would be more willing to make free time available to major candidates since they would no longer have to contend with demands from minor parties. Skeptical members of the Senate and House have replied that, before Congress repeals the law, broadcasters should show their willingness when covering races with only two candidates (see page 66).

In totaling up a \$20 million time charge bill for political broadcasting in 1962, the staff said that the Democrats were reported to have spent \$12 mil-

lion, the Republicans \$7.5 million, and minority parties the remainder.

The Democrats' more numerous intraparty contests, particularly in the South, was cited as the reason for their greater expenditure. The two major parties spent about the same in the general elections—the Republicans \$6 million, the Democrats \$5.7 million.

TV Received Bulk Of Revenue ■ Most of the money spent on political broadcasting went, as expected, into television. TV stations reported receiving some \$12.5 million, radio stations \$7.5 million.

The summary noted that the overall expenditures showed little difference between the 1960 and 1962 general elections, even though 1960 was a presidential election year and many stations devoted a considerable amount of time to network commercial and sustaining time. About \$14.65 million was spent on political broadcasting in the general election three years ago (BROADCASTING, Feb. 6, 1961).

The summary doesn't total the amount of sustaining time given by the stations. But it said "only about half" of the television stations (284) and "less than one-third" of the AM stations (965) carried sustaining time. It also said about half the stations (54% TV and 43% AM) carried two or more hours of sustaining time. The summary added that seven TV stations and 34 AM's provided 10 or more hours of free time.

The analysis of broadcasters' performances in covering the 36 Senate

races held last year breaks the contests down into those states in which two candidates were involved (28) and those in which two or more candidates were running (eight).

Break-Down ■ In the eight states, the summary said, 29 of the 110 TV stations reporting (26%) gave the candidates free time. In the 28 states, 68 of 290 TV stations covered (23%) gave time.

In radio, the comparable percentage in the two-candidate contests was even lower. In the 28 states, 9% of the AM's reported giving time; in the eight, 14%.

Furthermore, many of the stations giving free time didn't give it equally, according to the analysis. It said that in the 28 states, 71% of the TV and 57% of the AM stations giving free time divided it equally between the two candidates. In the eight states, the figures were 32% TV and 8% AM.

Reasons Cited ■ The summary, however, listed several possible reasons for the inequality in time given. It said that offers of time might not have been accepted and that requests for time might not have been made. It also said some of the time might have been exempt from the requirements of the equal-time law.

The summary showed relatively few stations editorialized for or against candidates in 1962. It said 15 TV, 114 AM, 17 AM-FM and 2 independent FM stations broadcast such editorials. Almost half the stations carried reply comments, and most of those that didn't reported they had attempted to encourage rebuttals.

Most of the problems encountered by AM stations in connection with political broadcasting, the summary said, dealt with the inability of the broadcasters to arouse the interest of candidates in using small-town radio.

The television stations, which had less trouble attracting candidates into their studios, reported other headaches—equal time demands from minority parties, difficulties in arranging formats, complaints received from exposure of candidates on non political broadcasts.

To ease their way in future political broadcasting, the summary said, stations suggested that the equal-time law be repealed or that amendments be enacted which would limit the obligations of licensees.

An FCC summer rerun

As in years past, the month of August has been set aside by the FCC for its summer recess. Only emergency and routine matters will be handled by the commission. No hearings or oral arguments will be scheduled during the month.

The commission must meet, according to the law, at least once a month, and the FCC will live up to its obligations by convening Aug. 1. Different commissioners will be on standby during the month to cope with whatever problems arise.

FIRST-RUN MOVIES

Every Saturday Night 11 P.M. on the

"BIG MOVIE OF THE WEEK"

"HOUSE OF WAX"

Vincent Price, Frank Lovejoy, Phyllis Kirk

"PASSAGE WEST"

John Payne, Arleen Whelan, Dennis O'Keefe

"THE LAST OUTPOST"

Ronald Reagan, Rhonda Fleming

"AS YOUNG AS YOU FEEL"

Marilyn Monroe, Monty Woolley

"DON'T BOTHER TO KNOCK"

Richard Widmark, Marilyn Monroe, Anne Bancroft

"SAYONARA"

Marlon Brando, Miyoshi Umeki, Red Buttons, Patricia Owens

"AUNTIE MAME"

Rosalind Russell, Forrest Tucker

"THE OLD MAN AND THE SEA"

Spencer Tracy

"DAMN YANKEES"

Tab Hunter, Gwen Verdon, Ray Walston

"THE SPIRIT OF ST. LOUIS"

James Stewart, Patricia Smith, Murray Hamilton

"BAND OF ANGELS"

Clark Gable, Yvonne De Carlo, Efrem Zimbalist, Jr.

EXCLUSIVE IN BALTIMORE! WMAR-TV is the only station programming late movies 6 nights a week!
(Mondays thru Thursdays, "Channel Two Theatre", 11:20 P.M.,
Fridays, "Films of the 50's", 11:20 P.M.)

No Wonder—In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television
Television Park, 6400 York Road, Baltimore 12, Md.
Represented Nationally by THE KATZ AGENCY, INC.



Loevinger: not from the Minow school

SENATE CONFIRMS HIM AS LATEST ADDITION TO FCC

The latest Kennedy administration nominee to the FCC showed the Senate Commerce Committee last week that he's not of the New Frontier mold which framed his younger predecessors—former Chairman Newton N. Minow, Chairman E. William Henry and Commissioner Kenneth A. Cox.

Lee Loevinger, 50-year-old head of the Justice Department's antitrust division, demonstrated none of his fore-runners' predilection for a heavy regulatory hand on programing during his nomination hearing Tuesday (June 4). He was scheduled to be sworn in Tuesday (June 11) by Associate Justice Byron R. White of the U. S. Supreme Court.

After a friendly 90-minute session, the committee gave Mr. Loevinger its unanimous blessing and the full Senate confirmed his nomination on Thursday.

Mr. Loevinger's responses to questions, which ranged widely over many areas of broadcasting regulation, testified to his background as an antitrust lawyer, judge and government administrator. He is firmly in favor of diversity in station ownership and in the production of programs, but he surprised some of the committee members with his strong stand for commission restraint in programing matters.

Committee Happy ■ The committee

made no effort to conceal its wonder—and some members their satisfaction. After approving three Kennedy "heavy" regulators in a row, some indicated they were pleased to find in Mr. Loevinger a man who believes licensees are in the best position to make programing decisions for their audiences.

His position does not include opposition to the FCC's practice of reviewing program performance at license renewal time, Mr. Loevinger said. The commission needs "some standards of quality."

Senator Norris Cotton (R-N.H.), whose questions elicited most of the nominee's thinking on programing, looked at him in mock disbelief at the conclusion of the hearing and said, "I am a little bit disturbed . . . [I] almost feel that you are the antithesis of your predecessor [Mr. Minow] and want to be completely hands-off, while perhaps he could have been criticized for being too aggressive."

"You may be right, senator," Mr. Loevinger replied. "My feeling is that if I am to err, I would rather err on the side of restraint."

Generally, Mr. Loevinger said, he has a lot to learn about broadcasting. Maybe his best asset is his willingness to learn, he added.

A selection of some of Mr. Loevinger's comments on broadcasting:

Censorship ■ "There is not the slightest doubt in my mind that the FCC or any government agency has no business imposing pre-publication control or regulation upon those who have the mass media of communication"; however, the FCC's responsibilities require it to have "some standards of quality" for program content.

Programing ■ "Rather than go too far in seeking to influence program content . . . I think that this is a matter in which less harm is likely to be done by a restraint even of legal powers that may be possessed than is likely done by seeking to impose my ideas or anybody else's ideas upon the character of the programs that may be offered to the public. . . . My own golden rule of politics is, 'Do not seek for yourself power which you would deny to others.' I would not want anyone else controlling the programs, nor would I seek to control programs myself."

He favors diversity of ownership to assure real competition in offering programs. With poor or bad shows, "my own private solution is just not to watch the darned programs." He has no "pat answer" to programing problems but, "I am not prepared to say the commission should disregard public complaints about station programing at the time of license renewal."

Asked about FCC monitoring of programs, Mr. Loevinger said he thinks it should be done but he's not interested in the job for himself. "It would be . . . a much less attractive job than it seemed if you have to sit there all day and watch television programs," he said.

Option Time ■ He's against it and thinks the commission did right to outlaw it two weeks ago (BROADCASTING, June 3).

Networks ■ ". . . When you have two dominant networks . . . you do not provide much opportunity for catering to the diversity of tastes. . . . The way to avoid government regulation is to insure that there is a diversity of programing offered, and this can be done by establishing a diversity of ownership and of control by the private parties who are in the broadcasting business."

Drop-ins ■ The nominee reserved comment, but said he wanted to study the record. The FCC voted 4-3 last month to abandon plans for short-spaced drop-ins in seven major markets now served by only two VHF stations



FCC Commissioner Lee Loevinger (l) chats with Senator Howard W. Cannon (D-Nev.), one of the members of the

Commerce Committee which gave him its unanimous approval at a confirmation hearing last week.

Loevinger method for fair political coverage

Lee Loevinger, who was confirmed as an FCC commissioner by the Senate last Thursday (see page 54), has his own ideas on how to insure that political candidates are treated fairly by news media.

He told the Senate Commerce Committee last week that he once went to court to protect a client who claimed she had been treated unfairly in newspaper coverage of her congressional campaign in 1950. The result was an agreement by the *Minneapolis Star* to submit such questions to an impartial tribunal.

The case, as BROADCASTING learned last week, grew from an antitrust suit filed for Mrs. Marcella Killen and others against the *Minneapolis Star & Tribune Co.* Although the suit concerned antitrust complaints, the real issue was more coverage for Mrs. Killen, who was opposing Representative Walter Judd (R-Minn.).

The case was dismissed by Mr.

Loevinger in May 1953 after the *Minneapolis Sunday Tribune* published the complete text of the publisher's agreement to include political news among areas which could be considered by the newspapers' Bureau of Accuracy and Fair Play. The action "was voluntary on the part of the newspapers," Mr. Loevinger noted, "since the courts of Minnesota would not have any authority to order them to adopt such a policy and procedure regardless of what disposition was made of the law suit."

In a statement to the *Star* he said, "It seems to me it [the agreement] is a sound recognition of that responsibility which the press must exercise if it is to remain wholly free."

Neither the newspapers nor Mr. Loevinger could recall last week any instance under which the proposed tribunal actually had been employed after the agreement was published.

Mr. Loevinger said that the mere existence of the precedent seemed adequate warning to insure fair coverage.

It is interesting to note that the agreement excluded from its jurisdiction "opinions or views appearing in the editorial columns of the newspapers, or which appear under the label or heading of 'opinion' . . ." The arbitrators selected to negotiate any complaint "shall not have power to control or determine editorial policy of the newspapers, or any opinions or views expressed in editorials or to award or determine any monetary compensation or remuneration for any complaints," the agreement stated.

Except for the newspapers' right to determine whether any negotiated agreement might subject them to court action, they agreed that any decision of the arbitrators would be final and binding.

(BROADCASTING, June 3).

Asked by Senator Warren G. Magnuson (D-Wash.), committee chairman, whether he would follow the policy of some nominees who said they would not vote on matters on which they had not heard oral argument, Mr. Loevinger said he thought that would be going "too far. . . . The record is the illuminating part in most cases." Thus he left the door open for possible FCC reconsideration of drop-ins. Mr. Minow's was the swing vote which killed the plan in May.

Editorializing ■ The "present statements of the commission policy [and] Section 315 . . . are working reasonably well."

Senator Ralph Yarborough (D-Tex.), whose Freedom of Communications subcommittee has kept a watchful eye on how broadcasters handle political campaign problems, especially equal time, warned the nominee that 1962 experience developed twice the number of complaints (60) received in 1960. Mr. Loevinger replied that he has always been concerned about fair treatment. He said that as a Minneapolis lawyer, he had arranged an impartial panel to consider news coverage complaints (see story above).

Commercial Time Limits ■ The FCC has been planning to incorporate commercial time restrictions of the National Association of Broadcasters' Code Authority. Mr. Loevinger said he has no answer for now, pending further study.

Local Programing Hearings ■ They are all right if they are fairly and

properly handled, he said.

Communications Satellite Act ■ The committee has been concerned about federal spending to benefit the Communications Satellite Corp., a company organized for private profit, and asked for the nominee's general feelings about the legislation which established the corporation. Having helped draft the bill at the Justice Department, Mr. Loevinger said, "I do not want to take undue credit, but if my recollection is correct, the approximate balance of public and private participation that was incorporated in the compromise bill was my original suggestion. . . . On the whole, the compromise represented about the best workable solution. . . . I believe that it is the duty of the FCC at this time to make the scheme work."

The senators showed official concern about a question of conflict raised by Mr. Loevinger's ownership in two mutual funds and a "blind trust." However, letters from the Justice Department and FCC legal counsel assured the committee that a transfer of stock to his wife's name would solve the problem. The committee also was told Mr. Loevinger has no knowledge of the investments made for him in the trust.

Mr. Loevinger was accompanied to the hearing by W. Louise Flourencourt, who has been his legal assistant at justice. A Harvard Law School graduate with experience in trial and appellate work in antitrust, Miss Flourencourt will be Mr. Loevinger's legal assistant at the FCC. His personal secretary, Lucille C. Robey, will also come over to the FCC in that capacity.

Ch. 20 in Phoenix sought for pay TV

The FCC last week proposed a rulemaking to assign UHF channel 20 to Phoenix, Ariz. The rulemaking was requested by Dwight Harkins who has proposed to operate a pay TV station on the channel.

No application for a pay TV authority will be filed until assignment of the channel is finalized. However, Mr. Harkins indicated in his petition that his system would broadcast a scrambled picture, with no commercial announcements. The channel would carry mostly entertainment, Mr. Harkins indicated, but it would also offer closed-circuit medical and educational programming.

In the same action the commission also proposed the assignment of channel 26 to Phoenix. The request for the assignment was made by Power Television Inc., which plans to operate a commercial station on the facility.

Local TV station made party to CATV renewal

The FCC last week upheld its design to protect local television from community antenna operators. The commission's review board made Frontier Broadcasting Co. a party to the renewal applications for the microwave facilities of Collier Electric Co., a CATV operator.

Frontier last November was granted a construction permit for a new tele-

FCC restates ban on 'cross-interests'

The FCC, reasserting its ban on cross-interests in stations serving the same locality, last week told Carl E. Lamm, one-third owner of WMPM Smithfield and parttime announcer at WCKB Dunn, both North Carolina, that he has 45 days to "rectify the situation."

The two stations are about 24 miles apart.

"Mr. Lamm and the other two stockholders of WMPM have been unable to agree on a sales price whereby either party would acquire the other's stock in WMPM," the commission said, and "Mr. Lamm and WCKB are of the view that the . . . situation is not violative . . .

while WMPM is of the view it is a violation. . ."

Mr. Lamm resigned as vice president of WMPM when he took the job at WCKB, the commission said, and has offered to resign his directorship at the FCC's request. But this is not enough, the commission said, quoting its 1959 statement that "While it may be true that, at a given time, no impairment of competition exists in fact, it is the potential of such impairment which the commission's policy is designed to guard against."

The FCC accordingly found Mr. Lamm's cross-interests to be a "clear violation" of its policy.

vision station on channel 3 in Sterling, Colo., one of the four cities to which Collier supplies CATV service. The other cities serviced by Collier are Fort Morgan, Colo., Sidney and Bridgeport, both Nebraska.

Frontier claims that the renewal of the Sterling facilities of Collier would cause economic injury to the operation of a station on channel 3, the review board said. Frontier said that its local live programming would be affected by the CATV operation, and as a result, the public interest.

The review board noted that at the time Frontier filed its application for channel 3 it considered itself "willing and able to operate in the public interest under existing conditions, competitive and otherwise." The board said that it concluded that Frontier had avoided the economic question now posed in the renewal applications of Collier, at the time of its application for channel 3.

Nevertheless, the board said, Frontier "has raised important public interest questions" that can't be ignored, in view of the commission's policy established in the Carter Mountain case (BROADCASTING, May 27). The board placed the burden of proof on Frontier.

McGee wants hard sell made to liberals

Broadcasters, particularly in the Rocky Mountain states, should endeavor to sell as much time to groups of opposing political views as they do to the John Birch or "right wing" proponents. That's the view of Senator Gale W. McGee (D-Wyo.), who appeared Sunday (June 9) on Metropolitan Broadcasting television's *Opinion in the Capital*.

Senator McGee repeated his contention that the right wing groups are attempting to "saturate the public mind

. . . by using all the time they can buy, or get otherwise, on the communications media (BROADCASTING, April 29, 22).

While admitting that "the selling of time on tape—to anybody—is part of the private enterprise system," Senator McGee said "a broadcaster has an obligation in his community to try to maintain a balance in what he puts over in the course of a day."

The program was telecast Sunday on WTTG(TV) Washington, WNEW-TV New York, both Metropolitan stations; KTVU(TV) Oakland. It will be seen at a later time on Metropolitan's KMBC-TV Kansas City, Mo.; KOVR(TV) Sacramento, Calif.; WTVH(TV) Peoria, and WTVP(TV) Decatur, both Illinois.

'Broken promises' bring examiner's rebuke

RECOMMENDS DENIAL OF KATV'S BID FOR SITE CHANGE

An FCC hearing examiner last week sharply rebuked KATV(TV) Little Rock, Ark., for breaking promises to civic officials of Pine Bluff, Ark., and the commission.

At issue was the station's application for a change in transmitter location and antenna height. But the examiner, Thomas H. Donahue, didn't stop at recommending denial of the application.

He said the record raises questions as to KATV Inc.'s character qualifications to be a broadcast licensee.

The operators of the station, he said, believe that the end justifies the means when the end is financial gain and have no regard for such concepts as "the sanctity of contract."

KATV had applied for permission to change the location of its transmitter from 14 miles northwest of Pine Bluff to 50 miles northwest of that city and

FCC denies bid to reopen Syracuse TV record

The FCC last week denied a joint request by eight of the nine applicants for channel 9 in Syracuse, N. Y., that the commission reopen the hearing which culminated in an initial decision favoring Onondaga Broadcasting Inc. (BROADCASTING, April 8).

The applicants' petition had questioned the character qualifications of Asher S. Markson, president and 12% owner of Onondaga, who is also president of a furniture company which is being examined in court because of its financial record. Following the initial decision granting channel 9 to Onondaga, the U. S. Court of Appeals asked Mr. Markson to explain the financial dealings of his furniture firm, and the court action prompted Onondaga's competitors to file their petition.

The commission, however, concluded that it could "take official notice of the recent decision without reopening the record." The petition "does not allege any new facts or new evidence," the FCC said in denying the request to reopen the record, and "the joint petitioners can adequately and more appropriately present their views to the commission through filing exceptions to the initial decision and through oral argument."

The eight applicants joining in the petition were Veterans Broadcasting Inc., Syracuse Television Inc., W. R. G. Baker Radio and Television Corp., WAGE Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingbery.

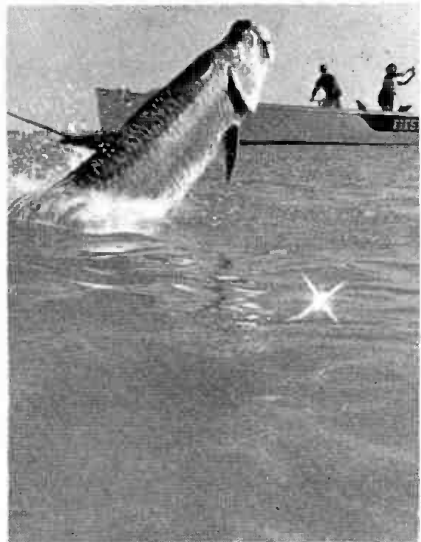
12 miles west of Little Rock, and to increase antenna height to 1,862 feet above average terrain.

FCC Set Hearing ■ The commission, on its own motion, set the application for hearing after a petition to deny was filed by the city of Pine Bluff and the Pine Bluff Chamber of Commerce.

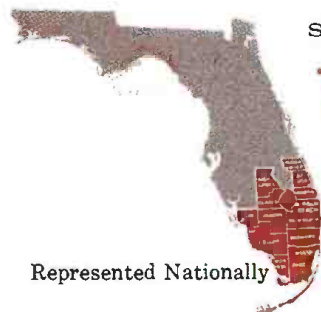
KATV was originally established as a Pine Bluff station, operating on channel 7, in December 1953. But five years later, at KATV's request, the commission reallocated channel 7 to Little Rock and modified the station's license to specify location in that city.

The Pine Bluff Chamber of Commerce, which helped the station get started in that city, agreed not to oppose the reallocation of channel 7 to Little Rock, provided KATV made certain commitments.

KATV agreed to these commitments, and made them part of the application



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVOS-TV
WFGA-TV
(Affiliate)

to the commission. And these promises, Mr. Donahue said, are "at the heart" of the issue.

The station promised not to move its transmitter site out of Jefferson county (Little Rock is in Pulaski county), to provide radio facilities and give Pine Bluff recognition in the station identification signal and to continue to give that city public service benefits.

Broken Promises ■ The examiner said the station's failure to move the transmitter location wasn't for lack of trying and that each of the other promises was substantially broken.

Mr. Donahue said the station, in a letter to an official of the Pine Bluff Chamber of Commerce in 1961, explained its treatment of its agreement with the chamber by citing business difficulties the station was encountering.

The examiner said that if the station's application is approved, 12,000 people would lose their only service while the station would pick up a new audience potential of 150,000, all of whom already enjoy at least one service. And the record upon which KATV must base this request, he said, "is one of broken promises, promises made not only to the civic leaders of the Pine Bluff community but to the commission."

He said KATV apparently belongs to that segment of the business community which regards "such concepts as 'sanctity of contract' and 'word as good as bond' as the shibboleth of suckers and the subject to which they are addressed as merely annoying obstacles. . ."

"On the basis of this record," he

added, "there is grave doubt that KATV Inc. has the requisite character qualifications to be a broadcast licensee. It hardly needs to be said that it should not succeed in the matter at issue," the examiner concluded.

The principals of KATV Inc.—John T. Griffin, Marjorie Griffin Leake and James Leake—are also the licensees of KTUL Tulsa, Okla., and own half of KWTW-TV Oklahoma City. In addition, Mr. Griffin owns 80% of WSTE-TV Phardo, Puerto Rico.

FCC adheres to drop-in policy in Columbia

Citing its decision not to drop in VHF channels where they might have "adverse influence" on the growth of UHF outlets (BROADCASTING, June 3), the FCC last week announced that it has denied requests to drop in channels 5 and 8 at Columbia, S. C., with short spacings.

WNOK-TV (ch. 19) and WIS-TV (ch. 10), both Columbia, had asked for the channel 8 assignment, though it would short space WGTW-TV Athens, Ga., an educational station, and WGHP-TV High Point, N. C., which is not yet on the air. An earlier application by WNOK-TV for the assignment was denied by the FCC in 1961.

The drop in of channel 5 at Columbia was requested by WCCA-TV (ch. 25), that city. The channel 5 assignment would involve the deletion of channel 5 from Charleston, S. C., the shift of WCSC-TV (ch. 5) Charleston to channel

7, the deletion of the educational assignment on channel 7 and the drop in of channel 12 at Charleston for educational purposes. Both channels 5 and 12 would short space other stations.

"In summary," the FCC said, "and ignoring off-set operation, the drop in of channels 5 and 8 at Columbia and channel 12 at Charleston would result in 5 short spacings and the shift of an existing station from channel 5 to channel 7."

"In any event," the commission noted, "we have determined . . . to deny the assignment of VHF channels where adverse influence on UHF growth and development will likely result . . . [and] to assign a second and third VHF channel to Columbia would be at cross-purposes."

WTEN(TV) gets waiver for short-spaced tower

WTEN (TV) Albany was given permission by the FCC last week to go on the air with a new antenna site at short spacing with WHEC-TV Rochester, N. Y. WTEN is some 150 miles from WHEC-TV, instead of the required 170 miles, and both stations are on channel 10.

WTEN requested the move so it could better cover downtown Albany, and the short spacing was granted last February. Until last week's action, however, WTEN was unsure whether it would be allowed to go ahead, as the commission recently vetoed drop-ins at short spacing (BROADCASTING, June 3).

WTEN is the first station to be granted a waiver of short spacing requirements.

Doesn't anyone in New York want to see Democrats?

Democratic congressmen from New York City complained publicly to the managers of Gotham TV stations last week that they aren't getting the hometown exposure to which they say their 17-3 majority over Republican lawmakers should entitle them.

"I do not believe program quality would suffer disastrously by having New York's distinguished senators appear on alternate Sundays instead of forming a battery every weekend to throw curves and sliders from the Republican mound on Capitol Hill with no time for the House members of the majority side to come to bat," said Representative Hugh L. Carey (D-N. Y.), sportily.

Spokesman for the New York Democratic delegation in Washington, Representative Carey said a review of weekend TV in New York during May showed Republicans had 205 minutes, Democrats 60 on wor-

TV and WNEW-TV. Discussion programs were not included in the partisan survey, only programs on which congressional personalities were featured, he said.

The Democrats aren't asking for four times the time Republicans receive, he continued. "It is only equitable that Democratic members receive at least half of the television time allocated to weekend, politically oriented, public service television."

An effort to obtain more time for Democrats last year turned up a program on WPIX-TV, but that was discontinued when equal time became a problem around last year's elections and has not been resumed, Representative Carey said.

Spurred By GOP ■ Last week's public request—the delegation issued a news release—was generated by a New York caucus last month which followed a weekend of "Republican propaganda" on New York

TV, he said.

Noting that none of the network stations seem to be carrying programs such as the Democrats are seeking, Representative Carey said, "I see a definite recession of public service-type programing [on the commercial channels] since channel 13 [WNDT-TV] came on."

Democrats have had a "scattering of appearances" on forum and issue programs, he continued. The delegation is volunteering to supply lawmakers for other shows.

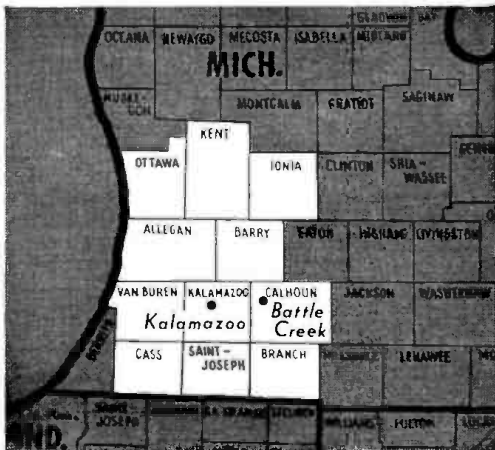
Asked if programing in New York might be heavy on Republican exposure to counterbalance the benefits Democrats get from the President's broadcast news conferences, Representative Carey said if that is the case, the delegation wants to know. "But if it's because these people [Republicans] asked for the programs and got them . . . that's another story," he said.



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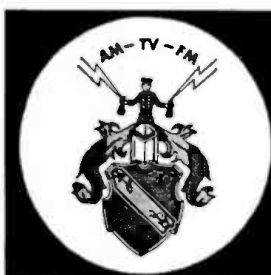
If you really want to spread the word over Greater Western Michigan, first glance at NCS '61. It documents WKZO Radio as having more circulation than *any* Western Michigan radio rival—with 40.4% more than all other *Kalamazoo* stations combined!

WKZO Radio's lead is almost unbroken from A to Z. The 6-county Pulse of Sept. '62 shows it out front in 358 of 360 quarter-hours surveyed. It dominates *all* hours surveyed—both in total listening and adult listening.

Plan a schedule consonant with this growing market! Sales Management has predicted that Kalamazoo alone will outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965.

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WWUP-TV SAULT STE. MARIE
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Consumer protection agency outlined

BILL SPONSORS CHARGE JOB ISN'T BEING DONE NOW

Bills were introduced in both the Senate and House last week calling for the establishment of a new federal agency to protect the interests of American consumers. Two measures in the House and one in the Senate (with 23 sponsors) would create a new federal agency, the Office of Consumers because, sponsors said, the present regulatory agencies have not protected the interests of the public.

Representatives Seymour Halpern (R-N. Y.) and Benjamin S. Rosenthal (D-N. Y.) introduced the measures in the House. Senator Estes Kefauver (D-Tenn.) put a similar bill before the Senate with the endorsement of 21 Democrats and 1 Republican (Jacob Javits, N. Y.). Senator Kefauver introduced similar bills in 1959 and 1961.

The new agency would be headed by a consumers' council appointed by the President with the approval of the Senate. The council would represent consumers before other agencies and federal courts, hold annual consumers' conferences, disseminate information to the public and make surveys. It would not have the authority to test products

to determine their relative merits.

Constant Thorn ■ Senator Kefauver said the function of the Office of Consumers "is daily to be a burr in the hides of government officialdom, to get important consumer issues raised and to aid in their settlement in such a fashion that consumer interests will be heard and taken account of." In introducing his bill, Senator Kefauver described how various government agencies are not protecting consumers.

The FCC, he said, regulates telephone, telegraph, radio and TV but makes vital decisions "upon reports or records developed by private, vested interests with no coordinated voice of public concern, except that which might be rendered by commission counsel. . . The existence of 'house counsel' built into the establishment and guided by its policy does not assure adequate legal protection for the consumer," he said.

In the daily decisions of the FCC and other agencies "the interest of the public has been virtually obscured and forgotten," Senator Kefauver charged. "Too often these agencies have become arbiters of intra- or inter-industry dis-

Rogers opposes fees

Representative Walter E. Rogers (D-Tex.) has followed up his opposition to the FCC's license fee plan with legislation which would prevent the fee schedule from going into effect Jan. 1 without specific congressional authority.

Chairman of the House Communications and Power Subcommittee, Representative Rogers has introduced H.R. 6697 which grew from his contention that the FCC seems to be operating on the basis of inferred authority (BROADCASTING, May 27).

putes. More often than not the issue of whether a decision accords with the interests of the public is never raised."

Multiple ownership law change called unfair

Storer Broadcasting Co. has opposed the FCC's proposed rulemaking to change its multiple ownership rules on the grounds that it would violate the public interest, the law, and discriminate against the small group of broadcasters owning the full quota of stations.

The commission's proposal would require licensees with the maximum number of stations allowable under the rules to divest themselves of one of those facilities before applying to purchase or construct another (BROADCASTING, Feb. 8).

Storer said broadcasters wishing to improve their service would first have to take a "cutback—for an indefinite period—to less than the facilities allowed to all others." This would injure the licensee and the public, Storer contended. There has been no indicated need for the rulemaking, Storer said, and pointed out that there have been no violations of the public interest under existing rules.

Storer argued that the FCC's proposal would violate the national interest by curtailing economic growth. It would also discourage licensees from attempting to provide better service, Storer said. Storer further argued that the proposed changes are not necessary to carry out the commission's function.

Smoking bill introduced

Senator Frank E. Moss (D-Utah) last week offered legislation which would bring smoking products under the jurisdiction of the Food and Drug Administration. The bill, S. 1682, was co-sponsored by Senator Joseph S. Clark (D-Pa.) and is similar to H.R. 5973, introduced by Representative Morris Udall (D-Ariz.) (BROADCASTING, May 6).

