



# BROADCASTING AND RADIO

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NEWSPAPER

OCTOBER 14, 1963

It's a three-network horse race in opinion of men who buy the shows ..... 31

Interpublic adds another agency; becomes largest management company ..... 34

It could be baseball in network prime time beginning in April ..... 76

Conflict on role of government controls at campus conference ..... 52

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MINNEAPOLIS TELEVISION  
ST PAUL MINNEAPOLIS TELEVISION  
ST PAUL MINNEAPOLIS TELEVISION

4

**NOT**   
**DROPPED ON THE DOORSTEP!**

**NO**   
**SUBSCRIPTIONS!**

but it stands out  
 as the difference  
 between good and great,  
 and is most frequently  
 invited into the  
 760,000\*\* Northwest TV homes

\*Sept. '63 NSI  
 7 A.M.—12 MIDNIGHT, DAILY  
 \*\*TV MAGAZINE 9/63



We  
call  
these  
features



because  
they're  
**Xtraordinary!**

Here are the science-fiction and exploitation block-busters you've been waiting for! 15 fantastic, gripping features of outer space and the unknown all made between 1957 and 1962.

These never-before-seen-on-TV chillers have already been sold to the five ABC-TV O & O stations—WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, KGO-TV San Francisco and WBKB-TV Chicago . . . to the Capital Cities O & O's—WPRO-TV Providence, W-TEN Albany and WKBW-TV Buffalo . . . and to KCPX-TV Salt Lake City, KARD-TV Wichita and WTTG Washington, D.C.

Get the "X" features for your market, today!

**THE 27TH DAY • BATTLE IN OUTER SPACE • THE TINGLER • MOTHRA • 12 TO THE MOON • THE WOMAN EATER • THE ELECTRONIC MONSTER • CURSE OF THE DEMON • THE GIANT CLAW • THE H MAN • ZOMBIE OF MORA TAU • THE STRANGLERS OF BOMBAY • WE'LL BURY YOU! • MEIN KAMPF • THE SILENT WORLD**

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JOHN MCINTIRE



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JERRY LEWIS



PATTY DUKE



FRED MacMURRAY



CHUCK CONNORS



BEN GAZZARA



THE NELSONS



DAN O'HERLIHY



DAVID JANSSSEN



JACK PALANCE



INGER STEVENS



LAWRENCE WELK



GENE BARRY



THE FLINTSTONES



DONNA REED

## ...but that's not all

Sure, the new ABC View leads the parade this fall on KTVI, TV 2, but we've made big news ourselves in St. Louis. Our new afternoon programming, featuring **Adventures in Paradise**, **Rifleman** and **Zane Grey Theatre**, lets you sell to everyone old enough to buy from 4 P.M. 'til 6 P.M. Later on, we hold that big ABC evening audience with **Annette Chambers**, our glamorous new weather girl, and **Steve Allen**. Thursday nights are spiced with

**Battle Line**. Saturday nights sparkle with our new **Spectacular Movie** (the first two shows are **Hercules** and **Goliath Against the Giants**), and Sunday night viewers spend thrilling moments with **Chiller Theatre**. Obviously, the combination for action in St. Louis is ABC and



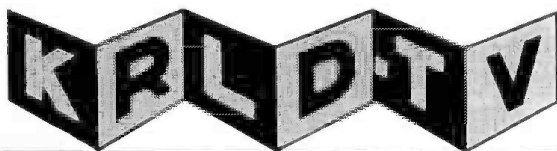


informed!

KRLD-TV News plus the CBS Television Network lineup of News, Sports and Entertainment make Channel 4 the NUMBER ONE Station in the Dallas-Fort Worth area\*.

To get your ad message to the best-informed, most-entertained viewing audience in Texas, see your ADVERTISING TIME SALES representative.

\*Excerpt from the Nielsen Station Index Report for the period ending July 28, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.



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**

Report of surgeon general's scientific committee on effect of cigarettes on health is expected to break before Christmas holidays and will create new problems for cigarette manufacturers. Report is expected to say, as did British report last year, that cigarette smoking does no one any good, and will be springboard for advocates of anti-smoking law who will demand that tobacco products be labeled as injurious to health. Senator Maurice Neuberger (D-Ore.) is poised to lead campaign.

*Problems will promptly arise in connection with advertising and with heavy use of broadcast media. Reverberations will be felt in both television and radio, but tobacco companies are understood to feel they can live with report. Problems also may arise next year in state legislatures with 20 of them convening in January. After initial report, surgeon general is to appoint second committee to deal with controls but steam probably will be taken out of that by Neuberger campaign. Parallel is seen in what happened in England after release 18 months ago of report of Royal College of Physicians deprecating cigarette smoking as injurious to health. Cigarette sales dropped 12-15% but reportedly are now up to pre-report level.*

### Advisory on advertising

Extensive report that advertising leaders hope will go long way toward dispelling governmental and other critical illusions about scope and effectiveness of self-regulation in advertising is being prepared by Department of Commerce's Advertising Advisory Committee, for submission to Commerce Secretary Luther Hodges. Idea originated in meeting of Commerce officials and advisory committee, which is composed of executives of 17 leading advertising associations and is headed by president Peter W. Allport of Association of National Advertisers. Book-length report is being prepared for committee by John McMillin, former agency executive and trade magazine editor. Expectation is it'll be ready this fall or winter.

### Movies and pay TV

Extent to which motion picture producers are eyeing pay TV is indicated in contacts being made in Washington. Representatives of at least two top film companies within past fortnight have called on members and staff of FCC to look into possibilities of on-air (as

# CLOSED CIRCUIT

opposed to wire connected) pay TV. Generally they received non-committal or negative responses, presumably on ground that multiple station operation (ostensibly through new UHF facilities) would in effect get producers back in exhibition field which they lost 30 years ago under consent decree separating production and exhibition.

*Whatever ultimate decision is on broadcast pay TV, which would rest with FCC, there would be no way of preventing wire pay TV without specific legislation to that end. West Coast subscription television project, now headed by Sylvester L. (Pat) Weaver, contemplates wire service, which could be tied into community antenna operations wherever they might be reached.*

### Time to swing

Intriguing question last week was: What happened in FCC meeting following all-day oral argument on short-spaced drop-in question Oct. 4? One report was that Commissioner Lee Loevinger, swing man in otherwise evenly divided commission, suggested approval of some of seven proposed VHF drop-ins, rejection of others. This approach, however, attracted little interest and, with commissioners bone-weary after listening to almost eight hours of argument, Chairman E. William Henry decided to end meeting, put off decision until his return from Europe later this month. It seems likely commission will either buy or reject entire drop-in package. But which way it will go is still up to Commissioner Loevinger.

### No multiple threat

Unless there's sharp turn-about FCC won't change its present multiple ownership rules limiting facilities to seven broadcast stations in each class (in TV, five VHF's; two UHF's). Although subject has been agitated at staff level, commission informally, as policy matter, isn't disposed to reopen issue.

*FCC staff, however, is investigating ownership from another angle: acquisition by brokerage and investment houses of minority interests in substantial blocks of stock of publicly held companies or through financing operations. In some instances, it's been discovered that such holdings include companies licensed for in excess of dozen stations in various classifications.*

### Cut-ins cut out?

Reports from TV stations around country indicate mounting pressures against practice of charging cut-in fee when network advertiser substitutes, on some stations, commercials different from those in his network program. Three major TV users are said to have asked stations in selected areas, presumably in preparation for test campaigns, to waive cut-in charge, which generally amounts to 10% of applicable hourly rate. Some reportedly promised to put sizable spot budgets into market in return; some were said to have asked for waiver on grounds they've made heavy local investments in past. Known results to date: rejection. Advertisers are identified as Procter & Gamble, Colgate-Palmolive and American Home Products.

### Struggle for space

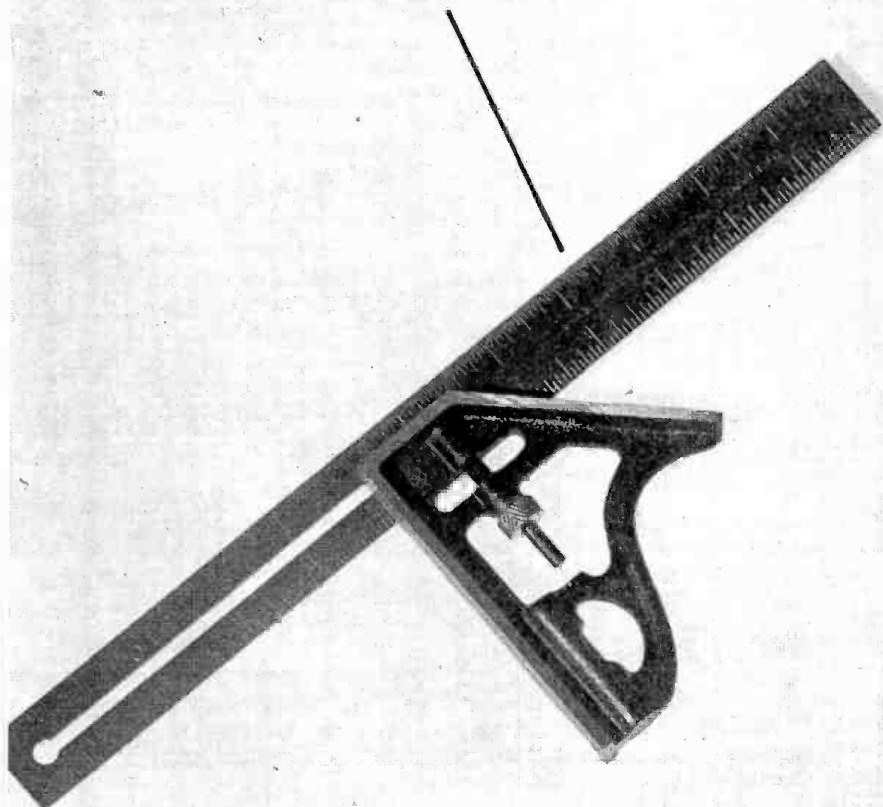
Industrial users in communications evidently are making slow but steady headway with FCC on their demands for more spectrum space. That largely was purpose of FCC's visit to West Coast fortnight ago to inspect mobile facilities used by trucking companies, manufacturing plants and others. In forefront of manufacturers urging greater allocation is Motorola Co., which sells large quantities of equipment to these users.

*Industrial users make their big pitch on basis of their limited allocation of spectrum space (less than 41 megacycles) as against use by broadcasting of 513 megacycles of what they describe as choice spectrum space. These include 492 megacycles for television, both UHF and VHF; 20 megacycles for FM in VHF range and 1.1 megacycles for AM broadcast.*

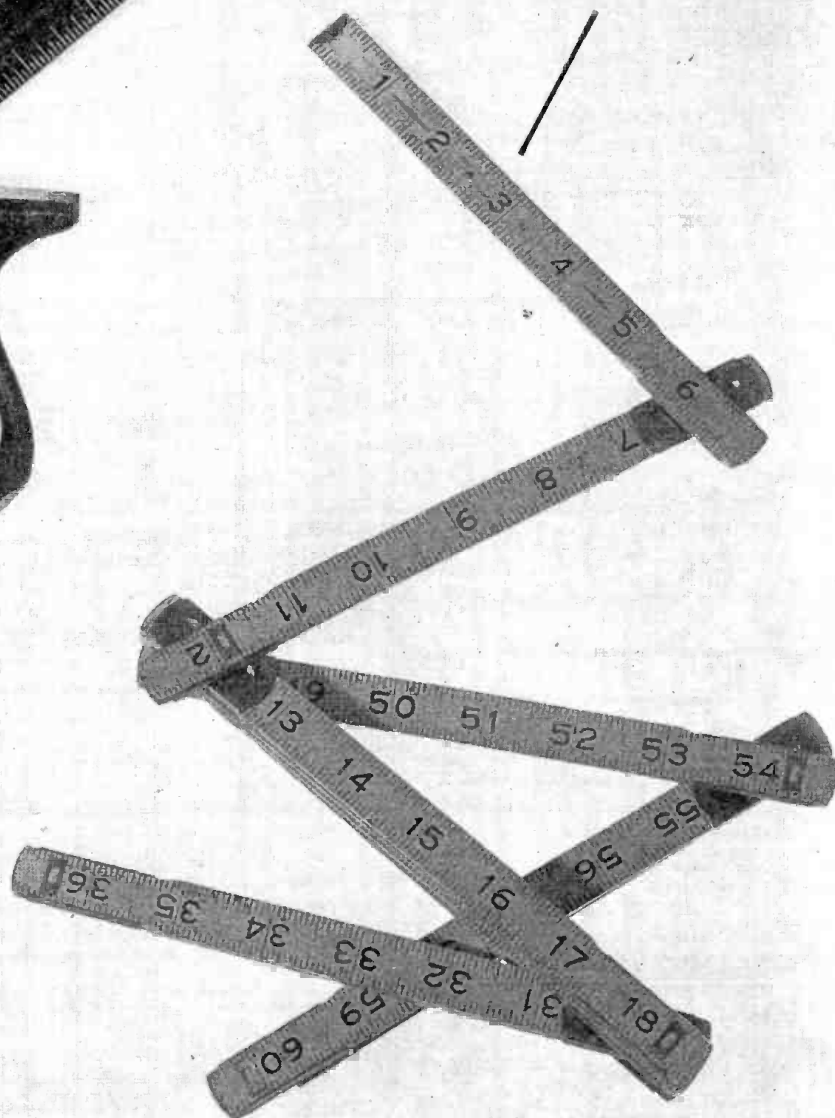
### From little acorns grow

Broadcast research people who've been roundly criticized by government officials for allegedly inadequate samples in ratings reports have found some of government's own sampling procedures to be at least as questionable. New U. S. Bureau of Labor Statistics report on consumer expenditures and income for New York City gives 75 items of information purporting to apply to families connected with armed forces in that area. Sample: one family. In same report data on self-employed household heads in all of New York City is based on sample of 12.

"Hey, why don't  
you let me set  
you straight!"



"What's  
your  
angle?"



There's only one rule to follow in reaching the total North Florida/South Georgia regional market: WJXT Television! From *any* angle, the figures prove it . . . 307% more television homes reached outside the metro area . . . 17% more inside Jacksonville itself . . . 42 out of the top 50 breaks . . . but, why go on? WJXT is the only efficient way to build a schedule that stands up!

Source: June 1963 ARB, Mon.-Sun., 9 a.m. to Midnight

Represented by TvAR

**WJXT**



JACKSONVILLE, FLORIDA

**POST-NEWSWEEK**

**STATIONS** A DIVISION OF

THE WASHINGTON POST COMPANY

# WEEK IN BRIEF

Agency seers think TV season will see all three networks running good race. Majority concede win to CBS, but place and show position jockeying between NBC and ABC. Nevertheless, program offerings are all to good. See . . .

## THREE-NETWORK RACE . . . 31

Interpublic becomes largest advertising agency organization with acquisition of EWR&R and its \$80 million in billings. Total for all Interpublic groups reaches \$493 million in billings. See . . .

## INTERPUBLIC INC.: THE LARGEST . . . 34

Tokyo Olympics sold out, with Lorillard, Texaco and Schlitz buying full sponsorship of games NBC bought for \$1.5 million. Sarnoff sees future audiences in billions for worldwide TV. See . . .

## SUMMER OLYMPICS SOLD OUT . . . 38

Congressional hearings are due on FCC's request for more choice in station sales. Pastore says there are some questions that need answering on the record. Date for sessions not yet set. See . . .

## PASTORE PLANS HEARINGS . . . 44

Freedom is a lonely road, Stanton tells Reed College forum. Civic leaders, teachers, intellectuals, all quick to criticize TV, don't show up when liberty is at stake. Cox defends FCC's right to regulate. See . . .

## DISPUTE OVER REGULATION . . . 52

Decision expected within "days" on NAB-RAB cooperation in ratings research, but how long this may be isn't clear. Both sides feel meeting was fruitful and allow as how joint efforts will take place. See . . .

## ARE NAB, RAB NEAR DEAL? . . . 66

Newspapers rally to broadcasters side in fight over government regulation. Editorials align competitors with many expressing fear that if it's radio-TV today, it may be the press tomorrow. See . . .

## PLANNED REGULATION MONSTROUS . . . 56

Fetzer proposes baseball spectaculars in Monday night prime time. Reaction from ball leagues is favorable; networks are interested. Price would be \$6.5 million, and station time might run as high as \$15 million. See . . .

## MONDAY NIGHT AT BALL GAME . . . 76

Westinghouse not only angels Broadway play but is telecasting opening night at cost of \$80,000. About 25% of this cost may be recouped from advertisers. Experiment being watched carefully. See . . .

## DAY AND DATE, TV AND BROADWAY . . . 78

ET-to-tape cartridge controversy seen clearing up as soon as committees get standards out. Attack is two-pronged, for turntable and cartridges. Radio board of NAB should have proposals by January. See . . .

## BACK AT DRAWING BOARD . . . 80

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### BROADCASTING

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when you think

NEW YORK  
RADIO

think

**wmca**

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

BROADCASTING, October 14, 1963



## CBS-TV again No.1; 2nd slot to ABC-TV

ABC-TV on basis of Nielsen 30-market ratings report for first week of season in which all new programming had premiered claimed dominance on Tuesday and Wednesday nights, and CBS-TV took four nights (Monday, Thursday, Friday and Saturday). NBC-TV topped Sunday night. Nielsen week, ending Oct. 6, covered Monday-Sunday, 7:30-11 p.m. In top 20, CBS-TV took 12, ABC-TV seven and NBC-TV one (*Bonanza*).

NBC sources meanwhile pointed out that their schedule for that week included two specials and that these usually get lower ratings than regular entertainment shows. They also noted that their *Bill Dana Show* at 7-7:30 p.m. on Sunday—which many affiliates had considered least likely to draw big audiences—had scored highest share of audience (41) of all network shows in that week.

### Top 20, 7:30-11 p.m., week ended Oct. 6

Rank	Programs	Rating
1.	Beverly Hillbillies (CBS)	29.1
2.	Patty Duke (ABC)	27.0
3.	Donna Reed (ABC)	27.0
4.	Elizabeth Taylor (CBS)	26.3
5.	Lucy Show (CBS)	25.9
6.	Dick Van Dyke (CBS)	25.7
7.	Ben Casey (ABC)	25.1
8.	Bonanza (NBC)	24.7
9.	Fugitive (ABC)	23.7
10.	Nurses (CBS)	23.7
11.	Petticoat Junction (CBS)	23.3
12.	Danny Thomas (CBS)	23.2
13.	Andy Griffith (CBS)	23.2
14.	Red Skelton (CBS)	22.1
15.	Jack Benny (CBS)	21.9
16.	Hitchcock (CBS)	21.8
17.	Breaking Point (ABC)	21.6
18.	Ed Sullivan (CBS)	21.4
19.	McHales Navy (ABC)	21.3
20.	Lawrence Welk (ABC)	21.2

## UK show to NBC-TV; Van Dyke quits Judy

Two new developments were announced Oct. 11 in network planning for TV season ahead. NBC-TV will "preview" on-air new show, *That Was the Week That Was*, being readied for 1964-65 season. Network will telecast preview program on Nov. 10 (Sunday)

### Anyone for aspirin?

Alberto-Culver Co. is shopping Upstate New York for TV availabilities for test campaign of new aspirin called "Release." Agency: Compton Advertising, Chicago.

at 10-11 p.m. EST. NBC-TV plans to place American version of popular British satirical revue of topical comment on network schedule next year (Leland Hayward has rights to show in U.S.).

CBS-TV said comedian Jerry Van Dyke at his request has been relieved as regular on *Judy Garland Show* to star in new pilot, *My Son Goggle*, being prepared for network for next season. Filming on pilot starts Oct. 28 at Filmways TV Productions.

## Program firms charged in \$412,137 N.Y. fraud

Indictment charging fraud in amount of \$412,137 has been issued by federal grand jury in New York against L. Nicholas Dahlman, former president of Broadcast Planning Inc. and Broadcast International Inc., New York, and Benjamin S. Hagggett Jr., former executive vice president of Meadow Brook National Bank, New York.

U. S. Attorney Robert M. Morgenthau claimed that Mr. Hagggett approved unsecured loans to Mr. Dahlman's firms of more than \$212,000 at time when both these companies were insolvent and already owed bank \$210,000.

Firms were organized to produce radio-TV programs for stations in U. S. and abroad.

## Radio-TV networks, AFTRA negotiate

For first time American Federation of Television & Radio Artists is seeking to cover in its network TV contracts performers' rates for programs produced here and transmitted abroad by communications satellites.

This provision is one of several being sought by AFTRA in negotiations with radio and TV networks for new pact to replace one expiring Nov. 15. Among other demands reportedly made by AFTRA are 10% increase to group dancers on variety shows; elimination of discount formula for performers on daytime series; inclusion of all reporters under network contract except political commentators and analysts, and additional 75% increase in fees for newsmen appearing on pooled broadcasts (currently pay is single-network rate, irrespective of number of networks carrying pooled program).

AFTRA and Screen Actors Guild also are negotiating with advertising agencies and Film Producers Association of New York for new contract covering tape and film commercials (BROADCASTING, Sept. 30).

## CATV for Utica

Mohawk Valley Community TV Co., 71% owned by licensee of WKTV-TV Utica, N. Y., was granted exclusive franchise for community antenna TV system in Utica Friday (Oct. 11). Gordon Gray, president of WKTV and Mohawk, said system would be on air by spring of 1964.

Utica CATV will carry nine channels and has potential of 30,000 subscribers, Mr. Gray said. Local citizens own remaining 29% of Mohawk Valley. Company also has applied for systems in other nearby cities.

## Drug store chain bans cigarette advertising

Paine Drug Co. announced Friday (Oct. 11) that it has banned all cigarette advertising in its seven Rochester, N.Y., stores because of "recently overwhelming evidence of effects of cigarette smoking on heart and lungs." Paine stores will not display cigarettes in future and will place them behind counter.

In New York Friday, George V. Allen, president of Tobacco Institute Inc., said original theory that smoking is a direct cancer generator "has virtually been abandoned. Other theories about how smoking might be involved are still theories, to be investigated," he told annual convention of Retail Tobacco Dealers of America.

## Hartke goes to Geneva for Senate group

Senator Vance Hartke (D-Ind.) was designated last week to represent Senate Commerce Committee, of which he is member, at International Radio Conference on Space Allocations now going on in Geneva (BROADCASTING, Oct. 7). Senator left yesterday for three weeks.

It was understood that on his return, Senator Hartke, also member of Communications Subcommittee, would introduce legislation to permit presunrise operation for daytime radio stations. Rulemaking to do this has been pending at FCC for more than year.

## Applications dismissed

FCC Friday (Oct. 11) said 29 more FM applications had been dismissed for failure to comply with new allocations table. Eighteen others were dismissed earlier in week (see page 62).

## WEEK'S HEADLINERS



Mr. Dudley

**Richard D. Dudley**, general manager of Wisconsin Valley Television Corp. (WSAU-AM-FM-TV Wausau) for past six years, elected president, general manager and a director of corporation. Active in broadcast industry for 17 years, Mr. Dudley will supervise operations of WSAU stations and WMTV(TV) Madison. He succeeds **George Frechette**, who died Sept. 24 (BROADCASTING, Sept. 30). Other promotions announced: **Bart F. Kellnhauer**, station manager-program manager; **Thomas E. Bolger**, WMTV general manager; **Roland W. Richardt**, director of engineering for all of firm's stations; **Martin Hogman**, WSAU-AM-FM general sales manager; and **William E. Payne**, promotions manager.



Mr. Reilly



Mr. Elman

**John R. Reilly**, chief of executive office for U.S. attorneys at Justice Department, appointed by President Kennedy to fill unexpired term at Federal Trade Commission of **A. Leon Higgenbotham**, who has been named to U.S. district court in Philadelphia. **Philip Elman**, controversial FTC commissioner who has frequently dissented from commission rulings, renominated by President to new seven-year term. Mr. Reilly's term will run to Sept. 25, 1969; Mr. Elman's to Sept. 25, 1970. Mr. Reilly, 35 years old, from Dubuque, Iowa, and graduate of University of Iowa Law School, was in Chicago office of antitrust division from 1955 to 1958, participating in number of cases involving price-fixing and other violations of Sherman Antitrust Act. From 1958 until 1960 he was Midwestern representative of Council of State Governments, an organization of state officials, working primarily with Conference of Chief Justices and National Association

of Attorneys General. Mr. Reilly was named to Justice post in January 1961 by Attorney General Robert Kennedy.



Mr. Guild

time to devote to his activities for U. S. State Department in field of foreign aid. In conjunction with Dan Bonfigli, executive VP, Mr. Guild and Mr. Bascom have worked almost interchangeably in development and direction of agency policies and philosophies since inception of GB&B in 1949.

**Peter K. Warren**, president of Pepsi-Cola International Ltd., subsidiary of Pepsi-Cola Co., New York, assumes additional responsibility for all marketing functions, including domestic programs, replacing **William C. Durkee**, senior VP-marketing, who has resigned. **Thomas Elmezzzi**, senior VP-manufacturing, elected executive VP, newly created post. Elected operating VP's, also new posts, were **Charles N. Baker**, **Frank W. McIntosh**, **Samuel Desch** and **Harry Hambleton**. Each will be in charge of geographical section of company's worldwide business. Elected VP's were **Norman Heller**, market research; **Alan Pottash**, marketing services; and **Robert Abernathy**, technical services. **Seymour Lusteran**, VP-market research, and **John J. Soughan**, VP-marketing services, have resigned. **Stephen J. Gullo**, VP-technical services, will continue with Pepsi-Cola but in another capacity. **Donald M. Kendall**, who was elected president and chief executive officer of Pepsi-Cola Co. last month (BROADCASTING, Sept. 16), said new management realignment will enable corporate officers to provide more efficient over-all supervision and, at same time, allow division and subsidiary officials greater latitude to develop programs for their respective areas.

**Ted Rogers**, executive producer at MGM-TV for past two years, appointed assistant to John W. Kluge, president and board chairman of Metromedia Inc., New York, with general corporate

**Walter Guild**, president, and **David Bascom**, board chairman of Guild, Bascom & Bonfigli, San Francisco, have switched titles and responsibilities. It was noted that as board chairman, Mr. Guild will have more

responsibilities. Mr. Rogers was with NBC-TV as producer from 1955 to 1958, subsequently becoming executive producer for network's program department in New York. In 1960 he headed Hollywood production company, Ted Rogers Associates.

**Murray Gross**, director of advertising for Metro-media Inc., New York, since October 1961, appointed to newly created position of director of communications for Television Bureau of Advertising, that city. He will be in charge of coordinating projects and directing their distribution for maximum use among all areas of TV advertising. Mr. Gross returns to TvB, having previously served as assistant director of sales development, assistant director of sales promotion and director of sales development.



Mr. Gross

responsibilities. Mr. Rogers was with NBC-TV as producer from 1955 to 1958, subsequently becoming executive producer for network's program department in New York. In 1960 he headed Hollywood production company, Ted Rogers Associates.



Mr. Spitzner

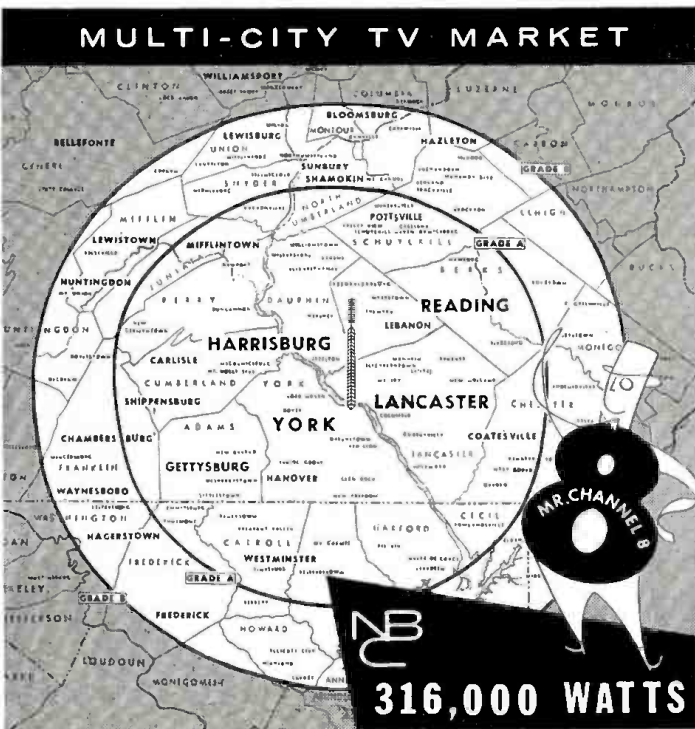
Triangle organization for past five years, was formerly commercial manager of WIP-AM-FM Philadelphia and a director of Wm. Penn Broadcasting Co. (WPEN-AM-FM Philadelphia). Triangle Stations are WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona and WLYH-TV Lebanon, all Pennsylvania; WNBK-AM-FM-TV Binghamton, N. Y.; WNBC-AM-FM-TV New Haven, Conn.; and KFRE-AM-TV, KFRM(FM) Fresno, Calif.

**Edwin Green** appointed to newly created post of media director at Lawrence C. Gumbinner Agency, New York. Mr. Green, who has been director of broadcast media at Gumbinner since 1961, now assumes responsibility for all media activities of agency. Prior to joining Gumbinner, he served at Benton & Bowles, New York, as assistant media director.

For other personnel changes of the week see FATES & FORTUNES



**Retail Sales**  
**\$3,350,205,000**



The WGAL-TV market: selling opportunity unlimited. You can get your share of this prosperity with Channel 8. This is because —in its area—WGAL-TV produces more business than any other station, and has more viewers than all others combined.\*

\*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figure: SRDS 1/1/62-1/1/63

**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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

# What makes a great salesman?

By the time he was fifteen, Harvey Firestone could buy, sell, or swap a horse with the best of them. But his first really important sale involved rubber buggy wheels, not horses. He sold them to an unknown young mechanic for use on a contrivance which was destined to outmode Old Dobbin. That mechanic was Henry Ford, who years later would purchase millions of pneumatic tires for his ubiquitous Model T's.

Convinced that motor-driven vehicles would replace those pulled by horses, Firestone switched from buggy-selling to the manufacture of rubber tires. His first successful tire, dubbed "The Perfect Side-Wire Tire" was backed by such sound sales promotion he found it difficult to produce enough to satisfy demand. To further increase sales Firestone set up a unique nationwide system of retail outlets. His "Ship by Truck" campaign led to the establishment of a new industry, brought the country better roads—and sold still *more* tires!

Harvey Firestone's imaginative mind and organizational genius made him the best-known man in the rubber industry. He pioneered—and sold—non-skid treads, low-pressure balloon tires, and tires specifically designed for trucks and farm tractors, contributing significantly to the development of American highway transportation.

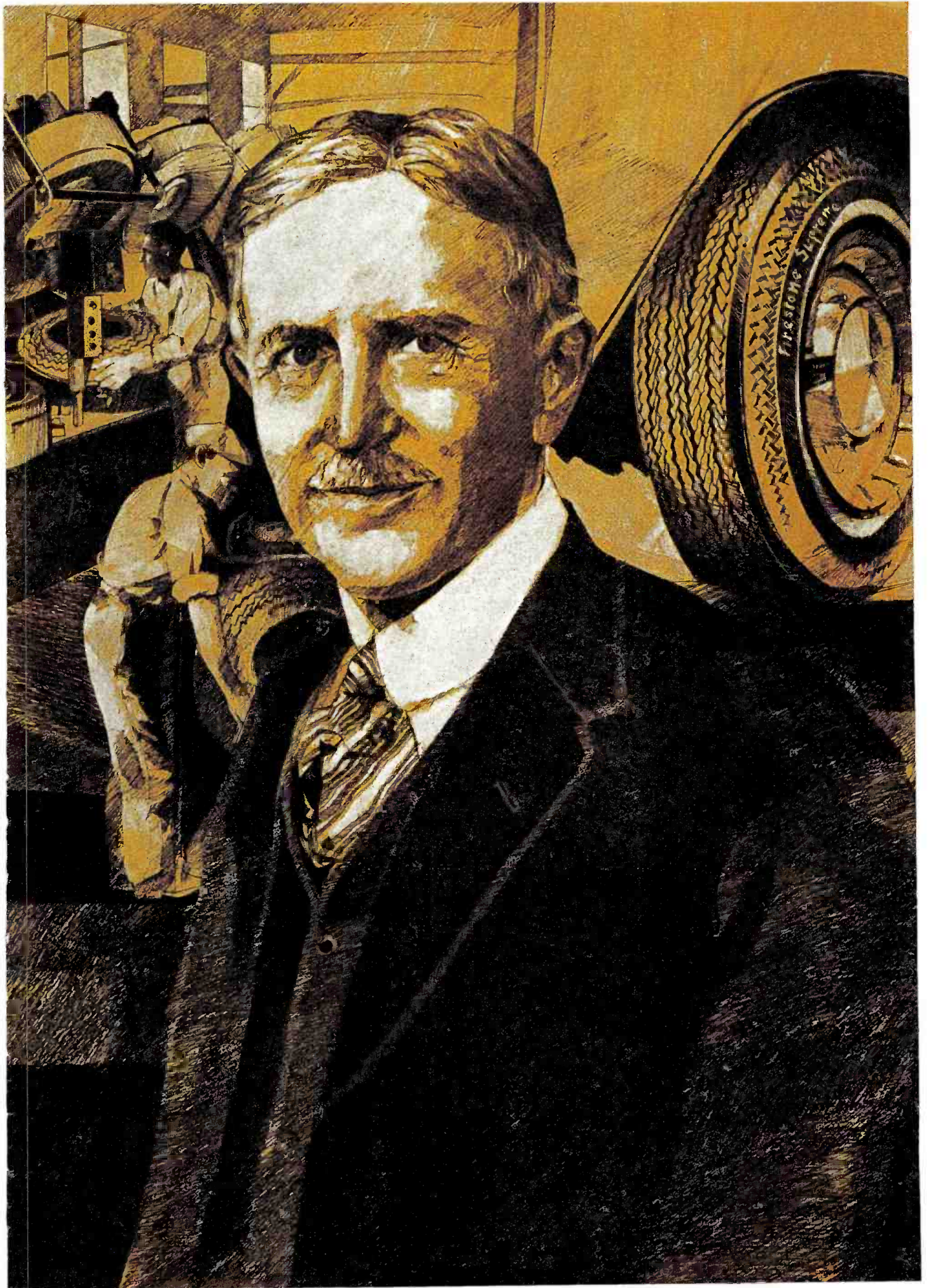
Imagination and sound organization have aided the growth of the Storer stations, too. Advertisers know these stations sell with creative, community-keyed programming, sound management, and round-the-clock operational efficiency. In Toledo, Storer's great salesmen are WSPD and WSPD-TV, two important stations in an important market.

LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW	NEW YORK W'HN	TOLEDO WSPD	DETROIT W'JBK
MIAMI W'GBS	MILWAUKEE W'ITI-TV	CLEVELAND W'JW-TV	ATLANTA W'AGA-TV	TOLEDO WSPD-TV	DETROIT W'JBK-TV



**STORER**  
BROADCASTING COMPANY

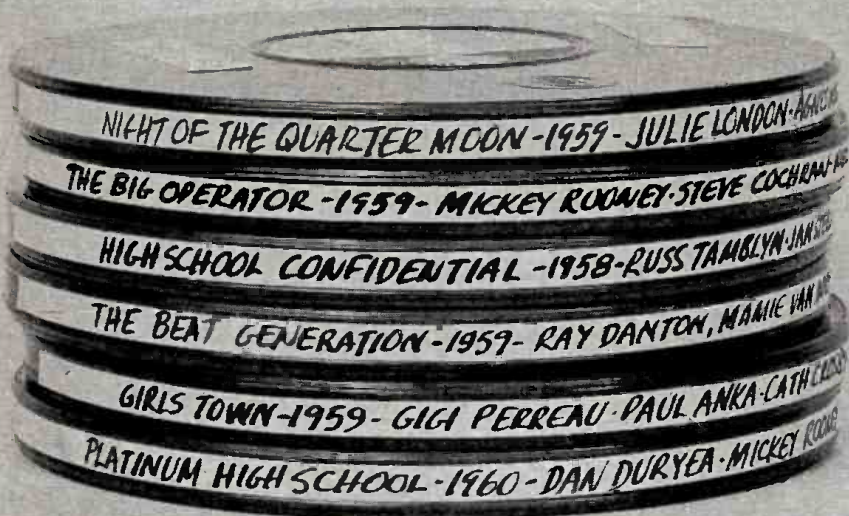




# 6 MAJOR STUDIO FEATURE FILMS NOW AVAILABLE FOR FIRST TV RUN

## the "BIG 6"

- ... **BIG** because their stars are ... Mickey Rooney • Julie London • Fay Spain  
Dan Duryea • Mamie Van Doren • Steve Cochran • Jan Sterling • Paul Anka  
Dean Jones • Gigi Perreau • Yvette Mimieux • Agnes Moorhead • Russ  
Tamblyn • Terry Moore • John Drew Barrymore • Jim Backus • Mel Torme  
Diane Jergens • Cathy Crosby • Ray Danton
- ... **BIG** because their stories are.  
All action, drama, suspense
- ... **BIG** because their release dates are.  
All 1958, 1959, and 1960
- ... **BIG** because their running times are.  
96 min., 94 min., 94 min., 92 min., 90 min., 85 min.



# NTA

NATIONAL TELEFILM ASSOCIATES, INC.  
8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.  
TELEPHONE: OLEANDER 5-7701  
444 MADISON AVENUE, NEW YORK 22, NEW YORK  
TELEPHONE: PLAZA 3-6106

## DATEBOOK

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

\*Indicates first or revised listing

### OCTOBER

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 13-18—Society of Motion Picture and Television Engineers' 94th conference, Hotel Somerset, Boston.

\*Oct. 14—Washington chapter of American Women in Radio and Television stages a "special report" on the President's Commission on the Status of Women, 7 p.m., National Press Club. Senator Maurine Neuberger and Representative Edith Green, both Democrats of Oregon, and Mrs. Esther Peterson, assistant secretary of labor and vice chairman of the Commission on the Status of Women, will head the panel. Panel also includes Anne Denton Blair, Triangle Stations, and George Herman, CBS News and host of *Women of Washington*.

Oct. 14—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

\*Oct. 14—Western States Advertising Agencies Association, dinner meeting at Sheraton-West hotel, Los Angeles. "Clients Night" program, with Robert Cody, director of advertising for Security First National Bank; Ken Hudnall, VP of Peterson Publishing Co., and Robert Kleos, manager of marketing services. Beckman Instruments, as featured speakers. Bill Boylhardt, of Boylhardt, Lovett & Dean, is program chairman.

Oct. 14—New deadline for reply comments on FCC's proposal to adopt NAB's commercial time limits.

Oct. 14-15—Radio Advertising Bureau management conference at The Executive Inn, Detroit.

Oct. 14-15—Twelfth annual convention of the North Dakota Broadcasters Association, Ray hotel, Dickinson.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Bar-bizon Plaza hotel, New York.

\*Oct. 15—Philadelphia chapter meeting of American Women in Radio and Television, Sheraton hotel. Elizabeth Bain, president-elect of national American Women in Radio and Television, will be guest speaker.

Oct. 15-17—Ninth Tri-Service Conference on Electromagnetic Compatibility at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing

### NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

# Take a good look... at San Diego



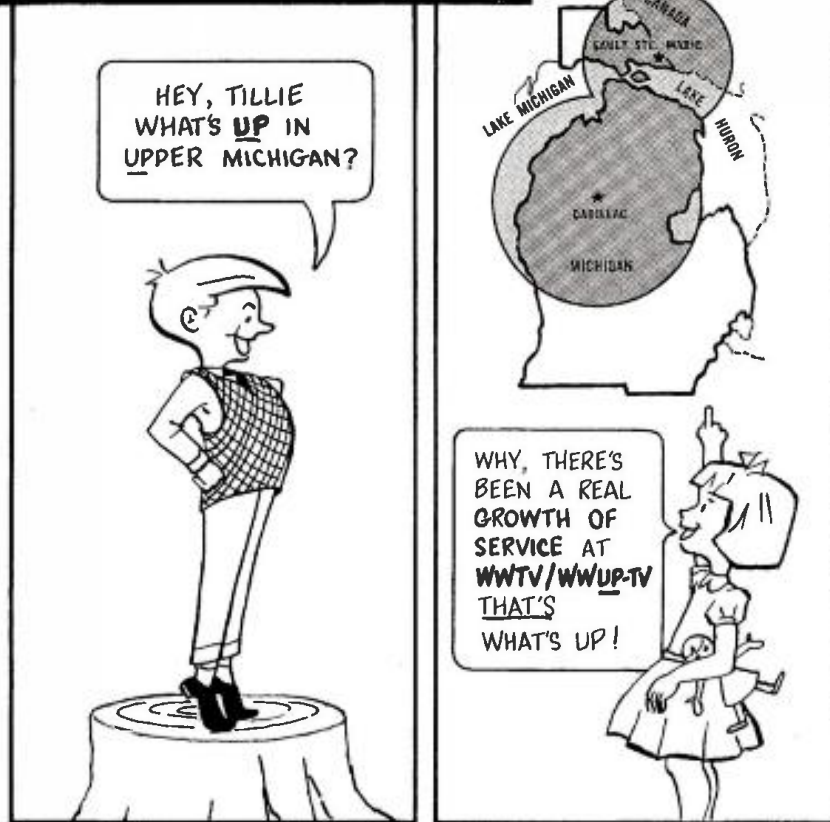
You'll see what the 1,187,000 people in this growing market see daily: new skyscrapers thrusting upward into a smog-free sky . . . ships from the far corners of the world plying the waters of a busy port . . . stimulating advances in education and research. □ This change, growth, action . . . all is evidence of the vigor which led San Diego to be named an All America City for 1963 by Look Magazine and the National Municipal League. □ San Diegans are served best by the Time-Life Stations: KOGO-TV and KOGO-AM/FM. Their pace and programming . . . in tune with the vigorous tempo of this vital city . . . are dynamic, aggressive, community-oriented.

**KOGO-TV | AM | FM - SAN DIEGO**

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY



# WORFORD WARD & TILLIE VISHION



## REAL GROWTH of SERVICE!

Yes, WWTV/WWUP-TV has had an enormous audience-increase in the past year—now covers an area with 492,100 homes. This is more TV homes than many great cities can boast. WWUP-TV, Sault Ste. Marie, made most of the difference!

Matter of fact, we believe Upstate Michigan is the greatest "new opportunity"

you television advertisers can find in the entire U.S. Nearly a million PEOPLE. Annual retail sales, nearly a BILLION dollars.

Consult your jobbers and distributors in the area as to the influence WWTV/WWUP-TV has in our 39 counties—or ask Avery-Knodel for a detailed market analysis.

**The Folger Stations**

**RADIO**  
 WRDZ KALAMAZOO-BATTLE CREEK  
 WJEF GRAND RAPIDS  
 WJFM GRAND RAPIDS-KALAMAZOO  
 WRTS-FM GADSDEN

**TELEVISION**  
 WWTV GRAND RAPIDS-KALAMAZOO  
 WWTU CADILLAC-TRAVERSE CITY  
 WWUP-TV SAULT STE. MARIE  
 WOLN-TV LINCOLN, NEBRASKA  
 WISN-TV GRAND ISLAND, NEB.

# WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10  
 ANTENNA 1640' A. A. T. / ANTENNA 1214' A. A. T.  
 CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

**"YOUR NEW WORLD OF NEWS"**  
 FROM THE NEWS CAPITAL OF THE WORLD

## ALL AUDIO

For Complete Information Contact

### REPUBLIC NEWS INTERNATIONAL

132 3rd St. S.E.  
 Washington, D. C.

**PRESTIGE IMAGE**  
**IMPACT PERSONALITIES**  
**PROMOTIONAL IMPETUS**

problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will make a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—Pulse "Man of The Year" luncheon, honoring John Kluge, president of Metromedia. Plaza hotel, New York.

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 16-18—Fifteenth annual convention and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

\*Oct. 16-18—Advertising Federation of America, seminar at the Muehlebach hotel, Kansas City, Mo. Mel Blanc, head of Mel Blanc Associates, Hollywood, will deliver the keynote address.

Oct. 16-18—Indiana Associated Press Radio-TV Association, French Lick.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the Alabama AP Broadcasters Association, Birmingham.

Oct. 20—Hollywood Museum ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

\*Oct. 20-21—Texas Association of Broadcasters convention, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, as featured speaker. Cabana hotel, Dallas.

\*Oct. 21—Hollywood Advertising Club, luncheon, 12 noon at the Hollywood Roosevelt. Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, will speak on "Via La Revolucion! (Marketing and Maches)." George Allen, of GB&B's Hollywood office, will be program chairman.

Oct. 21—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teen-age music discussed by Richard Costing.

\*Oct. 22—Fourth annual Journalism Achievement Awards Dinner, 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Sevareid and Bernard Kilgore.

Oct. 22-23—Midwest Educational Broadcast Music Directors conference, Indiana University, Bloomington.

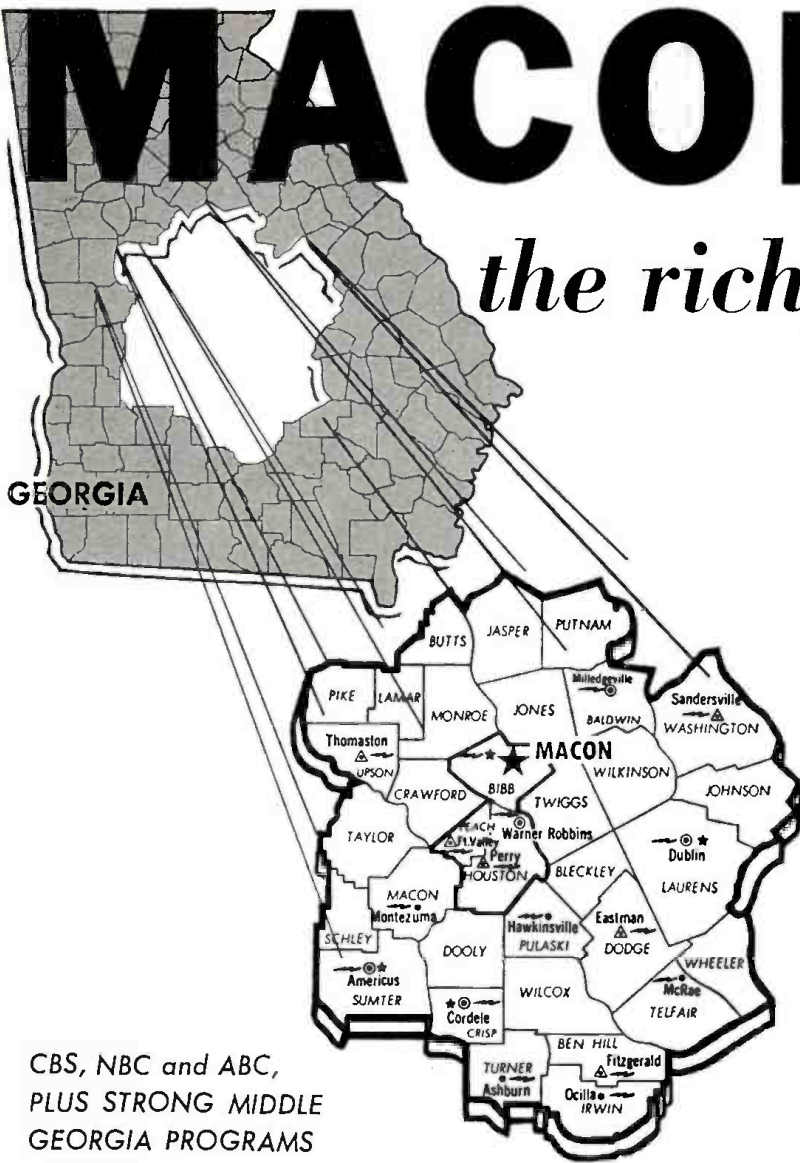
\*Oct. 22-23—Tennessee Broadcast Station License Renewal Conference. Robert J. Rawson, chief, renewal and traffic division, FCC Broadcast Bureau; R. Russell Eagan, broadcast attorney; Thomas Cline, chief, Atlanta FCC office, and Robert Evans, manager, Mid-South Network will participate. Robert E. Cooper, general manager, WSM Nashville, moderator, University of Tennessee, Knoxville.

Oct. 23—Second radio programing seminar under auspices of Mark Century Corp., New York. Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc., Hampshire House, New York.



# MACON...

*the rich, 33 county*



## MIDDLE GEORGIA MARKET

571,000 PEOPLE

\$781,754,000 INCOMES

\$482,782,000 RETAIL SALES

Population, Income and Retail Sales from Sales Management Survey of Buying Power, for the 33 counties listed in ARB, February/March, 1963.

CBS, NBC and ABC,  
PLUS STRONG MIDDLE  
GEORGIA PROGRAMS

WMAZ-TV has selected outstanding programs for 1963-1964 from the three major networks. Added to these are strong local news, sports, farm features, entertainment and public affairs programming that appeal to the specific interests of the half-million people in the 33-county Middle Georgia Market.

Here is the WMAZ-TV market... almost ours alone... the dynamic 33-county MIDDLE GEORGIA MARKET, cultivated and served well by this strong station since 1953.

With Macon as its center and largest city, the MIDDLE GEORGIA MARKET is rich in industry, agriculture, and opportunity.

It's yours for the asking. Ask us!

### EXCLUSIVELY YOURS

WITH THIS STRONG ONE-IN-THE-MARKET STATION

#### Affiliated Stations

#### WFBC-TV

NBC Channel 4  
Greenville, S. C.  
Serving Greenville,  
Spartanburg-Asheville

#### WBIR-TV

CBS Channel 10  
Knoxville, Tenn.  
World's Tallest Tower



Represented by Avery-Knodel, Inc.

# WMAZ-TV

CBS, NBC, ABC CHANNEL 13  
**MACON, GA.**

OUR AM AND FM STATIONS ALSO SERVE THIS MARKET



Mr. Charles F. Schmitt  
Vice President  
First National Bank of Maryland

*"On WFBR, we have found we can effectively reach the young, growing middle and upper-middle income families of the market that are so important to our business."*

The First National Bank of Maryland sponsors "Steadman and Sports" daily on WFBR, Baltimore, which carried more local advertising volume during the first nine months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

**RADIO WITH REASON**



Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 24-26—Meeting of the Mutual Advertising Agency Network, Palmer House, Chicago.

\*Oct. 25—Massachusetts AP Broadcasters Association meeting, Statler-Hilton hotel, Boston. Speaker will be Louis J. Kramp, AP's assistant general manager.

Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 26—Fall meeting of West Virginia AP Broadcast News Directors, Clarksburg.

\*Oct. 28—Chicago chapter of National Academy of Television Arts and Sciences, special luncheon in tribute to *Hallmark Hall of Fame* TV series, Knickerbocker hotel, grand ballroom at noon.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, Senate Subcommittee on Administrative Practice and Procedure, room 2228, New House Office building, Washington, 10 a.m. each day.

\*Oct. 28-31—Senate Special Subcommittee on the Arts, public hearing on S. 1316 and S. 165, bills to provide federal assistance to the arts.

\*Oct. 29—Time Buying and Selling Seminar, sponsored bi-annually by International Radio and Television Society, CBS Radio, 49 East 52nd Street, New York.

Oct. 30—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president, American Association of Advertising Agencies, is speaker.

Oct. 31-Nov. 1—Fall convention of the Ohio Association of Broadcasters, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

\*Oct. 31-Nov. 3—WSM's Grand Ole Opry 38th anniversary celebration, Nashville. Programming and sales discussion, Friday, Nov. 1, with Dan Scully, Leo Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholz, Gardner Advertising, participating.