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Success stories? A community college, a new hospital, improved highways.

Community selling--the kind of selling that makes Les Biederman's stations successful in selling your products.

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual food sales of \$153,529,000.

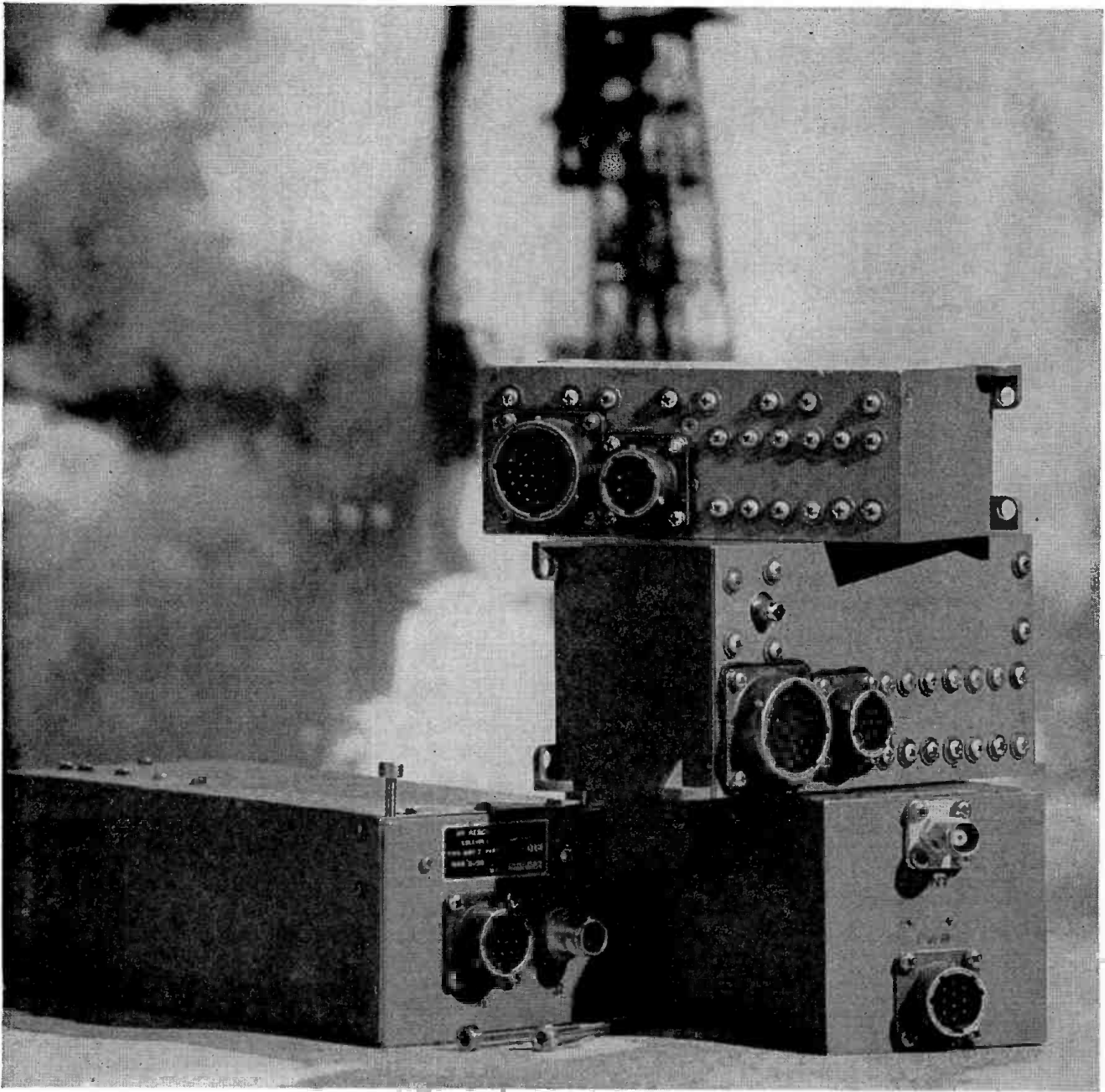
The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

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



They didn't go with Cooper

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FIRST WITH

2



Is this the final word from Newt?

SWAN SONG LETTER TO KENNEDY RECOMMENDS FCC REORGANIZATION

A strong argument for one-man control of U. S. communications was made by its retiring chairman on his last day in office.

Former chairman Newton N. Minow sent a letter to his boss, President Kennedy, urging the end of the multi-member commission and recommending that the functions of the FCC be divided between a single administrator and an administrative court.

The administrator, according to Mr. Minow, would set policy and oversee regulation. The court would hear comparative cases and perform other judicial functions.

Mr. Minow talked of these reforms in his speech at the NAB convention last April. He also expressed similar ideas in an interview last month

(BROADCASTING, May 20).

The White House is giving serious study to the proposals, it is understood.

Mr. Minow's successor as chairman, E. William Henry, almost immediately seconded one aspect of the recommendations. He agreed with Mr. Minow's suggestion that an administrative court should hear adjudicatory cases.

In an interview over CBS-TV's *Portrait* June 5 (see story below), Mr. Henry said:

"The only suggestion that I think is worthwhile to give it [the FCC] more rigidity in the sense of established standards and policies that wouldn't change with changes in personnel and more continuity would be to separate some of the functions, let's say the judicial, judge-making functions, away into a

court in the same way as the Internal Revenue Service does the policy and executes the laws and the tax court handles the judicial cases. I think there's some merit in the suggestion."

Mr. Minow's proposals came close to those offered early this year by Washington attorney Leonard H. Marks and a special committee of the Federal Communications Bar Association (BROADCASTING, Jan. 28). They came even closer to a ripper bill drafted back in 1958 by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, but never introduced (BROADCASTING, March 17, 1958).

Mr. Marks recommended that the FCC be sliced into three parts—a single administrator to enforce the rules and

CBS-TV audience gets a 'Portrait' of Henry

FCC Chairman E. William Henry, appearing on CBS-TV's *Portrait*, broadcast last Wednesday 7:30-8:00 p.m., said that in the last few years the FCC has become increasingly "aware of its responsibility to enforce its rules." Mr. Henry was interviewed at his home by Harry Reasoner, CBS news correspondent.

Mr. Reasoner began his interview with a reference to former FCC Chairman Newton N. Minow's com-

ment that when Mr. Henry became chairman, broadcasters would look on Mr. Minow's "tenure as one of benevolence. Does that mean you're a pretty tough man in this job?" Mr. Reasoner asked. Mr. Henry replied "that many broadcasters would think that I would be as tough" as Mr. Minow, and said that he intends to see that the rules are enforced.

Mr. Henry later said that "the FCC through the years has not been

as alert to enforcing its rules strictly, as strictly, as it should have. . ." Mr. Henry then said that "in the last few years the commission has become quite aware of its responsibility to enforce the rules. Broadcasters, many good broadcasters have encouraged us to do so and I think that stricter enforcement has resulted in several licenses being revoked."

In answer to a question by Mr. Reasoner, Mr. Henry said that he did not feel the FCC needed more than technical changes in the law, and that the agency has "what I would consider, full jurisdiction" over the broadcast industry. Mr. Henry said that the FCC can't control the networks directly, but can control affiliates as licensees.

Steady Improvement ■ Mr. Reasoner asked if the chairman thought there had been changes in television since Mr. Minow's wasteland speech. Mr. Henry said that he has been told, and plans to check it out himself, that television has "three times as much public affairs programming now for the '62-'63 season . . . as it did in '59 and '60." He added that this is an improvement and that it is the commission's job to see that it continues, and not merely to flare up whenever the chairman makes a speech.

Mr. Henry suggested that the commission could obtain more stability in policy if some of its functions were separated, "let's say the judi-



Harry Reasoner (l) and Chairman Henry
At "Portrait" in Mr. Henry's home

regulations, an administrative court to render judicial determinations, and a five-man, bipartisan FCC to set policy. Mr. Minow did not recommend a policy body.

Dill Bill ■ The 1958 Magnuson bill would have abolished the FCC and set up a single administrator and a court to hear appeals from the administrator's decisions. It was recommended by ex-Senator Clarence C. Dill (D-Wash.), one-time chairman of the Senate Commerce Committee and co-author of the Radio Act of 1927 and of the Communications Act of 1934. It was suggested at the time the Mack-ex parte scandals were being publicized by the House Commerce Committee's Legislative Oversight Subcommittee and Representative Oren Harris (D-Ark.).

All In One ■ Ever since its establishment in 1934 the seven-man FCC has set policy, investigated complaints, decided whether to issue a hearing notice, prosecuted cases and rendered decisions.

For almost two decades this some-

cial, the judge-making type functions away into a court." This suggestion was made by former Chairman Minow, in a letter to President Kennedy (see story on adjacent page).

In reference to the FCC's recent decision outlawing network option time (BROADCASTING, June 3), Mr. Henry said that it enabled the commission to attempt to curtail some of the network domination of the sources of program supply. He said that perhaps this would encourage more syndicated and local live programming. Mr. Reasoner asked if this was not "a back door way of controlling the networks" and wouldn't it be better to have legislation enabling FCC to directly control the networks. Mr. Henry said such legislation has been sought, and that it would be helpful if the FCC could require the networks to give it certain statistical information.

Mr. Henry stated that he felt that advertiser influence over what goes on television is waning. The FCC has the right to be interested in what influences the advertisers yield, he said. But Mr. Henry added that he wouldn't want to see advertising divorced from television. Mr. Henry said he was opposed to any government support of networks, or the operation of its own.

In closing Mr. Henry said that one way to get more diversity in television is through more stations, and that more stations are needed.

times contradictory and admittedly unfair role has been opposed by students of administrative law. They have attacked the same dichotomy of functions by other regulatory agencies (Federal Trade Commission, Federal Power Commission, National Labor Relations Board).

The question was first raised almost 20 years ago by the attorney general's committee whose study resulted in the Administrative Procedure Act of 1946.

It was raised again by the first Hoover Commission in 1949 and again by the second Hoover Commission in 1955.

Elements of these objections became a significant part of the 1952 McFarland amendments to the Communications Act; particularly the separation of staff and commission members.

In 1959 the subject reached public debate stage when Louis J. Hector, retiring from the Civil Aeronautics Board, told President Eisenhower that regulatory organizations could not do their jobs properly because of unwieldy organization and contradictory functions.

He recommended that the policy-making and regulatory functions of agencies be handled by the executive branch; adjudicatory functions by a special appeals court (BROADCASTING, Oct. 19, 1959).

In 1960, former Harvard Law School Dean James M. Landis in a report to the President-Elect, singled out the FCC for its poor record of efficiency and blamed it on the lack of time for the commissioners to perform their policy-making functions.

An executive order embodying some of Dean Landis's recommendations, particularly those giving the FCC chairman more power in running the commission, was vetoed by the House of Representatives in 1961. The House passed its own bill to give the FCC more efficiency later that year.

Action Now ■ In suggesting that the FCC be divided into two parts, Mr. Minow emphasized that the single administrator could do an effective policy-making job. "The multi-member agency has great difficulty resolving differences among the members in their approach to basic policies," he said. What happens, he added, is that policy is not formulated, it is postponed, and comes about through case-by-case decisions "which all too often means inconsistent decisions with the public and the regulated industry not knowing the ground rules."

As an example of how this might work, Mr. Minow used the comparative hearings. Through the years, he explained, the commission has evolved "an elaborate set of comparative criteria as guideposts in selecting the applicant which would best serve the public interest." But despite these criteria,

he added, "I think it is largely true that the commission has failed to develop any coherent policy in the comparative field."

He continued: ". . . my point is that coherent policies should be developed and that those policies should then lead, logically and consistently, to a fairly predictable pattern in the comparative field."

If there were a division of functions, Mr. Minow stated, "The administrator would have . . . to articulate effective, logical policies or the administrative court would be at loss in deciding the comparative case. And the court would have long ago established a coherent line of comparative decisions, rather than an unpredictable crazy-quilt pattern."

A special advantage to having a single administrator, Mr. Minow stressed, would be better policy-making coordination in the executive department of the government. The field of space communications is one example of this need, Mr. Minow pointed out; it requires policy planning not only by the FCC but also State and Justice Departments, National Aeronautics and Space Administration and the Bureau of the Budget.

Administrative Court ■ "It is clearly desirable," Mr. Minow said, "to separate the prosecutory function from the function of judging." An agency, he added, should not be called upon to investigate a possible violation, "to become steeped" in all kinds of reports and then to judge the merits of the case. This isn't fair, he said.

The establishment of an administrative court, Mr. Minow said, would make for improvement in the whole decisional process. Commissioners, he said, "cannot spend several weeks analyzing the record of a case and drafting their own opinions [like a judge]—the work of the commission would grind to a stop if they did so. As a result, the commissioners determine the case largely upon the basis of the staff analysis and oral argument and adopt an institutional decision prepared by the staff."

And it would, in his view, lead to a better formulation of standards. This would come about, he explained, not only by the requirement that the administrator lay down definitive and clear policies in order for the court to follow them, but "the court could be expected to apply these policies in a meaningful manner which would build up a body of meaningful precedents."

Nix Parte ■ By having hearing cases heard by a court, separate from the other functions of the FCC, the problem of off-the-record contacts may disappear, Mr. Minow suggested. "Those who make policy and regulate must necessarily have frequent contact with the industry," Mr. Minow said, "in order

to be well informed. Under the present system, the possibility of improper influence or at the least of charges of such influence is always present. The administrative court, made up of jurists having *only* judicial functions, would not be a similar breeding ground for the *ex parte* contact."

Responding to the fear that he may be a czar, that he will be effective and make policy, Mr. Minow said: "All I can say is that I hope so."

He said he couldn't see how any one executive could assume control over the industry being regulated. "His authority is prescribed by law. . . . If he attempted to do so [go beyond the law], Congress and the courts would quickly check the transgression."

Replying to the fear that a change in the structure of the FCC may lose the expertise built up in a body of seven commissioners, Mr. Minow claimed there would be a gain; an administrator and members of a court usually stay longer than the average of the "present agency chairmen and members."

Mr. Minow acknowledged that there might be some friction between an administrator and an administrative court over policy. But countering this, he added, are two good results: (1) the

court should make policy if the administrator fails to do so, or if the administrator feels policy should be evolved through court decisions and (2) this would occur because the administrator's policies are not clear and explicit.

Opposes Troika • In opposing the proposal advanced by Mr. Marks that the commission be divided into a three-part body (administrator for investigation and enforcement; administrative court for hearing cases, and a five-man bi-partisan commission for policy), Mr. Minow declared that the functions of the agency cannot be "so neatly compartmentalized." He expressed fear that "sooner or later" friction and stalemate would be almost inevitable.

Although he advanced no details, the outgoing chairman suggested, as one example, that the handling of cases involving political broadcasts (Section 315) or the fairness doctrine of the commission be given to the court rather than to the administrator who is primarily a member of the executive.

Some of the policy decisions which should be faced and made promptly, Mr. Minow noted, involve such questions as the merger of international telegraph carriers, or whether there should be a single or unified U. S. international common carrier.

SENATORS SEEK REVAMPING, UPDATING

Long, Dirksen cite inadequacy of present legislation

At about the time President Kennedy was asked by former FCC Chairman Newton N. Minow to consider a complete revamping of the commission (see page 62), the Senate was asked by several of its members to take a look at legislation intended to improve administrative procedures and revise information practices in all agencies.

Senator Edward V. Long (D-Mo.), chairman of the Subcommittee on Administrative Practice and Procedure, and Senator Everett McKinley Dirksen (R-Ill.), ranking Republican member, shepherded three bills in the reform direction Tuesday (June 4):

S. 1663—to amend the Administrative Procedure Act of 1946 which "was a great step forward; but . . . under the relentless pounding of the proliferating administrative agencies and their ever-increasing workload, much that it attempted to do has been washed away," said Senator Long.

S. 1664—to establish a permanent administrative conference. The bill was drafted with the help of Judge E. Barrett Prettyman, who was chairman of a temporary conference last year. Judge Prettyman then recommended that the President provide "means by which agencies in the federal government may cooperatively, continuously and critically examine their administrative process

and related organizational problems" (BROADCASTING, Jan 14).

S. 1666—to revise Section 3 of the procedure act. This provision governs information practices of the independent regulatory agencies and several other executive agencies. ". . . Time and interpretation have shown that it is woefully inadequate today," said Senator Long.

Still No Statute • Congress has flirted for years with freedom of information legislation, but has not yet come up with a statute that has knocked down the obstacles which from time to time thwart congressmen and the public.

The House Foreign Operations and Government Information Subcommittee has handled many of the Congress' information problems for the past eight years, but it has chosen negotiation and persuasion in preference to the adoption of a freedom of information bill.

One source close to the House subcommittee said last week that if the Senate were to consider the Long bill, it might hesitate over a provision which would exempt from access, matters relating "solely to the internal workings of an agency." Such a provision might be so ambiguous that it would defeat the intent of the legislation, it was suggested.

Governments parley set for Telstarcast

CBS has announced plans for a unique international *Town Meeting of the Air* telecast live on July 10, using the Telstar II communications satellite and linking two cities in Europe with one in the United States.

Dr. Frank Stanton, president of CBS, who first proposed such a telecast last October at a meeting in the United States of the European Broadcasting Union, last week disclosed the details of a cable he sent to the EBU's President, Olaf Rydbeck of Stockholm.

Dr. Stanton said CBS-TV plans a live telecast of the conversation at 4-5 p.m. EDT and a repeat telecast of a tape that evening at 7:30-8:30.

Participants who have accepted are former President Dwight D. Eisenhower; former Prime Minister of the United Kingdom, Anthony Eden, now the Earl of Avon, and Jean Monnet, generally regarded as the architect of a policy for Europe's unification. A fourth participant may be added, Dr. Stanton said in inviting the suggestions of the EBU's President Rydbeck.

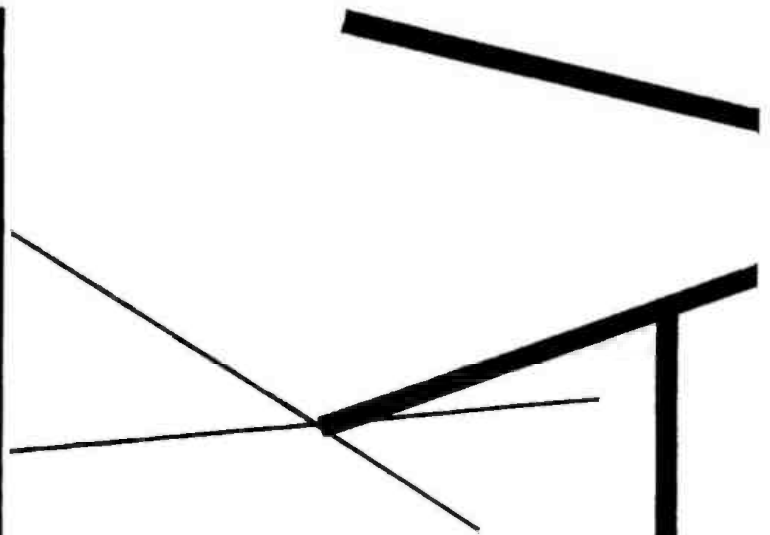
Dr. Stanton said that General Eisenhower would participate from Gettysburg or Denver, the Earl from London, and Mr. Monnet from Paris or Brussels. Fred W. Friendly of CBS will serve as the network's executive producer, and EBU was asked for its interest in and plans for taking part in the telecast. EBU also was asked to designate a program coordinator.

At the time of his proposal, Dr. Stanton had noted before the EBU that CBS was already studying technical conditions (the orbital path of Telstar and the duration of use) for a telecast this spring on the first anniversary of Telstar I. Since Dr. Stanton made his proposal, however, Telstar I has become inoperable and Telstar II has been placed in successful orbit and has been operating. Dr. Stanton had told EBU's delegates that the telecast "will be frankly experimental, but we hope that it will set a pattern or at least establish a precedent for broadcasts of similar intent in the future."

Who needs the beeps? Not newsmen, says NAB

The National Association of Broadcasters last week requested that the FCC allow broadcasters to eliminate the warning beeps from recorded telephone conversations if the recording is of a newsman phoning in a story or a listener calling in to air an opinion.

The FCC's 1947 decision that such



CHECKMATE

...one of 268
syndicated
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which use*

BMI

*licensed music
and were
telecast locally
during the past year*

**out of a total of 390
syndicated TV film series*

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beeps should be used was adopted by AT&T, the NAB noted, in order to protect the privacy of telephone users. The association "supports the general proposition that the recording of telephone conversations should only be done with the knowledge and author-

ization of the parties to the call," NAB said. But when the parties have full knowledge "it is unreasonable and unnecessary to require a warning mechanism."

The beeps, NAB argued, are annoying and distort the recording when later

broadcast.

Newsmen are certainly aware that their conversations may later be aired, the association said, and the same holds for those who call an announced phone number for the purpose of talking on the air.

Suspension of 315 in '64 still doubtful

PERMANENT REPEAL REMAINS FAR BEYOND BROADCASTERS' HORIZON

The House Commerce Committee reported its approval last week of a resolution to suspend the equal time requirements of the Communications Act for the presidential and vice presidential campaigns next year.

Four members opposed the measure in minority views that because broadcasters have shown they probably will use the suspension as a device to bolster a move for repeal of Section 315 (BROADCASTING, June 3). If Congress adopts the resolution it should state that "such a suspension should not be construed as signaling any intention . . . to entertain further suggestions for repeal . . ." the four warned.

The Rules Committee has been asked to clear the proposal for action on the floor, but a hearing on the request is expected to generate considerable attention from the committee's members and other congressmen. The rules unit earlier this year pigeonholed a resolution to give cameras and microphones access to some public House committee meetings (BROADCASTING, March 18), and several members have warned that broadcasters haven't shown that they can be trusted to be fair in political campaigns.

The commerce report said the suspension would help provide better television and radio coverage. "In the absence of such suspension presidential and vice presidential candidates representing minor and splinter parties would be entitled to broadcast opportunities equal to those granted to such candidates of the major political parties, thereby inhibiting to some extent adequate coverage of the major candidates in the campaign," the majority said.

Meanwhile, the FCC last week approved a report on the 1962 experience with Section 315 (see page 52).

That Minority ■ Although only four members signed the minority views, their thinking is understood to be more widely supported on the committee than that number would suggest. And who these signers are is important: Representatives John B. Bennett (R-Mich.), ranking Republican; John Bell Williams (D-Miss.), ranking Democrat

behind Chairman Oren Harris (D-Ark.); J. Arthur Younger (R-Calif.), ranking GOP member of the communications subcommittee; and Samuel L. Devine (R-Ohio).

Other members have indicated privately that they are willing to go along with a temporary suspension, as they did in 1960, not because they really favor the idea but because they believe the 1960 suspension might not have been an adequate trial.

But many are convinced Section 315 is an extremely valuable safeguard in their campaigns. Enough congressmen inside and outside the committee have scars from unpleasant scrapes with broadcasters—whether justified or not—that they will be able to paint nightmarish portents for their colleagues if an effort is made to repeal the section after 1964.

Evidence of this undercurrent is the eagerness with which the committee is looking forward to a hearing on editorializing which Representative Walter E. Rogers (D-Tex.) plans for next month (BROADCASTING, June 3, May 27). The sessions are expected to take a most critical look at editorials which support political candidates. Some members are ready to back a bill—not yet offered, but coming—to ban political endorsement editorials.

Hearing Possible July 15 ■ Representative Rogers, chairman of the Communications and Power Subcommittee, said last week he hoped he might open hearings about July 15.

Committee members are concerned, he explained, that editorials backing candidates should either be banned or broadcasters should be required to provide equal time for replies. And equal time is often inadequate to answer complicated charges which can be raised in a brief, pointed editorial, another member said.

Support for the editorial hearing has not formed along partisan lines. Republicans and Democrats went on the record during the equal time hearings in March and made it clear they are concerned about broadcaster responsibility to be fair (BROADCASTING, March 18, 11).

"A license renewal each three years

is no defense against the mischief possible under such conditions" [where broadcasters endorse political candidates], the minority said last week.

"Damage done cannot be undone and history indicates that the probabilities of the loss of a license are too small to create a deterrent."

Listeners protest KWK's revocation

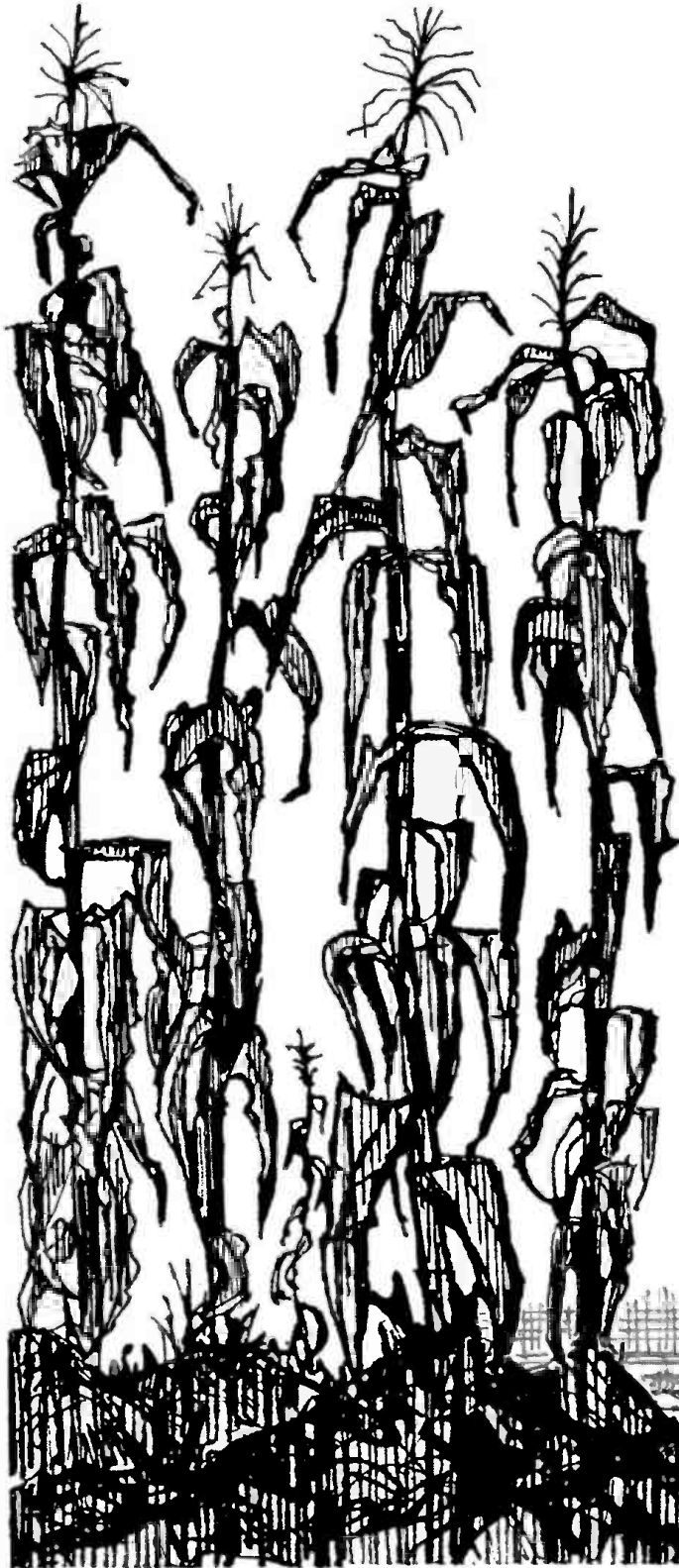
The FCC's recent revocation of the license of KWK St. Louis was the target of incensed KWK listeners as the commission received more than 60 letters pleading for or demanding reconsideration of the death penalty. There were only two comments favoring the commission's decision.

The KWK license was revoked because, the FCC said, the station conducted fraudulent contests (BROADCASTING, June 3). The FCC found KWK guilty of conducting treasure hunts in which general manager and vice president William Jones Jr. (who was mistakenly reported as deceased in the June 3 issue of BROADCASTING) did not hide the treasure until the last day of the hunt. The station also conducted a "Bonus Club" in which a "millionaire's vacation" was awarded to several persons, causing them what the FCC called gross inconveniences.

The letters which the commission received last week came from a wide spread of the St. Louis citizenry. The opinions of doctors, clergymen, businessmen and interested listeners in general were heard. The general tone of the comments was that KWK should not be held responsible at this date for the transgressions of the rules which occurred three years ago. Many of the letters suggested that it should be the former general manager who is punished and not the licensee.

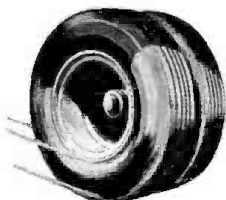
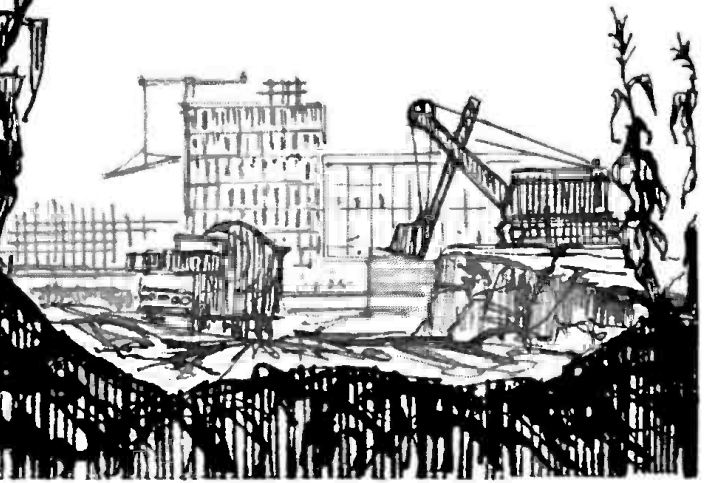
The commission's revocation decision was contrary to the latter argument. The agency said that a licensee must be held responsible for the action of a station manager, a policy established in the revocation of the license of KRLA Pasadena, Calif.

The Innocent Ones ■ One letter told the commission that "only the innocent



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WESTERN ELECTRIC'S NEW ENGINEERING RESEARCH CENTER

The job of Western Electric's new Engineering Research Center near Princeton, N. J., is to invent or develop better ways of making communications products. A significant step forward in Western Electric's manufacturing research and development program, the Center is the culmination of more than 5 years of planning and growth. Started with a group of 12 assigned to study basic manufacturing principles, the Center employs over 300 men and women, and by late 1963 some 340 will be working in the two new buildings.