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**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
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\*Reg. U. S. Patent Office  
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# Mark of Deluxe Television

This is the camera you see wherever they insist upon the finest in television. More and more this deluxe 4½" I.O. equipment is becoming the symbol of TV leadership. Everyone is impressed with its "new look," its striking performance and its built-in aids to production. Your studio can benefit from this symbol of television distinction. To own it is to move up!



**RCA**  
**TK-60**

**DELUXE 4½ INCH I.O.**



The Most Trusted Name  
in Television

# MONOCHROME TV CAMERA

*... for the finest in television*

**4½" I.O. AT ITS PEAK CAPABILITY**

**UNVARYING PICTURE QUALITY**

**BUILT-IN PRODUCTION AIDS**

**SIMPLIFIED MULTI-CAMERA OPERATION**

More and more this deluxe camera is becoming the symbol of TV leadership . . . designed for those with the reputation for providing that extra measure of quality in productions. Its unique appearance and built-in production features make the TK-60 every inch the "Camera of the Sixties".

#### *The Image Orthicon at its Best*

Using a large 4½" image orthicon tube tailored to its highest capability, the TK-60 produces the ultimate in fine pictures—with vastly improved gray scale and resolution never before achieved.

#### *Unvarying Picture Quality*

TK-60 Cameras do not need to be adjusted from day to day, nor do they need extensive warmup before being used "on air". Pictures of unvarying quality "snap-in" each time the camera is turned on, and are ready for use in a few moments. Picture quality lasts—hour after hour, day after day, week after week.

#### *Built-in Production Aids*

Among its new production features are a large, bright 8½-inch viewfinder with maximum usable highlight brightness of at least 150 foot-lamberts and a resolution capability better than 700 lines; also provision for the cameraman to see special effects on the viewfinder.

#### *Simplified Operation*

A new concept of control simplifies multi-camera operation—making it possible to handle as many as six TK-60's simultaneously. The video operator need only be concerned with light (remote iris control) and level (contrast or brightness control).

#### *Reliability-Plus*

Reflecting the results of intensive engineering development achieved in more than 20 years of studio camera production, the TK-60 is a thoroughly integrated camera chain, fast becoming the standard of the industry. Latest advances in the camera art have been incorporated. Transistors and nuvistors are used wherever they do the most good. New solid state and gaseous regulating components provide super stabilization of circuits for uninterrupted production.

#### *Proved in Use*

Nearly 200 of these deluxe new cameras are now in daily operation . . . bringing new pictorial perfection to TV presentations.

## MOVE UP TO THE CAMERA OF THE SIXTIES

*Because the TK-60 is so striking in appearance and designed for producing tapes and live pictures that impart increased sales impact to commercials, you will find benefits accruing from the first day of operation. The TK-60 is a selling tool that radiates prestige . . . the symbol of deluxe television. To own it is to move up.*

See your RCA Representative or write: RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden 2, N.J.

I like your Hammonton Park suit  
it must be Wool



Steve Allen wears the pure wool suit, very cool, extremely lightweight. Wool with the famous advance: permanent but natural trouser crease that will never cease. \* You can tell at once it's wool by the great cut of the suit. Nothing tailors like pure wool. And, by that very special light grey, no fabric takes color like wool. Wear this new two-button Hammonton Park tropical worsted and see what happens. At fine stores everywhere or write Hammonton Park Clothes, 1290 Ave. of the Americas, N. Y. 19. Look for The Steve Allen Show nightly Monday through Friday, coast to coast. The Wool Bureau, Inc., 360 Lexington Ave., N. Y. 17. \*Certification Mark

Hammonton  
Park Clothes

- And we like the use they have  
made of RCA's great new camera -  
it must be the mark of deluxe television!

 The Most Trusted Name in Television

RCA  
TK-60  
"The  
Camera of  
the Stars"

## OPEN MIKE or

### A common approach

EDITOR: I seldom disagree with your editorials, so perceptively do they analyze industry issues, but I must register a dissent from some of the views recently expressed on the commercial time standards in the NAB codes BROADCASTING, Sept. 30).

Difficult as they are to devise and enforce, time standards do provide a common approach to a problem that is very difficult to handle individually. Broadcasters, advertisers and, most important, the public benefit alike. The record of compliance, particularly in television, is a lot better than is generally realized.

I certainly agree that the imposition of time standards by government is wrong, but I think the danger of government meddling in this area is greater without codes than with them.—*C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., New York.*

### Clean up the New Frontier

EDITOR: Let me compliment you on your fine editorial, "Who's Boss" (BROADCASTING, Oct. 7). One of this nature should have been written long ago. It's high time Congress took a hand in cleaning up this "New Frontier" mess in the FCC.—*Tom Little, news director, WZOE Princeton, Ill.*

### Talent, money and work

EDITOR: I read with great interest the MONDAY MEMO comments of Charles E. Claggett, president of Gardner Advertising, on the potential of radio and television (BROADCASTING, Sept. 23).

I agree with him wholeheartedly that most of the industry is not trying hard enough to provide "solid food as a relief from the cloying taste of pap and froth."

As a St. Louisan, Mr. Claggett is familiar with our efforts at KMOX Radio to provide challenging, provocative, meaningful broadcast fare, rather than programing that dulls the thought processes and lulls the civic conscience. We now program more than 50 hours weekly of our information format, in prime commercial hours, and this program approach has built, rather than diminished audience, and attracted a record number of advertisers.

In a business whose practitioners pride themselves on creativity and intellectual energy, why is the hackneyed and the mediocre the rule rather than the exception?

I don't think the answer need go as deep as government regulations or the marketplace requirements of making a steady profit and not alarming clients. Such reasons might be respectable and

# PERSONALITY POWER

Floyd Ottaway  
WSYR GANG



Carol Johnson  
WOMEN



Ed Murphy  
MUSIC



Fred Hillegas  
NEWS



Elliot Gove  
TIMEKEEPER



Richard Hoffmann  
BUSINESS NEWS



Jael Mareiniss  
NEWS



John Gray  
MUSIC



Alan Milair  
MUSIC



Bill O'Donnell  
SPORTS



Deacon Doubleday  
FARM



Represented Nationally by  
THE HENRY I. CHRISTAL CO., INC.  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO

It packs a friendly punch. Stroll down the street with Deacon Doubleday or Carol Johnson or Fred Hillegas. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

**Personality Power = Sales Power** for you in the 18-county Central New York area.

Instant friends for what you have to sell.

# WSYR

NBC  
In Central New York



5 KW • SYRACUSE, N. Y. • 570 KC

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

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

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

Represented Nationally  
by the Katz Agency

**KABC**  
conversation  
**RADIO 79**

AN ABC OWNED RADIO STATION

24 (OPEN MIKE)

provide a good hiding place. However, I feel the reason is somewhat less lofty.

I believe that all too many of us find that challenging, creative broadcasting and compelling advertising are just too much work for us to contemplate. Mediocrity and the status quo enable one to set and maintain a comfortable work pace without midnight oil or midday stress. It's easier, that's all.

Whether we are in media or in client or agency, we have all found how easy it is to define an objective, how difficult to achieve it. If the objective is a concrete one, such as a marketing goal, we assume there is no magic in achieving our aim. We know it will take steady, persistent work.

Yet if our goal is a creative one (higher-level programing, more effective and imaginative advertising) somehow we fail to face the fact that we achieve intangibles, too, by the very tangible ingredient of hard, brainbusting work.

I agree that as we stand in the mid-20th century it is a betrayal of our public franchise to achieve new technical potential, only to dilute or nullify it with meaningless programing content.

It takes talent, of course. It takes courage. It takes money. But most of all it takes work.—Robert Hyland, vice president of CBS Radio and general manager, KMOX St. Louis.

### 356 owners

EDITOR: Your report of the transfer of WTSa Brattleboro, Vt. (BROADCASTING, Oct. 7), is correct except insofar as you report me as the purchaser.

This station was purchased from Theodore Feinstein by the Brattleboro Broadcasting Corp., a wholly owned subsidiary of Atlantic States Industries Inc. I am the purchaser only to the extent that I am president of both Brattleboro and Atlantic States, but the parent corporation is owned by 356 stockholders around the United States.—Robert Price, president, Atlantic States Industries Inc., New York.

(The original story stated that WTSa was sold to "Robert Price and group for \$80,000." Atlantic States also owns Nassau Herald, Lawrence, N.Y., Rockaway Journal, Far Rockaway, N.Y., and Peninsula Printing Co., Lawrence, N.Y.)

### Musical editorials?

EDITOR: If you wanted to get some propaganda across to teen-agers—possibly to encourage them to declare themselves conscientious objectors rather than be drafted—would you confine your message to a serious editorial, or would you prefer a song with a "message" played over and over in the hours the youngsters might be most likely to listen?

I have been struck recently with the propaganda content of such records as "Universal Soldier" or "Soldiers Who

Want To Be Heroes." It's my guess that they are being played on a lot of stations whose managerial teams meet and seriously discuss editorial topics and would think a long time before taking a stand against strong national defense as a deterrent of war. Does editorial responsibility end with the labelled editorial? We don't think it does.

When some of the pundits get together in seminars, etc., they might ponder this one, and first check their own music logs.—O. J. Keller, WTAX Springfield, Ill.

(The message of "Soldiers Who Want To Be Heroes," a pop-folk song, is that soldiers who want to be heroes are practically non-existent. According to the song, the main goal of today's soldier is survival. "Universal Soldier" is an anti-war song.)

### Fair and accurate

EDITOR: I would like to thank you for the very fair and accurate reporting of my comments in your feature on sports programing (BROADCASTING, Sept. 30). Incidentally, I have reread the pro-football story (BROADCASTING, Aug. 19) and find it an excellent reference article.—Carl Lindemann Jr., vice president, NBC Sports, New York.

### No moonlighting

EDITOR: The photo shows an amazing resemblance between Marv Shapiro, Television Advertising Representative Inc. vice president and Eastern sales manager, and the "well-informed man"



Mr. Shapiro and poster.

in the current Newsweek billboard. Marv assures us he has not been moonlighting, and we're told by Newsweek that the artist who created the illustration used no specific model. This close resemblance is of particular interest because TvAR represents both WTOP-TV Washington and WJXT(TV) Jacksonville, Fla.—the Washington Post-Newsweek stations.—Robert M. Hoffman, vice president, TvAR, New York.

BROADCASTING, October 14, 1963





**Now for TV**

**more  
stories...**

**more  
speed...**

**more  
footage...**

**UPI NEWSFILM** 

*The world-wide television newfilm service  
of United Press International.*

# How Western Electric serves your Bell telephone company

Most people think of Western Electric as a manufacturer of telephones and the equipment that makes telephones work. They're partly right. But this important Bell System unit has quite a few other vital jobs to do for America's 21 Bell telephone companies.

Example: a recent addition to a huge switching system that makes telephone connections in the Southern Bell Telephone Company's largest central office in Atlanta. In Western Electric tradition, we worked closely with our teammates in the Bell System to get the job done.

Here's how we went about it: First, our engineers sat down with Bell Laboratories and Southern Bell planners to determine the kind of custom-made, complex equip-

ment that would be needed. Then the major equipment for the system was assembled to strict standards of quality at our factory in Oklahoma City. Meanwhile, people at our on-the-spot distribution center in Atlanta were coordinating shipments and gathering other vital components for the job. And finally, a skilled Western Electric team installed the new system and tested it exhaustively.

On this project in Atlanta, as in hundreds of others across the nation, Western Electric helped translate a designer's idea into completed phone calls. Because of the work we do, telephone communications can grow and change with the nation's needs.

We work best because we work together.

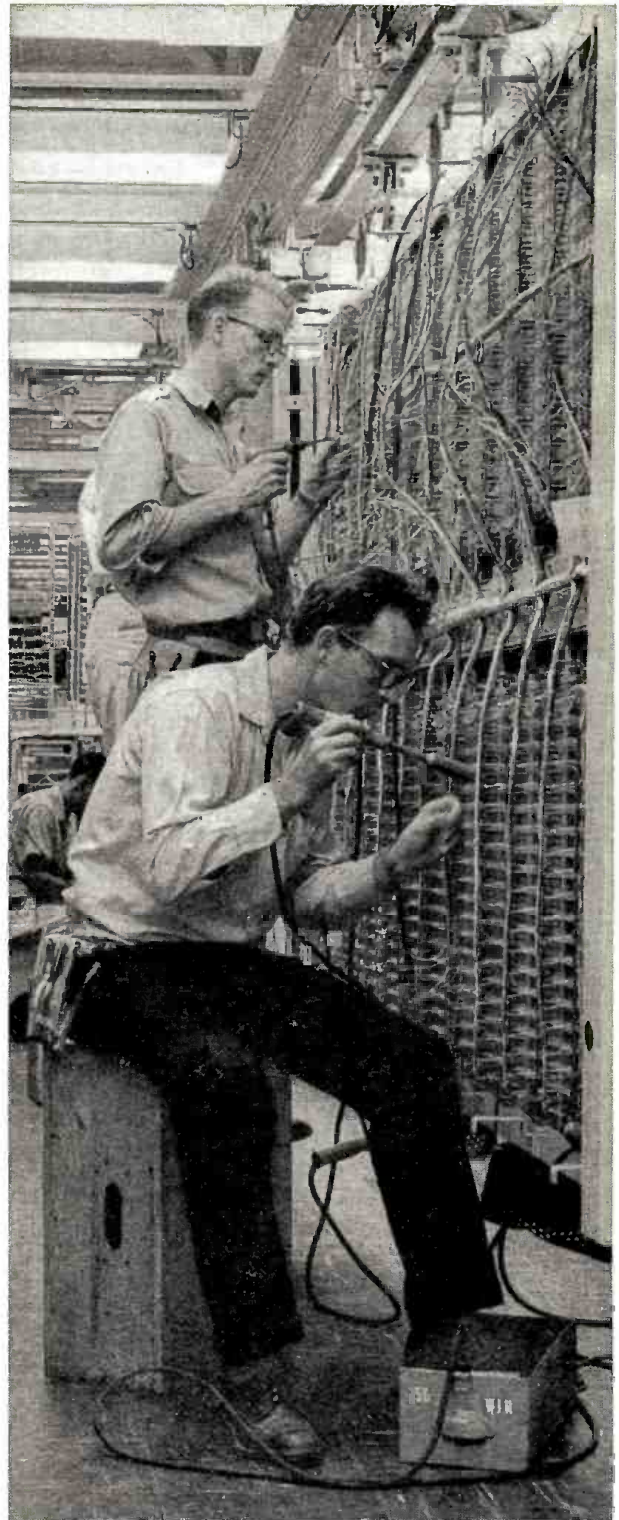


**Teamwork.** New switching equipment is installed at this Atlanta telephone central office of Southern Bell Telephone Company. Above, left to right, WE Engineer Van Van der Plaats, Nolen Ridgeway of WE Installation, Andy Anderson of Southern Bell and A. B. Johnson of A. T. & T. work out final details of the installation. For months before the cutover, Western Electric installers, systems equipment engineers and Southern Bell people worked side by side to complete these new facilities.



**Delivering the goods** is an important part of the Southern Bell expansion. After the Atlanta distribution center receives the equipment request from Southern Bell, it is sent to systems equipment engineering headquarters for exact specifications. In addition to this processing work, WE's 35 distribution centers supply and repair thousands of products for the 21 Bell telephone companies. Above, a Southern Bell order is filled with items from the center's huge inventory.

**Engineering:** Western Electric's Atlanta office receives the order for new equipment from Distribution. Then WE people prepare exact specifications for equipment and how it will interconnect with the rest of the Bell telephone network.



**Manufacturing** is carried out at Western Electric's 13 major manufacturing locations across America—and at its many smaller locations. Many of our communications products are developed by our Bell System teammate, Bell Telephone Laboratories. Here at the Oklahoma City Works, complex crossbar switching frames are assembled from thousands of parts by skilled men and women. Crossbar switching assemblies like these are essential to the new telephone central office installation in Atlanta, Ga.

**Western Electric** MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



## Creativity: the missing factor in 'modern radio'

*Clay Stephenson was to address the Radio Advertising Bureau's regional management conference in Dallas on Sept. 17. But a hurricane disrupted airline schedules and Mr. Stephenson never reached Dallas. This MONDAY MEMO is a condensed version of the speech that was never made.)*

I take exception to a statement in the Sept. 9 issue of BROADCASTING. It ran like this:

"From agency executives attending its management conference, RAB expects that conferees will learn what individual radio stations can do to help agencies use radio in a better way, and what station managers should know about agency attitudes on radio."

I take exception to this statement only because I think it reflects a pre-occupation with external symptoms at a time when self-analysis could be far more productive for the radio industry.

The greatest help you can give to agencies lies in the contribution you make to radio itself. Divert your attention from agency attitudes until you have examined your own attitude toward the medium you represent. Your attitude can turn attention to the potential merits of radio and away from the pure mechanics of buying.

In an era of intense competition, such as that which exists in almost all categories of business, including broadcasting, it would seem that quality of product would be ever-improving.

**Left Overs** ■ Modern radio programming, which consists for the most part of an unimaginative, much warmed-over dish of music, news, weather and sports, could hardly be less interesting. If this is "modern radio," it is a medium without destiny.

Radio has many burdensome problems. Every intelligent person in advertising knows these problems and sympathizes with your efforts to solve them.

Recognizing the existence of these problems, I would suggest that there are only two alternatives open to you. You can spend your energies attacking them as though they were separate, unrelated plagues inflicted on you by persecutors, or you can spend your energies in the creative development of a new vitality and distinction for your station. The second course will be the more rewarding for you and for radio.

The individualists in this country seem to get fewer and farther between as our population grows. Our generation is, by and large, a timid lot. We are afraid we might be wrong. We seek refuge in mathematical formulas. We engage in endless research, not so

much in the hope of learning, as in the hope of developing statistical guides which will free us from the responsibility for independent thought.

**Benevolent Dictator** ■ The laws with which we are binding ourselves, the authority we are turning over to our government reflect our timidity. We ask our government to look after us, to protect us from our own mistakes, to feed and clothe us in our old age, and to tell us that this is not charity but something the government "owes" its people. We are molding our federal government into a benevolent dictatorship. And we are doing it deliberately.

Broadcasters are acutely aware of the government's unrelenting lust for power. You are hemmed in on all sides by the regulations and threatened regulations of government agencies, agencies which you and I and our contemporaries have encouraged to grow. You are doing business in an era when a governmental bureau can say with authority, "it doesn't matter what your audiences like; it's your job to give those audiences what we think they need."

A case in point, was the hearing on local television programing which took place in Omaha. The FCC's policy on program regulations, as detailed by Commissioner E. William Henry, who presided over the Omaha hearing, made it clear that the only judge of programing is the FCC itself.

**The 'Public Interest'** ■ You are working in an era when the words "in the public interest" are used as a tool of control. We, of our own volition, are relinquishing to a handful of men the power to decide for us what is "in the public interest." We are creating a monster which has the ultimate potential of decreeing that it is "in the public interest" for stations to editorialize in support of an administration pro-

posal; or that it is "in the public interest" for you to employ the unskilled or for you to cease operation entirely.

The "public interest" is not served when we delegate to any small group of human beings the authority to decide for us all what is and is not "in the public interest."

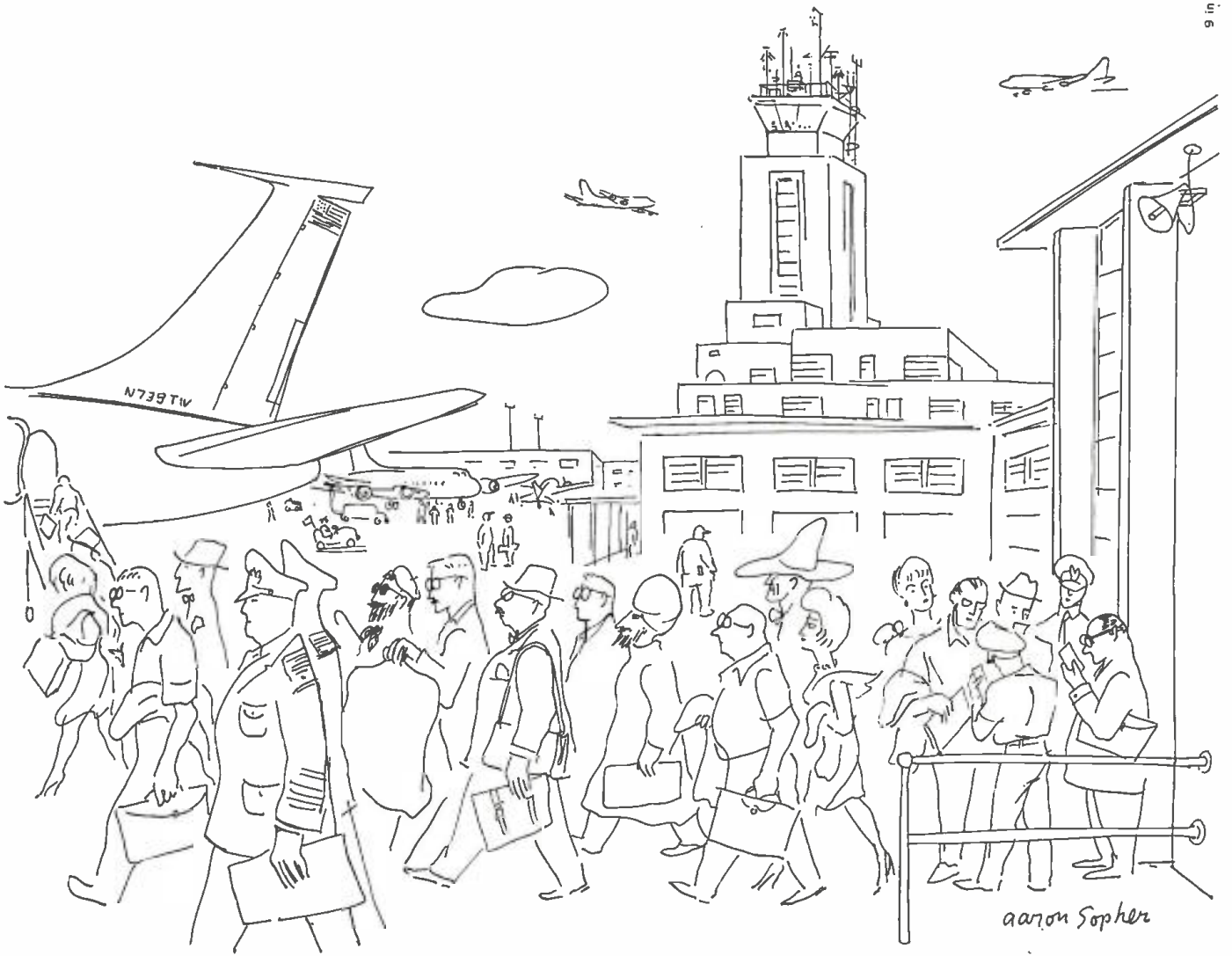
The problems which plague radio—the overpopulation, the scarcity of advertising revenue, the distortions of audience measurements, the specter of governmental controls—are only symptoms of a deeper problem which it is within your power to control.

Step aside from the symptomatic problems and work to put a creative spark back into radio. Make radio so forceful and exciting that advertising dollars are drawn to it by the sheer power of its vitality. Make your station so imaginatively and distinctively different from the others that the caprices of ratings will cease to determine your destiny. Endow your station with such striking individuality that your own open competition can separate the men from the boys in your crowded industry. Compete with each other, and with all other media, using the only legitimate weapon you have at hand, the dormant potentials of radio.

It is difficult for me to accept the possibility that this country has become so totally absorbed with music that it wishes for nothing else from radio. It is difficult for me to believe that a choice between one kind of music and another, or between one announcer and another, constitutes the ultimate diversification in radio programing. When there is so little to distinguish you from your competitor, is it any wonder that advertising buyers may rest their decision on cost? Or that they rely blindly on the guidance of audience measurements, even when they know those measurements to be in error?



Clay W. Stephenson is president of Clay Stephenson Associates, Houston, a subsidiary of Tatham-Laird Inc., Chicago. He has served as director of advertising and sales promotion for Corning Glass and as vice president and general sales manager for Morton Manufacturing Corp. He has been an account executive at both J. M. Mathes and Duane Jones Co., New York. Before forming his own agency he was executive vice president of Tracy-Locke Co., Dallas.



**FAVORITE THROUGHOUT MARYLAND** FRIENDSHIP AIRPORT, BALTIMORE

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

NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.



# vienna to the wailing wall genghis khan

Tribal chieftain to world conqueror—by the power of positive salesmanship. Timur—The Genghis Khan—  
united innumerable mongol tribes under a single horse-tail banner, then led them in a victorious sweep to the gates  
of Vienna. His salesmanship was a dominant force in the medieval world for more than a generation. Warriors,  
yes, but above all The Genghis Khan was a Salesman. Domination by the power of positive salesmanship is  
the key-word of Balaban policy in every market. WIL is a dominant force in St. Louis—a powerful voice to sell  
your products and services with maximum impact and absolute efficiency. Above all—WIL is a Salesman.

**WIL**

Buy **RADIO** when you buy radio.  
Buy **BALABAN** when you buy radio.  
Buy **WIL** when you buy St. Louis and  
you **BUY** the people who **BUY**.

WIL  
St. Louis  
KBOX  
Dallas

**THE BALABAN STATIONS**  
in **St. Louis** with the **WIL**  
John F. Box, Jr. Marketing Director  
Sold Nationally by Robert G. Eschman



# 1963-64: A THREE-NETWORK RACE

- CBS-TV conceded best chance to make off with first money
- Agency men see ABC-TV and NBC-TV in neck and neck test

Advertising agency executives most directly concerned with network television's new season think it'll be much more exciting than last year's—at least as far as network competition is concerned.

They aren't sure that the programs themselves, as a group, are more or less exciting this year. But they appear convinced, after watching the new season's premieres, that what some of them had feared would pale into a two-network competition will be a real three-network horse race after all.

The real horse race, however, will be for second place, not first, in their judgment. They concede first place to CBS-TV by a majority that approaches unanimity, although there is substantial disagreement as to whether CBS-TV's lead will be greater or smaller than last season.

They rate NBC-TV and ABC-TV as neck-and-neck for second position, with ABC-TV favored by a slight majority. A number of agency executives predicted ABC and NBC will end the season in a draw.

**Comeback Seen** ■ The anticipated comeback of ABC, generally ranked third during the past season, appeared to erase fears being expressed last spring that CBS and NBC might extend their margins significantly and leave ABC even farther behind. A seriously falter-

ing third network, it was noted then, could in time severely limit the network opportunities available to advertisers as well as devalue the investments of current clients and curtail the public's program choice.

The agency evaluations of network position, obtained in detailed interviews with key program executives at more than 20 of the biggest agencies involved in network television, took into account the complete nighttime schedules of the networks.

In addition the executives gave their assessments of the season's new program entries—and appeared to find the "strong" and "weak" candidates about equally divided.

**Standouts** ■ Five of the new shows stood out in the nominations for programs apt to be winners, and another five received substantially more votes than any others at the bottom end of the scale. In between, the rest were ranked variously from probable winners to probable failures, with many rated capable of going either way.

*My Favorite Martian* and *The Danny Kaye Show* on CBS and *Burke's Law* on ABC tied for first place in nominations for winners. Close behind came *Outer Limits* on ABC and *Petticoat Junction* on CBS. The Bob Hope series on NBC barely fell short of this top circle, and clearly would have made it

if the comedian himself were to appear every week instead of sharing time with anthologies.

Top contenders at the next level included *Mr. Novak* and *The Lieutenant* on NBC, *Phil Silvers' Show* on CBS, *The Fugitive*, *Farmer's Daughter*, *Patty Duke Show* and *Breaking Point* on ABC.

**Middle Area** ■ Among those placed in the middle area that could be a take-off point for success or failure—or that could become a permanent home—were *Arrest and Trial* and *The Greatest Show On Earth* on ABC, *The Judy Garland Show*, *East Side*, *West Side* and *Great Adventure* on CBS, and *Grindl*, *The Richard Boone Show* and *Kraft Suspense Theatre* on NBC.

Those most often rated unlikely to succeed were *Redigo* on NBC and *Jaimie McPheeters*, *The Jimmy Dean Show*, *The Jerry Lewis Show* and *Channing* on ABC. *Glynis* on CBS also placed high in the "unlikely" category.

The agency executives, whose new-show views are summarized on a network-by-network basis below, emphasized that in a number of cases their judgments were affected more by time periods and the stature of the competition than by the show's quality alone. They cautioned that a change of time period can convert a "miss" into a "hit"—and vice versa—and that in any case



Agency executives polled by BROADCASTING voted three shows best for the new season. They are "My Favor-

ite Martian" (l), comedy series featuring Ray Walston, on Sundays 7:30-8 p.m. on CBS-TV; "The Danny Kaye

Show" (c), Wednesdays 10-11 p.m. also on CBS-TV and "Burke's Law" (r), Friday 8:30-9:30 p.m. on ABC-TV.



Among the top fall programs agency executives voted "The Outer Limits" (l), Monday 7:30-8:30 p.m. on ABC-TV;



"Petticoat Junction" (c), CBS-TV's Tuesday feature following popular Red Skelton and "The Bob Hope



Show" (r), NBC-TV's 8:30-9:30 p.m. Friday program. Hope's audience is expected to grow as season progresses.

the whims of public reaction can confound the most solemn professional predictions.

**Interested Parties** ■ The agency executives canvassed in the survey were admittedly not disinterested. All have clients represented in the 1963-64 nighttime schedule. In many shows where their own clients are not sponsors, competitors of their clients are.

Many acknowledged the existence of such biases but on promise of anonymity undertook to disregard them. In a number of cases they severely minimized—in the light of the competition indicated in the premieres—the prospects of some of the shows they or their agencies had a hand in selecting.

Here is the executives' consensus on the new shows, network by network:

### ABC-TV

The strongest new shows on ABC-TV, according to the programmers:

**Burke's Law**—the Friday, 8:30-9:30 p.m. comedy-detective drama, featuring Gene Barry as a millionaire bon vivant who works as a police detective, was placed at the top of ABC's new offerings. This was from the point of view of production, story interest and Mr. Barry's performance, as well as a weakening which many executives saw in the competing *Route 66* on CBS-TV.

**Outer Limits**—a science-fiction drama on Mondays at 7:30-8:30 p.m., this show was characterized as the young viewers' delight by a substantial number of buyers interviewed. But several thought it was held back just a little by its early time period. A typical comment: "The grade school social event of the week."

Several other shows on ABC-TV mentioned as contenders but not in the same context as the top two:

**The Fugitive**—this one-hour drama (Tuesday at 10) about a man (David Janssen in the role) unjustly accused of

murder, appears to have caught the fancy of the majority scoring the show. But that same majority hesitated to go "all the way" in predicting a success. Some saw "troubles" ahead in the concept.

Two half-hour comedies, *Patty Duke Show* and *Farmer's Daughter*, were held in esteem by most of the agency people, but with some reservations about *Patty Duke*.

**Blame Production** ■ The detractors of *Patty Duke* by and large put the blame on the production, not on Miss Duke, whose talent they acclaimed. Another reservation was the time slot. Some thought the series could be "fixed up" and made into a good rater.

**Daughter**, half-hour comedy with Washington as its locale, was universally liked, though a substantial number found it somewhat bland and facing tough competition from *Twilight Zone* (CBS-TV) and *Jack Paar* (NBC-TV).

Potentially strong on ABC-TV: **Breaking Point** (psychiatric drama on Monday, 10-11), was considered well-produced but up against *East Side, West Side*, also a heavy dramatic vehicle on CBS-TV. Another: **Arrest and Trial** that fills 8:30-10 on Sundays. For the latter the verdict was: well-produced and interesting, but with no chance against the opposition's big strength (half of Ed Sullivan and *Judy Garland* on CBS-TV, all of *Bonanza* on NBC-TV.)

**Middle Area** ■ In the wide middle ground, the assessment of *The Greatest Show on Earth* concerned Jack Palance—some rated the show high because he's the star, others said he's great but not in the right role. Another was Sid Caesar and Eddie Adams, who alternate in shows at 10 on Thursday. Some agency executives pointed out that for the limited, adult audience sought by their cigar sponsors, the shows served a purpose. Several thought Mr. Caesar would be off after this season.

Rated at the low end of the scale were these programs: the two-hour Saturday *Jerry Lewis Show* (a preponderance of opinion was down on the show, scattered sentiment thought it could rise as the season progressed and if the content improved); the hour-long *Travels of Jaimie McPheeters* which opens the Sunday evening, the *Jimmy Dean Show*, and the hour-long *Channing* on Wednesday at 10.

### CBS-TV

In the forefront on CBS-TV: *My Favorite Martian*—all but a few put this new situation comedy, built around a space ship that crashes on earth, in a "hit" position and the rest rated it as a series as likely to succeed as any other new entry on CBS-TV.

*The Danny Kaye Show*—though it rated up with *Martian* on the top-end of the scale, there were a few agency people who played down its chances or otherwise saw some troubles ahead because of the time period or because they just weren't Kaye fans.

Right behind both: *Petticoat Junction*, a half-hour situation comedy initially spun off from *Beverly Hillbillies*, had a far from unanimous approval, much of the affirmation given grudgingly because of the time period (it follows popular *Red Skelton*, precedes the *Jack Benny Show* and is against *Greatest Show* on ABC-TV and *Richard Boone* on NBC-TV, both considered of only average strength).

*Phil Silvers Show* was rated likely to succeed, mainly on the strength of Mr. Silvers who was generally expected to improve the show.

*The Judy Garland Show* (Sunday at 9-10) received the most divergent reaction of any new program series on any network. One out of nine saw her series as a sure hit; a little under half of those interviewed thought it would "grow" as the season progressed, several thought it was only "fair" or in



the "middle ground" and a few saw it failing to last the season. In summary: one big question mark.

**Average** ■ In the "middle" area: *East Side, West Side* (most thought it will weather the season but that it has not lived up to initial expectations and pilot); *Great Adventures* (nobody expressed excitement; most likened it to "public service or FCC programming"). On the bottom: *Glynis* (half-hour comedy series about husband-and-wife team involved in crime-fighting.) The show, it was judged, lacked production value, has a weak lead-in from the preceding *CBS Reports* and is against the strong *Virginian* on NBC-TV.

## NBC-TV

NBC-TV's contenders for honors this season, according to the agency executives, are more chancy than some of the "surer" successes seen on the other networks. The top contender: *The Bob Hope Show*. Bob Hope, these experts felt, will hypo audience despite those weeks when dramas in the show's anthology fail to make a top grade. Mr. Hope's prestige and attraction were assessed as very great.

Near the top of the parade were *Mr. Novak*, considered well produced but with the time period against it, and *The Lieutenant* (a show with potential, according to a substantial number).

The middle grouping on NBC-TV included *Grindl* (panned by a large number, but the time period was believed strong enough to help its ratings and probably salvage the series, which stars Imogene Coca).

Others were the *Richard Boone Show* (most expressed disappointment over it); the *Kraft Suspense Theatre*, which includes Perry Como specials (some saw Kraft's time period as especially helpful to the series), and the half-hour David Wolper *Hollywood Story* (which, as it follows the Monday movie on

## Comedy replaces quiz

A new comedy panel show called *Laughs for Sale* was tapped by ABC-TV last week to replace *100 Grand*, the first casualty of the current season (BROADCASTING, Oct. 7). *100 Grand* was ABC-TV's ill-fated attempt to revive the big-money quiz.

Sponsor of the *Laughs* show is El Producto Cigar Co., a division of Consolidated Cigar Corp. Compton Advertising is the agency. The show goes on Oct. 20 in the Sunday, 10-10:30 p.m. period.

The show will feature top-flight comedians who will perform routines and sketches of comedy writers as "yet undiscovered." A trace of the one time big-money quizzes: Hal March, who was master of ceremonies on the \$64,000 *Question* before its demise, is host on the new show.

NBC-TV, was said to be "tied to the movie audience").

Trailing these shows and placed on the low end of the scale: *Espionage*, *Temple Houston* and *Harry's Girls* and on the very bottom, *Redigo*. The verdict on this group was based on such factors as weak story lines and lesser production values.

## Business briefly . . .

**Sylvania Electric Products Inc.**, a subsidiary of the General Telephone & Electronics Corp., has announced a 25% increase in its \$1 million fall advertising campaign, which will include radio spots. The entire campaign—

aimed at home entertainment products—will be concentrated in a three-month period starting this month and carrying through December. Sylvania agency: Kudner, New York.

**Farmers Insurance Group** through Honig-Cooper & Harrington, Los Angeles, and **Pennzoil Oil Co.** through Eisaman, Johns & Laws, Los Angeles, have each purchased one-quarter sponsorship of the NBC-TV broadcast of the 18th annual Junior Rose Bowl football game, Saturday, Dec. 14, 1 p.m. to conclusion, PST. This will be the first national telecast of the event, which pits California's leading junior college team against another top-ranked junior college team from elsewhere in the country to decide the national junior college football championship.

**The Maxwell House Division of General Foods Corp.** through Benton & Bowles will participate in NBC-TV's *The Bill Dana Show*, *Mr. Novak*, *Espionage*, *Temple Houston*, *International Showtime* and *Saturday Night at the Movies*. **R. J. Reynolds Tobacco** through William Esty will participate in NBC-TV's *The Lieutenant* for 49-week period beginning Oct. 5. **Consolidated Cigar Corp.** through Compton Advertising will participate in *The Richard Boone Show*, also on NBC-TV. **Chesebrough-Pond's** through William Esty will participate in same network's *Saturday Night at the Movies* from January to March 1964.

**Borden Foods Co.**, New York, this month will place two new products in test areas through introduction campaigns featuring spot TV and newspaper advertising. The new products are Borden's Danish margarine and Borden's Kava, a low-caffeine instant coffee. Borden agency: Doherty, Clifford, Steers & Shenfield, New York.



Among programs picked as this fall's flops were "Travels of Jaimie McPheeters" (l), ABC-TV's new entry in



the Sunday 7:30-8:30 p.m. spot; "Glynis" (c), CBS-TV's half-hour comedy series about a husband and wife



crime-fighting team, Wednesday 8:30-9 p.m.; and "Redigo" (r), Tuesday, 8:30-9 p.m. on NBC-TV.

# Interpublic Inc.: now world's largest MANAGEMENT COMPANY ADDS ANOTHER AGENCY TO ITS HOLDINGS

The largest acquisition in the history of the advertising field was completed last week when Interpublic Inc. bought David B. Williams Inc., which owns Erwin Wasey, Ruthrauff & Ryan and its various affiliates in Canada, Great Britain and other parts of the world.

The move reportedly makes Interpublic Inc. the largest advertising organization in the world, though the J. Walter Thompson Co. remains the world's largest agency. Interpublic officially is a "management company" rather than an agency, since it is composed of various agencies, including McCann-Erickson and McCann-Marschalk.

Erwin Wasey, Ruthrauff & Ryan and its affiliates have billings of about \$80 million, of which approximately \$25 million are in overseas offices. McCann-Erickson and McCann-Marschalk have total billings of approximately \$413 million. (J. Walter Thompson's worldwide billing is estimated at \$420 million.)

Erwin Wasey invested about \$20 million of its domestic \$55 million billing in radio-TV in 1962. McCann-Erickson allocated approximately \$66 million of its \$165 million domestic spending in radio-TV last year, while McCann-Marschalk earmarked almost \$14 million of

\$40 million in domestic billing to radio-TV in 1962.

The announcement of the acquisition of the David B. Williams Co. by Interpublic was made jointly by David B. Williams, president of the Williams organization, and Marion Harper Jr., president of Interpublic. The purchase of the Williams company is understood to have involved stock and cash.

The Williams organization is owned by David B. Williams and his father, Howard D. Williams, chairman of the finance committee, whose office is in Los Angeles. Both Williamses will retain their positions at Erwin Wasey.

The joining of the two management companies, it was said, creates "the most comprehensive facility in the marketing communications field with more than 7,000 employees and 160 offices in 37 countries." Interpublic now will add the agencies owned by David B. Williams Co., consisting of Erwin Wasey, Ruthrauff & Ryan and Erwin Wasey, Ruthrauff & Ryan Ltd. in the United Kingdom, plus a minority interest in Ervaco Advertising in Scandinavia and a 50% interest in Erwin Wasey GmbH of West Germany. It will enlarge Interpublic by a staff of 1,000 with offices in the U. S., Canada, United Kingdom, Scandinavia and West Germany.

Before the acquisition, Interpublic consisted of McCann-Erickson; McCann-Marschalk; Pritchard, Wood & Partners Ltd., England; Johnstone Inc., New York; Afamal Advertising (Pty.) Ltd. (South Africa) and Communications Affiliates Inc., which encompasses Infoplan, Marplan, SCI, the Institute of Communications Research, and McDonald Research Ltd., an international public relations company, an international research service, a U. S. sales promotion firm, an advertising evaluation service and a Canadian research organization respectively.

The Interpublic companies operate with their own separate managements and client rosters.

Mr. Harper noted that the purchase includes the acquisition of "substantial investments" in the securities of companies outside the communications field. These investments were not disclosed.

David Williams called the transaction "altogether natural" since the two operations have similar interests. He observed that Williams's clients will gain "ready access to Interpublic's extensive services in research, public relations and sales promotion."

McCann-Erickson and McCann-Marschalk have handled competing accounts on the premise that they are separate agencies. Erwin Wasey, it was noted, has accounts that conflict with M-E and M-M. Several EWR&R clients have indicated they plan to "study" the situation.

## Network TV gross time billings for August

	(in thousands)		Change % of	January-August		% of Change
	1962	August 1963		1962	1963	
ABC	\$16,075.1	\$16,271.6	+1.2	\$132,474.1	\$141,225.1	+6.6
CBS	24,969.2	26,883.7	+7.7	200,206.2	212,194.7	+6.0
NBC	23,160.8	23,068.7	-0.4	183,588.4	190,406.9	+3.7
Total	\$64,205.1	\$66,224.0	+3.1	\$516,268.7	\$543,826.7	+5.3
Month-by-month 1963						
	ABC	CBS		NBC	Total	
January	\$18,264.8	\$25,912.7		\$24,066.1	\$68,243.6	
February	17,435.7	24,057.7		22,850.0	64,343.4	
March	19,378.0	26,694.3		25,166.8	71,239.1	
April	18,577.0	26,508.4		23,669.9	68,755.3	
*May	18,299.7	27,986.9		25,305.1	71,591.7	
*June	17,070.5	26,749.1		22,976.6	66,796.2	
*July	15,927.8	27,401.9		23,303.7	66,633.4	
August	16,271.6	26,883.7		23,068.7	66,224.0	

\*May, June and July figures changed as of Oct. 2, 1963.

	August			January-August		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$19,606.0	\$19,452.4	- 0.8	\$159,579.7	\$176,445.0	+10.6
Monday-Friday	17,027.6	15,508.4	- 8.9	132,388.3	141,266.3	+ 6.7
Saturday-Sunday	2,578.4	3,944.0	+53.0	27,191.4	35,178.9	+29.4
Nighttime	44,599.1	46,771.6	+ 4.9	356,689.0	367,381.7	+ 3.0
Total	\$64,205.1	\$66,224.0	+ 3.1	\$516,268.7	\$543,826.7	+ 5.3

Source: TvB/LNA-BAR

## LOCAL VS. NATIONAL

### Agencymen suggest pay for reps when ads placed locally

The problem of a double standard for radio rates—local vs. national—would be minimized if stations would agree to pay their sales representatives a commission on national business placed directly with the station at local rates.

This suggestion was advanced by William L. Sanburn, president of Winius-Brandon Co., a St. Louis agency, at a Radio Advertising Bureau management conference in Omaha last Tuesday.

Mr. Sanborn said his agency "deplores" the local or "cut-rate," but is obligated to its clients to try to get it.

He said he hated to see the reps lose their commission when the agency succeeds in getting the local rate. If stations would guarantee their national reps either a half or a full commission in such cases, he said, the agency could



**For sparking sales in the Carolinas, Charlotte is your launch-off.** *Wholesaling and distribution center of the Carolinas with \$2 billion yearly sales. 75-mile radius population biggest in the Southeast. The city and this close-knit area are WSOC-TV's bailiwick. Ask us or H-R to show you how we can give you more results for your money in this market. Realistic spot buyers will welcome the facts.* **Charlotte's WSOC-TV**

NBC and ABC. Represented by H-R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.



### North Carolina just a puff away from Erin

Three North Carolinians are appearing on television and radio in Ireland to advertise Irish cigarettes made with North Carolina tobacco.

The B. J. Carroll and Company Ltd., Dundalk, Ireland, sent an Irish film crew to the tobacco fields of Brantley Speight to produce commercials on which Mr. Speight appears. The sound commentary was provided by Mac Nicholson of WNCT (TV) Greenville, N. C.

The Carroll company, which uses American tobacco exclusively in its products, also presents a radio program—*Carolina in the Morning*—on

the Irish Network. MC for the radio show is Joe Lynch, winner of the Irish actor of the year award. A portion of the program, which features Bob Arthur, a student at the University of North Carolina, is taped at WGTC Greenville, and air-mailed to Ireland for broadcast.

In the photo, Donal F. Carroll, president of the Irish tobacco company, discusses the radio-TV projects with officials of the Greenville stations involved in his advertising: (l to r): Tom Snowden, WGTC; Mr. Nicholson, WNCT; Mr. Carroll, and John Clark, WNCT.

at least be "completely honest with the national reps who call on us."

"A lot of stations are doing this already, and as far as we can see its working out very well," he said.

As an alternative but "pretty drastic" solution he suggested that national reps "get a firm commitment that a station will not and cannot cut them out by selling at a local rate to advertisers they call on."

Mr. Sanborn characterized ratings as "strictly popularity contests." For products that everyone buys, he said, a good part of the budget will go to the station with the biggest rating, but for clients with specialized appeal he said he looks for programing that attracts the best prospects for those products.

The agency head, who said his firm invests \$3 million a year in broadcast media and puts three-fourths of this into radio, outlined his views on what makes a good media salesman. He characterized radio station sales representatives as "a different breed of cat," younger, "sharper," more enthusiastic and more imaginative than print media representatives.

"I think radio has a good image, if

you want to use that word," he said. "These representatives are living proof that radio is not dead—not by a long shot. In fact, from the people who call on us for your radio stations, radio appears to be the youngest and most enthusiastic of all media."

### McGannon calls for RAB to slow down

Donald H. McGannon, president of Westinghouse Broadcasting Co., and chairman of the National Association of Broadcasters' Research Committee told the Broadcast Advertising Club of Chicago last week that "the only area of difference we have with the Radio Advertising Bureau at the moment is the speed or impetuosity with which RAB proposes to advance" its proposed study of radio research methodology (see story page 66).

He explained that in fairness to the "people who are going to pay this bill" (NAB's requested share of the \$200,000 total is \$75,000) "we also have to be satisfied that the end result is going to be an economically valuable one and not some theoretically wonderful thing

that sits there as an entity and can't produce any value for you or me in the conduct of business."

Generally speaking, Mr. McGannon explained, the NAB committee's relationships with RAB and also the Television Bureau of Advertising, especially the cooperation received from them, have been "excellent."

The RAB proposal, Mr. McGannon noted, relates only to the third part of the three-point NAB project, that which is concerned with the long-range methodology study of audience measurement. He hoped such might "broaden our attitudes and viewpoints and maybe get to a point somewhere in the future where they will show a qualitative as well as a quantitative improvement."

The first of the other two essential aspects of the NAB project, he noted, is the plan to "undertake an audit of the existing rating services and in effect ascertain that they are doing what they say they are doing." In order to do this, he explained, the second element comes into play. This, he said, "is the fact that some criteria must be evolved, not only as applied to all rating services, but also that would apply to the individual rating service."

Mr. McGannon said that "hopefully" by the end of October the analysis of the rating questionnaires sent by the NAB committee to the various rating services will be ready. Then, he estimated, the "bringing together of the ethical standards and criteria with the analysis" should be accomplished by mid-November to comprise the foundation of the audit, with organizations to conduct the audit selected by the end of December. Thus, he said, the audit could be "actually started" in early 1964.

Recalling the pulse of Capitol Hill at the time of the ratings hearings, Mr. McGannon told the BAC, "I would say that the reactions of the individual congressmen was if anything very, very positive; very, very apprehensive insofar as what the hearings developed."

### Rep appointments . . .

■ KFEQ-AM-TV St. Joseph, and KLIK Jefferson City, both Missouri: Avery-Knodel Inc., New York, as national representative.

■ KCFI Cedar Falls, Iowa: Broadcast Time Sales, New York, as national representative.

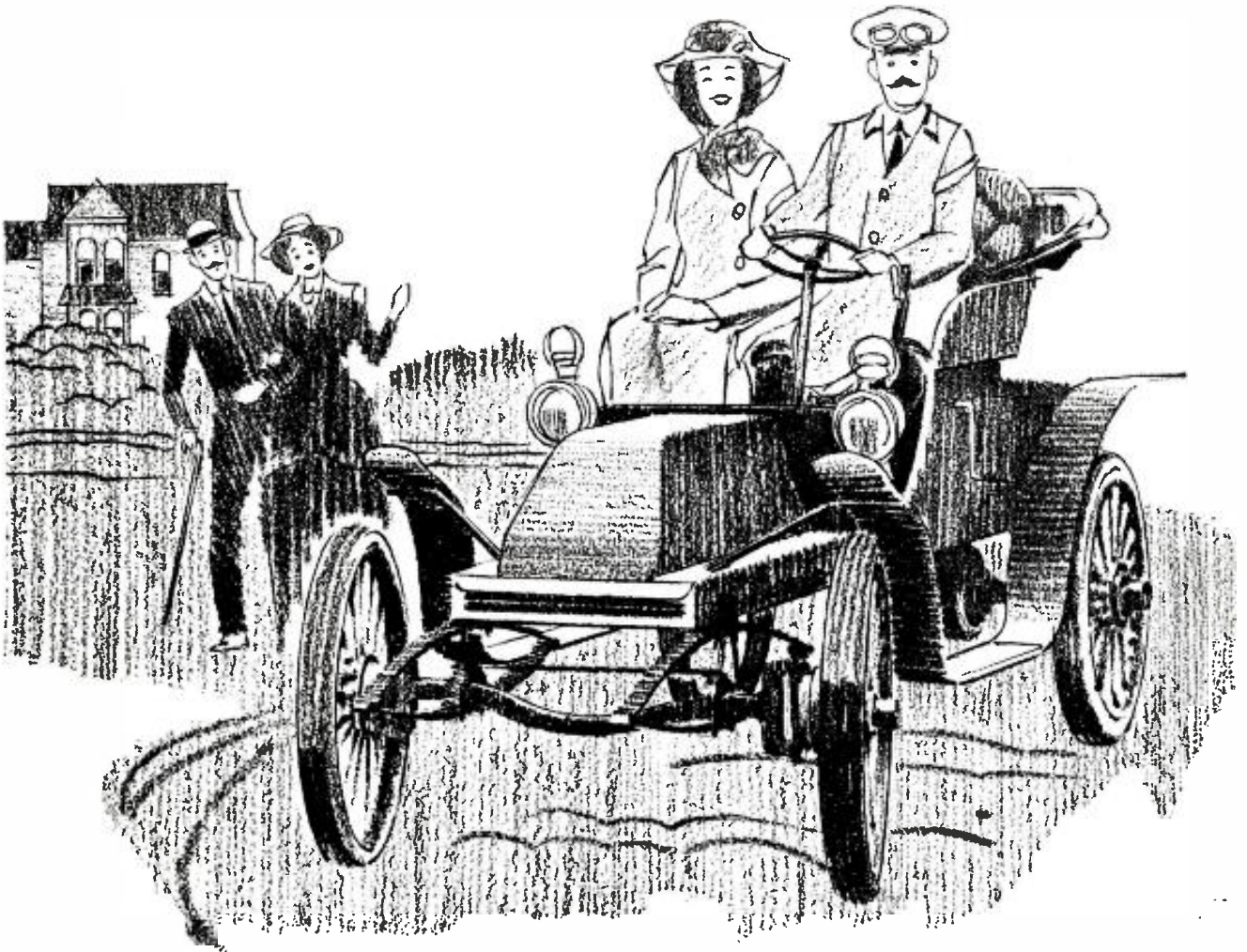
■ WICC and WJZZ-FM Bridgeport, Conn.: Bill Creed Associates, Boston, as New England representative.