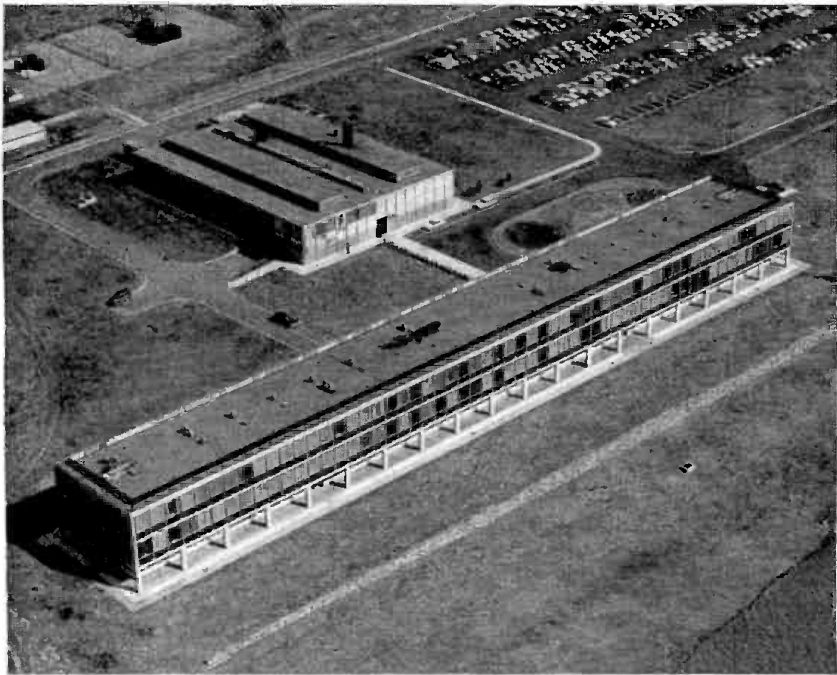
In dealing with basic problems in manufacturing tech-

niques, the Center works closely with engineers from the 13 major W.E. plants and with Bell Telephone Laboratories, which designs and develops Bell System communications products. This integrated teamwork makes it possible for designs and ideas to be translated into useful manufacturing applications quickly and efficiently. In this way, Western Electric engineers help the 21 Bell telephone companies to continue to provide their subscribers with the finest, lowest-cost communications services in the world.

We work best because we work together.

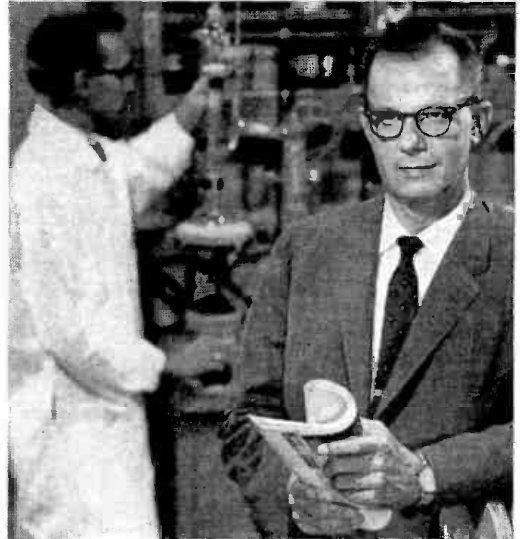


New Trainee Stereo Microscope was developed at the Engineering Research Center by Richard Dyer, a Research Engineer. Two sets of eyepieces and an intricate optical system allow two people to examine an object simultaneously and see an identical view. The trainee microscope provides an efficient, economical way to instruct W.E. plant personnel in the assembly of transistors and other solid state devices. Richard Dyer, left, tries out the scope with Technical Assistant Ronald Carter.



Many Kinds of Laboratories are housed in the larger of the two buildings at Western Electric's new Engineering Research Center... metallurgical, electronic, chemical, physical and mechanical. Also included are administrative offices and an extensive technical library. The second building contains additional laboratories and a power plant.

Director of the Center Dr. Glen R. Simmons, in describing the function of Western Electric's Engineering Research Center says, "The Center has three basic goals: increasing the engineering capability of the Company; establishing a source of fundamental manufacturing knowledge; smoothing the transition between product development and manufacture. In achieving these goals, we will help the Bell System meet America's ever-growing communications needs."



Latest Analytical Techniques are employed at Western Electric's new Engineering Research Center. In the Analytical Laboratory, Senior Research Chemist Dr. Lawrence Morgenthaler aligns an X-ray diffraction camera in an X-ray beam to determine the spacing between atoms in a crystalline material under investigation.



2-Year Master's Degree Program is given at the Research Center in cooperation with Lehigh University. Selected engineers from Western Electric plants across the country are enrolled in this program as a part of their training and development. The picturesque remodeled farmhouse (shown above) is adjacent to the new Center and houses classrooms and laboratories for the sixty Western Electric engineers in the program. Purchased with a 192-acre parcel of land five years ago, the farmhouse served as the original home for the Center.



people will suffer." The author said that most of the KWK personnel that ran the station at the time of the fraudulent contests had been dismissed, and that those now employed were innocent. Another letter vehemently asked "What the hell do you [FCC] think you're doing by taking KWK off the air?" The author described herself as a veteran of three years in broadcasting. Another calmly pleaded, "Please don't take KWK off the air."

Of the two letters praising the commission decision, one said that KWK provides "no useful public service" and also recommended that two other St. Louis radio stations have their licenses revoked. The other expressed concern that the FCC's image among broadcasters might be hurt by the revocation decision and suggested that a fine might stand the commission in better stead.

KWK's attorney Robert M. Booth said last week that the station still planned to actively oppose the revocation, but he did not divulge any specific plans. FCC Commissioners Rosel H. Hyde

and Robert E. Lee, who opposed the revocation, have suggested that if KWK were to waive the statute of limitations, which prevents the FCC from invoking a 1960 amendment to the rules allowing for fines to be given, perhaps a less stringent punishment could be given. Mr. Booth had no comment on this suggestion.

The Missouri House of Representatives voted a resolution Thursday (June 6) asking the FCC to review its final decision to revoke the license of KWK. The resolution asked that "some lesser punishment be exacted."

The resolution was passed by a voice vote without any opposition when introduced during the afternoon session by State Representative Harry Raiffie (D-St. Louis) after he had obtained suspension of the House rules under emergency provisions. The resolution said KWK "represents a valued and unbiased medium for the airing of editorial appraisals and opinions concerning vital issues "of the city and state as well as the nation.

The suspension of KWK also would

"deprive the citizens of the St. Louis metropolitan area of an influential and respected medium of public affairs presentations," the resolution noted. KWK has presented frequent editorials since August 1961.

A LITTLE 'GIVE'

NCTA is making the bid but FCC is standing pat

Representatives of the National Community Antenna Association have indicated a willingness to "give" a little in order to reach agreement with the FCC on draft legislation giving the commission authority to regulate CATV systems. The commission, however, appears in no hurry, to agree.

Along with the new NCTA approach, the FCC is studying the question of whether it has authority under existing legislation to regulate CATV systems.

In a meeting with a panel of three commissioners last week, NCTA of-

Representative Harris finally gets his award

The Broadcast Pioneers presented Representative Oren Harris (D-Ark.) with a special citation last week

honoring his achievements as chairman of the House Commerce Committee.



The Broadcast Pioneers' bronze plaque was too heavy (42 pounds) to hand to Oren Harris in the usual way, but two Pioneers tried to help him carry his trophy home. (L-r) Representative Harris, Ward Quaal,

president and general manager, WGN Inc., Chicago, and Paul W. (Fritz) Morency, Pioneers Hall of Fame and awards chairman and president, Travelers Broadcast Service Corp., Hartford, Conn.

Representative Harris "is always fair, always determined and always honest" in his search for truth, said Ward Quaal, WGN Inc. and Pioneers' president. More than 200 persons connected with broadcasting paid tribute to Representative Harris at a luncheon given Thursday (June 6) by the Pioneers' Washington chapter. Frank V. Fletcher, Washington communications attorney and president of the chapter, presided.

In accepting the award, the man who has led investigations into payola, rigged quiz shows, ex parte commission contacts and the inadequacies of broadcast ratings, said, "I can recall some experiences of looking down into the glowering expressions of broadcasters . . . [but] I have tried . . . to be firm in our responsibility . . . [and] if our committee has not at all times been tolerant and fair, it's not because we haven't tried."

Glancing toward FCC Chairman E. William Henry and several commissioners in the audience, Representative Harris declared, "I think overall . . . broadcasters are doing a fine job for the American people."

The Pioneers had planned to present their award in April at the Peabody Awards dinner in New York, but rescheduled the ceremony for last week when committee business prevented Representative Harris from leaving Washington.

officials offered, as a talking point, a proposal under which the commission could protect from CATV competition one or more stations "in the same community"—not market—as the system involved.

The main sticking point in NCTA-FCC talks had been the number of stations to be afforded protection. The NCTA had insisted on one at a time; the commission on as many in a market as need help.

The proposal wouldn't limit the FCC's authority to stations in the same community. The commission could bring under its wing those outside the community that, on a case by case basis, were able to prove economic injury.

How Much ■ Another point of difference involves the extent of protection to be afforded. Both sides agree that the commission should be authorized to require the CATV system to carry without degradation the signals of those stations that request it. They also agree that the commission should be authorized to prohibit a CATV system from duplicating a station's programming with offerings from an outside outlet.

But NCTA officials are insisting that only simultaneous duplication be subject to restriction. The commission feels some stations might need protection from duplication of their programs for a period of several weeks before and after they broadcast them.

NCTA officials said last week that the proposal doesn't represent an official association position. The NCTA board was to discuss it this week at the association's convention in Seattle (see story, page 43).

More Study ■ The commission, at its meeting last week, decided to take no action on the NCTA proposal. The staff will continue to study it, along with the theory that the commission already has jurisdiction over CATV systems.

Some FCC lawyers have long held this position. But there is also the realization that if the commission should attempt to assert this jurisdiction—and lose on the court appeal that would surely be taken—it would be left with nothing.

The FCC's general counsel's office is making a study of this question for presentation to the commission.

Whether or not it has this jurisdiction, the commission has been buoyed by the U. S. Court of Appeals decision last month upholding the FCC's authority to protect stations from CATV systems served by common carriers relaying signals by microwave (BROADCASTING, May 27).

The decision is also seen as removing any doubts about the commission's

authority to condition microwave grants in the business radio service that would be used to serve CATV systems. A rulemaking to protect stations from systems served by business radio licensees is outstanding.

This leaves outside the FCC fold about two-thirds of the CATV operators, those who pick up signals off the air and transmit them by cable to subscribers.

The CATV operators are willing to accept some form of legislation in order to have the federal government

preempt the field from state and local governments that have been passing laws of their own to regulate the systems.

Participating in the NCTA-FCC meeting last week were, for the commission, Robert T. Bartley, Frederick W. Ford and Kenneth A. Cox; and for the association, Glenn Flinn, chairman; William Dalton, president; Robert L'Heroux, general counsel; E. Stradford Smith, attorney; and A. J. Malin, Bruce Merrill, Gene Schneider, and Robert Clark, CATV operators.

LETTER WRITING GOES ON

FCC inquiries on local live programming to continue under slightly modified system

The FCC has re-established its policy of sending letters of inquiry to license-renewal applicants that fail to provide what the commission considers sufficient information on their local-live programming. But some commissioners insist that the policy has been modified to meet criticism that the agency is attempting to require such programming in prime time.

The revival of the policy was evident last week when the commission, after deferring the renewal applications of WCBS-TV New York, WAST(TV) and WTEN(TV), both Albany, and WKBW-TV Buffalo, sent them letters asking for detailed descriptions of their policy on local live programming (CLOSED CIRCUIT, June 3).

The letters were similar to those sent last month to five New England stations whose licenses have been deferred because of the programming question (BROADCASTING, May 27). Moreover, the staff has now been authorized to dispatch such letters without first obtaining commission approval.

Chairman E. William Henry said last week the stations being queried have not submitted enough information "for a judgment that renewal would be in the public interest."

Need More Details ■ The applications indicate how much over-all local live programming was done and state that a policy of preempting network shows for local programs is followed. But, Chairman Henry said, "they don't say what that policy is or specify the programs preempted and those shown."

The commission had called a halt to inquiries on local live programming last December, after the staff was disclosed to have sent a series of letters to some 70 Far West stations (BROADCASTING, Dec. 3, 1962). Some commissioners expressed the view that those letters amounted to FCC dictation that the stations program local live shows in prime

time. The commission subsequently instructed the staff to renew the licenses in question without further inquiries (BROADCASTING, March 18).

This action was interpreted as a commission directive to the staff to stop questioning renewal applicants about local live programming in prime time. Three weeks later, however, the commission began reversing itself again when it voted to hold up the renewal applications of the New England stations because of the so-called "6-11 p.m." question (BROADCASTING, April 11).

Some staff members are known to feel that the resumption of the letter-writing campaign is a vindication of the practice they had been following. And this feeling is shared, if unhappily, by Commissioner Rosel H. Hyde, who strongly disapproves of the letters.

In dissenting to the deferral of the New England stations' applications, he said the inquiries about their programming "apparently stems from concern" as to whether the stations' local live programming practices "between 6 and 11 p.m. are satisfactory to the commission."

Ford's View ■ But other commissioners, notably Frederick W. Ford, feel an important change has been made in that the letters place no emphasis on prime time. He had voted against deferring the New England stations. He had also opposed the letters prepared by the staff—until the commission accepted a version he himself largely drafted.

He feels the commission may properly question licensees about their local live programming, provided "we don't indicate what we want the broadcaster to do." He said the commission shouldn't attempt to substitute its judgment for that of the broadcaster.

The letter, based on the commission's 1960 policy statement on programming,

Supreme Court remands TV confession case

Because a local television station broadcast a "confession" of an alleged bank robber who killed one person, the U. S. Supreme Court last week remanded the case back to a state court with instructions to approve the defendant's plea for a trial in another locale.

Associate Justice Potter Stewart, writing for the majority of seven justices, said the purported confession, which was broadcast three times to Lake Charles, La., televiewers about two months before the trial, made it impossible for defendant Wilbert Rideau to receive a fair trial.

The 21-year-old Negro was convicted in 1961 of the bank robbery, abduction and murder. He was interrogated by the sheriff of Calcasieu parish the day after his arrest, during which he admitted the robbery, kidnaping and murder. This was filmed by KPLC-TV Lake Charles and broadcast that same day and for two days following. An estimated 106,000 people saw the film.

In his decision, Justice Stewart said:

"... For we hold that it was a denial of due process of law to refuse the request for a change of venue, after the people of Calcasieu parish had been exposed repeatedly and in depth to the spectacle of Rideau personally confessing in detail to the crimes with which he was later to be charged. For anyone who has ever watched television the conclusion cannot be avoided that this spectacle, to the tens of thousands of people who saw and heard

it, in a very real sense was Rideau's trial—at which he pleaded guilty to murder . . ."

Referring to a previous case in which a defendant was given a mock trial before the legal trial, Justice Stewart added:

"The case now before us does not involve physical brutality. The kangaroo court proceedings in this case involved a more subtle but no less real deprivation of due process of law . . . in this case the people of Calcasieu parish saw and heard, not once but three times, a 'trial' of Rideau in a jail, presided over by a sheriff, where there was no lawyer to advise Rideau of his right to stand mute."

Never Before ■ "The record shows that such a thing as this never took place before in Calcasieu parish. Whether it has occurred elsewhere, we do not know. But we do not hesitate to hold . . . that due process of law in this case required a trial before a jury drawn from a community of people who had not seen and heard Rideau's televised 'interview' . . ."

Dissenting from the majority viewpoint were Associate Justices Tom C. Clark and John M. Harlan.

Writing the dissent, Justice Clark contended that the majority opinion did not show a connection between the television broadcast and the defendant's trial.

"Unless the adverse publicity is shown by the record to have fatally infected the trial," he said, there is simply no basis for the court's inference that the publicity, epitomized

by the televised interview called up some informal and illicit analogy to "res judicata," making petitioner's trial a meaningless formality.

Circulation Questioned ■ An initial obstacle, Justice Clark declared, is in determining "the pervasiveness of the televised interview, since the circulation of a televised program is less susceptible of determination than that of a newspaper."

The number of people who reportedly saw the programs, Justice Clark pointed out, is based on an estimate, given by the station's program director, and "represents the typical number of viewers at the times when the interview was broadcast, as determined by a rating service which had conducted a sampling some months previous. . . ."

A second problem, Justice Clark said, is that there is no way of knowing whether the number estimated to have seen the broadcasts are mutually inclusive or represent different viewers on the different occasions.

He then alluded to the testimony of 29 of the 34 witnesses, and of three of the 12 jurors who had seen the telecasts, that the defendant could receive a fair trial, notwithstanding the broadcasts.

"... When the jurors testify that they can discount the influence of external factors and meet the standard imposed by the Fourteenth Amendment, that assurance is not lightly to be discarded," Justice Clark concluded.

He did say, however, that were this case in a federal court, he would join in reversing the decision.

asks for a statement of efforts made to determine needs for local programing, conclusions reached on how such needs should be met "in each segment of the broadcast day," and a description of the programs carried to meet those needs. The licensee is also asked his plans for local live programing in the ensuing license period.

'Series Eliminated' ■ Another modification in the practice that had been followed, officials say, is that the staff's authority to send letters on programing without commission approval ends with the first one. Chairman Henry said that if the station's first reply fails to satisfy the staff, the matter will be brought to the commission's attention before another inquiry is sent. "The series of letters has been eliminated," he said.

Chairman Henry said the policy of

sending inquiries on local live programing will continue at least until the commission adopts a revised program reporting form. It's hoped the form will be designed in a manner to elicit all the information the commission needs.

Work on revising the form has been underway for three years. But Chairman Henry last week said he thought the job would be completed "soon."

Last week, meanwhile, another set of letters on programing was dispatched—to WCBS-TV and two other New York city stations whose renewal applications are being deferred, WABC-TV and WPIX(TV). The question was what they had done to serve the local needs of their New Jersey viewers. This query grew out of the commission's action in 1961 in assigning the license of WNTA(TV) Newark to the now WNDT(TV), to the Educational Broadcasting

Corporation.

This had the effect of leaving New Jersey without a television station. No other VHF channels are allocated there, and the UHF's available are dark. Consequently, the commission at the time said stations in nearby states would be responsible, "to some extent," for serving the local needs of their New Jersey audience.

In its letters to the three New York City stations, the commission said it has been unable to determine from their applications how they have met this responsibility.

All-channel waiver

Television receivers manufactured for use in educational institutions have been granted a two-year exemption from the FCC all-channel receiver rules.

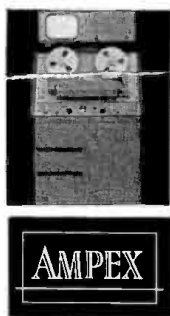
Commission rule, implementing leg-



What's the lowest-cost fully transistorized broadcast VTR*? **AMPEX VR-1100**

Now: any station can enjoy the advantages of Videotape*—with all the quality of Ampex. Reason: the new Ampex VR-1100—a transistorized broadcast Videotape Television Recorder that costs less than \$35,000. And here's what you get for the price: two speeds—7½ ips and 15 ips; recording time up to 3 hours; compatibility with all 4-head recorders; half the floor space of previous VTRs; half the weight; single camera production capability; low power

*TM Ampex Corp.



requirements; new convection cooling system; no need for blowers or special air conditioning in the station; minimal controls; low maintenance; superb reliability and performance. It's all in the Ampex tradition. For details on a complete production system, including Marconi 4½-inch image orthicon camera and accessories, call your Ampex representative or write: Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.

islation passed last year, requires that all TV sets manufactured after April 30, 1964, for interstate commerce be able to receive both VHF and UHF.

Commission, by 4-3 vote May 29, extended the deadline to April 30, 1966, for sets shipped to educational institutions, provided their shipping cartons are marked "For In-School Use Only."

FCC thus denied blanket exemption requests for institutional users in general. Purdue University and Georgia

State Board of Education requested exemption for school sets. Motorola asked that sets manufactured for schools, hospitals, motels, hotels and similar institutions be exempted.

Outgoing Chairman Newton N. Minow and his successor in that post, Commissioner E. William Henry, were joined by Commissioners Kenneth A. Cox and Rosel H. Hyde in majority. Robert E. Lee, Robert T. Bartley and Frederick W. Ford dissented.

Moss demands reply from Air Force—now!

WANTS INFORMATION ON APS' ACTIONS AT CRASH SCENES

Representative John E. Moss (D-Calif.) last week demanded an immediate reply from the Air Force explaining its failure to inform his subcommittee why military police have been told they may in some cases restrain newsmen in civilian areas.

Representative Moss said the Air Force has informed its military police that regulations prohibiting the use of force at accident scenes outside military jurisdiction are being revised and force may be utilized "to prevent the compromise of defense information" as a "last resort."

Having received no reply to his letters of last month, Representative Moss, who is chairman of the House Foreign Operations and Government Information Subcommittee, wrote Air Force Secretary Eugene M. Zuckert Wednesday (June 5) that failure to answer "will require public hearings by the subcommittee not only on the subject covered in the letters but also on the continued delay in responding to seri-

ous congressional inquiries."

The basis for the subcommittee's concern about military interference with newsmen is "a very disturbing trend" in incidents where newsmen have been obstructed from doing their jobs by military personnel acting in the name of "security" (BROADCASTING May 27, 13 and CLOSED CIRCUIT, April 15).

The incident cited in the subcommittee's most recent complaint involved the crash of a B-58 on private property in Indiana last fall (see photo).

Representative Moss' letter to Secretary Zuckert notes that the Air Force issued wallet-size cards to news photographers in 1958 which "excerpted Air Force Regulation 190-10 and pointed out that military police cannot use force against civilian photographers in civilian areas." The action followed a comprehensive subcommittee study, Representative Moss recalled.

He pointed out that the service ordered the cards withdrawn on Feb. 4 this year and advised its personnel that

the ban against force was "unrealistic."

Representative Moss asked Secretary Zuckert last week:

"1. What specific statute or executive order grants authority for Air Force military police to take police actions on non-military property?

"2. If civilian photographers resist military policemen using force against them in civilian areas, what is the nature of the charge which would be lodged against them?

"3. What criteria are employed . . . to determine whether classified information is aboard military aircraft which are forced down in civilian areas . . . ?"

The congressman also wrote Defense Secretary Robert S. McNamara last month inquiring about overall military policy in this area.

WCCET gets FCC support in bid for channel 9

The FCC last week backed the would-be educational applicant for channel 9 in Wausau, Wis., denying the request from commercial applicants Midcontinent Broadcasting Co. and Central Wisconsin Television Inc. that Wisconsin Citizens Committee for Educational Television Inc., be removed as a party in the proceeding.

Central Wisconsin is permittee of WCWT(TV) on channel 9 in Wausau and has applied for more time to construct the station and to assign the construction permit to Midcontinent. WCCET and WSUV-TV (ch. 7) that city, have opposed the applications, and charged Central Wisconsin with trafficking in construction permits (BROADCASTING, Jan. 28). WCCET would operate a noncommercial educational station on channel 9.

Central Wisconsin and Midcontinent had requested WCCET's removal on the grounds that it would expedite the conclusion of the hearing on their applications. They also said that the conduct of the educational group's attorney constituted contempt of hearing. Both charges were opposed by the FCC's Broadcast Bureau as well as by WSAU-TV and WCCET.

Hearing ordered on Relay license renewal

The FCC has ordered a hearing to determine if a renewal of the licenses of Teleprompter Transmission of Kansas Inc., a microwave relay feeding a CATV system in Liberal, Kan., also owned by Teleprompter Inc., would injure the operation of KTVG(TV) Ensign. At the same time the commission granted a Teleprompter application to extend in service to Beaver, Okla.

KTVG had requested that the Teleprompter applications be denied on the grounds that their operation threaten



Everyone "was acting in good faith," the Air Force said afterwards, but TV news photographers were restrained from taking pictures at the scene of a

B-58 crash on private property in Indiana last fall. Picture was furnished from a 16 mm film clip shot by WTHI-TV Terre Haute, Ind.

the existence of KTVC. Teleprompter replied that its operations did not threaten the Ensign station (AT DEADLINE, Feb. 25).

The commission granted the extended service to Beaver on the grounds that Beaver represents only 1% of the homes served by KTVC.

Commissioner Kenneth Cox dissented to the commission's decision. "I think the grant of construction permits for a three channel station at Liberal to permit service to Beaver prejudices the matters concurrently set down for hearing," the commissioner said. Commissioner Cox said that if the renewal applications are denied, the Beaver service will prove useless.

War censorship plan to be released

The Office of Emergency Planning told a House information subcommittee last week that its war censorship plans are about as ready as they will ever be and will make them public.

But the OEP offered no solutions for short-of-war information problems such as those which developed during

the Cuban missile crisis last fall.

The office intends to issue its heretofore confidential voluntary war information plans to news media because "it would probably be impossible, following nuclear attack, to distribute the code and bring about effective understanding of its use," said Edward A. McDermitt, director of the OEP, in testimony before the Foreign Operations and Government Information Subcommittee on Wednesday (June 5). (See BROADCASTING, May 8, 1961 for text of the code.)

The subcommittee ended its extensive hearings into censorship problems last week and prepared to draft a report which may be available at the end of the summer.

"We hope to make some contribution in the way of guidelines," said Representative John E. Moss (D-Calif.), chairman. ". . . At the very least I hope we can stimulate a lot of good, sharp discussion inside and outside of the government."

The subcommittee released a "sanitized" version of Mr. McDermitt's testimony, which was given in closed session like others in the past two weeks —the subcommittee's first secret settings

in its eight-year history.

Foreign Help Needed ■ Mr. McDermott pointed out that "voluntary censorship of the domestic public media cannot be successful without censorship of international communications. . . Information cannot be withheld on the domestic front when it is available on international circuits from foreign correspondents, diplomatic and other sources."

Once war is declared the Department of Defense would assume initial responsibility for censorship, Mr. McDermott said, but civilian news executives would take over as soon as possible.

Byron Price, chief of the Office of War Information in World War II and now consultant to OEP, "has agreed again to serve as the initial director," Mr. McDermott said. Theodore Koop, CBS vice president; Jack Lockhart, assistant executive editor of the Scripps-Howard newspapers and William P. Steven, editor of the *Houston Chronicle* "are typical of the key staff that will be working with Mr. Price," the OEP boss said.

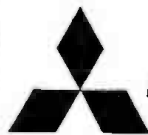
The office is currently reviewing its censorship code, Mr. McDermott said. "We believe the degree of readiness

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MELVISION

With the exception of the image tube ("Visicon" 7038), the "Melvision" TV Camera is completely transistorized, thus assuring a more compact and lighter camera. Besides functioning as a completely self-contained unit, "Melvision" can be combined with various receivers, remote control units, and other accessories for use in plants, banks, offices, stores, laboratories, — almost anywhere, in or outdoors.



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in the field of censorship is about as far advanced as any such standby arrangement can be."

Suggestions Coming ■ A group of media representatives, some of whom met with the subcommittee earlier this year and with the OEP last month, will meet again June 18 to offer suggestions on the revised code which they reviewed May 9.

Offering no solutions for short-of-war emergencies ("periods of worsening tension," Mr. McDermott called them), he suggested that if the code "is kept up to date and in the hands of the media it will do much to give appropriate guidance in times of increasing tension. . . ."

"The judgement and the exercise of a high sense of responsibility by the

individuals who will be releasing information during a period of great tension becomes of great importance," Mr. McDermott said.

FCC told to show cause in AM appeal

A federal court in Washington last week ordered the FCC to show cause why it shouldn't be enjoined from upsetting the status quo in the AM broadcasting processing line until the court rules on the appeals against the commission's AM freeze.

The order, issued on its own by the U. S. Court of Appeals for the District of Columbia June 4, proposed to prohibit the FCC from making any grant

for a standard AM radio station in any instance where an allegation is made by an applicant or would-be applicant for mutually exclusive facilities.

The FCC is required to answer by tomorrow (June 11). The applicants will have chance for rebuttal.

The proposed order came three days after the three-judge appeals panel heard arguments by potential and prospective applicants for AM facilities refused by the FCC because of the commission's freeze on AM applications imposed a year ago (BROADCASTING, June 3).

The show cause order was issued by the same judges who heard the argument—Chief Judge David L. Bazelon and Judges George T. Washington and Walter M. Bastian.

PROGRAMING

A new approach to ASCAP TV impasse

ALL-INDUSTRY COMMITTEE ATTACK TAKES ANTITRUST ROUTE

Television stations will launch a new attack shortly to establish their right to limited licenses for the use of the music of the American Society of Composers, Authors, and Publishers.

The All-Industry Television Stations Music License Committee has voted to seek a court ruling that the antitrust law requires ASCAP to issue the sort of license they have requested.

The new tack was announced last week by Hamilton Shea of WSVN-TV Harrisonburg, Va., chairman of the All-Industry group.

Specifically, he said, the suit will

contend that antitrust law prevents ASCAP from requiring stations to take licenses for the use of ASCAP music in one form of programing (syndicated and feature films) in order to get licenses for the use of ASCAP music in another form of programing (locally originated shows).

Block Booking ■ This requirement, the committee contends, is akin to "tie-in sales" or "block booking," which have been held illegal.

Mr. Shea compared it to the discredited practice by which "you have to take the rum to get the scotch."

The new attack was decided upon after two appeals had failed to upset a lower court's ruling that ASCAP is not required, under the consent decree that governs its operations, to issue TV music licenses exempting feature films and syndicated programs.

The committee has sought licenses under which stations would have to pay ASCAP directly for only such ASCAP music as they use in locally originated programs. Music played in syndicated and feature films produced in the future, the committee contends, should be licensed directly to the producers at the time of production, not to the stations that subsequently buy those programs.

Separate Contracts ■ Music used in network programs is covered in licenses negotiated by ASCAP with the networks and is excluded from the stations' license contracts. In the same way, the committee claims, music in feature and syndicated films should also be excluded.

The ruling that ASCAP's consent decree doesn't require such an exclusion was handed down by Chief Judge Sylvester Ryan of the U. S. Southern District Court in New York. On jurisdictional grounds the U. S. Supreme Court and more recently the U. S. Second Circuit Court of Appeals in New York refused to hear the committee's appeals.

Legal authorities feel that the way may now be open for a second appeal to the Supreme Court. The desirability of a second try is being considered by the committee and its legal counsel, the New York firm of Dono-

Another round of quiz shows is in the wings

There will be at least four and possibly five big-money TV quiz shows on the networks by this time next year, Jerry Hammer, producer of various audience participation shows, predicted in an interview last week.

Mr. Hammer, who is president of Jerry Hammer Productions, New York, is preparing a big-money quiz program which he will submit to several interested advertisers within eight weeks. He described it as a program in which a celebrity will pit his general knowledge against that of an ordinary citizen.

He believes that the new *100 Grand* program on ABC-TV will be a "smash success" and result in a growing number of big-money quiz shows on the networks by replacement time next January. He noted

that such programs can be brought in for \$40,000 to \$50,000 per half-hour episode and attract large audiences for the comparatively modest production investment.

Can such shows be "rig-proof"? Mr. Hammer, who produced the *Camouflage* program on ABC-TV, believes they can.