■ WDVR (FM) Philadelphia: FM Associates, New York, as national representative.

■ KOMA Tulsa, Okla.: Mid-West Time Sales, Kansas City, Mo., as regional sales representative in St. Louis, Kansas City, Memphis, Omaha and Des Moines.

# First in Hoosier Hearts

*Auto pioneer Elwood Haynes built first horseless carriage in Kokomo, 10 years before this 1904 Haynes Model.*



## First in Hoosier Homes

September 28, 1963—A great Hoosier heritage was recaptured as the 5th Annual WFBM-TV Antique Auto Tour . . . sputtering but determined . . . rolled through the Hoosier countryside from Indianapolis to Bloomington and back. The reception had not changed much from the first appearances of the "Haynes" back in 1894. Heads turned. Kids laughed. People all along the way

cheered (more than 150,000 spectators last year) as some 150 famous-make vintage and antique automobiles brought a touch of automotive history "Back Home Again in Indiana."

WFBM-TV keeps in close touch with viewers in rich satellite markets surrounding Indianapolis. Let us show you why this makes Indianapolis different from other TV markets. Ask your Katz man!

**WFBM** <sup>TV</sup> **INDIANAPOLIS** **TIME LIFE BROADCAST**  
AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY

# NBC'S SUMMER OLYMPICS SOLD OUT

## Sarnoff calls for worldwide open communications channels

P. Lorillard Co., Texaco, Inc. and the Joseph Schlitz Brewing Co. have purchased full sponsorship of NBC-TV's coverage of the 1964 Summer Olympic Games in Tokyo. NBC acquired exclusive U. S. TV rights to the 18th Olympiad for about \$1.2 million.

While in Tokyo, Robert W. Sarnoff, NBC board chairman, told newsmen that the "awesome potential" of global TV puts a heavy responsibility on the world's broadcasters, and he called for an international organization committed to maintaining open communications channels among nations.

be recorded in Tokyo and flown to the U. S. each day of the two-week meet, which starts Oct. 10, 1964.

The fall date for the Olympics is due to the excessive heat that usually is present in Japan during the summer months, it was explained.

NBC coverage of the games will involve a minimum of 19 separate programs totaling at least 14 hours. Seven hours of evening programming are planned, and the network also expects to broadcast 10 nightly Olympic reports of 15 minutes each.

P. Lorillard's agency is Lennen &

Los Angeles. Carl Jensen is account supervisor.

▪ La Vida Fruit Products Co., Fullerton, Calif., has appointed Grant Advertising, Hollywood, to handle national advertising for Charlie's Dutch Chocolate Drink, a new product.

▪ Italian Line has named Doherty, Clifford, Steers & Shenfield effective Jan. 1, 1964.

## Many tie-ins planned on network radio buy

Merle Norman Cosmetics, through Nides-Cini, Los Angeles, has signed a 52-week contract for *Don McNeill's Breakfast Club* on the full ABC Radio Network (Monday-Friday, 9-10 a.m.), starting Nov. 18. The Los Angeles cosmetic firm will use five participations a week for the first 13 weeks, three a week for the second 13 weeks and two a week for the remainder of the year. The \$185,000 for radio will be augmented by \$71,500 worth of space in women's magazines.

The Merle Norman line of cosmetics is sold exclusively through Merle Norman Studios, some 2,000 independently owned retail outlets across the country. One purpose of the radio campaign will be to expand the number of studios. Don McNeill will congratulate new owners on the air. Once each week, he will also call one of the studios, chosen at random, to interview on the air any customer who happens to be there. Personal appearances on the program for studio owners will also be arranged as contest prizes or special incentive promotions.

Other program tie-ins include newspaper mats, easel boards for instore displays, tickets for the show when it is on tour to be dispensed through Merle Norman Studios in that city, Merle Norman samples as gifts for the studio audience, a beauty tips magazine to be produced by Nides-Cini with a regular column contributed by Mr. McNeill.

ABC affiliates will sell local participation to the studios in their cities, enabling them to tie in with the program at local rates. Local participations will also be available to the cosmetic company for studio recruitment, with Mr. McNeill delivering the commercials himself.

In addition to the tie-in opportunities offered by the network radio show, a major reason for its selection as keystone of the new campaign is the distinct parallel between the Don McNeill audience and Merle Norman customers revealed by market research, Nides-Cini said. "Our current objective is to secure the customers we already have and to



Robert W. Sarnoff, NBC board chairman (r), shakes hands with Shinnosuke Abe, board chairman of Japan Broadcasting Corp., after signing contract giving NBC exclusive U. S. rights

to televise 1964 Summer Olympics from Tokyo. In back are Michael Braun, attorney representing NBC (l) and Shigeru Yosano, secretary-general of Tokyo Olympic Games Committee.

"It is no longer fanciful," he said, "to predict that within five to 10 years an audience of a billion persons, spread around the earth, might be watching the same program at the same time.

TV in the U. S., Mr. Sarnoff noted, had enlarged its stature as a "powerful catalyst" in the nation's economy, and cited the medium's 15% of a national advertising expenditure of more than \$12 billion.

NBC's Olympics contract provides rights to all direct TV coverage in the U. S. and its possessions, except for nine minutes daily, which will be available to all news organizations.

The contract was signed with Nippon Hoso Kyokai, the Japanese government TV network. Tapes of the games will

Newell, New York; for Texaco, Benton & Bowles, New York; and for Schlitz, Leo Burnett, Chicago.

## Agency appointments...

▪ Borden Co., New York, appoints Young & Rubicam as agency on new product accounts. Instant omelet mixes, Butterhorn rolls, Big 10 flaky biscuits, instant sweet potatoes, Eagle brand Neufchatel cheese, Dutch chocolate drink, egg nog, and None Such pie fillings, frozen pies and mince meat.

▪ Western/65 Health Insurance Association, newly formed to provide health-hospital insurance for Californians of 65 and older, has appointed BBDO,

# Reader's Digest

calls it

## ONE OF THE FIVE FUTURE WONDERS OF THE WORLD!



NEW YORK

PHILADELPHIA

HAMPTON

NEWPORT NEWS

HAMPTON ROADS

NORFOLK

PORTSMOUTH

VIRGINIA BEACH

The Great  
CHESAPEAKE BAY  
BRIDGE-TUNNEL  
Open Early Next Year

It links Tidewater Virginia with New York and Miami on the fastest, most direct and profitable North-South route in America. This new bridge-tunnel will give Eastern industry new and broader access to America's markets through the world's greatest harbor (Hampton Roads).

Tidewater is already one of the fastest growing markets in the U.S. What a place to put a new-business dollar—right now! TideWTAR is a better way to spell it, and the best way to sell it!

# WTAR TELEVISION & RADIO

CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VIRGINIA

Represented by Edward Petry & Co., Inc. The Original Station Representative



ANOTHER VALUABLE  
ADVERTISING  
OPPORTUNITY  
ON **WNBC-TV**  
NEW YORK



Delivers top ratings,  
reach and cost-  
per-thousand with  
WNBC-TV's biggest  
movie package ever.

**HERE'S HOW IT WORKS**

**YOU BUY** a :60 commercial in "Movie 4" (Saturday night, following "11th Hour News") at a cost of \$1800 flat or a :10 spot for \$550 gross (subject to discounts)

**YOU GET** a large, low c-p-m audience—assured by lead-in from NBC network movie and by nature of the films: most of them TV premieres and ★★★ or better ("Daily News"), all with top name stars.

**IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR**

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

**WNBC-TV 4 NEW YORK**

add new ones of the same type," it was explained. Audience loyalty and the fact that the program's star "is known to believe in the products he sells" are other reasons for the purchase, plus his 30 years on network radio (about the same length of time that Merle Norman has been in business) which has established him as a radio personality.

The campaign will be announced to studio owners through personal teaser letters signed by Merle Norman herself, a high-style brochure giving details of the campaign, the schedule of Merle Norman participations and other pertinent information, with a personal message from Merle Norman urging local participations in the program or adjacencies, a bound-in record with greetings from Don McNeill and other members of the *Breakfast Club* staff and executives of the cosmetic company, a letter from ABC Radio President Robert Pauley congratulating/welcoming studio owners, followed in a few days by personal calls on studios by ABC affiliates salesmen to invite the studio owner to a closed circuit broadcast at the station and to try to sell her on a local radio tie-in with the national program.

The closed circuit broadcast will be a miniature *Breakfast Club* show tailored exclusively for the cosmetic company and including personal messages from company and network executives.

**Lee says listener has final control on TV**

FCC Commissioner Robert E. Lee last week told a luncheon audience at the International Film-TV Festival and Audio-Visual Exhibition in New York that there has been an overemphasis on the government's regulatory role in the area of commercial TV programs.

Mr. Lee stressed that the FCC is concerned primarily with determining whether programs are being presented in the public interest, and he added, "listeners exercise the final control by a flick of the switch."

The question of commercial regulation was the topic of a panel discussion earlier on Oct. 10. One panel member, NAB code authority manager Stockton Helfrich, reaffirmed the NAB's stand against recent proposals for government imposed standards on commercial time.

Mr. Helfrich also said, "the proponents of increased and risky government regulation could achieve the reforms they favor by a more informed and active support of the self-regulatory effort."

The panel members agreed that TV commercials need some form of control, and the majority opinion tended toward self-regulation. Norman Cash, president of the Television Bureau of Advertising, maintained that the public

**TV seeks retail account**

A team of television's top salesmen knocked on the door of one of the biggest retail giants in the nation Monday (Oct. 7)—Marshall Field & Co. of Chicago—and asked for business from an area that traditionally has been newspaper-oriented.

Norman E. (Pete) Cash, president of Television Bureau of Advertising, made a formal presentation to top Marshall Field advertising executives. He was accompanied by the key officials of Chicago's four TV stations.

A similar presentation to Chicago's Carson, Pirie, Scott & Co. is scheduled for early November. Carson's is a heavy user of local radio. Chicago-based Sears, Roebuck & Co. meanwhile is running a TV test in Chicago, Kansas City and New Orleans through North Advertising. Some local Sears stores have used TV for many years.

is the most effective controller of broadcast advertising. And he added, "if viewers don't like a product or commercial, then let them not buy it."

Fred Papert, chairman of Papert, Koenig & Lois, advertising agency, noted that much broadcast advertising is spotted with half-truths and said there is a tendency for advertisers to ignore the public's acceptance of the commercial message.

A dissenting note was sounded by actress Monique Van Vooren, who called for a commercial control group made up of broadcasters, the public and the FCC.

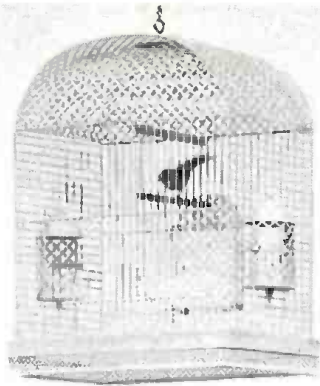
**Liebmann to FC&B for third time**

Liebmann Breweries (Rheingold beer), Brooklyn, N. Y., returns to Foote, Cone & Belding, New York, on Jan. 1, 1964, from J. Walter Thompson Co., New York, which has had the account for two years. Rheingold bills approximately \$7 million, of which an estimated \$2.5 million is allocated to local and national spot radio and television.

This will mark the third time that Rheingold will be handled by FC&B. In 1939 Lord & Thomas, the FC&B predecessor agency, was named to the account. Rheingold moved in 1946 to Young & Rubicam for eight months and returned to FC&B in early 1947. In December 1961, Rheingold shifted to the Thompson agency.

Norman H. Strouse, J. Walter Thompson president, in a memorandum to the





## Reach 'em with a **SPOT OF TAE**

*(the "homes reached" station in Pittsburgh)*


*For an A.M. coffee break or P.M. snack,  
TAE-time is prime time for viewers in  
America's 8th largest market.*

*Check your Katz representative. You'll find  
TAE up among the leaders in low cost-per-thousand  
homes reached. Daytime or nighttime . . .*

*Take TAE and see.*

**WTAE CHANNEL 4**

*Basic ABC in Pittsburgh*

 **THE KATZ AGENCY**

staff, stated that Rheingold and the agency were parting "quite honestly and simply" because of "a disagreement on policy."

Rheingold is expected to spend about \$1 million in spot TV this year. The remainder of its broadcast budget is allocated to sponsorship of the New York Mets baseball games on radio-TV and to local radio.

## 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.

**F. K. Rockett Productions, 6063 Sunset Boulevard, Hollywood 28.**

Chicken Delight Corp., one 60 for TV, live on film. Joe Denove, production manager. Agency: Tilds & Cantz, Los Angeles. Marvin Cantz, account executive. Alan Berger, agency producer. Approximate cost: \$4,000.

**Lorin-Frank Productions, 330 East 46th Street, New York 17.**

Ford Motor Co. (Falcon), one 60 for TV, background music for film. Phil Frank, production

manager. Agency: J. Walter Thompson. Sid Woloshin, agency producer.

Campbell Soup Co. (tomato soup), one 60 and one 30 for TV, background music for film. Phil Frank, production manager. Agency: BBDO. Bernie Haber, agency producer.

Duffy-Mott Co. (Sunsweet prune juice), one 60 for TV, background music for film. Phil Frank, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles. Rod Albright, agency producer.

General Tire & Rubber Co. (Duragen rubber), one 60 for radio, music and lyrics. Phil Frank, production manager. Agency: D'Arcy Advertising. Joe Felice, agency producer.

Alberto-Culver Co. (Command), one 60 for radio, music and lyrics. Phil Frank, production manager. Agency: J. Walter Thompson. Bill Ross, agency producer.

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

Stuckey's (candy), one 60 and one 20 for radio, jingle. Charles Barclay, production manager. Agency: Kirkland, White & Schell, Atlanta. J. A. Kirkland, account executive. Gene Sample, agency producer.

**Snazelle Productions Inc., 155 Fell Street, San Francisco.**

Chrysler Corp. (Simca 1000), one 60 and three 20's for TV, live on film; two 60's, four 20's for radio, music and voice. Ernest E. Snazelle Jr., production manager. Agency: Richard N. Meltzer Advertising, San Francisco. Robert MacGregor, account executive. John Mercer, agency producer.

**WGN Mid-American Videotape Productions, 2501 West Bradley Place, Chicago 18.**

Nibot Corp. (Thermo-tumblers), three 60's for TV, live on tape. Dick Doerschuck, director. Agency: Goufrain, Loeff & Adler, Chicago. Jack Flatley, account executive and agency producer.

## Also in advertising . . .

**Atlanta office** ■ The Devney Organization, station representatives, has opened a new office in Atlanta to be managed by David Carpenter. The address is 1401 Peachtree Street N.E., suite 271. Telephone: 876-8548.

**Agency research** ■ BBDO has sponsored a research program exploring costly and time-consuming communications problems suffered daily by processors and retailers of food. An immediate goal of the program is to define and offer some solutions to the communications problems which exist in the specific areas of new products and promotion. BBDO said it is conducting the study in cooperation with the National Association of Food Chains.

**New agency** ■ Harvey Pool, account executive at Charles Bowes Advertising, Los Angeles, has opened his own agency, Harvey Pool Advertising, at 5700 Sunset Boulevard, Hollywood 28. First client is KPOL Los Angeles.

**Customer analysis** ■ CBS Radio Spot Sales, national sales representative, has released an analysis of its customers by product category. The figures show major gains in the fields of auto acces-

# THE DARK AT THE TOP OF THE STAIRS

ROBERT PRESTON



DOROTHY MCGUIRE



EVE ARDEN



One of the big ones from  
WARNER BROS.

ONE

The latest and greatest selection of feature motion pictures for first-run television

SHIRLEY KNIGHT



sories and equipment (up 11%), home furnishings (up 163%), toiletries (up 133%) and building materials (up 95%).

**Open Detroit office** ■ Prestige Representation Organization, a radio station representative firm, has opened a new office in Detroit. The office, headed by Max Goldfarb, is located in suite 424 of the Book Building. Telephone, Woodward 1-9704. PRO also has sales offices in New York, Philadelphia, Chicago, Los Angeles and San Francisco.

**New product** ■ Alberto-Culver Co. has nounced another new product, Derma-Fresh medicated hand cream, which will be heavily promoted in television starting this month. Agency: Compton Advertising, Chicago.

**40th year** ■ The Advertising and Selling Course, sponsored by the Advertising Club of New York, enters its 40th year of operation when it opens Oct. 14 at 6:15 p.m. at the United Engineering Center, 345 East 47th Street, in New York. The course will include 18 seminars and nine specialized workshop sessions involving copy, media selections, better selling, sales promotion, advertising production and marketing management and research.

**TV time for Europeans** ■ Overseas

Broadcast Services Ltd., a worldwide sales organization in the international radio-TV field, has been appointed European sales representative for Teleguide, the closed-circuit hotel TV service in New York. OBS has the rights to sell advertising time to European advertisers wishing to reach the New York tourist market through Teleguide.

**Seattle merger** ■ Miller, Mackay, Hoeck & Hartung Inc., advertising agency in Seattle, plans to merge with McCann-Erickson Inc., which has headquarters in New York. MMH&H accounts will be consolidated with those of McCann-Erickson's Seattle office, the combined operation to be managed by James R. Miller.

**Chicago workshops** ■ The Chicago Federated Advertising Club has begun its annual fall series of workshops devoted to the basics of all aspects of advertising and marketing, including radio-TV. A total of 72 workshops will be held.

**New consultant** ■ New consulting firm specializing in the Negro market has been organized by Todd Branson, formerly account executive with WYMR Chicago and before that radio-television director of Standard Rate and Data

Service. Mr. Branson will advise in all aspects of selling the Negro consumer, including advertising in various media. Address: Suite 528, 333 North Michigan, Chicago; phone: Franklin 2-7100.

**Change of address** ■ Hal Walton & Co., national representative, has moved its New York office to 220 Madison Avenue, New York 16. Telephone remains Lexington 2-5055.

**Agencies move** ■ Kenyon & Eckhardt, Los Angeles, has moved to 1717 North Highland Avenue. Phone: Hollywood 4-4177. Needham, Louis & Brorby has moved its Los Angeles office to 10889 Wilshire Boulevard.

### Schlitz, CORE accord

Executives of Schlitz Brewing Co., Milwaukee, and the Congress of Racial Equality met in New York last Wednesday (Oct. 8) to discuss CORE's request that the brewing company's advertising utilize Negroes. A CORE official said later that the organization was satisfied that Schlitz would proceed with "integrating" its TV commercials and print advertising.

Earlier, CORE had expressed dissatisfaction with Schlitz, claiming it had no clear-cut reply from the company on its advertising.



Warnér Bros. Television Division - 666 Fifth Avenue, New York 19, N.Y. - Circle 6-1000 

# More 'discretionary power' for FCC?

## PASTORE PLANNING HEARING ON STATION SALES LEGISLATION

The chairman of the Senate Communications Subcommittee revealed last week that he intends to conduct a public hearing on legislation that the FCC says it wants to increase its authority in sales of broadcast stations.

Senator John O. Pastore (D-R. I.) said Thursday (Oct. 10) that the legislation raises some serious questions that he thinks the commission should answer and put on record at a public hearing. Broadcasters also would be asked to testify. No hearing date was set.

In a letter justifying its request for the legislation this summer, the FCC said it needs "greater discretion to adopt flexible procedures for considering how the public interest will best be served in considering applications for transfer or assignments of a construction permit or license for a broadcast station."

The effect of Section 310(b) of the Communications Act "has been to per-

mit the licensee to choose his successor," wrote FCC Chairman E. William Henry.

S 2052, introduced at the commission's request by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, would permit the commission to consider whether someone other than a proposed transferee could better serve the public interest.

That approach was approved by the commission as part of its legislative package for 1963, but a stronger version recommended by Commissioner Robert T. Bartley was not introduced in the Senate (BROADCASTING, Aug. 19). Commissioner Bartley has proposed that applicants seeking to buy a station be required to show that "an improved broadcast structure" would be created if their request were granted.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, has introduced both

HR 7477 and 7478 versions, (BROADCASTING, July 15, 8). Representative Harris said, however, that he did not intend to bring the bills to hearing this year (CLOSED CIRCUIT, Aug. 26).

Present language in the act that the commission wants to amend was added by Congress in 1952 and was to "annul the commission's 'Avco' procedure," Chairman Henry's justification letter points out. That procedure required proposed sales to be publicized locally so that competitive bids could be accepted. Congress killed this when the procedure caused "severe economic and other hardships," Chairman Henry explained.

Senator Pastore said last week that he's wondering what new problems the FCC's legislation might cause. "I don't believe the seller should have full authority to determine who can best run a station in the public interest," the senator said.

"But," he continued, "I don't know

# THE YOUNG PHILADELPHIANS

PAUL  
NEWMAN

BARBARA  
RUSH

ALEXIS  
SMITH

One of the big ones from  
WARNER BROS. ONE

The latest and greatest selection of feature motion pictures for first-run television

BRIAN  
KEITH



either what would happen [under this legislation] if, for example, a broadcaster was offered \$5 million for a station, but the FCC found a potential buyer with better qualifications to serve the public interest, who could only pay \$2 million.

"What happens to the \$3 million?" he asked.

## Protests heard on plan to redefine markets

Government plans to redefine approximately 60 of the 215 standard metropolitan areas in the U. S. (CLOSED CIRCUIT, Sept. 30) have run into pockets of protest from many of the areas involved.

As a result, the Office of Statistical Standards of the Bureau of the Budget, which sets the geographical boundaries for metropolitan areas, is in the process of re-evaluating some of the planned changes.

Representative Tom Steed (D-Okla.) has threatened to stop the appropriations for the bureau if it follows through with plans to add his home county (Pottawatomie) to the Oklahoma City metropolitan area. Representative Steed, a member of the Appropriations Subcommittee, said he

### Are they loyal?

"Be Prepared" is the motto of the Boy Scouts, and Explorers' Post 170X of Los Angeles had better be prepared to show cause why its Citizens Radio Service license should not be revoked. The FCC told the post last week that it has 30 days to reply.

The scouts are in hot water because they failed to provide the FCC with information on their qualifications to hold a license and didn't answer commission inquiries on the subject. Presumably the FCC wants to know if the scouts are honest, loyal, reverent, etc.

would use every weapon at his command to stop the "annexation" of Pottawatomie and McClain counties. His Shawnee (population 25,000) home would be harmed economically by combining it with Oklahoma City area (50,000), he said, with the markets now having no common interests.

An official at the Budget Bureau said last week that a delegation from Tampa-St. Petersburg, Fla., had made a persuasive argument in an attempt to

keep that hyphenated market from being split into two separate areas. He said an earlier decision to divide the cities for statistical purposes is being reconsidered.

Final decision on the 60 new market areas is expected from the bureau this week or next. This is the first re-evaluation of the 215 areas since 1958 and it will be based on 1960 census figures.

Walter F. Ryan is chief of the Office of Statistical Standards and decisions of his office are based on recommendations made by a Federal Committee on Standard Metropolitan Statistical Areas, of which Mr. Ryan is chairman. Representatives are on the committee from the bureau, Housing and Home Finance Agency, Department of Agriculture, Bureau of Employment Security, Federal Housing Administration, Bureau of Labor Statistics, Bureau of the Census, Department of Commerce and the Federal Reserve System.

The Standard Metropolitan Statistical Areas are used by government offices and agencies for all official federal reports. Geographical boundaries are established under a set of basic criteria, including population (50,000 or more), labor force (at least 75% must be nonagricultural), and normal social and economic integration of the areas.



Warner Bros. Television Division • 666 Fifth Avenue, New York 19, N.Y. • Circle 6-1000



# LEE FEARS CH. 37 PERMANENTLY LOST

## But Keating asks if astronomy rulemaking goes far enough

FCC Commissioner Robert E. Lee sees the 10 years the commission has reserved channel 37 for radio astronomy as very likely stretching out to infinity.

And, in a statement dissenting to the commission action, the commissioner expressed doubt the reservation would result in an effective contribution to scientific knowledge — certainly not enough to warrant removal of the channel from television use.

Commissioner Kenneth A. Cox joined Commissioner Lee in his dissenting statement.

In making channel 37 (608-614 mc) available for the exclusive use of radio astronomy for a 10-year period throughout the United States, (BROADCASTING, Oct. 7), the commission departed from the original proposal in its rulemaking proceeding. That would have merely protected the University of Illinois' radio telescope at Danville, Ill., which operates on channel 37, within a 600-mile circle for five years.

The commission acted after receiving scores of petitions from scientific groups. They contended that use of the Danville installation would not eliminate the need for stellar observations on channel 37 in other locations throughout the country and that the five-year period would not provide sufficient time to meet the needs of radio astronomy.

**No Stations on 37** ■ Channel 37 is allocated to 19 markets. No stations operate on the channel, although applications for the frequency in two cities, Paterson, N. J., and Melbourne, Fla., are pending. The commission will propose a replacement for the Paterson assignment in its contemplated revision of the UHF assignment table.

Commissioner Lee, the commission's staunchest supporter of UHF television, finds "no solace" in the 10-year limit placed on the reservation. Commissioners who succeed the present members, he predicted, will find it extremely difficult to reject the arguments of radio astronomers for continued use of channel 37.

The astronomers, he said, "want time to study that which will have been discovered. In this science, space is measured in terms of light years and time is measured in milleniums."

He said he would have voted with the majority if channel 37 were the only frequency available to radio astronomy. But, he said, that science has been given "radio windows throughout the spectrum" on 16 bands, nine of which are reserved on an exclusive basis.

He also expressed concern that the Danville radio telescope operating on

channel 37—located in the middle of the television broadcast band—will be subject to heavy interference. He said this interference would come from electrical devices, whose emissions "clutter the spectrum," as well as from TV stations operating on channels 36 and 38 and from the local oscillators of television receivers tuned to channel 30.

**Not in Public Interest** ■ Consequently, he said, "I cannot display the confidence of the majority of the commission that its action will be effective, contributory to the scientific world and hence in the public interest."

The commissioner indicated some bitterness over the manner in which the rulemaking proceeding originated, and said Congress should give the commission the authority to prevent a similar situation developing again. The University of Illinois committed itself to a heavy investment in the Danville installation, which it is building in cooperation with the Office of Naval Re-



Senator Keating  
Not far enough

search, without first checking its proposed use of channel 37 with the FCC. "Only a university," Commissioner Lee said, "certainly not a commercial enterprise or a government entity, could have come out so favorably."

He pointed out that the commission has no authority over radio telescopes, and said this was "a loophole" in the Communications Act which must be plugged. He said Congress couldn't have foreseen that radio astronomy interests would build nonemitting radio telescopes and then "exact from the commission" protection against the users

## The sporting life

Henry G. Fischer of the Washington communications law firm of Fischer & Willis, won the BROADCASTING trophy for low net in golf at the fall outing of the Federal Communications Bar Association on Oct. 7. Mr. Fischer had a net score of 74 (and a gross of 97). Low gross winner was Frank W. Walker, Motorola Inc., with a 76. Other low grosses: Clifford M. Kirtland Jr., Transcontinent Television Corp., 78; Robert Early, CBS Inc., Washington, 78. Harry Ockershausen won award for nearest pitch to the hole. In softball, an FCC team captained by Wally Johnson defeated an FCBA "team" captained by Vincent Pepper 18-7.

to whom the bands are assigned.

**FCC Criticized** ■ Commissioner Lee took note of the criticism leveled at the commission during the rulemaking proceeding that the agency is more concerned with TV entertainment than with the needs of science. He said "in some circles" the view is held that television broadcasting is an "entertainment medium," "a commercial bonanza" and "a waste of spectrum space."

He said he might agree if TV broadcasting were judged "by much of what appears" on television and by the fact that many UHF channels are idle. But, he said, these criteria don't provide a "fair evaluation of a proper allocation of spectrum space."

And if science wants to make itself attractive to coming generations, he said, "it will see to it that the use to which television is put is not wasteful, but rather contributory to an enlightenment of the public."

The commission action came on the eve of the international radio conference at Geneva, where efforts will be made to allocate frequencies for satellite communications and radio astronomy. The U. S. delegation will press for a worldwide reservation of the channel 37 band for the astronomers. Some European countries support this proposal.

But Commissioner Lee said their needs and those of the U. S. are not the same. He said those countries, with smaller areas and populations than the United States, "apparently have little foreseeable need" for all 70 UHF channels and may, therefore, regard the wide use of the UHF band for television "as somewhat of a luxury."

He indicated he doesn't regard use of 70 UHF channels for television in the U. S. as a luxury.

**A Different Tack** ■ Senator Kenneth



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CINCINNATI— LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
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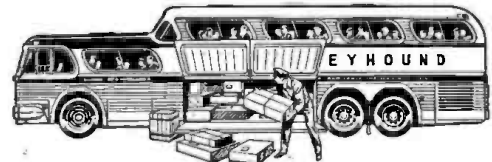
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B. Keating (R-N. Y.) said last week that the rulemaking to reserve channel 37 was a step in the right direction, but he wondered whether the action goes far enough.

Senator Keating said he would "seek out scientific opinion in order to determine whether the action that was taken stopped short of fulfilling the permanent objectives of the program. . ."

"Any erosion of the protection afforded such a frequency as channel 37 [on a long-run basis] would be extremely detrimental to the future progress of radio astronomy and wasteful of the sizable investment in facilities which has so far been made," the senator said.

## Pilots protest tall tower grant

A group of Wisconsin pilots complained to the FCC last week that if WKBT(TV) La Crosse constructs a 1,629 foot antenna it will affect their legal rights and create flight hazards. The pilots said the proposed antenna is in a visual flight rules flyway. They are seeking reconsideration of the grant.

The pilots in their joint petition also claimed there were irregularities of procedure involved in the clearance given WKBT's tall-tower proposal that were

of "material prejudice" to them.

The men are Willard C. Pire, Paul R. Giles, Darrel W. Gibson and Richard L. Hense. They said they are all licensed by the FAA and have flown a joint total of 12,000 hours.

The pilots said they received no notice of the WKBT application or they would have taken their objections to the FAA's informal airspace meeting held in St. Louis on June 21, 1961. However, they also said they were not informed of the FAA meeting either. The pilots noted that the FAA's notice of the St. Louis meeting was sent to the La Crosse airport manager while further pointing out that the board chairman of the airport, Robert Johns, was also the attorney for the WKBT application.

In the same vein the pilots said Howard Dahl is one of the officers of Viking Aviation Inc., the party responsible for handling FAA notices, and is also president and part-owner (21%) of the television station.

The pilots said the FAA held no public hearing and that they did not discover that the agency had made a "determination of no hazard" until it was too late to appeal. When on July 2, 1963, the determination expired, the Aircraft Owners and Pilots Association, along with several other parties, asked

the FAA to investigate the situation. The FAA agreed to do so. WKBT argued the agency had no grounds since construction had already begun. The four pilots said they submitted evidence to the contrary.

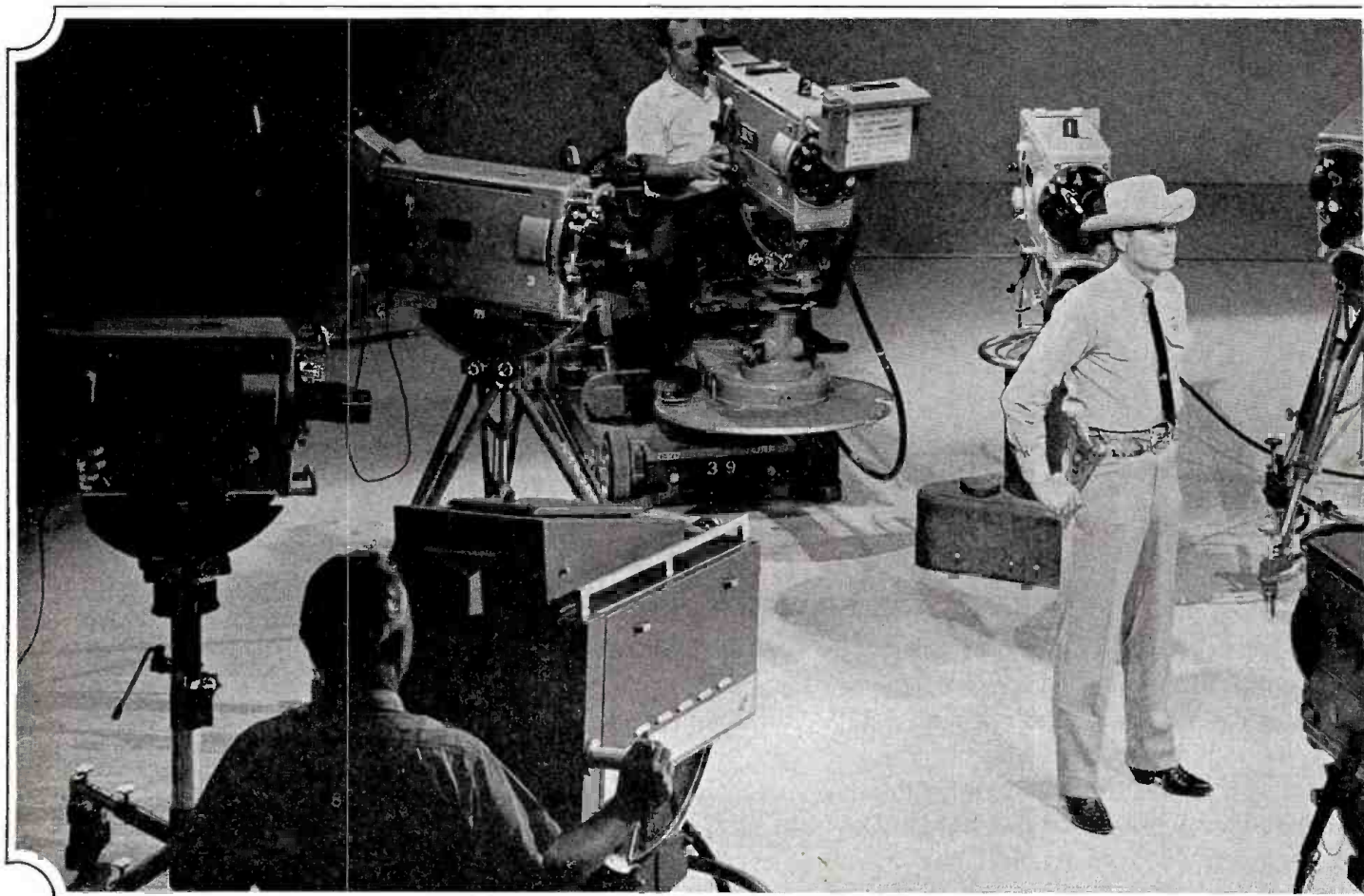
But the FAA ruled that the agency lacked jurisdiction in the case because the FCC's construction permit was still valid and that it only acts as an adviser to the commission. Because the commission has a policy of granting construction permit extensions before the authorization has actually expired, the pilots said, they could not obtain a public hearing on the matter.

The pilots said construction of the tower has not progressed so far that it could not be easily halted. They said only the concrete base has been laid.

The FAA, in its proposed criteria for tall towers, said that anything over 500 feet in rural areas would be presumed to have an "adverse effect" on visual flight operations (BROADCASTING, Sept. 30).

## Lafayette fines stick

Pleas by two Lafayette, La., stations for remission or mitigation of fines totaling \$1,250 were denied by the FCC last week. The commission announced the fines for the stations—\$1,000 for KLFY-TV and \$250 for KPFL—last April





(BROADCASTING, April 15) and affirmed them in July (BROADCASTING, July 8). The fines resulted from broadcasts of teaser spots without identifying the product or sponsor.

KLFY-TV's arguments in opposition to its fine, the FCC said, were mainly restatements or arguments already considered and rejected. KPFL's brief claimed its fine was unjust because its violations were not repeated, as the law stipulates, but just one error which was compounded 42 times—the number of times the spots were broadcast by the station. The FCC was "unimpressed" with this contention and cited a legal precedent to bolster its position.

## Outgro spots must specify limitations

American Home Products Corp. has made "sweeping claims . . . which cannot be substantiated and are . . . unlawful" in TV commercials for Outgro, the Federal Trade Commission ruled last week in ordering the company to clearly disclose the drug product's limitations.

In fact, the FTC said, the name Outgro, sold for the treatment of ingrown toenails, itself is deceptive. But it reversed an earlier ruling by a hearing examiner prohibiting the use of the name. "Prohibiting the use of a valuable

trade name—one that has been used by respondent for more than 30 years—is a drastic measure which we prefer not to invoke . . ." the FTC said. An appropriate affirmative disclaimer that Outgro does not in any way affect toenail growth, shape or position, will serve to protect the public, it added.

In a decision written by Commissioner Philip Elman, the FTC said that the record contains many instances of "excessive advertising claims" for Outgro. Commissioner Elman said that a typical Outgro TV commercial leaves the clear implication that the drug product used alone "will restore an ingrown toenail to normal. . . . The average viewer would probably believe that Outgro is a completely effective home remedy for ingrown toenail; he is not told and would not be likely to understand that Outgro is merely a local anesthetic and cannot give more than temporary, symptomatic relief. . . ."

The FTC last week also announced a consent order which halts false therapeutic claims by Imperial Relampago Corp. for three of its drug preparations—Alcolado Relampago, Bronkomulsion Relampago and Serabrina La France. Imperial had been charged in an FTC complaint with misrepresenting the products in radio and TV commercials and printed advertisements.

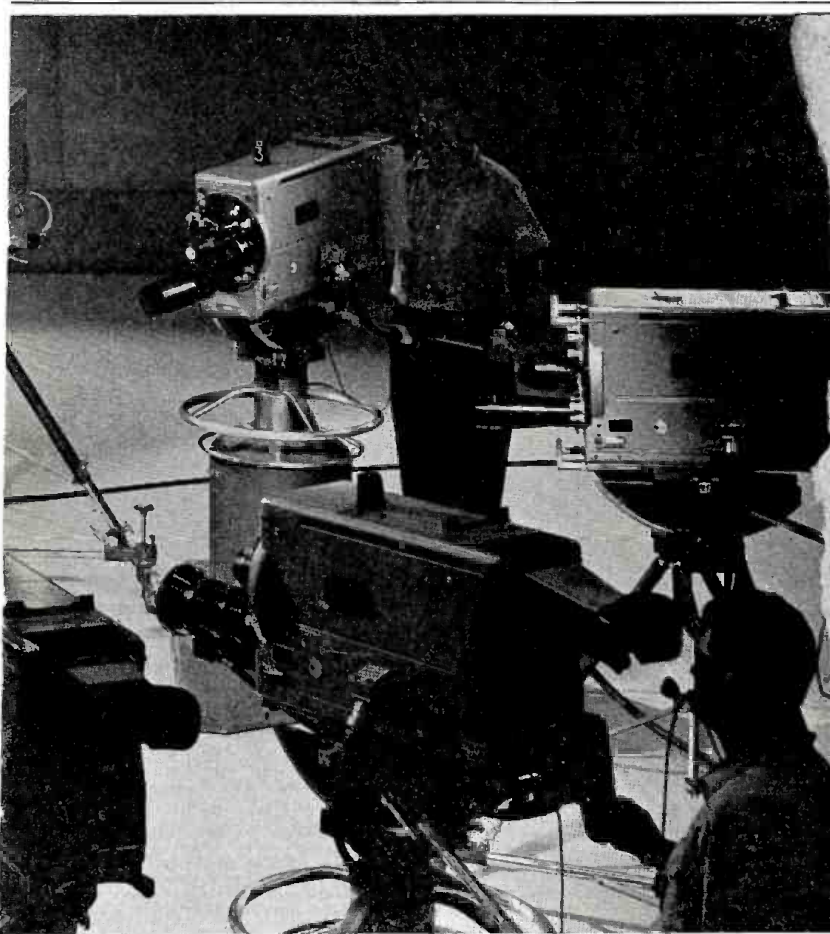
## Fresno TV manager opposes ETV tactic

Harvey Sheldon, commercial manager of KAIL-TV Fresno, Calif., supports educational television—except when ETV proposes commercial competition.

Mr. Sheldon has undertaken a determined program to solicit opposition to the San Joaquin Valley Community Educational Television Association. The ETV association plans to file an application for noncommercial educational channel 18 in Fresno.

Mr. Sheldon has said the proposed channel 18 operation intends to compete with the five Fresno area commercial stations. Mr. Sheldon believes the ETV association will seek support from local businessmen that will amount to the same thing as selling them advertising time. He has already written to the FCC giving notice that KAIL-TV will oppose the ETV application when it is filed.

John C. Crabbe, general manager of KVIE(TV) Sacramento, an educational station, was reported by the *Fresno Bee* to have considered Mr. Sheldon's position as unusual for a commercial operation to take. Mr. Crabbe said it is difficult to imagine how a noncommercial station could compete for the advertising dollar.



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# NEEDED: DEFINITION OF 'PUBLIC'

## Puerto Rican stations defend AFRS rebroadcasts

Can an audience of armed forces personnel served by Voice of America stations be equated with "the public" within the meaning of the Communications Act? Not in the view of three Puerto Rican radio stations attempting to stave off an FCC action that could lead either to the revocation of their licenses or the imposition of heavy fines.

The stations, WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez face charges that they intercepted and rebroadcast without permission short-wave news broadcasts of the Armed Forces Radio Service emanating from New York. The stations, which are under common control, also are said to have given listeners the impression the programs came directly from the Mutual Broadcasting System.

The commission has ordered the stations to show cause why their licenses should not be revoked or why fines of up to \$10,000 should not be levied against them (BROADCASTING, July 29).

The stations, in asking the commission last week to reconsider its order, admitted rebroadcasting a total of seven AFRS news programs last year. But they said their failure to obtain AFRS permission didn't constitute a violation of the Communications Act requirement that prior clearance be given.

They said the requirement applies to originating stations broadcasting to the public. And the programs they rebroadcast, they said, originated not over AFRS facilities but over two outlets leased to the Voice of America—WBOU

Bound Brook, N. J., and WDSI Brentwood, Long Island.

Furthermore, they said, the AFRS programs are prepared on tape for dissemination to armed forces personnel—"not the general public."

They also denied violating commission rules in not disclosing the programs were mechanical reproductions. They said such disclosure is required only when, in the judgment of a station's management, the "element of time" is of special significance.

The stations said there was no intent to give listeners the impression the delayed AFRS news programs were coming directly from MBS. They said that they intended to rebroadcast MBS programs and that the interception and rebroadcast of the AFRS shows occurred either through a violation of instructions by station personnel or through error.

WKYN is licensed to Quality Broadcasting Corp., WFQM(FM) to Supreme Broadcasting Inc. and WORA-FM to Radio Americas Corp. Alfredo R. de Arellano Jr., president of all three corporations, is majority stockholder of Radio Americas, which controls the other companies.

## Citizens group opposes sale of KOVR (TV)

An organization calling itself the Citizens Committee to Promote Fair Coverage has registered an objection to the proposed sale of KOVR(TV) Sacramento-Stockton, Calif., by Metromedia Inc. to McClatchy Newspapers (BROADCASTING, Oct. 7).

Mrs. Marilyn Carson, identifying herself as the head of the group, wired Representative John E. Moss (D-Calif.), area congressman, and urged him to obtain a public hearing on the transaction because of a "monopoly of news" situation. Mr. Moss advised Mrs. Carson to channel her protest to the FCC.

Metromedia announced earlier this month it was selling the station to McClatchy Newspapers for \$7,650,000. McClatchy owns KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto, KMJ-AM-FM-TV Fresno, all California, and KOH Reno. It also owns the *Sacramento Bee*, the *Modesto Bee* and the *Fresno Bee*, all daily newspapers.

Mrs. Carson said the sale should not be approved by the FCC because the proposed owner would have a "monopoly of news." She said the FCC had turned down the McClatchy organization when it sought channel 10 in that area, now licensed to the Great Western Broadcasting Corp., KXTV(TV), a Corinthian station.

## Murrow improving

Edward R. Murrow, director of the U. S. Information Agency and former CBS vice president and



Mr. Murrow

news commentator, was reported in satisfactory condition and improving last week following a three-hour operation in which his left lung was removed. It was learned that the lung was cancerous.

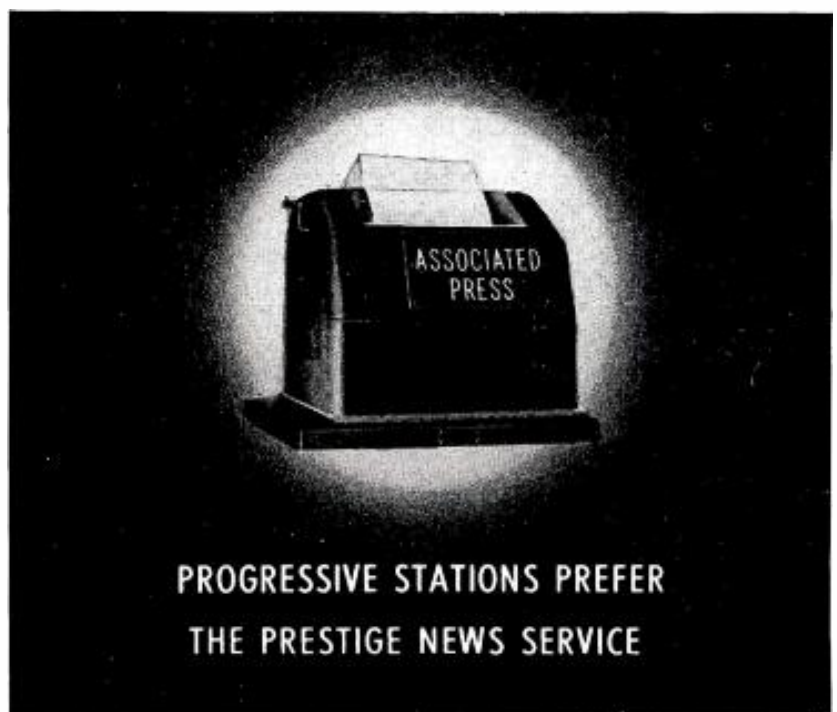
Mr. Murrow was hospitalized at the Washington Hospital Center in Washington earlier this month for an operation to free a blocked bronchial tube, but exploratory surgery indicated that removal of the lung was necessary (BROADCASTING, Oct. 7).

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# The dispute over federal regulation

## IT FLARES AGAIN IN CAMPUS CONFERENCE ON TV'S ROLE IN U.S.

Advocates and opponents of tight government controls over broadcast programming met head-on last week in a conference at Reed College, Portland, Ore. The conference was intended to examine "Television: Its Role in the Democratic Process." It became more of an examination of the government's role in TV.

The principal spokesman for the regulators' point of view was FCC Commissioner Kenneth A. Cox whose position was summed up in his statement that the federal government had the power to regulate radio and television "in all their aspects."

The leading voice raised in opposition was that of Frank Stanton, CBS president, who decried government restrictions "that will not let us do our best or our most."

The conference, held Oct. 10-11, featured eight speakers and panel discussions after each speech.

**Stanton on Freedom** ■ Educators,

on Section 315 this summer "there was not a single witness from the academic community or from professional associations or learned societies or—with a solitary exception—from civic groups." And in the hearings on editorializing, he noted, the witnesses with one exception have been again, "all broadcasters and politicians—not one from the academic community, only one from civic groups, not one from professional associations, not one from learned societies."

"Television has been involved repeatedly in battles for the freedom to do its job in the information and discussion fields," Dr. Stanton said. "It has usually battled alone, as though it were seeking privileges for itself, when as a matter of fact to use the freedoms we already have costs huge sums of money, inevitable external complaints and enough stresses and strains to make us the best customers of the legal profession in the communications world."

Restrictions like Section 315 actually

if we are hesitant or slow or unprepared. But the need is far more pressing for us to be able to do our job at all than to do it the particular and widely divergent ways our individual critics want us to do it.

"We need partners in the grueling, tough, discouraging business of fighting to remove the barriers and neutralize the pressures around us that will not let us do our best or our most.

"... We need spokesmen for every segment of the people joining battle in this struggle. We have seen very few indeed. We have fought it alone."

Television, Dr. Stanton said, "has treated, at length and in depth, every major controversial issue facing this country in the last decade and a half," and can help bring "a greater mutual understanding among the peoples of the world than was ever before possible.

"Television will inevitably become even more deeply immersed in all this, and it should be," he said. "We in



Mr. Beville



Mr. Collingwood



Mr. Laurent



Mr. Fleming

professional associations, "learned societies" and civic groups, traditionally outspoken in criticizing television, were taken to task by Dr. Stanton for keeping silent when TV seeks to free itself to do a better job.

He told the conference that in the Washington hearings this summer and fall on the equal-time law and editorializing, the debate was "left to the broadcasters and the politicians, as if they were the only ones who had a stake in the matter, when, as a matter of fact, their interests ought to be the last to be considered."

The equal-time requirements of Section 315 of the Communications Act, he noted, limit broadcasting's contributions to "the fundamental decision-making step in any self-governing society, the choice of its leadership," while editorializing can be a vital force for public awareness of urgent issues.

Yet, he said, in the Senate hearings

"save the broadcaster time, money and headaches, and furnish a foolproof alibi for minimal campaign coverage," he said. But it was the broadcasters, he pointed out, who fought to get Section 315 amended, who succeeded in getting it suspended for presidential and vice presidential races in 1960, who have since fought for amendment or suspension for 1964.

"We are going into the 1964 election year faced with the same dilemma we were in in 1960," he said, "unable, for all practical purposes, to present debates between contenders for the presidential nominations, and often between candidates for the House and Senate, and often between candidates for governor or other state and local offices."

Dr. Stanton said that "to do our best work as broadcasters we need criticism from all quarters. We need to be told so if we are negligent or shoddy or weak or wrong. We need to be prodded

America, moreover, must assume the position of leaders, not followers—pace setters, not stragglers. To do this, we must lead from strength, and this presupposes a freedom that is the concern of all the people—not just broadcasters on one side . . . and politicians on the other."

**Cox on Controls** ■ FCC Commissioner Cox told the conference that he doubted the public would gain any advantages if Congress repealed Section 315, which requires that all political candidates be given equal opportunities to appear on non-news broadcasts. Such legislation would give broadcasters much more power and influence than other media of communications have, and neither Congress nor the public is ready to give the industry such "complete and unreviewable discretion in the use of federally licensed facilities," he said.

Commissioner Cox said that broadcasters have made valuable contribu-

tions in political campaigns under the present law and "I confidently believe that they can do even more if they really want to." Not many stations have "any real problems" with Section 315, "aside from the burden of occasional correspondence with the commission," he maintained.

Radio and television are the only forms of communication that are subject to direct regulation "in all their aspects by an agency of the federal government," Commissioner Cox said. The FCC's regulatory activities fall into three categories—allocations, technical rules and "the development and application of policies with respect to the non-technical aspects," he said. It is in the latter area, he pointed out, where there is "constant turmoil over our activities dealing with the business practices of broadcast stations or with their programing."

On the one hand, he maintained, licensees complain because the FCC is not specific and offers no guidelines to implement its broad policy statements. Then, he said, "when we undertake to satisfy such requests—whether by spelling out more precisely the obligation of

not succeed," he said.

NBC, Mr. Beville reported, is convinced that the viewing public, "which in the long run will determine the issue," will reject the idea of converting a public-interest medium into one "solely dedicated to private profits" and "diversion for the privileged few."

"We are confident, too," he added, "that those who are impatient with television as it is will come to realize that the way to better programing is not through pay TV, any more than the way to better reading is to convert the public library into a bookstore."

Mr. Beville said NBC believes that "fewer than 10% of American families would be willing or able to meet the expenses of subscribing to pay TV. The remaining 90% . . . would be deprived of any television service worthy of the name."