He explained:

"It is now clear that it is illegal to rig a show. We never had any trouble on *Camouflage*, though admittedly the money given away was fairly modest. We had everyone associated with the show and every contestant sign affidavits warning them they were liable for prosecution if they performed a dishonest act. No one was told five or six years ago that he could be tried for performing anything dishonest. I think this is the big difference."

van, Leisure, Newton & Irvine.

Such an appeal, if taken, may be in addition to the new suit, which will ask for a declaratory judgment and presumably will be filed in Judge Ryan's court.

Express Route ■ Mr. Shea noted that other antitrust claims could be filed, but said the declaratory-judgment route was chosen because such proceedings get preference on the court calendar and hence could be expected to reach quicker decision.

Even so, legal authorities estimated that the proceeding would take a year under the most favorable conditions. The decision then will almost certainly be appealed by the loser.

Meanwhile, stations continue to operate under their old ASCAP TV licenses, which expired Dec. 31, 1961.

The All-Industry group represents more than 350 TV stations. Committeemen at the meeting that set the new course were Chairman Shea; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Robert A. Dreyer, Metropolitan Broadcasting; J. B. Fuqua, WJBF(TV) Augusta, Ga.; Clifford Kirtland Jr., Transcontinent Stations; Nathan Lord, WAVE-TV Louisville, Ky.; John McCoy, Storer Broadcasting; Andrew Murtha, Time-Life Broadcast; D. L. Provost, Heart Stations; Robert Smith, WCVB-TV Bristol, Va.; Charles Tower, Corinthian Stations.

Trans-Lux to syndicate 'Mack and Myer'

Trans-Lux Television Corp. will invest more than \$1.5 million for the production of a syndicated live action TV comedy series for children called *Mack and Myer for Hire*, Richard P. Brandt, president, announced last week.

The series, to be produced for Trans-



Joey Faye (l), and Mickey Deems
One's Mack, the other's Myer

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KMPC's fleet keeps the motorists moving

Los Angeles is a city of private automobiles, whose owners drive themselves to work, school and market. Inescapably, Los Angeles is also a city of traffic tie-ups and one of the major endeavors of the drivers of the more than 1.5 million passenger cars that throng the streets and freeways each workday morning and evening is to learn about these trouble spots in time to avoid them. That's a major reason that most cars are equipped with radios and that most car radios are turned on. It's also the reason that traffic time is prime time for Los Angeles radio and that many stations vie to get each motorist to set his car radio dial at their frequency.

No one tries harder or succeeds better than KMPC. Mobile units are a tool in trade for most stations who attempt to report the city's traffic flow, or its stoppages, and KMPC has four of them. Most Los Angeles stations also are tied into the Sigalert system which brings all police traffic reports directly into the station for broadcast to the public. Sigalert was invented by Loyd Sigmon, engineer-executive who is executive vice president and general manager of KMPC. Since its inauguration in Los Angeles on Labor Day 1955, the Sigalert system has been adopted by other cities, including San Francisco, San Diego, Seattle, Minneapolis and St. Paul.

Mr. Sigmon, while properly proud of his brainchild, was aware that Sig-

alert alone was not enough to solve the problems of the Los Angeles motorist. Police reports are excellent, but they take time to travel through official channels and sometimes do not reach their traveling target until he is enmeshed in the jam they were trying to warn him away from. Mobile units, traveling the same thoroughfares as the private autos, can also get caught in the tie-ups they are reporting. For greater maneuverability, KMPC added a motorcycle to its mobile units, but even this did not satisfy Mr. Sigmon.



Loyd Sigmon

Copters Added ■ Something better was needed, he felt, something that could spot trouble on the road without getting mired up in it. So, on July 1, 1959, two helicopters were added to KMPC's vehicular inventory. With its Airwatch service KMPC was able to spot trouble from the air and the ground, and the combination of the two viewpoints has worked well for reporting the normal workday traffic picture. But the Los Angeles traffic pattern is bigger than the city and its immediate environs, especially on weekends, when the lure of the desert sun, ocean breeze, the foreign atmosphere of Solvang, or the wonders of the San Diego zoo may take the family auto 150 or more miles away from Los Angeles.

Traffic jams are no novelty to these weekend motorists, so inevitably KMPC expanded its service area to meet their need for fast, accurate reporting of conditions on the road ahead. But helicopters are not designed for wide range service, so KMPC added an airplane to its fleet, a Beech Baron that can operate at speeds from 120 to 230 miles per hour and readily cover traffic within 200 miles of Los Angeles in any direction, including west across the ocean to Catalina Island to report on wind and tide for the benefit of Sunday sailors.

KMPC has set up a subsidiary corporation, Sigalert & Airwatch, to operate and maintain its ground and air

Lux Tv by Sandy Howard Productions, New York, at the Hempstead Studios in Long Island, New York, will start with 200 15-minute programs featuring comedians Joey Faye and Mickey Deems. The format will be slapstick comedy with the performers depicting partners who are available for varied job assignments.

Two pilot programs are now available for screening with full-scale production to begin in July. The release to stations will be in late fall or early 1964.

Mr. Brandt believes the series will fill a "comedy void" in children's programming, explaining there is an absence of contemporary "visual" comedians performing for youngsters in up-to-date, universally recognizable situations.

Film sales . . .

The Saint (Independent Television Corp.): Sold to KTVU(TV) Oakland-San Francisco; WCPO-TV Cincinnati; KXTV(TV) Sacramento, Calif.; WTTV(TV) Indianapolis-Bloomington; KING-TV Seattle; KCTO-TV Denver; WKRQ-TV Mobile, Ala.;

WTAR-TV Norfolk, Va.; WFTV(TV) Orlando, Fla.; WCSH-TV Portland, Me.; WTVN-TV Columbus, Ohio and WHBF-TV Rock Island, Ill. Now sold in 12 markets.

Dick Powell Theater (Four Star): Sold to KTVU(TV) San Francisco-Oakland; WKOW-TV Madison, Wis.; WOOD-TV Grand Rapids, Mich. and WTVT(TV) Tampa-St. Petersburg, Fla. Now sold in 20 markets.

The Detectives (Four Star): Sold to Mutual Savings & Loan Association and Roy Butler Lincoln/Mercury for alternate week sponsorship on KTBC-TV Austin, Tex. Now sold in 51 markets.

Rifleman (Four Star): Sold to KONO-TV San Antonio, Tex.; WSRX-TV Nashville; WKOW-TV Madison, Wis.; WESH-TV Daytona Beach-Orlando, Fla.; WRCB-TV Chattanooga; WTVM(TV) Columbus, Ga.; WRGB(TV) Schenectady, N. Y. and WXEX-TV Richmond-Petersburg, Va. Now sold in 35 markets.

35 feature films (Embassy Pictures

Corp.); Sold to KAKE-TV Wichita, Kan.; KERO-TV Bakersfield, Calif.; WFMJ-TV Youngstown, Ohio; WBIR-TV Knoxville, Tenn.; WFBC-TV Greenville, S. C. KSLA-TV Shreveport, La. and KOAT-TV Albuquerque, N. M. Portions of this film package now sold in 48 markets.

Dobie Gillis (20th Century-Fox TV): Sold to KHJ-TV Los Angeles; WNAC-TV Boston and WHBQ-TV Memphis.

Follow The Sun (20th Century-Fox TV): Sold to KHJ-TV Los Angeles and CKLW-TV Windsor, Ont.-Detroit.

Bus Stop (20th Century-Fox TV): Sold to KHJ-TV Los Angeles.

Century I, 30 feature films (20th Century-Fox TV): Sold to WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif. and CKLW-TV Windsor, Ont.-Detroit.

Adventures in Paradise (20th Century-Fox TV): Sold to KXTV(TV) Sacramento, Calif. Now sold in 68 markets.

Seven Art's Volumes 1, 2 and 3

mobile equipment, including a traveling studio which serves as a news center for continuing remote stories like the Bel Air fire in the fall of 1961. This multi-million dollar blaze was first spotted by a KMPC copter pilot, who alerted the fire department. Head of the S & A operation is its executive vice president, Herb Green, formerly in charge of transportation of Gene Autry's traveling shows and rodeos, including people, props and livestock. (Mr. Autry is majority stockholder of Golden West Broadcasters, owner of KMPC and other Pacific Coast stations.)

More Than Traffic ■ While traffic is the chief concern of the Sigalert & Airwatch crew, it is far from their only one. There was the time when Captain Max Schumacker, Airwatch pilot-reporter, heard a police report that four teen-age boys had been seen in a rubber raft on the Los Angeles River, swollen by rain, and were headed for certain trouble and possible drowning. (All KMPC mobile units, ground and air, are equipped for monitoring police calls.) Attempts to throw the youths a rope from shore had failed. Schumacker located the raft, dropped just above it, cocked his craft to one side and gunned the engine, setting up a breeze strong enough to blow the raft ashore.

KMPC's Airwatch schedule is concentrated weekdays 7-9 a.m. and 4-6 p.m., with at least one report from the air every 15 minutes. On Saturday, the hours are 11 a.m.-1 p.m. and 4-7

p.m. The Sunday schedule begins the same, 11 a.m.-1 p.m. but is later in the evening, starting at 6 and running to 8, or 9 if the traffic is heavy enough to warrant the extra coverage. Midweek, one copter and one ground unit will be out, with two of each on the job Monday and Friday at traffic peaks. Weekends find the copter joined by the plane to provide the expanded coverage needed then, with two mobile units on the freeways.

Sustaining Only ■ Although the air and ground mobile units and their communications equipment represent an overall investment of \$174,500 and the annual operating cost is \$144,000, including salaries and mainten-

ance, KMPC's traffic broadcasts are not for sale. "We've been approached by quite a number of advertisers who would like to sponsor our traffic bulletins, but we've always said no," Mr. Sigmon stated. "This way we're free to report what we see as we see it, with no equivocation such as might occur if we had to report a traffic jam due to a blowout when our sponsor was a tire company. Also, when we do it purely as a public service we can alter our schedule at a moment's notice if we think it advisable, without having to consult an advertiser or his agency, which might be difficult to do during the evening traffic time or over a weekend."



KMPC's Airwatch fleet

(Seven Arts Associated): Sold to Canadian Broadcasting Corp., for O&O TV stations CBLT Toronto; CBOT Ottawa, CBUT Vancouver, B. C.; CBHT Halifax, N. S.; CBWT Winnipeg, Man.; CBXT Edmonton, Alta., and CBYT Corner Brook, Nfld.

KTTV packaging tennis series for \$1 million

A new championship sports series, *World Championship Tennis*, was taped last week by KTTV(TV) Los Angeles at the Riviera tennis club, with such top tennis professionals as Pancho Gonzales, Lew Hoad, Ken Rosewall and Rod Laver competing in one-hour singles matches. Ten tape programs will be broadcast over a special network which KTTV is organizing as it did last spring for the Bing Crosby golf tournament.

Each broadcast includes eight commercial minutes, so the series can accommodate four individual sponsors. The package will be priced at \$1 million.

KTTV is producing it in association

with tennis promoter Jack Kramer, who does the play-by-play reporting, and the professional tennis association. John Vrba, vice president and manager of KTTV productions, expects to have the first tape or two ready for prospective sponsors and agencies this week.

The program operates on the king of the hill principle, with the winner of the first match continuing in further matches, until he is defeated. All the contests are single matches, with the weekly winner receiving \$2,000 and the loser \$500.

TV news called most accurate

Television coverage of news was rated most accurate and truthful in presentation in a study of Wisconsin adults, compiled by the University of Wisconsin Survey Research Laboratory.

TV was ranked first by 42% of the 1,057 respondents; 37% favored newspapers and 21% preferred radio.

Newspapers were regarded as the most important source of information by 45%, TV by 31% and radio by

24%. In local news coverage, newspapers received 62%, radio 32% and television 6%.

The interviews were carried out in 1962 under a grant from the university's Graduate Research Committee.

Non-discrimination pact

A joint statement of policy has been issued by the American Federation of Television and Radio Artists (AFTRA) with major elements of the broadcasting, advertising and recording industries to continue its policy of racial non-discrimination in the employment of talent.

The policy was signed by AFTRA with employers, producers, networks, stations, independent packagers, transcription companies, phonograph recording firms, agents, managers and impresarios. It was also reviewed and agreed to by a committee representing advertisers and agencies employing and using talent in TV and radio.

KNX has sale success with 'Megalopolis'

The Greeks had a word for it. In fact, they had two words: "megale" meaning great and "polis" meaning city. Put them together, as KNX Los Angeles has done, and you get "megalopolis," great city. Add an alert news operation and the result is what KNX calls *Megalopolis at Night*, four hours of air time each weekday evening devoted to informing Southern Californians about the megalopolis in which they live.

The audience for *Megalopolis at Night* has shown a steady growth since the program's first of the year debut. Letters and phone calls show that it has a good following among the civic-minded citizenry, the people who are the opinion molders of the area. These are important to KNX both as a communicator and as a commercial enterprise, because they are also the kind of people that are important to many advertisers.

"In January-February of 1962, 8-11:30 p.m., Monday through Friday, we had an average of 35 spot availabilities per evening for sale," reports Robert P. Sutton, CBS Radio vice president and KNX general manager. "Our average sale during that period was 15 spots, or 43%. In January-February 1963, 7:35-11:30 p.m.—the total *Megalopolis* show—there was an average of 44 availabilities per evening. During these two months of 1963 the average sale was 30 commercials, twice as many actual commercials and approximately 68% sold out."

Don Ross, moderator, introduces *Megalopolis at Night* (Monday through Friday) this way: "Add the sounds of laughter, applause, weeping and myriad others to the multitude of sounds you are hearing and, perhaps, you will be able to gain a better understanding of the area in which we live: its frailities, fashions, fads, fantasies and its facts. A sprawling city whose causes and effects reach from Santa Barbara [about 100 miles north of Los Angeles] to the Mexican border [about 150 miles south], from the mountains to the sea. This is the megalopolis known as Southern California."

On The Scene ■ For the next four hours, Mr. Ross and his fellows in the studio (George Walsh, Bill Powell and Don Baker) or those roaming the area in mobile units (Jim Zaillian, George Martin and Lloyd Perrin) keep their listeners abreast of the latest news developments with eye witness on-the-spot reports from the roving reporters and telephone

interviews from the studio. Hourly newscasts add regional, national and world news to the local coverage.

The dramatic highlights of the four-hour *Megalopolis* broadcasts come chiefly from the on-the-scene as-it-happens news coverage of the roving reporters in the KNX mobile units. Such as a night when Jim Zaillian and Ralph Wilson in Mobile Unit No. 2 heard a police call broadcasting the description of two



Mr. Ross

men wanted in connection with an ADW (assault with a deadly weapon). They drove to that part of town, spotted the car (whose description and license number had been given on the police broadcast) and kept it in sight until it stopped at a drive-in restaurant. They passed the word to a nearby motorcycle policeman. The officer and his partner drew their guns and approached the wanted men, who surrendered.

But there is more to *Megalopolis* than police reporting. Three 45-minute periods within the program's framework are devoted to telephone sessions between authorities in the KNX studio and listeners at home with questions they want answered. On Monday "The Communist Challenge" permits the public to interrogate experts in the various phases of communistic activity at home and abroad. Through "Ask the Mayor" on Tuesday and "Ask City Council" on Thursday Los Angeles residents can get direct answers from the heads of city government. From time to time the *Megalopolis* broadcasts also include in-depth explorations of topics of general interest.

History series available

The first six tapes, containing 30 installments of *American History Five*, will be mailed to stations requesting them on June 15, William C. Thompson, program manager of KGBS Los Angeles, who is supervising the historical series, said last week. The full series of 65 programs, each running 4½ minutes, traces the history of the U. S. Dr. Russell Caldwell, associate professor of history at the University of Southern California, is writer and voice of the series, which KGBS is producing in cooperation with USC.

Storer Broadcasting Co., owner of KGBS, is underwriting the cost of the programs and making them available to any radio station in the country for a minimum charge of \$30 for the series—less than 50 cents a show—to cover costs of mailing, tapes and dubbing. The series is so designed, Mr. Thompson said, that the installments can be programmed either as a daily strip or combined into a weekly half-hour.

Program notes . . .

Speed courses on ETV ■ Condensed versions of two television courses, *The New Biology*, and *The American Economy* will be telecast by affiliates of the National Educational Television network during the next academic year. *The American Economy* was formerly a part of CBS-TV's *College of the Air*. It will be cut from 128 to 60 half hours and shown twice a week. *Highlights of the New Biology* will be abridged from 160 to 90 of the original lessons and aired three times a week.

The ICBM record ■ Intercontinental Broadcast Media, a division of Purcell Productions Inc., New York, is distributing a long-playing album to radio stations and station representatives on ICBM operations. It demonstrates the company's programettes on cars, sports, health and household hints and other subjects, and its radio jingles.

Programs probe China problem ■ Metropolitan Broadcasting Television stations will air two hour-long programs, *China and the Bomb*, examining the effects on U. S. foreign policy expected to result from Communist China's acquisition of nuclear weapons.

Schedule switch ■ CBS-TV's daytime drama, *The Edge of Night*, will move to the 3:30-4 p.m. EDT slot beginning July 1. Moving to the 4:30-5 p.m. period will be *The Millionaire*.

WB sales ■ Sales amounting to \$2.6 million were completed by Warner Bros. Television from March 15 through May 31, it was announced last week by Joseph Kotler, vice president. He re-

ported that 58 off-network program sales were made during the period to 35 stations.

The sales leader was *Cheyenne* (20 markets), followed by *Hawaiian Eye* (10), *Lawman* (7), *Bronco* (5), *Maverick* (4), *Surfside 6* (4), *The Roaring 20's* (4), *Sugarfoot* (2) and *Bourbon Street Beat* (2).

Chicago syndicator ■ Stewart Film Co., Chicago, has been formed by Jim Stewart, producer and on-air personality at WBKB(TV) Chicago, to produce and syndicate nationally a new series of more than 100 programs under the title of *Safari*. Filmed in Africa, each program runs five to seven minutes. Initial sale has been made to WBKB, Mr. Stewart said.

Five part program ■ Something new is being added to television's dramatic series—a five-part program—by Jack Webb, executive in charge of television at Warner Bros. Five consecutive one hour weekly segments of *77 Sunset Strip* this coming season will be devoted to a high adventure story starring Efrem Zimbalist and amply loaded with guest stars. Eight writers are working on the scripts for the five-part drama, which is slated to go into production this summer.

Long distance consecration ■ A kinescope recording by WBAL-TV Baltimore of the consecration of Bishop-Elect Cedric E. Mills, new Bishop of the Missionary District of the Virgin Islands, was used by WBNB-TV Charlotte-Amalie, V. I., to televise the consecration to the islanders. The ceremony, at Saint James Episcopal Church in Baltimore, was broadcast by WBAL-TV as a public affairs program.

Yankee news ■ Pat Romano, former radio newsman, has announced the formation of N. E. Audio News Service, a New England firm which offers voice reports, news, mobile reports, air checks and other broadcast services. Headquarters of the new company are located at 313 East Street, Dedham, Mass.

TV tour ■ New half-hour TV series, *Let's Discover America*, is being developed by Shadowvision, Hollywood production organization, for 1964-65 season. Programs to be filmed in color, will take viewers to the capitals of the 50 states of the union, with the governor of each state acting as host for a tour of the capital and a look at some of the state's outstanding developments.

Pay TV lectures ■ RKO General Phonevision Co. and W. Colston Leigh Inc. signed an agreement under which the Leigh firm will provide well-known lecturers to appear on RKO General's subscription TV station in Hartford, start-

PARAMOUNT HAS BIG TELEVISION PLANS

Imminent announcement will place company in 'forefront'

Paramount is in the process of entering into an arrangement that will place the company "in the forefront" of producers of TV programs, Barney Balaban, president of Paramount Pictures Corp., announced last week at the annual stockholders meeting in New York.

Mr. Balaban did not elaborate on the project, but said an "important announcement" will be made shortly. He noted that through its subsidiary, Talent-Associates-Paramount Ltd., the company already is active in TV, but said the new association will "make us an important supplier of television programming."

He told stockholders that Paramount

has a library of almost 200 post-1948 features, which are not yet in TV distribution. Mr. Balaban pointed out that Paramount is the only major motion picture company which has not disposed of any portion of its post-'48 films to TV. He added the company was in a "similar situation" with respect to its pre-1948 features and stressed it made a favorable arrangement with MCA. The gross return to Paramount on contracts totaling \$62 million amount to more than \$44 million to date, Mr. Balaban reported, but he added that Paramount has a guarantee of \$50 million on the pre-1948 library.

ing in June. Among those scheduled to appear are writer-commentator Emily Kimbrough, singer-actor Ray Middleton and syndicated columnist Art Buchwald.

Cape bureau ■ A news bureau to cover Cape Canaveral and Broward county has been formed by WESH-TV Daytona Beach-Orlando, Fla. The news bureau, located in Cocoa Beach, Fla., will be headed by Jay Barbree, an NBC News correspondent at Cape Canaveral. Mr. Barbree will continue his coverage for NBC.

Travel films ■ A series of 26 half-hour programs titled *Holiday Time* is available to TV stations on a "free loan" basis from Association Telefilms. The programs cover a variety of sport, travel and outdoor-living topics. Questions about the series should be directed to Association Films, 347 Madison Avenue, New York.

Russian novel for TV ■ A current best seller from Russia, *One Day in the Life of Ivan Denisovitch*, will be televised next fall on NBC-TV's *The Chrysler*

Show Hosted by Bob Hope. The one-hour play will be produced by Revue Studios from a script being prepared by Clarence Greene and Russell Rouse, owners of the property.

Sign with Revue ■ Joe Connelly and Bob Mosher have signed a new pact as creator-producer team with Revue Studios. Mr. Connelly and Mr. Mosher, with Revue for the past 10 years, are finishing a pair of comedy series for 1964-1965 season, under their Kayro Productions banner.

Anniversary show expanded ■ In celebration of its 15th anniversary on CBS-TV, *The Ed Sullivan Show* will be expanded to 90 minutes on June 23 (8-9:30 p.m. EDT) from its usual one-hour format. The anniversary show will feature some of the highlights in the 15 years of the variety program.

Series on Negroes ■ A series of five discussion programs on the American Negro today called *Inside Black*, is being presented by WNBC-TV New York this month on Sunday mornings (10-



WHN's 'Credo' to be used on Mutual

General Dwight D. Eisenhower will be the first guest on a new weekly series, *Credo*, created by Storer Broadcasting Co. New York, and produced by the company's New York station WHN, a Mutual affiliate. The series will be carried on Sun-

days beginning June 23 (12:05-12:30 p.m. in New York) and will be made available to all Mutual stations, as well as all Storer stations for broadcast from 2:35-3 p.m.

The show is described by the station as dealing with "the vigilance



WHN New York initiates its "Credo" series June 23, with General Dwight D. Eisenhower as first guest. Discussing the show (l to r) are John C. Moler, president and general manager of WHN, Dr. Ken-

neth D. Wells, president of Freedoms Foundation at Valley Forge, Pa., Mr. Eisenhower, and Don Belding, chairman of the foundation's executive committee and moderator of "Credo."

required to protect and elevate understanding of the American freedoms and heritage," and will draw its weekly guests from award winners of Freedoms Foundation at Valley Forge, Pa.

In addition to former President Eisenhower, other guests scheduled to appear on the interview program include Captain William R. Anderson, U.S.N. (Ret.), former U.S.S. Nautilus commander, Mrs Dester O. Arnold, president of the General Federation of Women's Clubs, Len Lesourt, executive editor of *Guideposts* magazine, Irving Feist, president of Feist & Feist, and Robert Allen, president of Fuller & Smith & Ross, all recipients of the Freedoms Foundation George Washington Award.

Don Belding, chairman of the foundation's executive committee, will serve as moderator of the program. The production and development staff will include Ted Schneider, WHN director of public affairs as producer, and Solveig Weiland, Freedoms Foundation coordinator of radio programs, as director. Series supervisors are Richard Foltz, Freedoms Foundation senior vice president, Joseph Keating, Mutual vice president, and Roy Schwartz, WHN operation manager.

10:30 a.m.). The programs with all-Negro panels, will be under auspices of the Protestant Council.

Shakespeare from the park ■ The opening performance of the New York

Shakespeare Festival from Central Park will be presented by wCBS-TV New York, Thursday, June 20 (7:30-10 p.m.). The play, "Anthony and Cleopatra," will star Colleen Dewhurst and Michael Higgins.

Zero stars ■ Screen Gems Inc. has signed actor Zero Mostel for a weekly half-hour situation comedy series, *The Zero Mostel Show*, starting in October 1964. The property is being developed by A. J. Russell.

FANFARE

'Curiosity' creates new theme for KNX CBS OUTLET ADOPTS NEW IDENTIFICATION TAG

How curious is the radio public? More than a little is the considered opinion of KNX Los Angeles, which last month adopted a new identification as "KNX, curious radio in Los Angeles," to replace the "KNX, CBS radio in Los Angeles," the former on-air ID.

To check its premise, the Monday before the debut of the new tag, KNX listeners heard "You have only five days to send a post card with your name and telephone number to KNX." On Tuesday, the message said "four days" and so on down to "one day" on Friday. No prize was offered; no contest was mentioned; just the "you have only" spots broadcast five times each day.

The result convinced KNX that the public is curious. More than 5,000 cards and letters came in. Writers whose cards are drawn and who are home to

get KNX's call will receive "curious" prizes" (one is a barbecue dinner at home, with the station supplying four four-pound steaks and the other food-stuff, plus an imported carving set).

With the introduction of "curious radio" on the air, newspaper ads, outdoor posters and bus cards were used by KNX and its agency, Davis, Johnson, Mogul and Columbatto, Los Angeles, to tell the new tag to any who might have missed hearing it.

Vote was slightly more than WABC expected

The second annual "principal of the year" election, conducted by WABC New York, has mushroomed beyond expected proportions into an expensive ac-

counting problem for the station.

Listeners were asked to submit ballots naming their choice for public or private school principal of the year. Contest rules permitted one person to submit as many votes as he wished, provided each vote was on a separate ballot. The voting ended June 1 with over 25 million votes already tallied and the count expected to reach over 35 million.

To handle the tabulating task, WABC has hired 40 additional personnel and five Pitney Bowes Tickometer counting machines. The counting staff has been divided into day and night shifts and are expected to be retained for two more weeks to finish counting the backlog of votes.

WABC reports that last year's contest drew 3 million votes. This year's vote of some 35 million arrived in bundles and cartons, and in several instances students hired moving vans to carry their bundles of ballots to the station.

In Dallas, KBOX reported more than

5.8 million votes were received by high school students voting for "principal of the year." The Rev. Walter C. McCauley, S. J., of Jesuit high school, was the winner with more than 850,000 votes.

Chrysler or commode, KQED (TV) auctions all

The ninth annual TV auction of KQED(TV) San Francisco began Tuesday (June 4) with more than \$60,000 worth of goods donated up to that time. The channel 9 ETV operation raised \$106,000 last year to account for 21% of the station's 1962 budget.

Items in the 1963 five-day auction ranged from a \$4,000 Chrysler automobile to \$1,559 worth of paper bags—107,520 to be exact. Also on the auction block were a \$645 Ampex recorder, a \$1,000 antique French commode, a \$600 stereo set, a \$1,900 1909 Oldsmobile (built in 1961) and a \$2,400 Viking sauna bath (installed).

The station also auctioned off some "priceless" items: a steel engraving of the White House, signed by Mrs. Kennedy; a banana cake, baked by Mrs. Edmund G. Brown, wife of the California governor; a maid's costume worn by Shirley Booth in the *Hazel* TV series, and a medallion necklace worn by Elizabeth Taylor in "Cleopatra."

An unusual donation was the four-time sponsorship of Symphony Hall on KABL. The station valued the item at \$2,000.

Drumbeats . . .

Salute to police ■ A special series saluting each of the 300 policemen and deputy sheriffs in Winston-Salem, N. C., was run by WSJS during national Police Week. The station also carried a church memorial service, broadcast in honor of law officers who died in the line of duty.

Supplemental promotion ■ To create a guide to KCBS San Francisco, the station has placed an eight-page newspaper supplement in the *San Francisco Examiner* and *San Jose Mercury-News*, which together circulate one-third of a million copies. The station is sending reprints of the article, "Talk of the Town," to Bay area advertisers and agencies. The supplement includes photographs of performers at work, with captions telling of their specialties and interests, and a week's program schedule.

Classical crossplugs ■ FM classical music stations around the country are being promoted by WCLV(FM) Cleveland. The station is running a series of spots suggesting that FM portables be taken on vacations. WCLV then gives the call letters and frequency of a classical

WRYT's 'shock troops' ready to do battle

In Pittsburgh the Teen-age Underground Musical Society of WRYT appears to be ready to come out in the open and do battle with the proponents of rock 'n roll.

The campaign to enlist teen-agers to WRYT's "good music" format has led to the creation of such clandestine, classical cells as the Beethoven Brigade, Bach Battalion, Dvorak Division, and Puccini Patrol.

Begun in March, the station reached a high point with a parade, led by a 25-piece military band (pro-

vided by the musicians' union). William Steinberg, conductor of the Pittsburgh Symphony, became commanding general of the underground troops, whose jobs include "secretly slipping Nelson Eddy records into the neighborhood juke box and concealing "Scheherazade" in the record stack at your next twist party."

With placards urging "Beat 'em Bach," and "Ban Be-Bop and Climb with Cliburn," WRYT feels the parade has stirred its underground movement's patriotic soul.

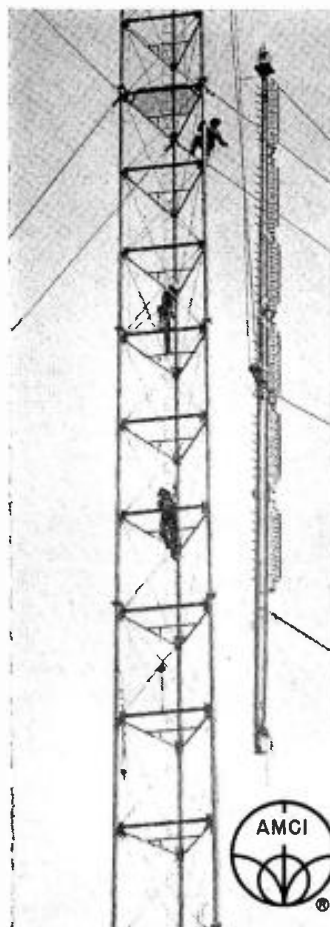
music outlet in another part of the country and recommends that listeners vacationing in that area listen to the station. Special emphasis is given to promoting QXR Network stations, of which WCLV is a member.

Seconds count ■ One second was worth a color television set to Rod MacDonald of Guild, Bascom and Bonfigli, San Francisco, who came closest of 421 entrants in guessing the splashdown time of Major Gordon Cooper. The astronaut's splashdown was used by WFGA-TV Jacksonville, Fla., to promote the station's coverage of the 22-orbit

flight from Cape Canaveral for NBC. Timebuyers in 167 agencies entered. Mr. MacDonald's estimate was Thursday, May 16, 6:24:44 p.m. EST. The official Mercury Control time was 6:24:43.