He said pay TV advocates have gradually raised their estimates of pay TV prices until the annual cost is now put, by some accounts, at \$120 to more than \$400 per subscriber. By comparison, he said, the average American household now spends \$38 on all admissions—to movies, theater, opera,

Swezey, outgoing director of the NAB code authority, was critical of "too many station operators and advertisers" who continue a "business-as-usual" policy during the most dangerous times in the history of the world. He said stations must program to inform the public, must not shy away from controversial subjects, and that advertisers must support these efforts by stations.

Many stations are content to offer a "minimum amount of pedestrian and unimaginative public service programing," he said, while most of TV's richest and most influential advertisers "quite frankly avoid any program material of a controversial nature."

TV, he said, must have more controversy, more editorials and "experimentation with programing of more significance but perhaps less audience appeal."

Mr. Swezey criticized the encroaching government control of programing and the growing tendency of various government officials to withhold or manage the news. "Freedom in broadcasting depends upon . . . those who recognize responsibility and have the courage to assert it," he said. "If they



Mr. Siepmann



Commissioner Cox



Mr. Swezey



Dr. Stanton

fairness in certain cases or by undertaking to make our concern about over-commercialization more definite — we are immediately charged with trying to straight-jacket broadcasters or interfering with the everyday conduct of their business."

Broadcasters contend that the FCC has no right to inquire into programing, Commissioner Cox said. "Significantly, no one has ever elected to stand on this challenge by refusing to supply the information called for," he noted.

**Beville on Free TV** ■ Hugh M. Beville Jr., planning and research vice president of NBC, defended the commercial TV system and said it would survive the threat of pay TV which is developing in some cities.

He said NBC would have no choice but to enter pay television if pay TV ever reached the point where it threatened the survival of existing networks. But "we are convinced that pay TV will

concerts and sports events.

If pay TV should succeed, Mr. Beville said, it not only would outbid free television for major programing but would also, in time, almost certainly accept advertising.

Those who favor pay TV as a refuge from commercials, or who criticize the commercial system and the number of mass-entertainment shows were reminded that it is the commercials—and the mass-entertainment shows — that make possible the informational, educational and cultural programs that are offered in growing number.

Challenging the FCC's current moves toward regulation of commercial frequency, he said that less than one percent of NBC's incoming mail relates to commercials—and that this deals more with "products, taste, placement and other content aspects" than with the number of commercials.

**Swezey on Quality** ■ Robert D.

are too few in number or insufficiently stout of purpose, freedom of broadcasting will be lost. . . . Neither the broadcasters nor the public can afford to let that happen."

**Laurent on Balance of Forces** ■ The "tug of war" centering around broadcasting for the past three years is healthy, and the industry will thrive and improve if the current climate is continued, Lawrence Laurent, radio-TV editor of the *Washington Post*, told the conference.

Recent changes for the good—such as removal of the "foolish restrictions" on news broadcasts of political campaigns—have come out of this tug of war, Mr. Laurent said. "At one end of this tugging is a commission that needles, threatens, urges and occasionally acts with restrained reluctance. Opposite them is the broadcaster—often jittery, occasionally afraid and frequently compelled to assure the public's

## Madame Nhu's busy television bookings

Mrs. Ngo Dinh Nhu said in an interview last Wednesday (Oct. 9) on WOR-TV New York that the U. S. Information Agency is "helping feverishly" in a plot to overthrow the South Vietnamese government.

She wasn't sure whether the "plot" had official sanction in Washington,



Madame Ngo Dinh Nhu, as she appeared Oct. 6 on ABC News' 'Issues and Answers.' The TV show was taped in Paris prior to her departure for the U.S. Interviewers were Lou Cioffi, ABC News chief European correspondent, and reporter Lisa Howard.

Mrs. Nhu said, but she indicated that the UPI, AP, the *New York Times* and the Voice of America, radio arm of the USIA, might be involved.

A USIA spokesman replied Thursday (Oct. 10) that the agency had no comment to make.

Mrs. Nhu's remarks were part of an hour interview recorded for broadcast on WOR-TV last Wednesday.

The U. S. government has given Mrs. Nhu's visit here no official recognition, but news media and press organizations across the country have welcomed her.

CBS last week announced cancellation of a network radio-TV appearance of Madame Nhu on *Face the Nation* yesterday (Oct. 13). CBS said the broadcast had been changed because "of the many television appearances now scheduled within a short space of time for Madame Nhu."

In Madame Nhu's place on the *Face the Nation* broadcast, CBS scheduled her father, Tran Van Chuong—formerly South Vietnam's ambassador to the U. S. and an opponent of many of Madame Nhu's viewpoints.

However, Madame Nhu was to appear yesterday (Sunday) on *Meet The Press*, where John Sharkey, NBC newsman who was attacked by South Vietnam soldiers while filming the suicide of a Buddhist priest, was one of the interviewers.

lic, and decisions on what programs will be telecast into homes are only partly network decisions. Some of the best network informational programs are not seen in some cities and the reasons are not always "evil, commercial reasons," Mr. Fleming said.

Broadcast newsmen are always trying to get access to more news for the public, Mr. Fleming said, but newspapers are working against these efforts. "And I say they are working against you, and they'll continue to do it until you stop them," he said. The public, he said, has done very little to help broadcast newsmen in their fight to cover Congress, House hearings and court proceedings.

The eighth speaker was Dr. Charles Siepmann, chairman of the Communications Arts Group of New York University, who was to appear on Friday and whose text was unavailable at the time this story went to press.

## 23 senators join Javits plan for mikes

Senator Jacob K. Javits (R-N.Y.), who proposed in May that the Senate permit broadcasts of its floor proceedings, now is at work just trying to get the Senate chamber wired for sound so reporters and spectators in the galleries surrounding the chamber can hear what's going on.

A recent incident in which a senator claimed he was misunderstood by a reporter sparked new Senate interest and by the end of last week 23 senators had signed as co-sponsors of SRes 202, which Senator Javits offered last month to provide a microphone at the desk of each senator (BROADCASTING, Sept. 30). He first proposed an electronic public address system in 1957.

The list of supporters contains influential Democrats and Republicans alike, including Senators Joseph S. Clark (D-Pa.) and Wayne Morse (D-Ore.), the only two who co-sponsored Senator Javits' resolution to allow broadcasts from the Senate Chamber (BROADCASTING, May 20, 13, 6). However, at least one of the 23 favoring microphones said he does not endorse broadcasts from the chamber.

The Senate always has been concerned about the appearance of its historic chamber, which still looks pretty much as it did when it was first occupied for legislative purposes on Jan. 4, 1859. Senator Javits has suggested that microphones could be installed in the space now occupied by ink wells in each senator's desk.

Opponents of the public address system fear that the chamber will be disfigured by a forest of microphones, but supporters believe the science of electronics has advanced to the stage where small, unobtrusive microphones can be designed and installed.

officers that the public's airwaves are in good hands.

"I like this kind of balance," Mr. Laurent said. "I would not strengthen or weaken either side. The winner of this tug of war in recent years has been the American public."

**Collingwood On Fairness** ■ Charles Collingwood, CBS News correspondent, told the conference that the problem facing the working TV newsman is not only lack of enough air time to cover everything, but making sure he gives "the true picture" of what he does cover.

Because completeness is an unattainable ideal for any news medium, he said, "it is all the more incumbent upon [us] to tell the part of the story we are able to tell as accurately and as honestly as we can."

In television, he noted, the problem is especially difficult because the medium itself generates "an inescapable kind of bias," as when crowds gather and heighten the tension when equipment is

set up to cover a racial demonstration.

"It's wrong to say, as Southerners sometimes say, that it was all staged for television or provoked by sinister integrationist Northern television interests," Mr. Collingwood said. "But it would be idle to pretend that the television camera does not make a difference. It does, and not only in the South.

"And while I know of no television reporter who would create an incident for his cameras, I can think of plenty of people who are more than willing to create incidents for him. . . Nowadays everyone with a case to plead wants to provide grist for your mill."

**Fleming on News** ■ Robert H. Fleming, ABC News Washington bureau chief, hit the "popular belief that the networks are somehow dominated by some very little men, of very little intelligence, who attain titanic status only when they keep good TV programs off the air."

Network television, he said, has built-in problems unfamiliar to the pub-

IN A THREE-STATION MARKET—

When you have  
more than half  
of the over-all  
television audience  
is that good?



*It is—especially when there are three VHF stations in the market. In analyzing the ARB Market-by-Market Audience of U.S. Tv Stations surveyed in March, 1963, we found 70 markets with at least three VHF's in competition. In all 70 there were only four stations that had an average over-all audience of over 50%.*

*WMT-TV Cedar Rapids—Waterloo was one of them.*

**WMT-TV** • CBS Television for Eastern Iowa. Cedar Rapids—Waterloo

Represented by the Katz Agency. Affiliated with WMT-AM; WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth

# Newspapers hit FCC's proposed ad limits

## EDITORIALS CALL PLANNED REGULATION 'MONSTROUS'

"You will be able to count on one hand the number of times I'll go to bat for my competition during my lifetime," the editor of the *Marysville* (Kan.) *Advocate* said in a recent editorial. "But," he continued, "I think I'd go to bat for the devil himself if the federal government tried to regulate his activities as closely as broadcasters are regulated."

The *Dunkirk-Fredonia* (New York) *Observer* said the FCC's plan to limit the number of commercials that may be broadcast by radio and TV stations is a "monstrous thing even to suggest."

All across the U. S., dozens of newspapers have put aside their common antipathy toward broadcasting and have come to the industry's defense in the fight against the federal government. John Couric, National Association of Broadcasters' director of public relations, said the association is highly encouraged by the response of newspapers to broadcasters' pleas for help.

Many of the newspapers saw the FCC's action as a distinct threat to their own freedom. "Are newspapers next?" the *Dallas Morning News* asked. "If the American people are to be told . . . what advertising they can hear or see, won't they be told next what advertising they can read in newspapers, and how much? If they can be told that, can't they be told what they are to read in the news columns and on the editorial pages?"

The *Dallas* paper said that "to a man, the heads of Washington's government bureaus declare with fidelity that they believe in free enterprise—then come directives that make free enterprise impossible."

The *Orange* (Tex.) *Leader* said editorially that the "radio and TV people are fighting for our [newspaper] freedom. . . ." The broadcast industry, the paper said, is "regulated by a group of the most arrogant and most patently socialistic bureaucrats in the nation. They believe in—and are striving for—complete control of this industry from Washington."

**Minnesotans Say No** ■ An editorial written by the NAB staff was reprinted in full by many newspapers and the *Minneapolis Tribune* took its own statewide poll which showed that 78% of the Minnesota adults interviewed felt the government should not limit TV commercials. Only 16% said the FCC should move in this area.

Two-thirds of the Minnesota adults said that they watch TV commercials; 17% said they normally leave the room when the spots are on, and 6% ignore them completely.

The *Salina* (Kan.) *Journal* asked: "Who is the FCC to say that radio

should provide Bach rather than boogie; plug poetry rather than laxatives?" And, the *Charleston* (S. C.) *Daily Mail* wanted to know what would happen if the government ran broadcasting "the same way it manages the farm economy."

Other papers took the viewpoint that the public, and not government, should "regulate" radio and TV. The *Wymore* (Neb.) *Arbor State* pointed out that newspapers have operated for 200 years under "public control" and that broadcasting should be given the same opportunity.

The *Seattle Post-Intelligencer* said the public would suffer the most if the government adopts time standards because such "dictatorship must inevitably mean programing control."

"Dangerous talk," said the *Winston-Salem* (N. C.) *Sentinel*, while the *Decatur* (Ill.) *Sentinel* said the "NAB stands on solid ground in objecting to arbitrary regulations that would enforce blanket rules."

In an editorial headed "Hacking at Freedom," the *Springfield* (Mo.) *Leader and Press* compared the FCC proposal to decisions of the National Labor Relations Board which "have been classics of illogic. But even the worst rulings of the NLRB, completely devoid of sense as they have been, could be regarded as the apotheosis of sensibility when compared to some of the recent actions—and threats—of the FCC."

**Compassion, Too** ■ The *Tarboro* (N. C.) *Southerner* told readers: "We are developing more and more a feeling of compassion for the harassed media of radio and TV."

Other newspapers were concerned because the public is not showing a proper concern for the threatened loss of "freedom" by broadcasting. The public should be worried over the "distinct possibility" that the FCC will establish regulations which will be the start of direct program control, the *Wichita Eagle* said.

The *Olean* (N. Y.) *Times Herald* told the FCC to get out of free enterprise and stick to the original reason for its existence—"regulation of the technical end of the business."

In a major feature story on television, the *Worcester* (Mass.) *Telegram* ran a three-column picture of a mother and her two children watching TV with the caption: "Who should decide what they may watch?"

In St. Louis, two competing newspapers have taken opposing editorial positions on the FCC rulemaking, with the *Post-Dispatch* publishing two editorials in support of the FCC—one in answer to a "letter to the editor" by

## Broadcast editorials, too

WDSU-AM-TV New Orleans has used its licensed facilities to counter what it feels to be illegal regulation from the FCC. Opposing the commission's proposed limitations of commercial time standards, the New Orleans station told its listeners in an editorial Sept. 23 that government control of commercials is but "a short step to regulation of all types of programing."

WDSU quoted the position taken by the *Dallas Morning News* that if commercials are controlled on broadcast stations they could eventually be controlled in the print media. This would logically result in control of editorial and news columns as well.

The station said that broadcasters now shy away from covering and commenting on controversial issues due to existing rules. It is time for broadcasters and the public to show concern, WDSU said.

Robert Hyland, vice president-general manager of KMOX St. Louis.

On Sept. 26, a *Post-Dispatch* editorial praised the position of FCC chairman E. William Henry that it is time for the FCC to tell broadcasters how many commercials are too many (BROADCASTING, Sept. 30). "We hope it is accompanied by a determination on the part of the FCC . . . to lay down concrete definitions and policies on overcommercialization and to enforce them," the St. Louis newspaper said. "TV and radio audiences are painfully aware that commercials are due for more restraints than self-regulation has thus far imposed. . . ."

Mr. Hyland wrote the *Post-Dispatch* that he was "deeply disturbed at the implication of your editorial that it is in the public interest for government to control the business end of broadcasting." He pointed out that newspapers devote well over 50% of their space to advertising—much more than radio and TV.

In a second editorial, the *Post-Dispatch* maintained that the issue of too many commercials on radio-TV "is not to be disposed of by drawing inaccurate parallels with newspaper advertising." The paper pointed out that its news coverage is not limited by minutes and that it can add pages as the need arises.

The *St. Louis Globe Democrat*, on the other hand, took the side of broadcasters. The proposed rule would violate the constitutional freedom of radio-TV, the paper said. "Let us hear no more of men in Washington telling the



# "...the right to be wrong"

*"Actually, the right to editorialize is the right to be wrong. Editorial views are certainly not sacred nor necessarily right. . . . We are concerned with presenting a fair picture of major public issues while declaring our own positions on them; and, when opposing views are sounded, to permit responsible voices to be heard. This has been the KWTV policy since September 1958, and it will continue to be without the necessity of governmental guidelines."*

Excerpt from the KWTV Editorial, September 23, 1963



**BRUCE PALMER**  
News Director

THE 16TH ANNUAL AWARDS COMPETITION OF THE  
RADIO TELEVISION NEWS DIRECTORS ASSOCIATION  
IN RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN BROADCAST JOURNALISM

HONORS

KWTV

OKLAHOMA CITY, OKLAHOMA

FOR EDITORIALIZING

BY A TELEVISION STATION

1-9-63

PRESENTED IN COOPERATION WITH NORTHWESTERN UNIVERSITY  
THE MEDILL SCHOOL OF JOURNALISM

*Bruce Palmer*  
TV America Chairman



*John H. ...*  
President, RTNDA

**KWTV**  
OKLAHOMA CITY



Represented by  
Edward Petry &  
Company, Inc.

broadcaster in Walla Walla just how much time he is to allot for commercials, or we shall one day hear the same men tell him just what he is to put over the air," the *Globe Democrat* said.

## FitzGerald on panel for procedure revision

John L. FitzGerald, former general counsel of the FCC (1958-1961) and now a professor at Southern Methodist University, has been named to a panel of experts in administrative law that will advise a Senate subcommittee on revision of the Administrative Procedure Act.

Senator Edward V. Long (D-Mo), chairman of the Subcommittee on Administrative Practice and Procedure, has announced a list of 20 members of a Board of Consultants on Revision of the Administrative Procedure Act.

The subcommittee is considering S 1663, a bill to improve the act proposed by Senators Long and Everett Dirksen (R-Ill.) (BROADCASTING, June 10).

The subcommittee also has given its approval to S 1664, a bill that would create a permanent administrative conference to recommend improvements in procedures of federal administrative

agencies. The bill, approved this summer, is awaiting action by the full Judiciary Committee which has been busy with civil rights legislation.

Members of the consultants board: Professors Clark Byse, Lon Fuller and Louis L. Jaffe, Harvard Law School; Professors Frank E. Cooper and Roger C. Cramton, University of Michigan Law School; Dean Joe Covington, University of Missouri Law School; Professor Kenneth Culp Davis, University of Chicago Law School; Professor Thomas I. Emerson, Yale University Law School; Professor Winston M. Fick, Claremont College, Claremont, Calif.; Professor FitzGerald; Professors Marvin E. Frankel and Walter Gellhorn, Columbia University Law School; Professor Ralph F. Fuchs, Indiana University Law School; Professor Leo A. Huard, University of Santa Clara, Santa Clara, Calif.; Professor James Kirby, Vanderbilt University Law School; Dean Robert Kramer, George Washington University Law School; Professor Carl McFarland, University of Virginia Law School; Professor Robert B. McKay, New York University Law School; Professor Nathaniel L. Nathanson, Northwestern University Law School, and Professor Frank C. Newman, University of California Law School.

## THE U.S. AND THE ARTS

### Bills would give funds to assist growth of art

The Special Senate Subcommittee on the Arts will conduct a week-long public hearing this month to consider legislation that would authorize matching federal grants to states and organizations "to assist in the growth and development of the arts in the United States."

Witnesses from the performing and visual arts will begin testimony Oct. 28.

Two bills already introduced approach the subject from different angles, but both would provide federal money.

S 1316, offered by Senator Hubert H. Humphrey (D-Minn.), would not only authorize grants, but would provide statutory authority for a National Council of the Arts.

S 165, introduced by Senator Jacob K. Javits (R-N.Y.) doesn't go that far. It, like S 1316, would set up a U. S. National Arts Foundation to administer federal grants.

The subcommittee, reconstituted last week under the chairmanship of Senator Claiborne Pell (D-R.I.), hammered out a bill in the summer of 1962, but the bill failed to reach the Senate floor when the leadership limited action to unopposed bills only.

David Brinkley of NBC News, Washington, the only representative of broadcasting on a list of about 25 persons sent invitations to testify, replied last week that he would not. The network newsman said he had "no expertise" on the subject, and had no views pro or con. Other witnesses sought were from the performing arts, museums, orchestra societies and other cultural groups and institutions.

Both bills the subcommittee will consider would include representatives of radio and television among persons to be named to the arts council. President Kennedy issued an executive order (No. 11112) on June 12 that established the President's Advisory Council on the Arts.

Legislation to establish a council and a grant-giving foundation has been recommended by August Heckscher, who served as the President's special consultant on the arts from March 1962 until June of this year.

Asked whether radio and television stations could apply for grants under the proposed legislation, a subcommittee staff member suggested that this would seem to be the intention of the legislation, and he pointed out that Mr. Heckscher's report to President Kennedy seemed to bear this out.

The report, published as a Senate document this summer, urges federal assistance to educational television such

## PRODUCTS WITH A FUTURE

### GATES TRANSISTORIZED CARTRITAPE II MONAURAL/STEREO PROFESSIONAL CARTRIDGE TAPE SYSTEM 1, 2 OR 3 CUE TONE



- Plug-in modular construction
- Exclusive positive insert opening
- Separate record/play heads
- Small—5½" high

Buy only the system you need now. Gates "second generation" design, with modular construction and plug-in transistor amplifiers allows immediate, economical expansion. Reliable? Positively!

A six-page brochure tells the whole story, No. A113. So does Gates new Broadcast Equipment Catalog, No. A95.

**GATES** GATES RADIO COMPANY  
A Subsidiary of Harris-Intertype Corporation  
QUINCY, ILLINOIS



Offices in: Houston, New York, Los Angeles, Washington, D.C.

In Canada: Canadian Marconi Company, Montreal Export Sales: Roche International Corporation, New York City

**Which  
circle  
is  
bigger  
?**



Answer: Felix Grant's. Practically everyone in the Washington area drops around to 630 kc in the course of an evening to hear Felix monologue on jazz.

His circle encompasses such diverse aficionados as the Ambassador from (Censored), Charlie-Byrd-lovers, and jazzmen themselves. Felix didn't make jazz respectable—but his quiet voice of authority helped.

What's the profile of his audience? It's the profile of Washington, Beethoven buffs included.

The two circles illustrated are the same size. Don't fall for illusions. Radio lives—and Felix Grant gives it vitality in Washington.

**WMAL RADIO  WASHINGTON, D.C.**

**630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL**

Represented Nationally by McGavren-Guild Co., Inc.  
The Evening Star Broadcasting Company

RATINGS WE'VE  
GOT. LET'S  
TALK ABOUT  
**QUINTS!**



Quints are a KELO-LAND product too, you know. And KELO-LAND TV cameras were first to introduce them to the world — as fast as our mobile news unit could count one . . . two . . . three . . . four . . . five! Naturally, our quintos already are making mush out of food figures (\$211,839,000 retail food sales) clocked at KELO-LAND check-stands by Sales Management, Feb. 1, 1963. And remember, I'm talking about just one home. There are some 282,000 tv homes in the Sioux Falls County market; and you can reach more of them on KELO-LAND TV than on all other tv stations combined.\*

\*Compiled from ARB estimates. Audience Summaries, Feb.-March '63, 9 a.m. to midnight, 7 days a week.

**KELO-TV**  
CBS • ABC  
KELO-TV • KOLO-TV • KPLO-TV  
(interconnected)  
JOE FLOYD, President  
Evans Nord, Executive Vice-Pres. & Gen. Mgr.  
Larry Bentson, Vice-Pres.  
Represented nationally by H-R  
In Minneapolis by Wayne Evans  
General Offices: Sioux Falls, S. D.

as the \$32 million construction program Congress authorized last year. The report notes that ETV is also "a means of bringing to the broad public a high level of programing with stress upon literature and the other arts. . . . [it] may become the kind of yardstick—testing new ideas and audience response—which many have urged be established by one means or another."

Citing the ETV aid program, the report adds: "There are valid grounds for similar assistance for program and network development."

Details on how a federal program might affect broadcasting, even commercial broadcasting, may have to await the subcommittee hearing when ideas and intentions may be explained, not only by sponsors of the two bills under consideration, but by other witnesses, including Mr. Heckscher.

The bills would not provide "brick and mortar money" (construction funds), a subcommittee source explained. They also would restrict grants to nonprofit organizations or states, which would seem to include educational stations.

## House OK's increase in FTC, FCC budgets

A bill appropriating \$13 billion to operate the FCC, the Federal Trade Commission and 22 other agencies in fiscal 1964 was passed by the House and sent to the Senate Thursday (Oct. 10).

The House cut the FCC's request for \$16.5 million to \$15.8 million but the final figure would still be \$849,000 more than the FCC's current operating budget if the Senate agrees to the House action.

The FTC's request was trimmed from \$13 million to \$12.1 million, but that, too, would represent a \$628,000 increase over the agency's 1963 budget.

Both agencies are scheduled to appear today (Oct. 14) before the Senate appropriations subcommittee and are expected to urge restoration of funds cut by the House.

The House passed the recommendations of its appropriations subcommittee without alteration. That unit said in a report that the \$15.8 million it recommended for the FCC "will provide 20 of the 95 additional employees requested." The subcommittee recommended that 15 of those new positions be allocated to the Common Carrier Bureau and five to the Bureau of Field Engineering and Monitoring.

The FCC's request for \$150,000 to set up a new emergency broadcast system tied in with broadcasting stations was approved.

The report said of the FTC that it "is an important agency, but the committee would like to see it produce

more results . . . and action on more significant cases." The House agreed with its subcommittee which sliced out \$100,000 the FTC asked for a sworn, but confidential questionnaire and economic study it intended to make of the nation's 1,000 largest corporations.

The 24 agencies whose appropriations are tied to the bill have been operating under what Congress calls "continuing resolutions" since the 1963 fiscal year ended June 30. This allows the agencies to continue to function until fiscal 1964 funds are appropriated, but it also prevents them from initiating new projects and adding new positions, as the FCC intended.

## Networks oppose suggested park rules

The television networks, wildlife photographers and just plain nature lovers have told the National Park Service that its proposed restrictions on commercial photography in park areas are unworkable, contrary to the public interest and would impose intolerable costs on photographers.

All who commented on the proposed rules urged the Park Service to reconsider them.

Indications were last week that some government information people agreed, and they hinted that the proposals would be amended. One source said the filed comments "are very constructive" and would get "more than 'just consideration.'"

Although the new rules would exempt bona fide news and amateur photographers, they would require commercial film companies, including television production organizations and individuals, to provide upon request a free copy of each completed film or television program which used park scenes, plus a free print of all unused film (BROADCASTING, Sept. 9).

Other provisions would require bonded guarantees of compliance, screen credit to the Park Service and compliance with "any special instructions" received from park superintendents.

Broadcasters and others who filed comments with the service attacked the free print provision especially. As ABC put it, the furnishing of free unused film is a "tax."

The networks pointed out that the ratio of film shot to film used sometimes runs as high as 20 to 1, and companies shoot tens of thousands of feet of film. Much of the initially unused film ends up in other productions, they said.

Noting that the Park Service is trying to inform the public about the nation's parks and encourage people to take advantage of them, ABC asked, "why make your public relations difficult with



Courtesy of The Detroit Institute of Arts

**"A PORTRAIT  
OF A MAN"**

by Anthonisz Cornelis was painted about 1530 and was for a time wrongly attributed to Hans Holbein the Younger. Realistic clarity of silhouette and detail distinguish Cornelis' works from those of other northern Renaissance masters.