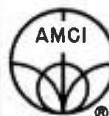
Charities get \$80,000 ■ KDKA-TV Pittsburgh raised \$80,000 in its 12th annual telethon for the Variety Club Tent. The 19-hour program brought the total raised for handicapped children charities in the past 12 years to more than \$1.25 million, according to KDKA-TV.

Successful 'Commentator' ■ WRFD Columbus-Worthington, Ohio, has be-



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- Write for information and catalog.



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gun publication of *The Commentator*, a bi-weekly publication of the station's public affairs department. The first eight issues of *The Commentator* are being made available free in the central Ohio area. An annual subscription plan will be announced later.

Studio visit ■ A special dinner and tour of WFAA-TV Dallas was held for 40 representatives of the Phillips Petroleum Co., sponsor of the *Channel 8 Report of the News*. The representatives watched a live newscast and were given posters, promoting the newscast, to post in station windows and outdoor frames.

Agency winners ■ Louis Benito Advertising, Tampa, Fla., for the State of Florida, and McCann-Erickson, Atlanta, for Coca-Cola, were first place winners in the radio and TV categories, respectively, in the Atlanta Association of Radio and TV Representatives' fifth annual commercial awards competition.

Media compared ■ A direct mail campaign to over 400 advertisers and agencies in the Southeast has been completed by WJXT(TV) Jacksonville, Fla. The study which compared newspapers

Who's got our blimp?

Lost, strayed or stolen, one 10-foot blimp marked with the letters KXOA in bright red. The blimp, secured by a cable, had been flying above the KXOA building in Sacramento, Calif., in full view of motorists on the North Sacramento freeway. But one morning it was not there. Police believe that the blimp was removed by pranksters, but warn that the prank may turn out unhappily as the blimp has a value of \$250, which classifies its abduction as grand theft.

and WJXT in the Jacksonville market, highlighted the extended coverage of television compared to newspapers, the lasting impression on the audience of each medium and television's lower cost per thousand.

Scholarship gift ■ KGBS Los Angeles and Storer Broadcasting Co. have pre-

sented a \$500 scholarship to the University of Southern California's Department of Telecommunications. The scholarship was made in connection with KGBS's *History V* series, which is produced in the studios of the university's KUSC(FM). *History V*, to be released in June, will be made available to all stations.

Mayor Wagner wants you!

New York City discovered this spring that it can recruit policemen through radio and television advertising.

With a campaign supplied by Rumrill Advertising and carried by New York area stations, the city drew 15,000 candidates during the five months of recruiting, four times as many candidates as usually apply in such a period, and 3,000 more than the city felt would be necessary to maintain full strength.

The drive had been in effect only three weeks when the newspaper blackout hit New York. As a result, the major promotional outlets used were the broadcast media, outdoor displays, car cards and direct mail.

INTERNATIONAL

Who's behind superpower AM station?

2 MILLION WATT STATION PLANNED IN COSTA RICA BY U. S. GROUP

Both U. S. and Latin American broadcasters are up in arms over plans of an unidentified entity to construct a two million watt AM station and a 50 kw shortwave outlet in Costa Rica (CLOSED CIRCUIT, May 20).

An organization called the Trinity Texas Foundation, allegedly composed of unidentified U. S. citizens, plans to establish the two powerful stations in San Jose and has asked the Costa Rican government for authorization. The Inter-American Association of Broadcasters and others have been unsuccessful

in learning the principals of Trinity Texas and have questioned the reasons for building a two-million watt standard station.

Trinity Texas reportedly has purchased a substantial interest in La Voz De La Victor, which presently operates an AM station in San Jose. Daniel Comacho, owner of La Voz, will remain a principal in Trinity Texas.

Jose Luis Fernandez, president of IAAB, said the proposed station has caused "great concern" among Latin-American countries and urged the pres-

ident of Costa Rica not to approve its operation. Such a station would destroy all possibility of adequate distribution of frequencies in Latin and Central America, he said, and would lead to "terrible interference." He asked President Don Francisco J. Orlich to give his attention to "this grave problem."

Mr. Fernandez and others have questioned the motives behind the proposed station, claiming such wattage would not be economically feasible. "If the intentions and purposes of this group are constructive . . . I can see no reason for disguising such an operation," an IAAB official said.

Herbert E. Evans, president of Peoples Broadcasting Co. and NAB delegate to IAAB, said the Costa Rican station would create serious interference to U. S. stations as far north as Chicago and in Central and South America. "This new transmitter, if authorized, would create chaos and develop bad feeling toward Costa Rica and the U. S.," Mr. Evans wrote Fernando Volio Jimenez, Costa Rican ambassador to the U. S.

It is understood that the Continental Electronics Co., Dallas, has received an order from Trinity Texas for a 50 kw AM transmitter. Such a transmitter, engineers said, could emanate an effective

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High budget TV tape shows sold abroad

The outlook brightened last week for the sale overseas of high-priced taped TV programs with announcements that two CBS-TV series—*The Jackie Gleason Show: The American Scene Magazine* and the *Red Skelton Hour*—have been purchased by two Australian broadcast groups.

The sale of high-budget, taped programs abroad has been scarce in TV because of higher cost factors than in TV films. These include contract provisions with various unions prescribing residual fees on taped shows sold abroad; cost for clearing music and payment of above-scale fees for stars and per-

formers in variety shows.

CBS Films completed the transaction on the Gleason show for presentation of 30 programs from this season on ATN Sidney, HSV Melbourne and their affiliated stations in Adelaide and Brisbane. Ralph Baruch, vice president, international sales, CBS Films, said the sale was an "experiment" to determine if it is economically feasible to distribute internationally a high budget, taped musical variety program series.

"Although no profit is forseen at the moment," Mr. Baruch continued, "it is hoped that additional sales in other foreign markets will put this

project in the black."

Another tape series that CBS Films is attempting to sell abroad is the *Gary Moore Show*.

The contract on behalf of the *Red Skelton Hour* was with Van Bernard Productions, its producer, and Television Corp. Ltd. for its stations in Sidney, Melbourne, Adelaide and Brisbane. Charles Michelson, U. S. representative for the Australian group, who acted on behalf of his client, said that more than 30 Skelton shows will be carried in Australia, and he predicted that other high-cost, taped shows will be sold to foreign markets.

tive power of two million watts in one direction by using a special directional high-gain antenna.

The San Jose AM station reportedly plans to operate on 635 kc. The 50 kw short wave station plans to operate on 9615 kc in the 31 meter band.

AUSTRALIAN PROGRAMS

TV head opposes imposition of quota on film imports

If television is made too expensive to Australian advertisers they will desert it, Sir Frank Packer, chairman of Television Corp. Ltd., Sydney, told an Australian Senate select committee inquiring into ways of encouraging TV production. He maintained that local advertisers could not afford to buy Australian TV productions of overseas quality and that it is "economically impossible" for local producers to produce quality shows at a price within the Australian advertiser's purse.

Sir Frank said that total program production costs for TCN at present are running at \$3,136,000, with about half that amount (\$1,568,000) currently being spent on local programs as compared to \$152,320 for local program costs in 1957.

Production costs of American and English film programs suitable for use during the prime evening hours are well over \$99,500 an hour.

Sir Frank stated that it costs \$199.4 million a year to produce the imported films appearing on Australian TV stations at night and the stations purchase

these for \$8.96 million a year.

He said legislation could prevent the showing of the best overseas programs, but could not force the public to look at a substitute program or the sponsor to buy it. He opposed the implementation of a quota because it is unnecessary and would not lead to production of local film series of the episode nature.

Sir Frank said the difference between the price at which an Australian viewer can see the best of the world's production and the cost of producing the same program in Australia is not marginal. Even if similar films could be produced for half the cost they are overseas, it would still be impossible for a producer to get back anything but a fraction of his outlay from the Australian market.

Sir Frank said TCN is showing 35 hours a week of locally produced programs out of 92 hours a week.

'Quality' is the word

Beer commercials on Ontario television stations and those of Canadian breweries appearing on United States stations along the international border and aimed primarily at Canadian audiences, will stress brand preference this summer and fall. A ruling of the Ontario Liquor Control Board requires that brewers no longer imply in their commercials that beer is a necessity for young people to have fun or that beer drinking is the socially acceptable thing to do. The qualities of one brand of beer will be stressed in commercials under the changes required by the liquor board, which only permits labels and not actual bottles or pouring of beer to be shown on television.

TAM moving research into new direction

Television Audience Measurement Ltd. which produces the top twenty list of British television programs is switching the basic aims of its audience research. Instead of concentrating on viewing totals, it will try to determine how much programs are appreciated by viewers and their program preferences.

TAM will not rely solely on home

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DATELINE: Television in Egypt by Bahie E. Nassr

10 years and \$12 million brings TV to 90% of the populated area

One of the most remarkable achievements in Africa and the Middle East was the introduction of television to the United Arab Republic within the relatively short period of time that elapsed since the project was first conceived in 1954. The UAR-TV network, owned by the Egyptian government and run by the Ministry of Culture and National Guidance, now covers approximately 90% of the country's populated area. TV in the UAR is operated on a limited-commercial basis.

The initial research progressed and tenders were received from international corporations for the erection of a studio and a transmission station in Cairo. But, owing to the Suez adventure of October 1956, the TV project was discontinued.

In 1959 studies were resumed. The new plan was aimed at covering the largest possible area of the country with TV within the shortest time possible. By the end of 1959 an agreement was made with RCA to begin work on the project. On July 21, 1960, UAR-TV transmitted the first TV program, the inauguration ceremonies of the national assembly and the celebrations of the eighth anniversary of the revolution.

Follows the Europeans ■ From the beginning it was decided to follow the European system of 625 lines and 50 cycles per second, as the initial technical studies of the project proved that this

would be the most suitable system for picture quality, and at the same time best suit the electric current system used in most of the UAR regions.

The plan was based upon the erection of a main transmission station capable of covering the main UAR areas which have high population density and installing satellites to cover areas of particular geographical or physical characteristics.

The two main transmitting stations were erected on the Mokattam hills, near Cairo—over 650 feet above sea level—enabling simultaneous transmission of two programs on separate channels. The effective radiated power of the two stations is 10 kw and 2 kw, providing a 100-kilometer radius with clear reception northwards to Tanta and southwards to Beni-Suef. A third transmitter (2 kw) was installed for a third program service completely devoted to educational purposes.

Coverage Extended ■ Alexandria was chosen to be the site for the first relay station, enabling the transmission of TV programs from Cairo to the northwest region of lower Egypt and north of the Delta. The second transmitting center was established in Mansoura. Signals from this station can be received in Beirut, Lebanon, during evening transmission hours, owing to the fact that the Mediterranean climatic conditions allow waves to spread beyond the

horizontal sight level. This station made it possible to cover the remaining lower Egyptian areas not reached by either the Cairo or Alexandria stations.

Steps were then taken to erect five satellites to cover Upper Egypt. Relayed rediffusion of transmissions received from Cairo and redirected southwards were found to be the best means to cover this region. This enabled programs from Cairo to reach beyond Assiut to Souhag.

As a natural result of this steadily increasing expansion of the UAR-TV network, all efforts were then directed to the manufacture of TV sets. It was necessary to import receivers until the UAR-TV set factory at Dar-El-Salam, south of Cairo, was completed. The factory is now producing 17, 19, 21 and 23-inch sets with an annual production capacity of 100,000.

By the end of 1964, the date set for the UAR-TV network to be completed, it is estimated that the cost will have reached approximately \$12 million.

Homesite ■ Headquarters of the UAR-TV network is situated on the Nile at Cairo. It will eventually consist of 38 floors and provide for the transmission of 10 broadcasts and 3 TV programs simultaneously.

Five studios are already completed and equipped with RCA electronic cameras. Studio 1 is about 1,075 square feet in area and 36 feet high. Studio

meters but will conduct interviews to get comments on programs. In this way it hopes to predict future popular programs as well as provide information on current shows.

Bedford Attwood, chairman of TAM, announcing the change, said that in the past his organization had only been concerned with audience size. Now it would concentrate on how much a program was enjoyed and what type of program was preferred.

CBC to get additional \$4.4 million this year

Canadian Broadcasting Corporation will receive \$78,439,000 in grants for operations from the Canadian government for the fiscal year April 1, 1963-March 31, 1964. This is an increase of \$4,445,000 over the grants of the last fiscal year. In addition to the operating grants, CBC is to receive \$9,244,900 in capital grants, for a total

of \$87,644,900 in the 1963-64 fiscal year, as against \$82,371,500 in the 1962-63 fiscal year.

CBC gets another one-third of its revenue from advertising on its radio and television stations and networks. The CBC annual report for the past fiscal year is expected sometime this month.

Government estimates announced in the Canadian Parliament included \$349,800 in 1963-64, for the Board of Broadcast Governors, the regulatory body, as against \$340,600 in the last fiscal year.

'Cradle Club' for mothers

Panda Marketing Services Ltd., Winnipeg, Man., is syndicating a quarter-hour program *Cradle Club* designed for expectant and new mothers. The daily program on 11 Canadian television stations features a young mother discussing topics of interest to expectant and young mothers, who are asked to reg-

ister their babies at a *Cradle Club* retail outlet.

Panda Marketing Services was formed by Ralph Misener, president of CJAY-TV Winnipeg, and four other CJAY-TV executives, Lloyd Moffat, Jack Davidson, Jerry Johnson and W. F. Girling. The latter is managing the new company and the syndication of the program on other stations.

Abroad in brief...

Dick Clark in Canada ■ Mars Broadcasting Inc., Stamford, Conn., reports the sale of *The Dick Clark Radio Show* to CKPT Peterborough, Ont., marking the second radio station in Canada to sign for program in May. CHUM Toronto bought the program earlier. The two-hour show now has been sold in 45 markets.

International exchange ■ Three foreign networks have been added to the group contributing programs in the in-

2 is identical to Studio 1. The two studios account for about 50% of the daily live programs. Studios 3 and 4 are twice the size of Studios 1 and 2. Studio 5, the largest in the world (10,758 square feet), allows live-audience, participating programs to be telecast almost on a daily basis.

The Cairo studios are equipped with three video tape machines and two mobile video tape units. Video-tape programs are being increased since the Cairo TV service began. Cairo TV has three mobile transmission and recording units for live transmissions and video-tape recordings done at remote sites.

Three-channel operation ■ The UAR-TV service programs on channels 5, 7 and 9 with a total weekly transmission of 150 hours of which 65 hours are transmitted on channel 5, 50 hours on channel 7 and 35 hours on channel 9.

Transmission on channel 5 totals 9 hours daily during week-days (except Fridays) and programs are transmitted over two periods, from 11 a.m. to 12 noon and from 4 p.m. to midnight. Transmission hours on Fridays on channel 5 total 11 hours, from 1 p.m. to midnight.

Transmission on channel 7 totals 7 hours daily (8 hours Fridays) from 5 p.m. (4 p.m. Fridays) to midnight.

Transmission on channel 9 totals 5 hours daily, from 7 p.m. to midnight.

Presently, a total of 80 programs is transmitted on the three channels of the UAR-TV network. Of this total 50 programs are transmitted weekly on channels 5 and 7, and 22 on channel 9. The programs may be broadly classified ac-

Bahie Eldin Nassr, 38, is business and commercial manager of United Arab Republic Television, with headquarters in Cairo. He is a graduate of the University of Cairo in 1946 with a B.A. degree in political science, and has also received B.A. (1949) and M.A. (1957) degrees in journalism from the University of Syracuse, Syracuse, N. Y. Positions Mr. Nassr has held include newsreel editor for Radio Cairo, 1953-56; United Press International Middle East correspondent, 1958-60; and news manager of UAR-TV, 1960-61.



cording to their subjects as follows:

- *News*—including news shows, press reviews, comments. These total 15 hours weekly and represent 10% of the 3 channels' weekly total transmission.

- *Entertainment*—including songs, plays, concerts, contests, ballets, arts. These total 84 hours weekly and represent 57% of the total weekly transmission on the 3 channels.

- *Family, women and children*—7 hours (5.5%).

- *Cultural and educational*—21 hours (13%).

- *Sports*—4 hours (2.5%).

- *Religious*—15 hours (9.5%).

- *Advertisements*—4 hours (2.5%).

As far as production is concerned programs can be classified into three categories:

- *Live*—33½ hours (22.5%).

- *Recorded*—75-115 hours (77.6%).

- *Cartoon*—¾ hour (½%).

According to source of origin, UAR-TV has 78% local programs, and 22% imported programs.

The commercial department, which deals with TV commercials and filmed-program distribution, is a completely separate department.

It was organized at the time of the first TV program in 1960 and equipped with highly qualified technicians, equipment and five production units.

Commercials include filmed spots, slides and commercial programs. They are telecast on two channels (5 & 7) and total about 15 hours a week (about 10% of the total time).

Commercial time is divided as follows: 65% for commercial companies (consumers' goods), 20% for heavy industry, 10% movies and entertainment and 5% for government agencies.

international exchange organized by the CBS-owned TV stations. Programs for the CBS stations' *The International Hour* series which began last week, will include productions by Yugoslav Radio-Television, NTS in Holland and the Australian Broadcasting Commission. Eleven countries now participate in the exchange.

License increase ■ The number of combined TV and radio licenses throughout Britain and Northern Ireland increased during April by 41,679 bringing the total to 12,484,485.

Helping hand ■ BBC-TV is lending Telifis Eireann, the Irish network, equipment to help it present President Kennedy's visit to Ireland next month on Eurovision.

Agency switch ■ First big switch in advertising agencies handling Canadian government accounts since the advent of the new Liberal government headed by Lester Pearson, is that of the Bank

of Canada. Under the previous Conservative government this \$870,000 account had been moved from MacLaren Advertising Co. Ltd., Toronto, Ont., to McKim Advertising Ltd., Toronto; Spitzer, Mills & Bates Ltd., Toronto; and Publicite Huot Ltd., Montreal, Que. Now it moves back to MacLaren Advertising Co. Ltd., which will handle the Bank of Canada's annual Canada Savings Bonds campaign this fall.

Stations sold ■ CJNB North Battleford, Sask., has been sold for an undisclosed amount to E. A. Rawlinson, CKBI-AM-TV Prince Albert, Sask. CKKW Kitchener, Ont., has been sold to CKCO-TV Kitchener, for an undisclosed amount. Both sales are subject to approval by the Board of Broadcast Governors.

French monitor ■ Industrial Film Maintenance, Toronto, has established a Montreal photo-script division to monitor off-the-air French television commercials and to monitor test markets in the Montreal area.

'Marilyn' to be seen in 24 foreign markets

A half-hour actuality special, *Marilyn Monroe*, carried on ABC-TV two months ago, has been sold in 24 foreign markets, according to Seymour Reed, president of Official Films Inc.

The special has been sold in Belgium, France, Brazil, Japan, Okinawa, Sweden, Mexico, Kenya, Gibraltar, Trinidad, Iraq, Syria and Kuwait in recent weeks, supplementing previously announced sales in the United Kingdom, Australia, West Germany, Austria, Switzerland, Luxembourg, Italy, Finland, Lebanon, Argentina and Uruguay.

ABC-TV will repeat *Marilyn Monroe* on June 23 (9:30-10 p.m.) under the sponsorship of the Alberto-Culver Co., Chicago, through Compton Advertising, Chicago. The special will be placed in domestic syndication for fall release following the second ABC-TV telecast.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Roby

Alfred J. Roby, former management supervisor at Doherty, Clifford, Steers & Shenfield, New York, joins Lennen & Newell, that city, as senior VP and management supervisor on Colgate-Palmolive account.

Prior to joining DCSS, Mr. Roby was management supervisor at McCann-Erickson, New York.

Daniel F. Sullivan, president of Daniel F. Sullivan Co., Boston advertising and PR firm, elected board chairman. **Robert N. Sullivan** was elected president, and **William H. Sullivan**, executive VP and treasurer.

Dr. John Tarini, director of research and marketing; **Paul Greenfield**, **S. Jerome Reshkin**, **H. W. Shepard** and **Byron Bonnheim**, account management supervisors, elected senior VP's of Edward H. Weiss & Co., Chicago-based advertising agency.

Courtney A. Crandall, associate creative director of Harold Cabot & Co., Boston advertising agency, elected VP.



Mr. Froio

Anthony J. Froio, group account executive at Kudner Agency, New York, elected VP. Mr. Froio joined Kudner in April 1962. Previously he was with J. Walter Thompson and Allen B. DuMont Labs.

Warren J. Cowan, partner in Rogers & Cowan, Beverly Hills and New York PR firm, elected president. Mr. Cowan succeeds **Henry C. Rogers**, who becomes chairman of board. **Teme Brenner**, head of TV division, elected executive vice president.

John J. Scollay, sales manager for products division of Lehn & Fink Products Corp., New York, named sales manager for Tussy division. **Bruce J. Cokely**, products division brand manager, appointed product marketing manager for Tussy division.

Carroll Sugar, account executive in Los Angeles office of BBDO, joins Davis, Johnson, Mogul & Colombatto, that city, as account executive and public relations director.

Emery T. Smyth, with Foote, Cone & Belding for five years, rejoins Chicago staff of Needham, Louis & Brorby as administrative assistant to VP in charge

of creative services. **J. Gerald Fortis**, formerly with Dancer-Fitzgerald-Sample and Fuller & Smith & Ross, joins NL&B as writer. **George A. Wilcox**, VP and media director of John W. Shaw Adv., joins NL&B as supervisor in media department. **Alan Levenstein** joins New York staff of NL&B as copy group head. He formerly was with McCann-Marschalk and J. Walter Thompson Co., both New York.

John D. Buckingham, assistant product manager at Glenbrook Laboratories division of Sterling Drug, New York, appointed product manager. He will be responsible for Z.B.T. baby powder and lotion and Molle shaving cream.



Mr. Phillips

Wendell Phillips, account executive at Kenyon & Eckhardt, New York, elected VP. Mr. Phillips joined K&E in 1948.

Victor A. Bonomo, advertising and merchandising manager for Maxwell House division of General Foods Corp., White Plains, N. Y., named marketing manager. **George Bremser Jr.**, product manager for Instant Maxwell House, succeeds Mr. Bonomo. **Robert T. Silkett**, product manager for Yuban, succeeds Mr. Bremser. **Robert R. Weiss**, associate product manager for regular Maxwell House, succeeds Mr. Silkett.

Arthur G. Rohdes, sales promotion coordinator for Renault Inc., New York, appointed assistant advertising and sales promotion manager.

Richard E. Butler, account executive at Davis, Johnson, Mogul & Colombatto, joins Fuller & Smith & Ross, New York, in similar capacity.

Bruce M. Odza, former account executive at Kastor, Hilton, Chesley, Clifford & Atherton, joins Colgate-Palmolive Co., New York, as product manager.

Jerome T. Ahlbrand, former program promotion manager for WISH-TV Indianapolis, appointed radio-TV director of Wyatt Adv., that city.

Joseph F. Schramm, media director of The Manchester Organization, Washington, joins Henry J. Kaufman & Associates, advertising and PR firm, that city, as assistant media director.

James R. Evans, assistant to general manager of The Coca-Cola Bottling Co. of Michigan at Grand Rapids, named brand manager for Tab, new dietary beverage developed by The Coca-Cola

Co., Atlanta, Ga. Mr. Evans will be responsible for development and coordination of sales promotion, point-of-sale and consumer advertising administration for Tab.

Donald W. Scandlin, formerly with Fuller & Smith & Ross, joins Kudner Agency, New York, as media buyer.

Bryan Joseph, copy writer at Guild, Bascom and Bonfigli, San Francisco, appointed copy supervisor on agency's Ralston account.

Richard D. Erickson, formerly on editorial staff of BROADCASTING, joins Television Bureau of Advertising, New York, as creative associate. Mr. Erickson will serve in creative department and in TvB's public relations. He joined BROADCASTING in 1957 in Washington, D. C. office and was transferred to New York staff in 1959.

William Ewart, copy group head at Tatham-Laird Inc., Chicago, promoted to creative supervisor. Agency also has promoted **Bernard Kuby** and **James Johnston** to copy group head positions.

Melvin Altshuler, account supervisor at Sudler & Hennessey, New York, elected VP. **Kim Richman** joins agency as pharmaceutical copywriter.

M. Douglas McClatchy, former copy writer at Garceau, Hargrave and McCullough, Philadelphia, joins N. W. Ayer & Son, that city. **John W. Hartgen** joins agency in department of information services.



Mr. Ogle

George Ogle, former account executive at Lennen & Newell, New York, on Colgate-Palmolive account, joins Maxon Inc., that city, as supervisor on marketing services for Gillette account.

Margaret M. Henderson appointed creative department manager of McCann-Marschalk, New York.

J. Richard O'Kane joins Firestone-Rosen Inc., Philadelphia advertising agency, as copy writer.

Dorothy Varn, formerly with Avon Products, joins Sullivan, Stauffer, Colwell & Bayles, New York, as sales promotion writer.

Verda Marek, **Edith Liffman** and **Donald Bell** join creative staff of McCann-Erickson, Chicago.

Richard K. Short, radio-TV director, and **John L. Wheeler**, copy writer, at Tucker Wayne & Co., Atlanta-based ad-

vertising agency, appointed copy chief and associate copy chief, respectively.

Gus Anton, formerly with Ogilvy, Benson & Mather, joins Redmond & Marcus, New York, as head art director.

Richard Stanwood, copy supervisor with Young & Rubicam, New York, joins Leo Burnett Co., Chicago, as associate creative director.

THE MEDIA



Mr. Barrett

John E. Barrett, executive VP of Bakersfield Broadcasting Co. and general manager of KBAK-TV Bakersfield, Calif., elected assistant treasurer of Reeves Broadcasting & Development Corp., parent company.

Felix D. Adams, commercial manager of KRAK Sacramento and former general sales manager of KLAC-AM-FM Los Angeles, appointed station manager of KAYO Seattle.

Rod Farrell, formerly with KPOL and KFI, both Los Angeles, elected VP and general manager of KKOK Lompoc, Calif. **Dale Owens** named KKOK program director, and **Pat Farrell**, traffic manager.

Kenneth W. Church, senior VP of Taft Broadcasting Co., retires from active participation in company affairs but will continue to serve Taft management in an advisory capacity. Mr. Church's career with Taft began in 1941.

Robert P. Sutton, VP and general manager of KNX Los Angeles, elected chairman of Southern California Broadcasters Association for 1963-64. He succeeds **Charles Hamilton**, manager of KFI Los Angeles. Other new officers are vice chairman **Cliff Gill**, KEZY Anaheim; secretary **Fred Custer**, KPOL Los Angeles; treasurer **Ben Hoberman**, KABC Los Angeles.

Don Davis, formerly of KFRC-AM-FM San Francisco, appointed manager of KHUM Santa Rosa, Calif. **Blake Tabor**, of Promotions Unlimited, Tucson, Ariz., named KHUM sales manager.

Jerry Holley, promotion manager of WIBW-AM-FM-TV Topeka, named station manager of KSEK Pittsburgh, Kan., succeeding **James C. Treat**, who moves to WIBW radio sales staff. Both are Stauffer Stations.

Robert D. Whitehill, program director of KRNy-AM-FM Kearney, Neb., named manager.

Robert W. Dickey named assistant sales manager of KYW Cleveland, effective June 17.

Robert Poller, account executive at WALT Tampa, Fla., promoted to sales manager.

Lynn Wheaton, formerly of WFUR-AM-FM Grand Rapids and WJBL-AM-FM Holland, Mich., appointed account executive at WPOW New York and East Coast PR representative for J. M. Camp Co., Wheaton, Ill., advertising agency.

Larry L. Stewart and **Jack Caesar** join sales staff of WLBW-TV Miami.

Arnold Seidner, former sales and advertising executive at KLOK San Jose, Calif., appointed sales service manager for KBTW(TV) Denver, Colo.

Robert A. Lefko, formerly with CBS-TV, joins The Katz Agency, New York, on TV sales staff.

Patricia L. Nealin, film program director at WGN-TV Chicago, elected president of Chicago chapter of American Women in Radio and Television for two-year term. She succeeds **Dene C. Ratermann**, 4-H Committee. **Rachel Stevenson**, producer-director of children's programs for WTTW(TV) Chicago, elected vice president.

Lawton Metcalf, formerly of WFLA-TV Tampa, joins engineering staff of WTVT(TV) Tampa-St. Petersburg, Fla.

Louis Allen elected VP and general

manager of Vic Piano Associates, Chicago.

Eugene E. Wecker, film director at KIRO-TV Seattle, named assistant station manager, programing.

Bryan Matthews, staff announcer at WGSR Tifton, Ga., joins WQIZ St. George, S. C., as program director.

Howard Lipstone, film department manager at KABC-TV Los Angeles, promoted to program director, succeeding **James B. Patterson**, recently named executive producer.

W. R. Williams named publicity manager of WWJ-AM-FM-TV Detroit. **Thomas P. Banas** appointed to station's promotion department.

Guy Travers, former air personality at WAYE Dundalk, Md., joins WVOB Bel Air, Md., in similar capacity.

Phil Thomas, former air personality at KSO Des Moines, Iowa, joins KIOA, that city, in similar capacity.

Wilford B. Moench, president of KSDA Redding, Calif., elected VP of Mission National Bank of Los Angeles.

Walter E. Bartlett, VP and general manager of WLWC(TV) Columbus, appointed to Ohio Educational Television Network Commission.

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Martin Wark, associate producer of *Here's Hollywood* on KTLA(TV) Los Angeles, named producer-writer of station's *L.A. Today* show.

David D. Matson, formerly of WBCB Levittown-Fairless Hills, Pa., joins production staff of WFIL-TV Philadelphia.

Philip Norman appointed host of his own show at KTTV(TV) Los Angeles, effective June 17.

Ken Spaulding joins WCAP Lowell, Mass., as host of *The 980 Club*.



Mr. Gross

C. Robert Gross, assistant to director of technical operations at KNXT(TV) Los Angeles, appointed director of engineering for WCAU-TV Philadelphia. Both facilities are CBS-owned. Mr. Gross joined CBS on West Coast in 1951. **Mike Hogan** named director of merchandising for WCAU-AM-FM.

Joe Baker, news editor of WRRR Rockville and former news director of WBEL South Beloit, Illinois, appointed news editor of WREX-TV Rockford.

Leonard W. Short named news director of WCSM Celina, Ohio.

William N. Cothran named director of news and documentary programs department of KRON-TV San Francisco.

Alan Walden, news reporter, promoted to news director of WERE Cleveland, succeeding **Ray Tannehill**, who resigned last month.

Stephen J. Rooney, general manager of WJAS-AM-FM Pittsburgh, named Allegheny county district chairman of National Multiple Sclerosis Society's annual campaign for funds.



Mr. Stern

Dick Stern, VP and regional manager of Fletcher Richards, Calkins & Holden's Atlanta office, joins WAII-TV, that city, as general sales manager. Before moving to Atlanta several years ago, Mr. Stern spent 14 years in Miami area where he was VP and branch manager for Keyes, Madden & Jones, and director of merchandising for Grant Adv.

Katharine M. Weber resigns as administrative assistant and publicity director of WTTM Trenton, N. J., to join Catholic Welfare Bureau, Diocese of Trenton, effective June 3.

Dick Crippen, former staff announcer and on-camera weatherman at WFLA-

PAB elects Altdoerffer

Samuel M. Altdoerffer, WLAN Lancaster, elected president of Pennsylvania Association of Broadcasters, succeeding **Robert R. Williams**, WHLM Bloomsburg. **Cary H. Simpson**, WTRN Tyrone, and **Kenneth W. Stowman**, WFIL Philadelphia, were elected first and second VP's respectively. **Thomas W. Metzger**, WMRF Lewistown, was re-elected secretary, and **Philip K. Eberly**, WSBA York, named treasurer. Newly elected directors include **Harold C. Lund**, KDKA Pittsburgh; **Patrick J. Stanton**, WJMJ Philadelphia; **Harris Lipez**, WBPZ Lock Haven; **John Lewis**, WHYL Carlisle; **John Stilli**, WFBG Altoona; **Robert Magee**, WHUM Reading; and **Chester Miller**, wvpo Stroudsburg.

TV Tampa, Fla., named production manager-air personality at WINQ, that city.

Mike Eisgrau, former documentary producer at WHCU Ithaca, N. Y., joins news staff of WLS Chicago.

George Nicholaw, assistant director of promotion and publicity for KNXT(TV) Los Angeles, joins WBBM-TV Chicago as director of information services and public relations. He has been with CBS since 1955. **Leonard Broom**, formerly manager of station promotion for CBS-TV in New York, named director of advertising and sales promotion at WBBM-TV. Mr. Broom joined CBS in 1954. They succeed **Virgil Mitchell**, now with Paramount Television Productions and KTLA(TV) Los Angeles (BROADCASTING, May 20).

Bob Palmer resigns as publicity director of KMPC Los Angeles.

Ed Dunn, formerly of KITE San Antonio, joins WOIA, that city, as air personality.

Allan Baker, former air personality at WBCB Levittown-Fairless Hills, Pa., joins WKDN-AM-FM Camden, N. J., in similar capacity.

Jack Ross, member of news department of WHAM Rochester, N. Y., retires after 33 years with station.

Tom Cookerly, national sales manager of WBT(TV) Charlotte, elected president of Advertising Club of Charlotte.

Roderick P. Cathcart, formerly with XTRA Tijuana, Mexico, joins news department of KGLM Los Angeles.

John Kern, former announcer at WTHI Terre Haute, Ind., and for past

two years in teaching field, rejoins WTHI as sports director. **Kenneth Beckley**, released from active duty with U. S. Army and who last summer was with WFBM-TV Indianapolis, joins news staff of WTHI-TV.

Bill Frink, sports editor at WHAS Louisville, Ky., joins sports department and announcing staff of WCFL Chicago.

Bill Currie, news and sports director of WVOT-AM-FM Wilson, N. C., assumes added duties with sports department of WSOC-TV Charlotte, effective August 1.

Drew Brinckerhoff, director of salary administration for CBS, appointed general manager of CBS-TV operations, New York. He was in salary administration for past five years and previously was with management consultant firm.



Mr. Brinckerhoff

Mike Volpe named merchandising manager of KTTV(TV) Los Angeles, replacing **Robert Church**, who resigned to become chain store manager for Coca-Cola Bottling Co. of Los Angeles.

Keith Fuller, industrial relations manager, named industrial relations director for McClatchy newspapers and McClatchy Broadcasting Co. Mr. Fuller joined McClatchy organization in 1951.

Hugh S. Wallace, former merchandising director for WNAC-AM-TV Boston and Yankee Network, joins local sales staff of WNAC radio.

GOVERNMENT



Mr. Schildhouse

Sol Schildhouse appointed FCC hearing examiner. He has been with FCC Broadcast Bureau since 1948 except for period in 1957 when he engaged in station ownership and operation in Oklahoma.

INTERNATIONAL

John Pidden appointed a director of Television Audience Measurements Ltd., London. For past two years Mr. Pidden has served as general manager for production unit of TAM's operations center.

F. N. Sutherland, deputy chairman and managing director of Marconi's Wireless Telegraph Co., Chelmsford, Essex, England, appointed by Postmaster General Reginald Bevins to serve

as a representative from radio industry to Television Advisory Committee. Function of committee is to advise postmaster general on development of TV and VHF sound broadcasting.

Don Wall, general manager of CKGM Montreal, elected VP of Maisonneuve Broadcasting Corp., licensee of station. **George Davies**, CKGM operations manager, appointed manager of sound division of Maisonneuve Consulting Co., newly formed subsidiary of Maisonneuve Broadcasting, which will operate as management consultants for radio-television stations.

R. L. McGhee, retail sales manager of CJAY-TV Winnipeg, Man., named national and retail sales manager. **James Pryor**, promotion director of CKY Winnipeg, appointed to same post at CJAY-TV. **Gary Greenway**, promotion director of CFCN Calgary, Alberta, named CJAY-TV sales promotion supervisor.

John T. Carlyle, assistant supervisor of traffic for Canadian Broadcasting Corp., Toronto, retires. Mr. Carlyle was first employe of CBC's predecessor, Canadian National Railways, which operated radio stations across Canada in early 1920's. He started with CNR Montreal station in June 1923. **Arthur J. Black**, archivist for CBC at Toronto, also retires after nearly 40 years in Canadian radio. Mr. Black started in 1924 as announcer with CNR radio station at Toronto.

PROGRAMMING

Lawrence Weingarten re-elected president of Screen Producers Guild. Other officers for coming year are: first VP: **William H. Wright**; second VP: **Frank P. Rosenberg**; third VP: **Everett Freeman**; secretary: **Robert L. Cohn**; treasurer: **David Weisbart**.

David H. DePatie, former VP and general manager of Warner Brothers commercial and industrial films, and **Fritz Freleng**, who has been director of animation for Warner cartoon division, have organized DePatie-Freleng Enterprises to produce entertainment films for theatres and TV as well as commercial and industrial films. DFE is making its headquarters at Warner Brothers Studio in Burbank, Calif.

Morton Slakoff, former sales promotion manager of WFIL-AM-FM-TV Philadelphia, joins Allied Artists Television Corp., New York, as advertising and promotion manager.

Stan Atkinson, news and documentary producer at KCRA-TV Sacramento, Calif., joins Wolper Productions as producer-director-writer, assigned to *The*

Hollywood Story for NBC-TV this fall.

Jacques Belasco, composer, commissioned by NBC News to write opening theme for new half-hour *Huntley-Brinkley Report*.



Mr. Lawrence

relations.

Frank W. Jones, former special consultant to Mitchum, Jones & Templeton, Los Angeles-based investment banking firm, appointed special assistant to Eugene V. Klein, president of National General Corp.

Cy Chermak, freelance writer who has been working on *The Dakotas* and *Bonanza*, signed by Revue Studios as story editor for *The Virginian* series.

Charles A. Moses elected president of Publicists Local 818, IATSE, Hollywood. **Lloyd Ritchie** was re-elected business representative of union, whose other officers are: first VP: **John Campbell**; second VP: **Felix Owens**; treasurer: **Dave Davies**; secretary: **Bert Fink**; trustee for motion picture unit: **Lou Dyer**; trustee for radio-television unit: **Mike Buchanan**.

Alfred Lanier, correspondent for Associated Press, appointed head of Columbia, S. C., bureau. **George V. Higgins**, former reporter for *Providence Journal*, joins AP as correspondent in new Springfield, Mass., bureau.

William Finkeldey, VP of Peter M. Robeck & Co. since 1960, rejoins Showcorporation, New York film distribution and syndication firm, in executive sales capacity. Mr. Finkeldey, a veteran of

TV syndication, was one of founders of Showcorporation in 1958. He formerly served as national sales manager for RKO Television.

Jack Guss, free-lance writer, joins Revue Studios as associate producer of *Channing*, dramatic series scheduled for ABC-TV this fall.

Allan A. Prialux, on United Press International staff, named manager of New Hampshire office. Mr. Prialux succeeds **James V. Healion**, who went to Hartford, Conn., bureau.

George Leibowitz, controller, assistant secretary and assistant treasurer of Teleprompter Corp., named secretary, treasurer and chief financial officer.

Patrishia Osnos, formerly of ABC, joins Animation Inc., Hollywood producer of animated and live-action film, as secretary and assistant to president.



Mr. Oliver

Othur V. Oliver, formerly mid-central division account executive for Ziv-UA (now United Artists Television), joins Seven Arts Associated Corp., New York, as mid-west division account executive.

Chuck Meyer appointed director of publicity and promotion for Decca Records, Los Angeles.

Mel Torme, singer-composer, signed to supply vocal routines and special musical material for *The Judy Garland Show*, scheduled to premiere on CBS-TV this fall.

EQUIPMENT & ENGINEERING

John E. Murray, cost analyst with electronic tube marketing department of Sylvania Electric Products, Seneca Falls, N. Y., appointed manager of marketing cost. **Donald R. Welsh**, market planning department, named merchant

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dising coordinator-renewal sales for electronic tube division. **Charles C. McGregor** named manager of industrial relations for picture tube operation succeeding **Henry S. Prisky**, who has been transferred to company's lighting products division.

Paul D. Leeke, applications engineering supervisor, appointed research projects manager for Mincom division of Minnesota Mining & Manufacturing Co., Los Angeles.

ALLIED FIELDS

Allan S. Austin elected board chairman and chief executive officer, and **Harold A. Anderson** elected president and general manager of The Austin Co., Cleveland-based international engineering and construction firm. Mr. Austin succeeds **George A. Bryant**, who died April 21.

Earl Rettig, commercial and community coordinator for RCA and secretary of Hope Enterprises, elected VP and general manager of Radio, Television, Recording and Advertising Charities, Hollywood. He replaces **Burt Zinn**,

effective July 1. RTRA board also voted to relocate to 1560 North Vine Street, Hollywood.

Lester Bowman, director of technical operations for CBS, joins Theatre-Vision Color Corp., Los Angeles, in similar capacity.

DEATHS

Isidor S. Becker, 66, formerly VP for business affairs at CBS Radio, died June 1 of heart attack at his summer home in Lake Mahopac, N. Y. Mr. Becker joined CBS in 1934 as business manager and assistant director of Columbia Artists. He retired last year and since then served as consultant on business affairs.

Mrs. Edgar T. Bell, 72, wife of executive VP-general manager of KWTW(TV) Oklahoma City, died June 6 of heart attack at Oklahoma City hospital. In addition to her husband she is survived by daughter, Mrs. Leo Schoenhofen, wife of president of Container Corp., Barrington, Ill., and brother, Semter Williams, of Jacksonville, Fla.

Phyllis Elliott, 53, television talent engagement officer of Canadian Broadcasting Corporation, died May 26 at Toronto after short illness. She joined CBC-TV as script assistant in 1955.

William D. Birke, 52, president of Huntington (W. Va.) Publishing Co. and former president of WSAZ Inc. (WSAZ-AM-TV Huntington) until its sale in 1961 to Goodwill Stations Inc., died May 30 of respiratory ailment. Since sale of WSAZ Inc., Mr. Birke had been a director of Goodwill Stations.

Edgar Clyde (Skinnay) Ennis, 56, died June 2 in Hollywood when a morsel of food stuck in his throat. One of best known band leaders, he and his orchestra provided music for Bob Hope radio programs for more than 10 years during the 1940's and 1950's.

Paul Maxey, 55, veteran actor who portrayed mayor in TV series, *The People's Choice*, died June 3 after suffering stroke.

Wilbur Jameson, chief transmitter engineer at WPDQ Jacksonville, Fla., died May 28 of heart attack.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 29 through June 5 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

Buffalo—Ultravision Broadcasting Co. UHF channel 29 (560-566 mc); ERP 253 kw vis., 127 kw aur. Ant. height above average terrain 324 feet, above ground 371 feet. P. O. address 179 Stanislaus Street, Buffalo 12. Estimated construction cost \$327,782; first year operating cost \$250,000; revenue \$275,000. Studio and trans. locations both Buffalo. Geographic coordinates 42° 53' 22" N. Lat., 78° 49' 50" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Welch, Mott & Morgan, consulting engineer Jules Cohen & Associates, both Washington. Principals: Florian R. Burczynski and Stanley J. Jasinski (each 50%). Mr. Jasinski is assistant manager of WWOL Buffalo and 52.6% owner of applicant for new AM in Lancaster, N. Y. Mr. Burczynski is majority owner of bakery, Ann. May 31.

Portland, Ore.—Tribune Publishing Co. VHF channel 2 (54-60 mc); ERP 100 kw vis., 51.4 kw aur. Ant. height above average terrain 1514 feet, above ground 809 feet. P. O. address c/o George F. Russell, 711 St. Helens Avenue, Tacoma 1, Washington.

Estimated construction cost \$786,853; first year operating cost \$600,000; revenue \$600,000. Studio and trans. locations both Portland. Geographic coordinates 45° 31' 14" N. Lat., 122° 43' 55" W. Long. Type trans. GE TT53A, type ant. GE TY-50-D. Legal counsel Dow, Lohnes & Albertson, consulting engineer Lohnes & Culver, both Washington. Principals: estate of Frank S. Baker (52.6%), estates of Alton F. Baker, Louise B. Hastings and Elbert H. Baker Jr. (each 12.47%), and Elbert H. Baker II, Mary B. Russell and Elizabeth B. Kelley (each 3.33%). Applicant is publisher of *Tacoma News Tribune* and licensee of KTNT-AM-FM-TV Tacoma. Ann. June 5.

New AM stations

ACTIONS BY FCC

Holdenville, Okla.—Canadian River Broadcasting Co. Granted CP for new AM on 1370 kc, 500 w-D; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 5118 C Street, Little Rock, Ark. Estimated construction cost \$20,209; first year operating cost \$30,528; revenue \$30,000. Don Hopson, sole owner, is engineer at KLRA Little Rock. Action May 28.

Dorado, P. R.—Luis Prado Martorell. Granted CP for new AM on 1030 kc, 10 kw-D; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 10981 Caparra Heights, P. R. Estimated construction cost \$10,000; first year operating cost \$10,250; revenue \$18,500. Mr. Martorell, sole owner, is chief engineer of WITA San Juan, P. R. Action May 28.

Utahdo, P. R.—Central Broadcasting Corp. Granted CP for new AM on 1530 kc, 250 w-N, 1 kw-LS; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 212, Arecibo, P. R. Estimated construction cost \$15,438; first year operating cost \$18,000; revenue \$27,000. Principals: Pablo M. Llerandi, Roberto Martinez Rodriguez, Benito Martinez and Melvin T. Villanueva (each 25%). Mr. Llerandi is theater owner; Mr. Rodriguez is attorney; Mr. Martinez is salesman; Mr. Villanueva is accountant. Action May 28.

Existing AM stations

APPLICATIONS

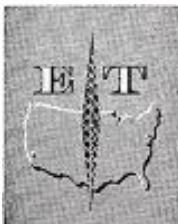
WELK Charlottesville, Fla.—CP to change frequency from 1010 kc to 1470 kc, change

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hours of operation to unl. using power of 5 kw, install DA system (DA-2), and change ant.-trans. location. Ann. June 4.

WIOS Tawas City-East Tawas, Mich.—CP to change frequency from 1480 kc to 1410 kc and change from DA to non-DA. Ann. May 31.

WCMC Wildwood, N. J.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 31.

New FM stations

ACTION BY FCC

*Georgetown, Ky.—Georgetown College. Granted CP for new class D FM on 90.1 mc, 10 w. Ant. height above average terrain 75.5 feet. P. O. address Georgetown, Ky. Estimated construction cost \$4,353; first year operating cost \$3,250. Principals: board of trustees. Action June 3.

APPLICATION

*Cheney, Wash.—Eastern Washington State College. 89.9 mc, channel 210, 10 w. Ant. height above average terrain 18 feet. P. O. address c/o Howard E. Hopf, Cheney, Wash. Estimated construction cost \$500; first year operating cost \$2,000. Principals: board of trustees. Ann. May 31.

Ownership changes

ACTIONS BY FCC

KTTV(TV) Los Angeles—Granted transfer of control of licensee corporation, Times-Mirror Broadcasting Co., from Times-Mirror Co. (100%), large company with over 50 stockholders but controlled by Chandler family, to Metromedia Inc. (100%), also with over 50 stockholders. Consideration \$10,390,000. Metromedia stations: WNEW-AM-FM-TV New York, WTTG(TV) Washington, KOVR(TV) Stockton, Calif., KMBC-AM-FM-TV Kansas City, Mo., WTVH(TV) Peoria & WTVP(TV) Decatur, both Illinois, WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia. Action May 28.

WTCX(FM) St. Petersburg, Fla.—Granted transfer of control of licensee corporation, Trans-Chord Inc. (20,000 shares issued), from Harry C. Offutt Jr. (19,700 shares), Marian V. Offutt (295 shares) and James T. Vocelle (5 shares) to Murray Carpenter (100%). Consideration \$50,000. Mr. Carpenter is past owner of several broadcast stations. Action May 31.

WFDF Flint, Mich.—Granted relinquishment of negative control of licensee corporation, WFDF Flint Corp. (80,000 shares issued), by Howard Mack (40,000 shares before transfer, 36,000 after) to Richard P. Doherty and wife (4,000), tr/as Richard P. Doherty TV-Radio Management Corp. Consideration is services rendered. Action June 4.

WMCN Oneida, N. Y.—Granted transfer of control of licensee corporation, Madison County Broadcasting Corp., from Richard W. Mills, deceased, and Irenita M. Mills (45% jointly) to I. M. Mills (45% individually and 10% through voting trust agreement). No financial consideration involved. Action May 31.

KWAY Forest Grove, Ore.—Granted transfer of control of licensee corporation, Triple G Broadcasting Co., from Ruth M. Crawford (100%), executrix of estate of Percy P. Crawford, deceased, to Harold O. Savercool (100%). Consideration \$37,500. Mr. Savercool is fuel distributor. Action May 31.

WPRP Ponce, P. R.—Granted acquisition of negative control of licensee corporation, Voice of Porto Rico Inc., from estates of Julio G. Conesa (7%) and Julio M. Conesa (2.6%) by Radio Americas Corp. (49.7% after transfer, 45.1% before) and A. R. de Arellano Jr. (.3% after, .1% before); Mr. Arellano is controlling stockholder of Radio Americas. Consideration \$13,900. Action May 28.

KCAN Canyon, Tex.—Granted assignment of license from W. J. Harpole (100%) to Mr. Harpole (100%), tr/as Randall County Broadcasters Inc. No financial consideration involved. Action May 31.

Midland, Tex.: calls unassigned—Granted assignment of CP from Cyril W. Reddoch, Ralph L. Hooks and C. Winsett Reddoch (each 33 1/3%), d/b as Mid-Tex Radio, to Neil W. Shirley and Charles F. Johnson (each 50%), tr/as Mid-Tex Broadcasting Co. Consideration \$4,414. Messrs. Shirley and Johnson are both in CATV and TV engineering businesses. Action June 4.

APPLICATIONS

WMET Miami—Seeks assignment of license from Max C. Tavel and family (100%), d/b as Latin Broadcasting Corp., to Silvio E. Hernandez (100%). Consideration \$25,000 and assumption of liabilities. Mr. Hernandez is consultant in international operations. Ann. May 31.

WLOD Pompano Beach, Fla.—Seeks transfer of control of licensee corporation, WLOD Inc., from William F. Johns Jr. (43.6%), William F. Johns Sr. (2.3%) and others, d/b as Franklin Broadcasting Inc., to W. F. Johns Jr. (86.8%) and W. F. Johns Sr. (13.2%). Consideration \$353,000. Also see applications of WWOM New Orleans and KOME Tulsa, Okla. Ann. June 4.

WLKB Decatur, Ga.—Seeks assignment of license from Samuel C. Chafin and N. W. Griffin (each 50%), d/b as DeKalb Broadcasting Co., to Werner E. Wortsman, Robert D. Fowler, Brooks P. Smith, Elisabeth D. Brumby and Myrna H. Whitaker (each 20%), tr/as Radio DeKalb Inc. Consideration \$52,000. Principals own WBLJ Dalton, Ga., and have interests in local publications. Ann. June 3.

WCND Shelbyville, Ky.—Seeks assignment of CP from J. B. Crawley, R. L. Turner, W. B. Kelly and Dean Harden (each 25%), d/b as Shelby Broadcasting Co., to Messrs. Crawley, Turner and Kelly (each 33 1/3%), tr/as company of same name. No financial consideration involved. Ann. June 4.

WWOM New Orleans—Seeks assignment of license from Franklin Broadcasting Co. (for ownership see WLOD Pompano Beach, Fla.), d/b as WWOM Inc., to David W. Wagenvoord (90%) and Fred P. and Myrtle R. Westenberger (10% jointly), tr/as Wagenvoord Broadcasting Inc. Consideration \$450,000. Also see applications of WLOD and KOME Tulsa, Okla. Ann. June 4.

KPRM Park Rapids, Minn.—Seeks assignment of license from Edward De La Hunt Jr. (66 2/3%) and E. H. Granse (33 1/3%), d/b as De La Hunt Broadcasting Co., to same persons in same percentages tr/as De La Hunt Broadcasting Corp. No financial consideration involved. Ann. June 5.

WELW Willoughby, Ohio—Seeks assignment of CP from Kenneth (31.1%) and Nettie (31.7%) Mapes and others, d/b as Radio Quests Inc., to Olive P. and Harry A. Epperson Jr. (64%) and Mr. and Mrs. Mapes (34%). Consideration \$35,088. Mr. Epperson owns WPVA Petersburg, Va., and WLLY Wilson, N. C.; Mrs. Epperson is housewife. Ann. June 3.

KOME Tulsa, Okla.—Seeks transfer of control of licensee corporation, KOME Inc., from Franklin Broadcasting Co. (for ownership see WLOD Pompano Beach, Fla.) to Polaris Co. and Ferris E. Traynor family (each 50%), tr/as Producers Inc. Consideration \$315,000. Also see applications of WLOD and WWOM New Orleans. Producers Inc. owns KCND-TV Pembina, KNOX-TV Grand Forks and KXGO-TV Fargo, all North Dakota, WTVW(TV) Evansville, Ind., WKYW Louisville and KXOA-AM-FM Sacramento, Calif. Ann. June 4.

WFQM(FM) San Juan, P. R.—Seeks assignment of license from Supreme Broad-

casting Inc. to Quality Broadcasting Corp., wholly owned subsidiary of Supreme. No financial consideration involved. Ann. June 5.

KSDR Watertown, S. D.—Seeks assignment of license from Paul D. Bernards to Richard J. Kopp. Consideration \$32,000. Mr. Kopp is employed by KBFS Belle Fourche, S. D. Ann. June 4.

WGAP Maryville, Tenn.—Seeks assignment of license from Frank H. Corbett (77.5%) and Harry C. Weaver (22.5%), d/b as Aluminum Cities Broadcasting Co., to Mr. Corbett (100%). Consideration \$13,860. Ann. June 4.

KODI Cody, Wyo.—Seeks transfer of control of licensee corporation, Park Broadcasters Inc., from R. B. Beall and Glenn E. Nielson (each 50%) to Lyle D. and Eleanor S. Ellis (each 50%), tr/as KODI Inc. Consideration \$75,000. Ann. June 4.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying application of KATV Inc. to change trans. location of KATV(TV) (ch. 7) Little Rock, Ark., from about 14 miles northwest of Pine Bluff to about 50 miles northwest of city and 12 miles west of Little Rock, and increase ant. height to 1,862 feet above average terrain. Action June 4.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of James R. Williams for new AM on 540 kc, 250 w-D, in Anadarko, Okla.; engineering conditions. Action June 4.

■ Hearing Examiner Elizabeth C. Smith issued supplemental initial decision looking toward denying applications of Seven Locks Broadcasting Co. and Tenth District Broadcasting Co. for new AM stations on 950 kc, 1 kw, DA, D, in Potomac-Cabin John, Md., and McLean, Va., respectively. Action June 3.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Roy Davis, tr/as Brownsville Broadcasting Co., for new daytime AM on 1520 kc, 250 w, Brownsville, Tenn., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action June 3.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied (1) motion by Central Wisconsin Television Inc. and Midcontinent Broadcasting Co. for summary removal of Wisconsin Citizens Committee for Educational Television Inc. as party to proceeding on applications of Central Wisconsin for additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and for assignment of CP to Midcontinent, and (2) procedural suggestions by Broadcast Bureau. Action June 5.

■ By order, commission, on petition by W. D. Frink, tr/as Jefferson Radio Co., continued July 1 oral argument to July 15 in proceeding on application for license for WIXI Irondale, Ala. Action June 5.

■ By memorandum opinion and order in Syracuse, N. Y., TV channel 9 comparative

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 5

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,801	43	142	381
FM	1,088	21	101	198
TV	518	60	87	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 5

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	166	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

¹Includes 3 stations operating on unreserved channels.

proceeding, commission denied joint petition by Veterans Broadcasting Inc., Syracuse Television Inc., W. R. G. Baker Radio & Television Corp., WAGE Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingbery to (1) reopen record to take official notice of March 5 decision of U. S. Court of Appeals for Second Circuit in *Bartle v. Markson Bros. Inc.* concerning bankruptcy proceeding involving Asher Markson president, director and stockholder of applicant Onondaga Broadcasting Inc. and (2) remand proceeding to examiner for further testimony and evidence and revised or supplemental initial decision. Action June 5.

■ By memorandum opinion and order, commission dismissed petition by Springfield Television Broadcasting Corp. (WRLP, ch. 32), Greenfield, Mass., for reconsideration of Jan. 30 grant of application of Millers River Translators Inc. for new UHF TV translator station in Athol, Mass., on channel 72, to rebroadcast programs of WBZ-TV(TV) (ch. 4) Boston. Commission found that Millers has received adequate rebroadcast consent; Springfield failed to show that WRLP provides service to Athol. Action May 29.

■ Commission granted renewal of license to Bartell Broadcasters Inc. for WADO New York; without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in action entitled *WYDE Inc. and WAKE Inc., Plaintiffs, vs. Bartell Broadcasting Corp., WAKE Broadcasters Inc., Bartell Broadcasters Inc., Gervald Bartell, Lee Bartell, David Bartell, and Melvin Bartell, Defendants*, now pending in U. S. District Court for Southern District of New York. Action May 29.

■ Commission granted renewal of license to Metromedia Inc. for WNEW-TV New York; without prejudice to whatever action, if any, may be taken as result of disposition in *WORZ Inc. v. FCC (C.A.D.C.)*, case no. 13,996. Comr. Henry not participating. Action May 29.

■ Granted renewal of licenses for following New York City stations: WINS, WMCA, WNBC, WNEW and WQXR, all without prejudice to whatever action, if any, may be taken by commission with respect to

pending complaint of Liberal Party of New York State, and WNEW also without prejudice to whatever action, if any, may be taken as result of disposition in *WORZ Inc. v. FCC (C.A.D.C.)*, case no. 13,996. Action May 29.

■ By decision, commission (1) denied application of WDUL Television Corp. for additional time to complete construction of WHYZ-TV (ch. 10) Duluth, Minn., which was designated for oral argument to determine whether, in light of findings of fact and conclusions made in commission's decision in Doc. 13414 which denied modification of CP for WHYZ-TV, WDUL Television possesses requisite character qualifications to be licensee, and (2) terminated its existing CP. Comrs. Hyde and Lee abstained from voting; Comr. Cox not participating. Action May 27.

■ By order, commission granted petition by Melody Music Inc. and extended time to June 7 to file exceptions to initial decision in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action June 5.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to June 12 time to reply to petition for deletion and addition of issue filed by Rhinelander Television Cable Corp. in proceeding on its application for new AM in Rhinelander, Wis. Action June 5.

■ By memorandum opinion and order in proceeding on AM applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co., Valparaiso, Ind., in Docs. 14806-7, denied motion by Porter County to strike and expunge engineering reply comments filed by Valparaiso. Board Member Nelson concurred. Action June 3.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, (1) granted request by Broadcast Bureau and accepted its late filed petition and (2) denied Ponce petition to enlarge issues. By separate memorandum opinion and order, granted petition by Abacoa and waived Sec. 1.362 of

rules insofar as newspaper publication and broadcast announcements are required immediately after designation for hearing, and accepted notice of publication. Actions May 29.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan) and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, granted late filed joint petition and waived Sec. 1.362 of rules insofar as newspaper publication and broadcast announcements are required immediately after designation for hearing, and accepted notice of publication. Action May 29.

■ By separate orders in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, (1) granted motion by Frontier Broadcasting Co. and extended to June 20 time to file briefs in reply to exceptions and supporting briefs; and (2) granted request by Laramie and waived Sec. 1.154(c) of rules to permit filing memorandum in support of exceptions to initial decision slightly in excess of length specified. Actions May 29 and May 28, respectively.

■ Granted petition by Stuart W. Epperson, applicant for new AM in Winston-Salem, N. C., and cancelled June 11 oral argument; oral argument will be rescheduled on date to be determined by Review Board. Action May 27.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted petition by Mid-States Broadcasting Co. (WDZ), Decatur, Ill., and dismissed, but with prejudice, its AM application and retained in hearing status application of Van Wert Broadcasting Co. for new AM in Plymouth, Ind. Action May 29.

■ Designated Examiner Arthur A. Gladstone to preside at hearing in Paterson, N. J., TV channel 37 proceeding; series of prehearing conferences will be held in proceeding commencing June 25, and on various dates during July which shall be specified by presiding officer; scheduled hearing for Sept. 9. Action May 28.

By Hearing Examiner

James D. Cunningham

■ On own motion, made various corrections to transcript of hearing in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action June 3.

■ On own motion, extended time from June 10 to July 8 to file proposed findings and from June 24 to July 25 to file replies in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action May 31.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on application of KATV Inc. (KATV|TV| Little Rock, Ark.), denied petition by KATV to strike proposed findings of City of Pine Bluff, Ark., and Pine Bluff Chamber of Commerce Inc.; by separate order, granted motion by KATV to correct transcript of record. Action May 31.

By Hearing Examiner Charles J. Frederick

■ Upon joint request of parties in proceeding on AM application of People's Broadcasting Co. (WPBC), Minneapolis, extended time for filing findings from June 4 to June 10 and for replies from June 14 to June 17. Action May 29.

By Hearing Examiner Millard F. French

■ Granted motion by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., and continued June 12 hearing to Sept. 23, date for exchange of exhibits to Sept. 9, and date for notification of witnesses to Sept. 16 in proceeding on its AM application. Action June 4.

By Hearing Examiner Walther W. Guenther

■ In view of ruling made by examiner at May 31 further prehearing conference in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, respectively, both Puerto Rico, continued June 5 hearing to date to be established at further prehearing conference to be held on June 5. Action May 31.

■ Granted request by Western Broadcasters Inc. and extended time from June 3 to June 6 to file petition for leave to amend its application for new AM in Cheyenne, Wyo. Action May 29.

■ Granted request by Broadcast Bureau and extended time from June 10 to July 1

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to file proposed findings and from June 28 to July 19 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action May 29.

■ On own motion, scheduled further pre-hearing conference for May 31 in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, respectively, both Puerto Rico, in Docs. 14977-8. Action May 28.

By Hearing Examiner Isadore A. Honig

■ On own motion, closed record in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., and ordered proposed findings of fact and conclusions to be filed within 30 days from release date of order and replies within 10 days of expiration of 30-day period. Action June 3.

By Hearing Examiner H. Gifford Irion

■ Scheduled special conference for May 31 in Miami TV channel 10 proceeding. Action May 29.

■ Scheduled further hearing for June 25 in proceeding on applications of D & E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action May 29.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended time from June 3 to June 10 to file proposed findings and to June 21 for replies in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, both Connecticut, respectively. Action May 31.

■ Granted request by Tele-Sonics Inc. and changed certain procedural dates and rescheduled June 24 hearing for July 22 in proceeding on its application and those of Calbio Broadcasters and Salem Broadcasting Co. for new AM stations in Parma, Seven Hills, and Salem, Ohio, respectively. Action May 31.

■ Granted request by Broadcast Bureau and extended time from June 3 to June 5 to file proposed findings and to June 12 for replies in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action May 31.

■ Pursuant to May 31 hearing conference, closed record in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action May 31.

■ Ordered that any parties desiring to file replies in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., may do so on or before June 21. Action May 29.

■ Rescheduled June 19 hearing for June 18 in proceeding on application of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville and Elizabeth, respectively, all New Jersey in Docs. 14755-7. Action May 29.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled hearing conference for June 11 in proceeding on application of Port Chester Broadcasting Co. for new AM in Port Chester, N. Y. Action May 31.

■ In proceeding on application of Port Chester Broadcasting Co. for new AM in Port Chester, N. Y., denied approval of agreement between Port Chester and respondent Long Island Broadcasting Corp. (WWRL), New York, whereby latter would withdraw its opposition to grant of Port Chester's application, as amended, in consideration of payment of \$4,500 as "partial" reimbursement of expenses incurred to date in course of opposition. Action May 27.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Upon request by K-FIV Inc. (KFIV), Modesto, Calif., extended certain procedural dates in proceeding on its AM application and ordered that hearing shall commence as scheduled on July 8. Action June 4.

■ Upon request by Golden Triangle Broadcasting Inc. (WEEP), Mt. Oliver, Pa., scheduled further hearing for June 5 in proceeding on its AM application. Action May 28.

■ Scheduled oral argument for May 31 on notice of taking depositions in Winfield, Ala., on June 4, filed by Kate F. Fite, in

proceeding on application of John Self for new AM in Winfield. Action May 28.

By Hearing Examiner Herbert Sharfman

■ Reopened record in proceeding on applications of North Atlanta Broadcasting Co. and J. Lee Friedman for new AM stations in North Atlanta, Ga., received in evidence North Atlanta's exhibit 21, substituted figure D-4 submitted with May 28 covering letter for present figure D-4 of North Atlanta's exhibit 18, and closed record. Action June 3.

■ Granted petition by Genkar Inc. insofar as it requests severance of its application for new AM in Gouverneur, N. Y. from revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and other Karig and related applications in Docs. 14617, et al. (Separate initial decision will be issued on Genkar's application.) Action June 3.

BROADCAST ACTIONS

by Broadcast Bureau

Action of June 4

K11FZ Circleville, Utah—Granted mod. of CP to change frequency to channel 11, type trans. and make changes in ant. system for VHF TV translator station.

Actions of June 3

KOTV(TV) Tulsa, Okla.—Granted mod. of licenses to change name to Corinthian Television Corp.

W1NR-TV Binghamton, N. Y.—Granted CP to reduce aur. ERP to 63.5 kw, DA, and make changes in equipment; condition.

KXAB-TV Aberdeen, S. D.—Granted extension of completion date to Aug. 1.

Action of May 29

WRLB(FM) Long Branch, N. J.—Granted CP to replace expired permit for changes in ERP, ant. height, ant.-system, and type ant.

Actions of May 31

*KOAP-FM Portland, Ore.—Granted CP to change frequency to 91.5 mc and classification to noncommercial educational; ant. height 960 feet; remote control permitted.

■ Granted renewal of licenses for following, including aux., for normal license term, on which action had been deferred: KACY Port Hueneme, Calif.; WBAC Cleveland, Tenn.; KAGI Grants Pass, Ore.; WBOS Brookline, Mass.; KAPE San Antonio, Tex.; *WESU(FM) Middletown, Conn.; KARM-FM Fresno, Calif.; WGHF(FM) Brookfield, Conn.; KBBO Yakima, Wash.; WHDH-FM Boston; KBBR North Bend, Ore.; WJZZ(FM) Bridgeport, Conn.; KBUZ-FM Mesa, Ariz.; WMOU-FM Berlin, N. H.; KCIB-FM Fresno, Calif.; WPEP Taunton, Mass.; KELP-TV El Paso; *WRTC-FM Hartford, Conn.; KGMB Honolulu; WSME Sanford, Me.; KMPX(FM) San Francisco; WTCX(FM) St. Petersburg, Fla.; KOGT Orange, Tex.; WWCW Waterbury, Conn.; KOOS Coos Bay, Ore.; WWPL(TV) Springfield, Mass.; KPOR Quincy, Wash.; KWAY Forest Grove, Ore.; KKO El Centro, Calif.; WBAP-FM Fort Worth.

■ Granted renewal of licenses for following, including auxiliaries, for normal license term: WAWZ-FM Zarephath, N. J.; WFAS White Plains, N. Y.; WBEF-FM Buffalo; WFPG-FM Atlantic City; WBIC Islip, N. Y.; WFYI Mineola, N. Y.; WETA Batavia, N. Y.; WGBB Freeport, N. Y.; WBUD-FM Trenton, N. J.; WHDL-AM-FM Olean; WBUZ Fredonia; WHEC Rochester; WCHN-FM Norwich; W1NR Binghamton; WCMF(FM) Rochester; WJLJ Niagara Falls; WCSS Amsterdam; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WEOB Owego; WLEA Hornell; WEBR Buffalo; WMCR Oneida, all New York; WMVB-AM-FM Millville, N. J.; WDLA Walton; WNCN(FM) New York; WEAV Plattsburgh; WNDR Syracuse; WEHH Elmira Heights-Horseheads; WNYC-FM New York; WENE Endicott; WREM Remsen; WENT Gloversville; WRNY Rome; WENY Elmira; WEBR-FM Buffalo; WEOK Poughkeepsie; WRUN-FM Utica, all New York; WERA Plainfield, N. J.; WSYR-AM-FM Syracuse; WFLR Dundee; WVIP Mount Kisco; WEOK-FM Poughkeepsie; WWHG Hornell; WGHQ Kingston; WALK-FM Patchogue; WGLI Babylon; WCBF-FM New York; WGSMD Huntington, all New York; WCMC-FM Wildwood, N. J.; WHCU Ithaca, N. Y.; WCTC-FM New Brunswick, N. J.; WHEN Syracuse; WEAV-FM Plattsburgh; WHLD-AM-FM Niagara Falls; WFAS-FM White Plains; WHLI Hempstead; WGLI-FM Babylon; WHN New York; WHFM(FM)

Rochester; WHUC Hudson, all New York; WJLK-FM Asbury Park, N. J.; WIBX Utica; WKIP-FM Poughkeepsie; WICY Malone; WKRT-FM Cortland; WIRD Lake Placid; WLNA-FM Peekskill; WIRY Plattsburgh; WNBC-FM New York; WKRT Cortland, all New York; WPAT-FM Paterson, N. J.; WLJB New York; WQXR-FM New York; WLSV Wellsville, N. Y.; WVNJ-FM Newark, N. J.; WMNS Olean, N. Y.; WWHG-FM Hornell, N. Y.; WNBFF-AM-FM Binghamton, N. Y.; WBEF-TV Buffalo; WNYC New York; WGR-TV Buffalo; WOND Pleasantville, N. J.; WHEC-TV Rochester; WROC Rochester; WHEN-TV Syracuse; WSLB Ogdensburg; W1NR-TV Binghamton, all New York; WSNJ Bridgeport, N. J.; WKTV(TV) Utica, N. Y.; WKNY Kingston, N. Y.; WNYC-TV New York; WJNH Hammoncton, N. J.; WNBFF-TV Binghamton; WRIV Riverhead; WNET-TV Buffalo; WSNY Schenectady; WROC-TV Rochester; WSOQ North Syracuse; WSYE-TV Elmira; WTRY Troy; WSYR-TV Syracuse; WUFO Amherst; WABY Albany, all New York; WVNJ Newark, N. J.; WACK Newark, N. Y.; WCTC New Brunswick, N. J.; WALK Patchogue; WADV(FM) Buffalo; WALL Middletown; WBBF-FM Rochester; WATN Watertown; WBUF(FM) Buffalo; WAUB Auburn; WHCU-FM Ithaca; WBAG Kingston; WHLI-FM Hempstead; WBVM Utica; all New York; WKDN-FM Camden; N. J.; WCAM Camden; N. J.; WOSJ-FM Atlantic City; WCBA Corning; WRFM(FM) New York; WCHN Norwich; WROC-FM Rochester; WCLI-AM-FM Corning; WRVR(FM), all New York; WCMC Wildwood, N. J.; WSNJ-FM Bridgeport, N. J.; WTFM(FM) Lake Success; *WAMC(FM) Albany; WJFM(FM) Utica; *WECW(FM) Elmira; *WAER(FM) Syracuse; *WKCR-FM New York; WHAM Rochester; *WNYE(FM) Brooklyn, all New York.

■ Granted renewal of licenses for following TV translator stations for normal license term: K12BK Worland, Wyo.; K05AB, K12AE Powell, Wyo.; K04AB Gillette, Wyo.; K13BW Lucky McCampsite, Wyo.; K09BL Lance Creek, Wyo.; K08AA Wyodak, Wyo.; K13BT Gillette, Wyo.; K7IA, K79AC, K75AG Evanston, Wyo.; K09DI, K11DN, K13DH, Little America, Lyman and Mt. View and Lontree all Wyoming; K73AF Rawlins, Wyo.; K72AS LaBarge, Wyo.; K06AG Moorcroft, Wyo.; K78AF LaBarge and Big Piney, both Wyoming; K08BI Osage, Wyo.; K81AB LaBarge, Wyo.

KPAT Berkeley, Calif.—Granted CP to install alternate-main trans. at main trans. site.

WKEY Covington, Va.—Granted CP to install old main trans. as aux. trans. at main trans. site; redescribe trans. location.

WEOL Elyria, Ohio—Granted CP to install new alternate-main trans. at main trans. site.

WIBW-TV Topeka, Kan.—Granted mod. of CP to change type trans., type ant., ERP to 204 kw vis. and 102 kw aur., and make changes in ant. structure and other equipment; condition.

WCMR-FM Elkhart, Ind.—Granted mod. of CP to change type trans.

Actions of May 28

WBRN Big Rapids Mich.—Granted change from daytime operation to unil. and install DA nighttime (DA-N), continued operation on 1460 kc, 1 kw; conditions.

KTW Seattle—Granted increased nighttime power on 1250 kc, 5 kw-LS, SH (KWSC, night), from 1 kw to 5 kw; remote control permitted.

WCAU-TV Philadelphia—Granted license covering installation of aux. ant. system near present main trans. and ant. location; conditions.

K13EB Bassett, Neb.—Granted CP to replace expired permit for new VHF TV translator station.

K07EQ Ekalaka, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

Revocation

■ By decision, commission revoked license of KWK Radio Inc. for KWK St. Louis. In order to provide licensee opportunity to wind up its affairs, order of revocation will not become effective until July 29, 1963. Comrs. Hyde and Lee issued dissenting statement; Comrs. Bartley and Cox not participating. Sept. 17, 1962, initial decision

Continued on page 103

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
 - All other classifications 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. *BROADCASTING* expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Sales manager or salesman with qualifications, large midwest market. Box G-291, BROADCASTING.

Southwest manager for small single market station. Strong on sales, first phone, some investment preferred. Rapidly growing market. Salary, profit sharing opportunity. Good references essential. Box H-18, BROADCASTING.

Manager sales manager upper midwest city of 30,000. Competitive. Agriculture important to market. Compensation geared to profits. Send resume to Box H-69, BROADCASTING.

North Carolina station needs hard working manager for small competitive market. Must be willing to operate with small staff and budget. Must be excellent salesman and public relations man. Excellent opportunity. Write Box H-124, BROADCASTING.

Sales manager for growing metropolitan chain of 6 stations in south. Executive type 36-46, married. Experienced all phases radio sales. Willing to travel. Excellent salary, fringe benefits. Personal interview imperative. All replies confidential. Box H-131, BROADCASTING.

(selling) Managers, Sales Manager & Salesmen. These men must deliver sales \$ales sales. We just bought one of the 10 largest outdoor advertising companies in the world and we need sales, local sales, regional sales, national sales. If you can sell radio, tv, newspapers, magazines, direct mail, outdoor or just plain sell, we need you. Send true salary requirements (this is not a give away program) and complete resume to Box 2167, Wilmington, Delaware.

Can you sell radio time? Can you sell in a small market where the potential is there if you make the call? Our station is looking for a man, who can come in and take over the supervision of our sales department. Must be neat in appearance, must make good impression, and most of all must be reliable and honest. A good opportunity for the right man. Salary and commission will be held open. A personal interview will be required at your expense. Apply radio station WKDE, Box 512, Altavista, Virginia.

Opening soon for manager in southern central state. This small market station offers good pay and excellent opportunity for a man with management experience on sales manager that is ready to move up. Send information on background and personal history in first letter. Box H-26, BROADCASTING.

Looking for capable programmer interested in managing our new beautiful air conditioned fm station. Programing so that the station and the man behind it become a valuable asset to our community of 75,000 people. Willing to pay well, but tired of lazy individuals who spends the few working hours of the week reading novels between cokes. Contact Bill Lipman, WLIP, Kenosha, Wisconsin. OL 7-6162.

Help Wanted—(Cont'd)

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Rockford Illinois metropolitan market has lucrative position for experienced radio salesman, full of ideas and energy. Opportunity for real solid income with a solid established operation. Family man preferred. Guarantee, 20% commission, car allowance. All replies confidential. Box G-310, BROADCASTING.

Executive salesmen . . . integrity, maturity, sincerity, and ability, are the qualities we seek in executive salesmen between 38 and 55 years of age. We are a research organization that has developed the most needed and timely ideas in decades. Now we want the seven best idea salesmen in U. S. to call on newspapers, and radio stations to lease them a service that will enable them to secure a volume of new and highly desirable year around billing. Renewals are therefore automatic. Only detailed resumes please. Box H-113, BROADCASTING.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel and entertainment expenses. No cut rates. No trade deals. "No promotions." Good future in expanding corporation. Box H-116, BROADCASTING.

Assistant manager-salesman for growing N. C. small market daytimer. Must be proven salesman and have inside experience. Willingness to participate in civic and community life essential. Salary plus commission. Excellent opportunity for sober, hard worker. Write Box H-125, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Advertising agency permanent sales position open handling radio-television publications St. Louis metropolitan area. Good earnings. Contact Tell, 705 Olive, St. Louis, Missouri.

Opportunity for a salesman in the Rocky Mountain vacation land of cool, colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P. O. Box 574 Fort Collins, Colorado.

WDXN, Clarksville, Tennessee has immediate opening in sales department, for man with experience and clean record. Part of multiple ownership with advancement excellent. Detailed resume. No phone calls.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Outstanding midwest market wants you! Benefit loaded station needs most happy fellow to meet and beat tough competition. Maturity is fine, experience essential. Rush tape, background information and salary expected. Box H-4, BROADCASTING.

Newsman with 1st phone for metro east coast indie. No maintenance. Base plus talent. Heavy emphasis on local news. Send tape and background to Box H-6, BROADCASTING.

Experienced announcer for 5000 watt network station in western state. \$90 per week to start, with fringe benefits. Give complete details of yourself and tape in your first letter. Box H-56, BROADCASTING.

Good announcer with first phone for network station in Idaho. Starting salary according to ability. Our staff knows of this ad. Box H-57, BROADCASTING.

Needed Immediately: Salesman-announcer willing to produce. Good opportunity, small town North Carolina station. Write Box H-124, BROADCASTING.

First phone engineer-announcer. Chicago fm station maintenance-announcing required. Send tape-resume. Box H-137 BROADCASTING.

Combo deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Man with first phone who knows production—good news presentation helpful. Box H-151, BROADCASTING.

Madison, Wisconsin needs a quick paced, clever first phone personality. Send tape and resume to Chuck Mefford, WISM.

Opportunity married staff announcer. Outline experience. RADIO KFRO, Longview, Texas.

1st phone announcer, \$5,200 up depending on experience. Good music, mobile units. Top rated 5 kw. New studios, equipment. Insurance, hospitalization, paid vacations, plenty of room to go up. If you're ready to move up call Jim Jae, KHMO, Hannibal, Missouri.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillon, PGM. Dir. KOB Radio, 1430 Coal SW, P. O. Box 1351, Albuquerque, New Mexico.

Immediate opening at station KOH, Reno and KBEE, Modesto. First FCC ticket required. Permanent position, excellent company benefits. Apply in person or send detailed resume to station managers or personnel department, McClatchy Broadcasting Co., 21st and Q, Sacramento, California.

KWTK radio wants two mature, experienced announcers for adult music, locally oriented news and sports operation. Prefer men with southwest background. Some tv also. Send tape, letter and recent photograph to Frank Fallon, P. O. Box 7128, Waco, Texas.

Help Wanted—(Cont'd)

Announcers

First opening in four years. Middle of road, with ambition leading toward management. First phone preferred. Salary open. Send tape, resume, and references to Boyce Hanna WADA, Shelby, North Carolina.

We are a swinging top 40 operation looking for a swinging hard selling jock. Must have audition tape and references. Great opportunity. Need good production ability and let's swing. Dick Oppenheimer, WALT, Tampa, Florida.

Michigan—staff announcer, experienced. Immediate opening. Send resume, tape to Leo A. Jylha, WBCM, Bay City, Michigan.

Suburban Chicago. Combo first class. Permanent. Tape complete information now. WEAW, Evanston, Illinois.

Boston. Network affiliate. Want experienced newsmen with distinctive delivery. Send tape together with complete resume and salary requirements to WEZE.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, WENE, Endicott-Binghamton, New York. Phone STILLwell 5-3351.

Boston. Network affiliate. Programed for adult audience. Wants morning personality, not a deejay. Send appropriate audition tape together with complete resume and salary requirements to WEZE.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

Announcer, 1st phone, 5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

News editor to gather, write, and air local news. Established bureau, stringers, mobile units. WSMI, Litchfield, Illinois.

Modern personality deejays: UP your ratings! Ideas Ink weekly "Why not be funny service still open on an exclusive basis in some markets. Is yours one? Ideas Ink, Box 53332, New Orleans, Louisiana.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Technical

Wanted: an honest, sober, reliable combo engineer-announcer, a man who isn't afraid to produce. If you are interested in working at a progressive radio station for an employer who is fair to his employees. Write Box H-111, BROADCASTING.

\$550 per month for chief engineer capable of maintaining six mobile units, three cartridge machines, four ampexes, three consoles and much other related equipment. Prefer someone originally from Missouri who wants to move back and into a permanent job. Present chief entering government service. J. A. Shepherd, KNCM, Moberly, Missouri.

Chief engineer midwest directional AM. Some announcing ability and production experience preferred. Box H-28, BROADCASTING.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Southern California major metro area adult kilowatt must have competent engineer who can handle all maintenance and repairs and who has good air personality with plenty of announcing experience. Do not apply unless able to handle all engineering chores. Bonus pay for best announcer. Climate free. Call Ron Zimmer. Area Code 714. Phone number 686-0260.

Help Wanted—(Cont'd)

Technical

Need transmitter engineers in Wichita Falls Lawton area. Permanent positions. State salary requirements and experience. Box 1053, Wichita Falls, Texas.

Two engineers with first phone, one for chief, salary open. Contact Richard Wright, WTTT, Tiffin, Ohio.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Chief engineer with good voice needed by progressive Texas am-fm. Short air shift minimum maintenance. Box H-101, Broadcasting.

Chief engineer-announcer needed by aggressive small mkt. radio station. New studios good equipment. Announcing experience not necessary. Good opportunity for right person. Salary open. Write or call Breazeal, KTTN, ELMwood 9-2261, Trenton, Missouri.

Production—Programing, Others

Number one midwest independent is looking for an experienced production announcer, creative and capable of writing agency type copy. Send written examples, tape, salary requirements, and complete resume to Box H-32, BROADCASTING.

Program director, needed by progressive Texas am-fm. Must be sharp on production and know format radio. Short air shift. 1st class ticket helpful. Box H-102, BROADCASTING.

Copywriter—Top Michigan station needs strong copywriter. Splendid opportunity for good "head" man. Send background, photo, and sample copy to Box G-276, BROADCASTING.

Creative program director and pro middle road personalities wanted for newly purchased station, major, for eastern market of 400,000. Send tape, resume and salary requirements to Box H-121, BROADCASTING.

Challenging opportunity for an experienced and capable person to conduct research, write continuity and handle production details for top mid western evening radio talk show. We require a person with a college degree, a year of broadcast writing experience, and some knowledge of radio or tv production. Position available immediately. Starting rate \$106 per week with periodical increases and excellent company fringe benefits. Mail resume, including present salary, experience and education to Personnel Department WLW, Cincinnati, Ohio.

Powerful, northern Indiana radio station has opening for newsmen. Must be thoroughly based on covering, writing, editing and airing local news. Top pay. First phone required. Chance to join one of the most respected news staffs in the nation. Contact Program Director, WJOB, Hammond, Indiana.

RADIO

Situations Wanted—Management

General manager. Major market. Will trade one of broadcasting's best records for stimulating (and realistic) challenge and potential. Box H-2, BROADCASTING.

Broadcast executive, over 15 years experience in medium and metro markets. Well suited both radio and tv. 33, conscientious and reliable. Strong on sales management, programing, and personnel handling. Best references. Interview possible. No screamers please. Box H-88, BROADCASTING.

Wanted management or sales managers position small or medium market. Nine years experience all phases of radio. Married, 34, degree, veteran. Audition, resume and full story first letter. Available immediately. Box H-99, BROADCASTING.

Capable manager—14 years experience. Presently managing top station in six station metro market. Age 39. Happily married, teenage son needs better climate. Want to relocate as soon as school is out. Best references available, including present employer. Box H-118, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Present program director, sales, C. E. desires p. d. or operations manager position small market. First phone, college graduate, married, veteran. Box H-120, BROADCASTING.

Successful manager and top notch salesman looking for challenge. Thoroughly experienced all phases; excellent references. Twelve years experience. College married, four children. Positions offered must have good potential and stability. Prefer southwest. Box H-142, BROADCASTING.

Wanted, 1st station to manager. Experienced: Account executive, news director, production, college, single. Box H-145, BROADCASTING.

Radio station manager—steady, reliable, dependable 49-year-young family man, with many years experience in all phases of station operation, including sales, production engineering (1st class ticket), news, management, desires permanent position with medium or small market station. Many references. Dave Ormiston, Program Director, KFRU, Columbia, Missouri.

Time to move up to manager. Vice president sports director wants to manage station that needs new blood—ideas—hard work. 13 years experience, last ten at one station. Public relations. Remotes, sports copy with limited tv. Board, sales. Don't drink, gamble, smoke. Married, 42. Employee knows about this ad. Ralph Romano, Box 206, Hudson Falls, New York.

Announcer

Disc jockey newscaster, young, experienced, can do play by play baseball. Will locate anywhere for right offer. Box H-10, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references and love for money. Educated. No problems. Box H-24, BROADCASTING.

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Personality. First phone. Best references. Available immediately. Box H-36, BROADCASTING.

Professional attitude, experienced radio/tv announcer/interviewer/dj. Limitless ambition. College graduate, married. Desire combination radio/tv position medium eastern market. Box H-41, BROADCASTING.

West coast only: Major midwest market dj 1st phone. Nine years experience all phases. Wants tight top tune swinger. Married, family references. Phone 309-342-0609, or write. Box H-46, BROADCASTING.

Ben Casey can't perform your operation as well as I can. Experience, tight board, showmanship. Box H-75, BROADCASTING.

Announcer newscaster. Ambitious young beginner with full knowledge of tight production, fast board 3rd class permit. Will locate anywhere. Tapes and photo on request. Box H-97, BROADCASTING.

Top c/w personality. Thorough background. Twenty years experience. Desire block plus sales. Minor investment possible. Prefer Ohio, all considered. Box H-87, BROADCASTING.

Young man with part time board experience desires full time work. Preferably Illinois or Missouri. Box H-89, BROADCASTING.

First phone. dj/announcer with board experience. Prefer east coast location in or near Pennsylvania. Box H-91, BROADCASTING.

Morning deejay. Gleb, fast paced comedy show. Wake 'em up with a chuckle. Experienced family man looking to relocate permanently. Box H-92, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ-announcer, relaxed style, college. Two years professional experience, now employed but want to relocate in southwest or southeast. Desire C & W or good music format. Have wide C & W background. Box H-95, BROADCASTING.

DJ announcer, tight production, fast board, 3rd class permit will locate anywhere. Tapes, photo on request. Box H-96, BROADCASTING.

First phone, no experience. Willing to learn. Presently airline radio operator. Age 28, married. Box H-103, BROADCASTING.

First phone deejay offers a lot of talent—will work. Box H-104, BROADCASTING.

Eastern swinger yearns to return to wide open spaces. Prefer Utah, Idaho, Box H-106, BROADCASTING.

Announcer with first ticket desires non-chief position with prospering station. 15 years experience. Capable in production and programming, formula and personality. Box H-112, BROADCASTING.

Seven months experience. Major market. Strong news, dj tight board with separate am-fm programming. 27, married, prefer northeast, will go anywhere for right offer. Box H-115, BROADCASTING.

Good morning sound, from a good morning man. Tremendous audience acceptance, always number one. With my tasteful comic approach. It's almost a pleasure to get up . . . almost. Box H-135, BROADCASTING.

Virginia announcer—programmer, 27, married. 10 years experience. A. P. news award winner. References excellent. Box H-139, BROADCASTING.

Present chief engineer, morning dj, seeks p. d. combo. Former newsmen, top 40 dj. Showmanship stations only. Box H-144, BROADCASTING.

Experienced negro, air personality, dj newscaster, happy sound. Authoritative news, run fast board. Will settle, not a floater. TV production manager. Box H-146, BROADCASTING.

Bright DJ Newsmen, p.d. copywriter. 4½ years experience. Want to settle with good operation, good market. Box H-147, BROADCASTING.

Air personality, dj announcer, authoritative newscaster, experienced all phases of broadcasting. Married, mature, will relocate. Box H-148, BROADCASTING.

Am presently a member of one of nation's metropolitan radio/television news staffs, writing, airing local news, doing beep, SOF, phone shows, specials. Seek better personal situation or change including entertainment/variety. Will visit sincere parties. Box H-49, BROADCASTING.

Sales manager with announcer and program director experience. Top 25 market. Family man. Five figure income, 9 years experience. Proven sales. Excellent references. Box H-154, BROADCASTING.

School graduate, married, seeks California. Good with news, commercials, music, writing, interviewing. Tape photo available. Chet Toutloff, Midwestern Broadcasting School, 228 South Wabash, Chicago, Wabash 2-0712.

Sportscaster—available immediately. Need employer interested in a top notch, authoritative play by play man, listener. Rating increase guaranteed. Vince Scully broadcast level of baseball, basketball, football. 12 years radio & tv experience in major markets. Listen to all offers. Underwrite me expenses only first month—will be your best investment. Box H-156, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top 40 dj and pd at top 50,000 watter. Southern California. Available immediately. Benefactors are versatile, loyalty, skill. 12 years radio and tv. Box H-158, BROADCASTING.

Sportscaster or newscaster: 15 years experience, past 6 in Washington, D. C. and Houston, Texas markets. Also network sports coverage. All sports play by play. Major market station with security wanted. Age 34. Wire or write Ted Work, 2854 Connecticut Ave., N.W. Washington, D. C. Available immediately.

Announcing student desires full or part time employment with radio station in Los Angeles or surrounding areas. Seeking practical experience in station operations to supplement book work. Extremely versatile and can adapt to any duties. Will take any shift. All inquiries answered. P. O. Box 1001, Sun Valley, California.

Two of us need jobs. One announcer only and likes play by play. One combo man, first phone. Will accept straight engineering or announcing. Both good on board; good voices. Prefer small to medium markets. Curt Gordon, 2743 Welborn, Dallas, Texas.

West's top personality announcer. Eighteen years experience. Ed "Beetlebrown" Black. General Delivery, Jackson, Wyoming.

Announcer: 20 single, strong on commercials and news. Adult dj personality. Free to travel. Recent broadcast graduate. Tape available. Robert Brandel, 5806 West Fullerton Avenue, Chicago 39, Illinois.

Experienced announcer. Mature voice. Fast paced or homey. Excellent references. Jim Ericson, Coleraine, Minnesota until June 27. Phone 86.

Top forty experienced, married, currently employed available immediately. Rusty Draper, 922-5231, Blythe, California.

Technical

Engineer, first phone, experienced, seeks summer position N.Y.C. area. Box H-7, BROADCASTING.

Transmitter technician first phone, about to retire wants part time job. New Jersey or central Ohio. Box H-9, BROADCASTING.

First phone combo. Competent air work, but wishes to concentrate on engineering. First ticket for 5 years. 3 years announcing experience. East coast only. Available for personal interview. Box H-109, BROADCASTING.

Experienced engineer available July 1st. Prefer Georgia or Florida am-fm, studio and design and construction. Minimum \$110. Box H-134, BROADCASTING.

1st phone with much to learn. Production minded, light announcing. Box H-136, BROADCASTING.

Permanent position with progressive station desired, limited experience, first phone. Prefer Missouri. Box H-140, BROADCASTING.

Production—Programming, Others

Photographer available now, still & news-film 16 mm. commercials, slides, rear screen, processing, editing, 5 years with tv station, married, please write. Box H-110, BROADCASTING.

Dependable conscientious 9 year newsmen who is civic minded seeking advancement preferably in writing and production or public relations. Married, currently employed. Box H-114, BROADCASTING.

News director. 7 years broadcast experience. Presently employed in small southern Illinois market. Seeking challenge in market of 25 thousand or larger. 27, top references, sober, good credit married, Midwest preferred but all replies considered and answered. Reply to Box H-117, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Presently employed Virginia. Ten years experience announcer to manager. Desire position offering security. Personal interview. Box H-143, BROADCASTING.

Editorial writer with a 10 year background in announcing, news preparation and selling, desires creative, responsible position with radio or tv station in eastern states. Will be in Philadelphia week of June 17th. Contact Donald Dickson, 4th floor, 9 Adelaide Street East, Toronto 1, Canada.

Program director-production man, highly skilled in all phases of modern radio. Currently working in New York market. Ready to put 15 years experience and excellent track record to work for you. Top references. Prefer to stay in major market, however will consider any situation with promising future and good living conditions. Box H-150, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager. Small market tv station has opening for aggressive man who can sell and direct salesmen. Replies must include proven record, past incomes, and recent photo. Replies confidential. Box H-132, BROADCASTING.

Opening for seasoned salesman with mid-west tv station in small market. Must have background of selling in such markets. Give full details first letter. Box H-133, BROADCASTING.

Announcers

Announcer. Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR, Box H-52, BROADCASTING.

Seeking chief engineer. Immediate opening major midwest market UHF tv. RCA transmitter experienced required. Write resume, salary desired. Box H-85, BROADCASTING.

Position open for 1st class engineer with tv experience. Small UHF station. Salary open. Give full information in first letter. H-86, BROADCASTING.

News Anchorman personality for leading northeastern VHF needed immediately. Must be mature personality with a solid background in news and a proven on-the-air track record. Box H-159, BROADCASTING.

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for tv station. Channel 7. Box 7, Jacksonville, Florida. Phone 389-3674.

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings Montana's largest metropolitan area.

Announcer, some tv, experienced, good voice. Tape, resume, photo, references. KFBC TV, Cheyenne, Wyoming.

Production—Programming, Others

Television artist wanted by station located in N.E. Should be experienced 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 H-5, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Continuity director. Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. 400 month. Box H-53, BROADCASTING.

Number one (1) station in large midwestern market needs a real pro, well versed in all phases of traffic. Reply stating background and experience. Box H-90, BROADCASTING.

TELEVISION

Situations Wanted—Management

Excellent record in local, regional and national sales. Interested in sales management or situation leading to it. Box H-107, BROADCASTING.

Responsible 2 man management team for medium major market tv. Thoroughly experienced in all related phases of station operations. Programing, production, engineering. Presently employed. Desire change for valid reasons. For resume write Box H-152, BROADCASTING.

Announcers

Professional tv announcer — experience sales, traffic, design, production, presently have nine top rated live shows per week with Canadian network station. Commercials scripted and ad lib. Wish to relocate with view to responsible management position. Married. Three children. Brochure. film on request. Box G-338, BROADCASTING.

Personality, program idea man, children's shows and sports versatile-hard-hitting. Pleasant looking, happy Dan type. 12 years radio-tv, major markets. Need city approximately 1/2 million or over. Under write me expenses only first month trail, best investment ever. Box H-157, BROADCASTING.

Technical

Chief engineer 16 years vhf-uhf experience. Can supply letters of recommendation. Available immediately. Box H-108, BROADCASTING.

Transmitter engineer. 6 years tv experience. 5 as transmitter supervisor maximum power vhf. South preferred. Other locations considered. Box H-141, BROADCASTING.

For Sale: Ability and experience gained through 20 years broadcast, 10 years television chief engineer. Experienced, construction, operation, maintenance. Non drinker, age 42, conscientious, dependable, efficient. Willing to branch out into new fields. 2512 Yellowstone, Billings, Montana, 252-3062.

Production—Programing, Others

Hard working experienced news, sports director (employed). Excellent commercial work. Wish to relocate in more challenging market. Box H-122, BROADCASTING.

News-caster-announcer: Seven years' experience. College. Capable on camera performer (news, weather, sports, commercials, interviewer, writer, and reporter.) Box H-126, BROADCASTING.

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Production director, presently employed desires to relocate in west. Veteran, college graduate. Polished producer-director. Box H-94, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Wanted: 7KMC field microwave with audio and dishes. Contact: Engineer, KATC-TV Lafayette, Louisiana.

Tower wanted, self supporting. Contact Bill Chapman, Box 3297, Birmingham Alabama. 251-5117.

Need 5 or 6 layer super turnstile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

Audio limiter. Send description and price to J. Deneufville, WGLM, Richmond, Indiana.

For Sale

Equipment

Broadcast transmitter, 250 watts, excellent for standby, conelrad, etc. Price \$950. Telecom, P. O. Box 82, Keyport, N. J.

1 used Western Electric 451-A 250 watt transmitter complete with 1340 kc crystal unit and spare tubes. 1 used Western electric 23-C speech input console complete with tubes, power supply and extra pre-amplifier. 1 Presto 6-N table and cutting lathe with spare cutting head and inside out-cutting screw. 1 Presto 88-A amplifier for above rack mounted with tubes. 1 Western Electric 124-F amplifier. 1 Sorensen Model 200 2 voltage regulator. All items with instruction books, diagrams, tubes. Will be sold to first reasonable offer. Box H-100, BROADCASTING.

Gates 250 C-L used working when removed from service. Gates Model 2700 limiter (modified as is, used). Gates model 25A automatic frequency control unit. Two each 1400 kc Biley crystals (in ovens). Total price for all \$450. Box H-58, BROADCASTING.

Surplus 3M video tape available. One or two splices in an hour reel. Unable to use due to client requiring unspliced tape. Box H-60, BROADCASTING.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WFAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofund, 440 Columbus Ave., N.Y.C.

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. \$27,500. Box H-8, BROADCASTING.

Eighty five 20 ft. sections of Prodelin UHF 3 1/2 inch transmission line. Good condition. Make offer. R. V. Goyette, KARD-TV, 833 North Main, Wichita, Kansas.

For Sale—(Cont'd)

Equipment

Complete Gates RCM20 remote control system, including meters, shunts, motors, \$500. Windcharger 350 foot guyed tower, lighted, best offer, you dismantle. WAAA, Winston-Salem, North Carolina.

Factory reconditioned tape cartridge equipment with full 90 day guarantee. Cartridge playbacks priced at \$225 and recording amplifiers at \$165. (24) P-150 and P-190 series, (9) A-150 and A-190 series. The following equipment is available in like-new condition: (1) MaCarTa Carousel @ \$875; (1) RCA Cartridge Recording Amplifier @ \$300; (1) RCA Tape Cartridge Playback @ \$450. Also, recently traded, the following RCA Magnetic Disc equipment. Make an offer. (2) BQ104 Disc Changers; (2) BQ51A Disc Recorders; (3) Disc Changer Remote Selectors; (2) Disc Erasers. Automatic Tape Control, Inc., Bloomington, Illinois, Phone 308-825-2078.

Collins 20 V2. 1000 watt transmitter—used only 18 months. Best offer. Box H-153, BROADCASTING.

Used 1000 watt transmitters. Collins, RCA, Gates, Raytheon. Trade-ins, same only two years old. Excellent buys. Write for list. Bauer Electronics Corporation, San Carlos, California.

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

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

400 "Mike Bits" by top comedy writer. Great fill-in's, gags, quickies. Satisfaction guaranteed. \$3.00 Vinny Healy, 825-B, West End, New York City, 25.

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.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Tell the importance of television to prime accounts, potentials and opinion makers in your community with monthly newsletter under your own imprint. A great local promotion. Personalized. Low as \$49.95 monthly. Write "TV Reports Newsletter," 1186 Arlington Lane, San Jose 29, California ALpine 2-9191.

Tell the importance of radio to prime accounts, potentials and opinion makers in your community with monthly newsletter under your own imprint. A great local promotion. Personalized. Low as \$39.95 monthly. Write "Radio Reports Newsletter," 1186 Arlington Lane, San Jose 29, California. ALpine 2-9191.

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.

INSTRUCTIONS—(Cont'd)

Announcing programing, 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.

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.

Pittsburgh, Pa. FCC First Phone accelerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

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, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 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.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are 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.

RADIO

Help Wanted—Announcers

Morning Man!!

Colorado metro market of 185,000. Top rated station for over 5 years. Thorough knowledge production and format optional necessary. Bright sound. No screamers. \$110 start, opportunity for advancement. Tape and resume to:

KYSN
30 S. Tejon
Colorado Springs, Colorado

RADIO

Situations Wanted—Announcers

AVAILABLE 23 GRADUATES OF RADIO-TV SCHOOL

WE THE GRADUATING SENIORS from one of the nations leading broadcast schools are eager for the opportunity to get started in this great industry. If your operation can use energetic, talented, easy to work with broadcasters send us your name and call letters soon, so we may send you our resumes and audition tapes.

Our year's training program has covered announcing, copywriting, traffic, production, sales, TV floor direction and over all station operation. Mostly radio, some tv.

We are available June 15, 1963. The class is composed of 21 men and 2 women. May we hear from you.

Signed, "We Twenty Three."
Box G-375, BROADCASTING

MORNING MAN

Top 10 "Air personality" wishes to meet manager of medium or major market station who is looking for a "Personality" . . . not just another screamer!! I'm responsible, hard working, money loving, draft exempt, entertainer looking for a real challenge in programing. Would prefer format modern music stations. Let's get together and raise a bunch of ratings!
Box H-155, BROADCASTING

TELEVISION

Help Wanted—Management

PROMOTION AND MERCHANDISING MANAGER

needed immediately. Strong on sales promotion. Opportunity for current assistant to head up own department. Good gross potential. Send complete story first letter including salary requirements.

WRDW-TV
AUGUSTA, GEORGIA

Help Wanted—(Cont'd)

Sales

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

Production—Programing, Others

FILM DIRECTOR

needed immediately. Knowledge booking and feature packages preferred. Current assistants—here's opportunity to move up. Send resume and past experience plus salary requirements.

Box H-130, BROADCASTING

PRODUCER-DIRECTOR

Capable of handling a variety of studio and/or remote assignments. Ability to handle switcher and capacity to prepare documentaries also vital. Write complete information to:

PROGRAM DIRECTOR, WHAS-TV
LOUISVILLE 2, KENTUCKY

For Sale

Equipment

RCA Type OR-1 Portable Disc Recorder and Playback with 72-DX Recording attachment . . . (78 & 33 RPM) . . . \$400
Ampex Model 400 7 1/2/15 IPS tape recorder with portable case . . . 250
Berlant concertina BBX-30 Rackmount recorder. 7 1/2/15 IPS . . . 200
General radio type 738-A. 400 cycle Oscillator . . . 5
General radio type 731 -A AM Modulation monitor . . . 25
RCA Type SK-50 Varacoustic microphone (\$0-150-250) . . . 40
National SW-54 receiver, used with home built Conelrad Alarm unit. (AVC operated) . . . 25
Rack Mounted ON-AIR monitor (home built) . . . 15
2 GasCo ON-AIR Lights . . . @ \$10.00 . . . 20
Police Alarm FM monitor . . . 5
Gordon "BUD" Pentz, KWBE, Beatrice, Nebraska. Phone CO 3-2388.

For Sale

Stations

FLORIDA RADIO STATION

Daytona Beach Area. Total price under \$15,000 down balance six years. In path of Cape Canaveral growth.

Box H-98, BROADCASTING

New England Daytimer
Profitable Small Market 250w
\$100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.
Box H-105, BROADCASTING

For Sale—(Cont'd)

Sales

GUNZENDORFER

SOUTH—CALIFORNIA Daytimer asking \$180,000 with 29% down. A GUNZENDORFER EXCLUSIVE.

PACIFIC NORTH One station Mkt. daytimer asking \$122,000 low down. Exclusive

CALIFORNIA BIG MKT. Station. Asking \$350,000. A GUNZENDORFER EXCLUSIVE.

OREGON FULLTIME \$14,500 down.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

NORMAN & NORMAN Inc.

(A) Minnesota . . . ideal owner-manager situation, \$55,000 gross, \$23,000 down, balance up to seven years, isolated mkt. serves 3 counties.

(B) Southwest . . . excellent facility below 1000 kc, \$190,000 gross, city of 150,000, unlimited time, \$240,000 cash, \$300,000, with terms.

(C) VHF . . . Southwest . . . 150,000 tv sets, max power, major network, \$1,400,000, \$400,000 cash to handle.

DES MOINES

**1800 WATROUS AVE.
34-B — 288-1186**

DES MOINES 15, IOWA

STATIONS FOR SALE

WESTERN GROWTH MARKET. Fulltime. Gross \$200,000 annually. Priced at \$265,000.
ROCKY MOUNTAIN. Exclusive market. Daytime. Three year average annual gross between \$65,000 and \$70,000. Priced at \$87,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Pa.	single	daytimer	120M	terms
Ca.	single	fulltime	85M	cash
Fla.	single	daytimer	35M	cash
M. W.	medium	power	225M	35M
Fla.	medium	power	150M	30%
N. E.	metro	daytimer	200M	50M
S. W.	large	FM	75M	cash

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Miscellaneous

PERSONAL

**MR. H. TOM MORRIS
GENERAL MANAGER, WTIK
DURHAM, NORTH CAROLINA**

RE: Sales Motivation Guide
(Copyright 1963)

"QUOTE"

Dear Tom:

"First Month Sales up 9%—Second Month up 5%—Third month sales up 11%. We LIKE the SMG." . . . Bryan Davidson, G. M., WJBD, Salem, Ill.

"Tom, we are VERY well pleased." . . . Raymond Motley, G. M., WMOH, Hamilton, Ohio.

"Tom, we've had an INCREASE for the first quarter." . . . Frank Koeler, V. P. & G. M., WDBJ, Roanoke, Va.

And from Jack Craig, WLBC, Muncie, Ind., "We are HAPPY to have it."

Everyone's BRAGGING about sales in Canada, the U. S. A., Australia, and South America. There's extra Local Sales, and Good Salesmen at your station . . . HELP them to sell more and more every day. If you knew what it could do for you, you'd pay \$100 for it. Look at the give-a-way price below. For 6 months coverage of up to 3 SALESMEN.

**Tested and Proven at WTIK and WSAT for 3 Years
Offered to Broadcasters for the 1st Time in Jan. '63**

**H. Tom Morris, General Manager
WTIK Radio Station, P.O. Box 1571, Durham, North Carolina**

Ship at once—One 6 Month SALES MOTIVATION GUIDE

Bill me \$18.00.....

CHECK ENCLOSED \$15.00.....

Call Letters P.O. Box Street.....

City State.....

By

Title

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS**

Business Opportunity

**PARTICIPANTS WANTED:
\$250,000 to FINANCE**

One-half of 3-station deal. \$200,000 in real estate included total profit \$60,000 per year now. Predict \$80,000.
Box H-119, BROADCASTING

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO for PROMOTIONAL PURPOSES

Tuned only to YOUR frequency. AM and FM. Production models available 30 days After Receipt of Order.

DESCRIPTION for AM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
 2" Loud Speaker
 Equipped with 9 volt (Battery-006P-9)
 Sensitivity warranted at .5MV/M
 Flat ferrite antenna
 Volume control, OFF/ON
 Transformers-Transistors

PRICE: \$3.00 each. Minimum order 500

Terms 30 days, FOB Forest Hills, New York
 Delivery 60 days after receipt of order
 Demonstration model \$10.00

DESCRIPTION FM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
 2" Loud Speaker
 4 Transistors, 1 diode
 Class B, Push-Pull
 Sensitivity warranted at .5MV/M
 Output power 5MV maximum
 Battery with 9 volt (006P-type) included
 Volume control, OFF/ON

PRICE: \$7.00. Minimum order 100

Terms etc. same as above.
 Demonstration Model \$20.00

WARRANTY for both AM & FM, two years against defective workmanship and materials. The warranty cards from the owners can, if you so desire, be sent by "Business Reply" card to us in care of your station for extracting the following information and then forwarding the cards to us.

1. Name (Miss. Mrs. Mr.)
2. Address
3. Occupation
4. Merchant from whom received
5. Date acquired by owner.

Reciprocal Trade Inquiries Invited

IT WILL BE EXCLUSIVE IN YOUR AREA AND BE INSCRIBED WITH YOUR STATION CALL LETTERS AND FREQUENCY.
 ORDER YOUR DEMONSTRATION MODELS ON COUPON BELOW.

ARCOLA RADIO CO.
 P. O. Box 203, Aldie Virginia,
 Phone Area Code 703-549-3100 Alexandria, Va.

6/10

Demonstration models AM@ \$10.00 total:.....
 FM@ \$20.00 total:.....

We are (are not) interested in reciprocal trades:

Enter our order for the above set(s)

Check enclosed \$.....

Please bill \$.....

NAME TITLE/POSITION

ADDRESS

CITY ZONE: STATE:

CALL LETTERS/FREQUENCY

Continued from page 96

looked toward rescinding revocation order. Action May 27.

Rulemakings

AMENDED

■ By second report and order in Doc. 14769, commission amended all-channel TV broadcast receiver rules to exempt sets manufactured on or before April 30, 1968, shipped to educational institutions for use in in-school instruction, provided that shipping cartons are marked "For In-School Use Only." (Effective date of all-channel set requirement is April 30, 1964.) Comrs. Bartley, Lee and Ford dissented. Action May 29.

DENIED

■ By memorandum opinion and order, commission denied petitions for rulemaking by South Carolina officials and Palmetto Radio Corp., and Broadcasting Co. of South, licensees of WNOK-TV (ch. 19) and WIS-TV (ch. 10), in Columbia, to assign channel 8 to that city at less than minimum mileage separations to co-channel assignments at Greensboro-High Point-Winston-Salem, N. C., and Athens, Ga., and by First Carolina Corp. (WCCA-TV, ch. 25), Columbia, to additionally assign channel 5 to that city at short-spacing. Comrs. Hyde, Ford and Cox concurred in result. Action May 29.

PROPOSED

■ Commission invites comments to notice of proposed rulemaking looking toward assigning channel 44 to Dayton, Ohio, and substituting channel 57 for present channel 44 in Piqua, Ohio. This was petitioned for by Taft Broadcasting Co., licensee of WKRC-TV (ch. 12) Cincinnati. Comr. Cox dissented. Action May 29.

ADOPTED

■ Pursuant to its March 6 announcement of intention commission adopted report and order which shifts TV channel 5 from Enid to Oklahoma City and denies short-spaced VHF channels for seven other markets—Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.—and terminates proceedings in Docs. 14231-14238. Also, as previously proposed, commission modified license of KOCO-TV, now on channel 5 in Enid, to specify operation on that channel in Oklahoma City. But station will be required to observe standard mileage separations specified in commission's rules and to maintain auxiliary studio in Enid. Chrm. Minow issued concurring statement; Comrs. Hyde, Ford and Cox dissented, latter with statement. Action May 29.

■ By second report and order, commission decided that time optioning in television is not essential to networking, is both artificial restraint on access to TV station time and abdication of TV licensee responsibility, is contrary to public interest and, accordingly, is adopting rule prohibiting this practice for TV as of Sept. 10, 1963. Rule as adopted also prohibits any arrangement between stations and networks having same restraining effect. Decision does not consider legality of practice under anti-trust laws. It does not affect present rules permitting option time in radio broadcast. Comr. Lee dissented and issued statement. Action May 28.

■ By memorandum opinion and order, commission held that amended TV "incentive compensation plan" of CBS violates Sec. 3.658 (e) of commission's rules concerning right of stations to reject network programs. Commission also held that restraints imposed by sliding-scale provisions of compensation plan were violative of Sec. 3.658 (d) which prohibits any contract or arrangement providing for optioning of station's time to network or which has same effect as time optioning. Comr. Ford abstained from voting. Action May 28.

PETITIONS FOR RULEMAKING FILED

■ KWHN Fort Smith, Ark.—Requests institution of rulemaking proceeding so as to delete channel 9 from Hot Springs, Ark., and add channel 9 to Fort Smith, substituting channel 64 for channel 9 in Hot Springs; also requests that appropriate order be issued to American Television Inc., permittee of KFOY-TV (ch. 9) Hot Springs (now off air) looking toward mod. of its CP to specify channel 64 in lieu of channel 9. Received May 27.



Teddy left more of America to you

He spoke front-page headlines . . . hunted buffalo . . . led his Roughriders in battle . . . sometimes shook a big stick, and sometimes spoke softly. But perhaps Teddy Roosevelt's best gift to you was his efficient leadership in the conservation and development of America's natural resources. His policies paved the way for the electrification of vast and lonely reaches of countryside.

In return, America's Rural Electrification Systems have helped pay for many of Teddy's pet projects. Electric power bought at wholesale from Government dams helps finance irrigation, navigation, flood control, and recreational facilities.

Americans like to get away from it all occasionally to relax and have fun. Rural electrics, far off the beaten path, now serve hunting lodges, fishing camps, ski slopes, dude ranches, camping sites, and dozens of other recreational facilities.

Much of this vast playground for millions could not have existed except for Teddy's foresighted policies. Even ardent new disciples of his vigorous life, however, are glad to find rural power lines that let them decide how much to "rough it."

AMERICA'S RURAL ELECTRIC SYSTEMS*



*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by the Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.

OUR RESPECTS to John Joseph Coyle

He likes to start new things and keep them going

An interested onlooker at this year's convention of the National Association of Broadcasters in Chicago inevitably found his attention drawn to a man who, though seated, was head-and-shoulders above the rest of the crowd.

This quiet, absorbed delegate with a crew cut resembled an off-season fugitive from the Green Bay Packers rather than a broadcaster. His name, as a thousand or more broadcasters discovered during the convention, is John J. Coyle, president of KVIL-AM-FM Dallas and Commercial Recording Corp.

At the Chicago meeting he performed a dual role—faithful listener starting with the National Association of FM Broadcasters meetings March 30 and the NAB sessions, and then a speaker at one of NAFMB's meetings. And he made his debut as an NAB director.

John Coyle is an interesting combination of quiet power and dynamic hustle. His powerful 6 foot 4 inch, 225 pound frame houses a gentle, sympathetic devotion to youngsters, as reflected in charity leadership, and a professional understanding of music and the arts where he takes an active role.

Editorial Voice ■ One of his most satisfying roles, however, is service as the editorial voice of KVIL-AM-FM. A glance at some of the copy (he does his own writing and voicing) reveals a highly controversial spokesman who comes directly to a point and hits it hard.

John once was against editorializing, especially by a young station. But he changed his mind after talking to Ben Strouse, WWDC-AM-FM Washington, and other broadcasters. Now he's one of the most enthusiastic editorializers in the industry. With research help from the staff he does two editorials a week. Mostly he likes to focus on important civic issues in Dallas.

Early this year John campaigned for the NAB board of directors by stating he was "100% opposed to the policies of Mr. Minow and his inexperienced cohorts" and pledging to fight for the maintenance of free enterprise. Now he's a board member with a two-year term to work for free broadcasting.

John is a native of Scranton, Pa., where he was born Dec. 5, 1917. At Fordham he played football (fullback) when the university's teams were front-runners. He gained a masters degree in English while working at *McCalls* magazine. From *McCalls* he moved to RCA in 1940, serving in California, Chicago and Dallas as salesman for home entertainment products. During World War II he was assigned to run RCA's aeronautics plant at Camden,

N. J. In 1945 RCA sent him to Dallas as district manager.

The enterprise of Dallas businessmen appealed to him. So in 1948 he left RCA to join Dallas Rupe & Son, investment firm, as vice president.

The investment business brought him into close contact with businessmen and finance, leading inevitably to a major decision—to set up his own business. He became interested in oil, a popular commercial activity in the Texas metropolis, and there were two major outgrowths—he made \$100,000 in his second year on his own and became a follower of the doctrine, "You've got to get the breaks and take advantage of them."

Judging by developments of the 50's, John had the breaks and knew what to do about them. He ventured into independent oil production, with interests in Texas, Oklahoma, Wyoming and Western Canada, and now hold the presidency of Peruvian Oils & Minerals. In addition he has mining enterprises in Canada, breeds horses in Kentucky and invests in Broadway shows.

He dotes on starting things and then keeping them going. Five years ago he became interested in Commercial Recording Corp. This investment led him naturally into radio since CRC supplies jingles and program features to aural broadcasters. Besides he always had been a listener and had spent many hours figuring what he would do with a station of his own.

The chance to become a broadcaster

soon developed. A Dallas group had put through a construction permit for an AM station on 1150 kc but lacked money to go on the air and stay there. So John bought control of the corporation in early 1960.

Cosmopolite ■ A lover of music (he played a clarinet in school days), he found an opportunity to display his cosmopolitan tastes ranging from jazz to longhair. Often he recalls the old RCA Victor theme—"The music you want when you want it." Incidentally he has a personal collection of old jazz records that could keep a senior broadcaster immersed in swing for weeks.

KVIL and its FM companion, which John started in 1961, feature "good music," a term he interprets broadly in line with his personal inclinations. The two stations simulcast.

With the stations and CRC operating in a suburban theater, John is the second largest employer of musical talent in Dallas. CRC, billing probably a half-million a year, spends \$100,000 for musicians.

Believing people who listen to music on radio don't want too many interruptions, he bunches the spots. At CRC he has techniques by which custom jingles can be prepared at minimum cost. Last Labor Day he developed a safe-driving jingle that was used by stations all over the nation.

Civic Interests ■ His civic interests include co-chairmanship of the Dallas Citizens Volunteer Committee for Slum Clearance. To point up the need for slum clearance prior to a local vote on a project, he chartered a bus and hauled Mayor Earl Cabell and reporters on a tour of some of Dallas's seamier sections. During the tour he spotted a lad with a serious facial infection and quietly ordered a doctor out to treat the victim.

John was active in starting the now-famous Dallas Symphony. He is a director of the Dallas Chamber Music Society and president of Dallas Civic Playhouse. He was married in 1947. The Coyles have three children, two boys and a girl. They help keep John in trim by running him ragged in touch football. A Catholic, he is a member of St. Monica parish in Dallas.

Back in his high school days John had thought of taking up the clarinet seriously, an ambition that did not synchronize with his love of football and the banged-up digits that came from the gridiron.

His churning mind is now harboring a project of industry interest—a full syndicated program service for radio stations.



Mr. Coyle
Likes editorial role

There's a limit to options

ADVERTISERS and agencies will be watching the effects of the FCC's deletion of television network option time no less jealously than the networks themselves. In evening hours, especially, they think it vital that they reach the markets they want at the times they want, and a significant increase in non-clearance by affiliates will bring demands for rebates or guarantees and could precipitate the threat and even the actuality of budget reallocations.

If we read their reaction correctly, the agencies have little doubt that the clearance problem could become serious—but not much expectation that it will, at least for the immediate future. The networks certainly, and the agencies probably, will need to intensify their station-relations activities, but the consensus among buyers is that so long as the networks remain the prime sources of prime programing, serious inroads on clearances will come slowly, if at all.

We venture that if the networks find trouble, it will emerge first in the area where they have always had the most clearance trouble—the clearance of informational and other so-called public-affairs programs. Among many affiliates these shows have been vulnerable because they command smaller audiences than the big entertainment shows, and when they have been unsponsored, they have been doubly vulnerable.

The temptation to substitute local or syndicated programing will be even greater when there is no option time. Local pressures against certain types of programing—particularly that which involves controversial issues—will be harder to resist when the decision is purely local.

It would be ironic if the FCC, so anxious to see more public-affairs programing, should discover that by deleting option time it has in fact reduced the amount that is seen. But the loss to the public and to television's stature would be greater than the embarrassment to the FCC.

Broadcasters must be on guard against the temptation to make short-term gains in money and audience by substituting audience-builders helter-skelter for the public-affairs programs that an important segment of their audiences want and that they, as responsible operators, are obligated to provide. The deletion of option time must not be used to delete—or curtail—the program form that best typifies television's role as an information medium.

Loevinger: anchor man?

WHETHER the lot of the broadcaster will be better or worse at the reorganized FCC it is too early to foretell. But one thing appears certain: Life will be more exciting for the regulators and the regulated when erstwhile trustbuster Lee Loevinger takes office.

Since Judge Loevinger's appointment to succeed Newton N. Minow last month there's been speculation about his attitudes toward broadcasting. Because he had headed the antitrust division of the Department of Justice there was the notion that he would out-Minow Minow and perhaps go beyond the expressed views of the new chairman, E. William Henry.

He bared his views in unusually forthright testimony last week before the Senate Commerce Committee considering his nomination. It was evident that he made a hit with most of the eight Senators present, both Republican and Democrat, because he won the unanimous endorsement of the committee and of the Senate.

It is in the area of programing that Judge Loevinger

made a deep impression. To quote: "I would not wish to try to impose my tastes on the country any more than I would want anyone else to impose his tastes on me." He added that his version of the Golden Rule is: "Do not seek for yourself power you would deny to another."

These views are diametrically opposite those practiced by Mr. Minow and espoused by the new chairman. They impart an understanding of the law and a regard for the interplay of competitive enterprise. Judge Loevinger said his own private solution to programing is not to view the shows he doesn't like.

Judge Loevinger said he would try to establish and encourage diversity of control in the broadcasting business. This will tend to alarm the multiple owners. It shouldn't necessarily because Judge Loevinger will learn that multiple station ownership is not analagous to chain store operation. He will find that, with rare exceptions, local management is autonomous except for broad policy considerations.

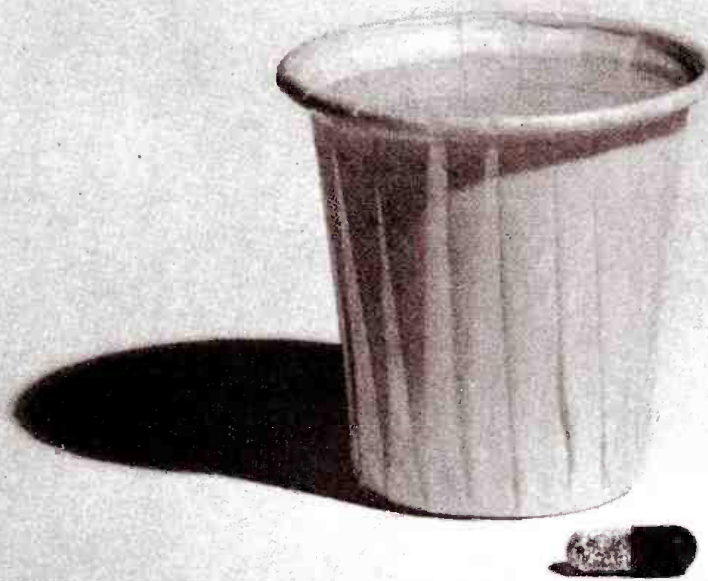
What will the new lineup on the FCC be? Based on the track records of the six incumbents and on the expressed views of Judge Loevinger, we venture that the new member will not find himself aligned solidly with a single FCC faction. The fact that so many policy decisions recently have been decided by a 4-3 vote would indicate that Judge Loevinger's will become the decisive vote in several critical matters. These include the FCC's rulemaking proposal to adopt and enforce the commercial time limitations of the National Association of Broadcasters' codes; the "birth control" imposition of freezes on AM and FM allocations for economic purposes; the short-separation drop-ins of VHF stations in seven markets, due to come up on a petition for reconsideration, and those long-pending license renewal forms going beyond "promise versus performance" in programing.

Events should shape up in the next few weeks. If Judge Loevinger proceeds in the manner indicated in his confirmation testimony, it should not be a one-way street toward tougher regulation. Mr. Loevinger is a former judge and an able lawyer. If he follows the law and the congressional intent there could well be a change for the better.



Drawn for BROADCASTING by Sid Hix

"Thought I'd better monitor the ball game, boss, to be sure they run our beer spots as scheduled!"



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