*in a class by itself*

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

**WWJ and WWJ-TV**  
THE NEWS STATIONS

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

## Harris gets mortality record of TV shows

A massive supply of statistical data on TV ratings has been fed into the mill of the House subcommittee which has been investigating broadcast audience measurement.

The material, which would be useful in a study of the relationship between ratings and TV network program mortality, was supplied by the FCC. The commission obtained it from the networks.

The data contains no information not previously available. But it is believed to be one of the most exhaustive compilations of ratings information on TV programs ever made.

It contains a listing of all network offerings regularly scheduled in prime time in each of the last three seasons, along with their Nielsen and American Research Bureau ratings, and with special note made of those that were canceled in the next season.

The data also includes a special breakdown of those programs that failed to survive a single season, along with a comparison of their ratings with those of competing network shows.

Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations, which has been conducting the ratings inquiry, requested the information when the commission testified during the hearing phase of the investigation last winter.

The FCC which has never made a study of the ratings of network programs, submitted the request to the networks. The data was furnished in statistical form, and the commission attempted no analysis of it before sending it to Representative Harris.

In general, the data reveals the not unexpected pattern of low-rated programs falling by the wayside. But there are some exceptions, particularly in the news and special events category.

CBS's weekly news show *Eyewitness* managed to survive for several seasons before being dropped last year when its Nielsen share of audience was 20.1. NBC's *David Brinkley's Journal* limped along for two years with a share of audience of about 11 before getting the axe.

Entertainment shows, however, apparently aren't safe even with relatively robust audience shares of better than 30. When *Hennesy* dropped off CBS at the close of the 1961-62 season, its share of audience was 36. The last share of audience for ABC's *Peter Gunn*, in 1961, was 35.8.

The relationship between ratings and program mortality, however, is more clearly shown in the record of programs that failed to last a single season. Virtually every one of these shows trailed their competitors, usually by a considerable distance.

needless restrictions and red tape?"

NBC said the Park Service had failed to demonstrate a need for restrictions, calling the rules an "unreasonable burden and contrary to public policy."

CBS said the measures would "discourage" programs on the features of national parks and monuments and would "limit public appreciation and understanding."

Bonding, CBS noted, would be inconvenient, especially in some remote areas. An indemnity letter should be sufficient, the network said.

## Kyle decision would grant ch. 9 to NCETA

The history of the channel 9 Redding-Chico, Calif., proceeding may be drawing to a close with an initial decision last week by FCC Hearing Examiner Jay A. Kyle that would grant the facility to Northern California Educational Television Association.

Examiner Kyle concluded, in his decision, that NCETA was financially able to construct and operate channel

9. NCETA's financial qualification was the only issue remaining from the original proceeding which also involved commercial applicant Redding-Chico Television Inc.

Redding-Chico had asked the commission to determine if KHSL-TV Chico and KVIP-TV Redding had collaborated to block the rulemaking which assigned channel 9 to the area. The commercial applicant said the NCETA application was designed to strike or hinder its own application. Redding-Chico also raised the question of NCETA's financial qualifications.

On March 12 Redding-Chico announced that it had entered negotiations with Shasta Telecasting (licensee of KVIP-TV) to purchase its station and told the commission if successful it would request dismissal of its channel 9 application. A new company, Sacramento Valley Television Inc., was formed and on June 5 it received commission approval of the transaction.

The NCETA grant will become effective in 50 days provided that it is not contested.

## Salaries would go up under Udall's bill

The annual salary of the chairman of the FCC would leap from the present level of \$20,500 to \$36,500 a year if a bill introduced in the House last week becomes law. Salaries of commissioners on the FCC and other regulatory agencies would go up from \$20,000 to \$33,500.

Representative Morris K. Udall (D-Ariz.) offered an omnibus pay raise bill Monday (Oct. 7) that would boost pay for cabinet officers, federal judges and top ranking officials in all branches of the government. Congressional salaries would rise from the \$22,500 for senators and representatives to \$35,000.

Representative H. R. Gross (R-Iowa) said he understood that the bill already had a green light from the House leadership and probably would be rushed through to passage.

But Representative Gross, a constant financial watchdog, said the proposed increases were "unconscionable" and that he would do everything he could to see to it that his fellow congressmen "stand up and be counted" rather than shove the bill through on a nonrecord vote.

## FCC dismisses several FM applications

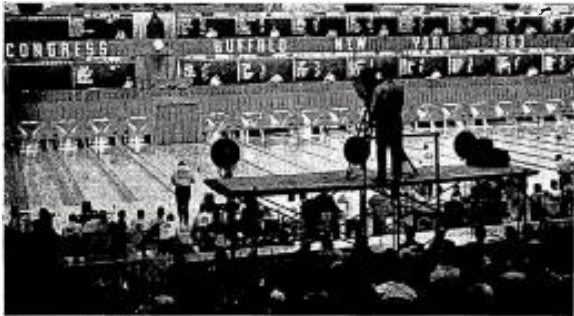
The FCC last week began dismissing applications for new FM stations and modification of existing facilities that do not comply with the commission's new allocations table released July 25 (BROADCASTING, July 29).

The commission gave 60 days ending Sept. 30 in which pending applications could be amended to conform with the new rules. There were 18 dismissed last week and a commission source said that a total of about 90 will ultimately be dropped. About 50 applications have been amended to meet the rules. The remainder of some 200 applications that are on file do not need to be amended.

## UHF slide-tape show ready

A 15-minute color-slide and audio-tape program on UHF television will be loaned to interested groups by the FCC. The program, which is oriented to TV dealers and servicemen, relates the development of UHF broadcasting and discusses its future, and offers hints on proper UHF TV antenna installation.

The program was developed by Commissioner Robert E. Lee, chairman of the government-industry Committee for the Full Development of All-Channel Broadcasting, and the FCC's Office of Chief Engineer. Production was financed by the FCC. Persons interested should contact the Office of Chief Engineer.



# **WBEN-TV** serves a great community with a great public service effort

Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new

insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

Nationally represented by: Harrington, Richter & Parsons

# **WBEN-TV**

The Buffalo Evening News Station



CH.

# **4**

CBS in Buffalo

# GE to form broadcasting subsidiary

## HOPES FCC WILL RENEW IS RADIO-TV LICENSES

General Electric Co., in an effort to win FCC approval of three long-pending license renewal applications, is seeking permission to assign the licenses to a recently formed subsidiary corporation.

GE's applications for the voluntary assignment of licenses for WGY, WGFM (FM) and WRGB(TV), all Schenectady, N. Y., to General Electric Broadcasting Co. Inc. were submitted to the commission last week.

The stations' renewal applications have been deferred since 1960 as a result of GE's pleas of guilty and no contest to charges of price-rigging in the sale of electrical equipment.

The creation of the subsidiary corporation and the proposed assignment of licenses is a direct result of a commission letter to GE last January. The commission asked what changes GE intended to make in its corporate structure "to assure proper discharge of the responsibility of top management for operation of the broadcast station in the public interest." (BROADCASTING, Jan. 21).

GE, in its assignment applications said it had been considering the creation of a separate corporation "for some time" and had studied the proposal "in depth" in 1962. GE said that since the licenses were pending, it was not sure the timing for such a move was "proper."

**Change of Mind** — But the company changed its mind after receiving the commission's letter last January. It said it concluded that a separate corporation to administer the GE broadcasting interests would not only provide "a good and flexible means of operating a unique business [but] would furnish a vehicle for providing the commission with the kind of assurance it required of participation by top General Electric management in the operation of the broadcast stations. . . ."

GE informed then FCC Chairman Newton N. Minow of its plans in February and subsequently organized the GE Broadcasting Co. The new company is wholly owned by GE, with 5,000 shares of authorized stock to be transferred to the parent company in return for property used in GE's broadcasting operations.

The officers of the new corporation are:

Fred J. Borch, chairman and director. He is a director, executive vice president of operations and member of the executive office of GE.

Hershner Cross, president and director. He is a GE vice president and general manager of the parent corporation's radio and television division.

J. Stanford Smith, director. He is a GE vice president for marketing and public relations and a member of the executive office.

J. Milton Lang, director, vice president and general manager. He is general manager of GE's broadcasting stations business.

Frank A. Pasley, treasurer. He is finance manager for GE's broadcasting stations business.

L. Mason Harter, secretary. He is counsel for GE's radio and television division.

Herman L. Weiss, director. He is a GE vice president and group executive for the consumer products group and a member of the executive office.

## Socialist Labor against suspension of Sec. 315

The Socialist Labor Party, long-time opponent of any alteration to Section 315's equal time provisions for political candidates, urged President Kennedy last week to veto a proposed partial suspension for 1964.

Arnold Petersen, national secretary, wrote the President that "signing this bill into law must inevitably result in abridging and trammeling the political franchise for all."

The bill, HJ Res 247, would suspend Section 315 for next year's presidential and vice presidential campaigns, and has been approved by the House and Senate, although in slightly different versions (BROADCASTING, Oct. 7).

The House Commerce Committee was expected to review the Senate version this week and probably recommend the House accept slight changes regarding the length of the suspension (60 days instead of 75 approved by the House) and reporting requirements affecting licensee statements to the FCC.

The effect of the bill would be "to confer a virtual monopoly" of the air to major party candidates in 1964, as happened in 1960, Mr. Petersen said.

## NLRB orders WMBD to bargain with unions

WMBD-AM-FM-TV Peoria, Ill., was told last week that it has engaged in unfair labor practices by refusing to bargain collectively with two unions representing employees of the stations. The National Labor Relations Board ordered the stations to "cease and desist" from the unfair practices and to bargain in good faith with the American Federation of Television and Radio Artists and the International Brotherhood of Electrical Workers.

The labor dispute arose following an

NLRB-ordered election among WMBD employees in December 1961. Following a series of disputes over challenged ballots, the unions were certified to represent employees on a 12-11 vote in October 1962.

According to NLRB, the Peoria stations refused to bargain with AFTRA and IBEW on the grounds that challenged ballots of five employees should have been counted. In ordering WMBD to bargain collectively with the unions, the NLRB refused the stations' request for an oral argument on a July initial decision which was adopted as a final order in last week's action.

## FTC taking interest in disc firms practices

Trade practices of the phonograph record industry will be the subject of a formal conference before the Federal Trade Commission as a first step in the formulation of rules designed to prevent and eliminate unlawful activities, the FTC has announced.

The conference, with a time and place undecided, will consider discriminatory pricing and advertising allowances, misrepresentation, commercial bribery, deceptive pricing, deceptive use of names and deceptive invoicing, among others. Among those who will be invited to participate include manufacturers, distributors and sellers of phonograph records, magnetic tapes "and similar devices upon which sounds are recorded" for reproduction.

Plans for the talks and proposed rules are only in the preliminary stages, the FTC said, in assigning the matter to its Bureau of Industry Guidance for further planning.

## Two congressional names added to radio roster

To congressmen, both Ohio Republicans, may soon join the ranks of 21 other U. S. representatives and senators who are associated with broadcasting ownership either individually or through relatives (BROADCASTING, May 6).

Brown Publishing Co., whose president and principal owner is Representative Clarence J. Brown (R-Ohio), has applied for a new FM station, and Rosemary S. Harsha, wife of Representative William H. Harsha (R-Ohio), has applied to buy part of WNBO Bryan, Ohio. Mr. Brown represents Ohio's seventh congressional district, Mr. Harsha the adjoining sixth.

Brown Publishing has asked the FCC to grant it an FM in Urbana, where the firm already owns the *Urbana Daily Citizen*, a newspaper. The publishing company also owns several other newspapers in Ohio. Urbana is in Mr. Brown's district.

Mrs. Harsha owns 10% of Williams County Broadcasting System Inc., which



has applied to buy **WBNO**, a daytimer operating with 500 w, except during critical hours, when it drops to 250 w, on 1520 kc. Bryan is located outside Representative Harsha's district, a consideration in her acquisition, Mrs. Harsha said last week.

The contemplated ownership change in **WBNO** is a reshuffling of the station's present ownership, with one stockholder dropping out and Mrs. Harsha and another applicant buying in (also see **FOR THE RECORD**, page 94).

Mrs. Harsha said last week that she had been unaware that Mr. Brown's firm also was planning a move into the broadcasting field.

## Idaho CATV case taken to court of appeals

The ruling of a federal judge forbidding a community antenna system to duplicate a network or film program which a local station is broadcasting has been attacked by a CATV group in the U. S. Court of Appeals in San Francisco.

Challenging the injunction handed down Dec. 10, 1962, by U. S. District Judge William T. Sweigert of the Southern District of Idaho are Cable Vision Inc. and Idaho Microwave Inc. Cable Vision operates a CATV system in Twin

Falls, Idaho. Idaho Microwave relays the signals of Salt Lake City TV stations to the Twin Falls cable company.

Defending the ruling is **KLIX-TV** Twin Falls.

Judge Sweigert held that duplication of network or film programs by a CATV system is illegal under Idaho law because **KLIX-TV** holds "first call" rights. He handed down his opinion in July 1962 (**BROADCASTING**, Aug. 6, 1962).

## Senator Moss adds voice for self-regulation

If the FCC adopts rules restricting commercial time, its action will be "an indefensible intrusion of government into the everyday activity of broadcasters," Senator Frank E. Moss (D-Utah) said last week.

Calling for the full utilization of self-regulation by broadcasters, Senator Moss said Wednesday (Oct. 9) that FCC rules in this area "will be the first step on the road to complete economic regulation of an industry that should be allowed to grow in a free enterprise climate."

The senator's remarks put him on the record with several other lawmakers who have commented on the subject, including Representative Walter Rogers (D-Tex.), chairman of the House Com-

munications Subcommittee. Representative Rogers said last week that he was trying to arrange time for a public hearing on bills he has introduced that would block FCC proposals on commercials and on license fees (**BROADCASTING**, Sept. 30).

## Census questionnaires going out to media

A once-every-five-years census of virtually all business and manufacturing firms in the U. S. is coming up early next year, the Department of Commerce reminded news media last week. The census will not include broadcasting stations but will cover advertising in all media.

Radio and TV are omitted from direct questioning because similar information is required annually from them by the FCC, the Census Bureau said. However, statistical information on advertising placed in broadcasting will be obtained from agencies, station representatives and advertisers.

Advertising agencies and representatives will be asked questions covering billings, production costs, service fees and public relations services which are billed separately. Newspaper publishers will be asked to detail not only the advertising they carry but all phases of their operations.

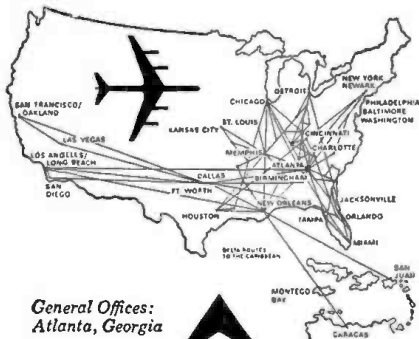
*For Those Who Care  
Enough to View the  
Very Best.*





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the voice is  
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the service  
swift

Delta is where nice things happen to passengers from reservation to destination. If Delta's going your way, you'll go for Delta's famed person to person service... point to point speed.



**DELTA**  
the air line with the **BIG JETS**

**THE MEDIA**

**ARE NAB, RAB NEAR DEAL?**

**Bunker, Collins are flushed with optimism, but McGannon is playing it with a poker face**

A decision is expected "in a matter of days" on participation by the National Association of Broadcasters in a study of radio research methodology planned by the Radio Advertising Bureau (BROADCASTING, Oct. 7).

This was the joint word from the presidents of both organizations—LeRoy Collins (NAB) and Edmund Bunker (RAB) following a meeting last Thursday (Oct. 10) of the NAB-RAB Liaison Committee.

Later in the day from New York, Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB Research Committee, said the committee would meet this week to consider the RAB plan. However, he said, the radio bureau will not be invited to attend. Mr. McGannon was not present for Thursday's meeting but said Governor Collins called him to report what was discussed with the RAB.

As for a decision in a matter of days, Mr. McGannon said this depended on "your interpretation of days, or how long is a short time." His committee will make the decision on NAB participation, and NAB representatives stressed that its representatives at last week's meeting were not empowered to say yes or no.

Two weeks ago, Mr. Bunker had asked Governor Collins for an answer

by last Thursday but the RAB president said he was "extremely satisfied" with progress made at last week's meeting.

Spokesmen for both groups said that many misunderstandings were cleared up and that a cooperative agreement is now very promising.

Presidents Collins and Bunker said the meeting "was a most fruitful one and a most cordial one. We look forward to continued cooperation between our two organizations in serving the best interests of the radio industry. . . . The meeting was held . . . for the purpose of keeping each organization apprised of activities of the other and maintaining a close working relationship and understanding."

In nonratings business, the committee discussed the possibility of a jointly sponsored sales executives seminar similar to those sponsored each summer by the NAB. This proposal will be explored further and will be presented to the boards of both organizations.

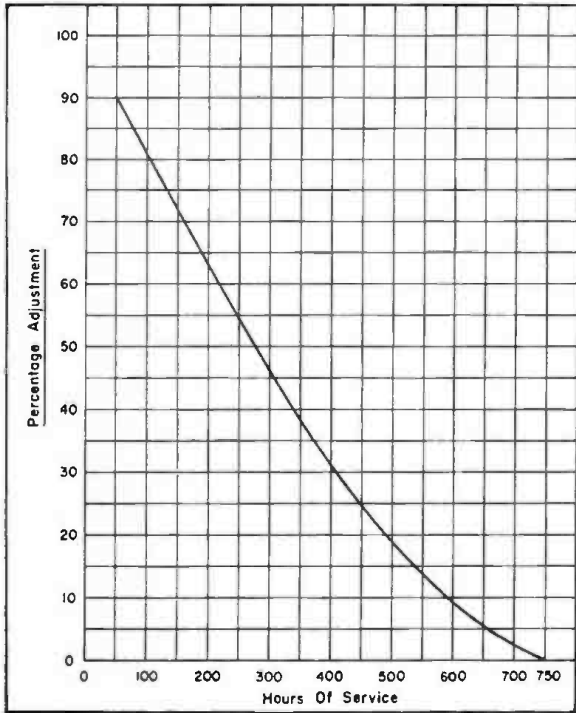
Attending the liaison meeting besides the two presidents were Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board; Victor Diehm, WAZL Hazelton, Pa., chairman of the RAB board; Arthur Hull Hayes, CBS Radio, and Robert F. Hurleigh, Mutual, members of both the NAB and RAB boards.



RAB President Ed Bunker (l) makes a point on radio research as NAB

President LeRoy Collins listens during their meeting in Washington.

New RCA-5820A Partial Adjustment Curve—Extension of the RCA-5820A warranty period from 500 to 750 hours' service provides more generous coverage.



# NEW! 50% LONGER WARRANTY COVERAGE

for the popular RCA-5820A image orthicon

RCA now gives further assurance of reliability and economy by extending the warranty period on the RCA-5820A from 500 to 750 hours of service. Hours of service are total hours of operation, including time that power is applied to filament or heater.

RCA electron tubes are manufactured to high quality standards and are warranted against defects in workmanship, materials and construction. If a defect is of a latent nature, it normally will reveal itself shortly after the tube is placed into service and RCA will allow adjustment for the RCA-5820A, subject to the terms set forth herein, in accordance with the following:

Full adjustment is allowed for tubes failing within 50 hours of service. Partial adjustment up to 750 hours of service is allowed in accordance with the Adjustment Policy Table which is shown graphically above. Adjustments are limited to claims presented within 1½ years after the tube was shipped by RCA Electronic Components and Devices.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.



## WARRANTY ADJUSTMENT TERMS

1. Adjustment will be limited to claims which are presented promptly after tube is found to be defective.
  2. All tubes claimed to be defective will be subject to inspection and test by RCA.
  3. Tubes returned to RCA will be considered for adjustment only if return was authorized by RCA and made in accordance with instructions issued by RCA.
  4. RCA will be responsible for transportation costs on returned shipments provided adjustment is subsequently allowed. RCA, however, cannot accept charges for packing, inspection, or labor costs in connection with tubes returned for inspection or adjustment.
  5. In all cases, RCA reserves the right to make adjustment by repair, replacement, or credit. Where full adjustment is allowable, adjustment normally will be made by replacement in kind but RCA reserves the right to limit the adjustment period on the replacement tube to the unexpired portion of the original tube warranty. Where partial adjustment is allowable, adjustment will normally be made by the issuance of credit.
  6. Adjustment credits will be based on prices in effect on date of claim for adjustment.
  7. Replacements for tubes found subject to adjustment will be shipped F.O.B. city of destination with transportation charges prepaid by RCA to city of destination.
  8. Adjustment will not be allowed for tubes which have been subjected to abuse, improper installation or application, alteration, accident or negligence in use, storage, transportation, or handling nor for tubes on which original identification markings have been removed, defaced, or falsified.
  9. Final determination as to where any adjustment is allowable rests with RCA.
  10. No warranties or obligations on the part of RCA Electronic Components and Devices, other than the aforementioned, are to be implied with respect to electron tubes, and RCA cannot be responsible for labor or any other charges in connection with the failure or replacement of electron tubes.
- Users should present claims for adjustment to their RCA special market distributor except that a claim for a tube which had an advance Return Authorization packaged with the tube is to be handled in accordance with instructions on the authorization.

AVAILABLE THROUGH YOUR  
AUTHORIZED DISTRIBUTOR  
OF RCA BROADCAST TUBES

# Big-name talent seek broadcast properties

## PAAR WANTS MAINE FM-TV, NEWHART AFTER CHICAGO FM

Two TV entertainers have moved in to broadcast station ownership, and this may accentuate a trend for television stars to put their money where they make it—in broadcasting.

Item: Jack Paar, NBC personality, has agreed to buy control of WMTW-FM-TV Poland Spring, Me. (BROADCASTING, Oct. 7).

Item: Bob Newhart, comedian, and his business partner, Frank Hogan, last week filed an application with the FCC for approval to buy WDHF(FM) Chicago, with a hint that this may be just a beginning of a group of such buys.

If both transactions go through, Messrs. Paar and Newhart will join fellow talent-businessmen Bob Hope, Bing Crosby, Frank Sinatra, Danny Kaye and Gene Autry, among others, in broadcast ownership. All have varying interests in radio and TV stations.

Eighty percent of the Mt. Washington television and FM stations is being purchased by Dolphin Enterprises Inc., the personal company of Mr. Paar, for something under \$4 million. The other 20% will be retained by John W. Guider, present president and general manager of the outlets, subject to a ruling from the Internal Revenue Service.

Mr. Guider will continue as operating head of the stations and will retain the present staff.

If the tax ruling is affirmative, Mr.



Mr. Newhart



Mr. Paar

Guider is expected to share the one-fifth interest in the channel 8 station with his present associates in ownership, including former Maine Governor Horace A. Hildreth and Peter Anderson who, along with Mr. Guider, now hold approximately 25% interest each.

The WMTW-TV transaction is subject to ratification at an Oct. 16 meeting of stockholders of Mt. Washington TV Inc. An application for FCC approval

is expected to be filed within a few weeks.

Present at the contract signing in New York last week, in addition to Messrs. Paar and Guider, were Mr. Paar's attorney, Steven Weiss, and financial adviser Richard Nelowet.

WMTW-TV began operation under present ownership in 1954 and is affiliated with ABC. WMTW-FM operates on 94.9 mc with 48 kw.

**Plans More FM Buys** ■ The Chicago FM station (founded in 1959 and operating on 95.5 mc with 52 kw) is being sold by James deHaan for \$235,000. Mr. deHaan will remain as station manager and chief engineer.

The station is being sold to Federal Broadcasting Corp., a wholly owned subsidiary of Armanco Enterprises Inc. Mr. Newhart owns two-thirds of Armanco, the other third, including 100% of the voting stock, belonging to Frank Hogan, Mr. Newhart's business partner. Besides Armanco, a talent consulting firm, the two own Damos Music Co. in the same proportion, and Bob Newhart Publishing Co. in a 75%-25% ratio with Mr. Newhart controlling the major share.

If their initial efforts meet with the success, it was said, they plan to buy other FM outlets.

**Hope & Genesis** ■ Bob Hope was one of the first major broadcast-motion picture stars to enter broadcast ownership. He has 42.5% interest in Metropolitan Television Co., licensee of KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo. Bing Crosby is chairman of the broadcast division of Chris Craft Industries, owner of KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.

Frank Sinatra and Danny Kaye, under the name of Seattle, Portland & Spokane Radio, own KXJL Portland, Ore.; and KNEW Spokane and KJR Seattle, both Washington.

The singing cowboy, Gene Autry, is a major stockholder in the Golden West Stations (KMPC Los Angeles, KSFO San Francisco, KEX-AM-FM Portland, Ore., and KVI Seattle). Mr. Autry also is controlling stockholder in KOOL-AM-FM-TV Phoenix, and KOLD-AM-TV Tucson, both Arizona.

## Changing hands

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

■ WMTW-FM-TV Poland Spring, Me.: 80% sold by John W. Guider, Horace Hildreth, Peter Anderson and others to Jack Paar for around \$4 million (story above).

■ WDHF(FM) Chicago: Sold by James deHaan to Bob Newhart and Frank Hogan for \$235,000 (story above).

■ WHOL Allentown, Pa.: Sold by Vic-

## Outstanding Values in Radio-TV Properties

In one of the best radio markets, this profitable operation has fine acceptance plus network affiliation. 29% down.

MIDWEST  
**\$400,000**

This top-rated, always-profitable day-timer is in a 3-station market is just right for owner-operator. 29% down.

MIDWEST  
**\$200,000**

Here's one with lots of potential for a knowledgeable, hard-working owner-operator. Wonderful city. \$35,000 down.

MIDWEST  
**\$175,000**

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
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Beverly Hills, Calif.  
CRestview 4-8151

tor Diehm and associates to Carl Stuart and James Herbert for \$138,000. Mr. Stuart is manager of WESA Charleroi, Pa. Mr. Herbert is chief engineer of WAMO Pittsburgh. Mr. Diehm owns WAZL Hazleton, Pa. WHOL operates on 1600 kc with 500 w daytime only. Broker: Blackburn & Co.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 94).*

■ **WNAM** Neenah-Menasha, Wis.: Sold by S. N. Pickard to James A. McKenna Jr. and associates for \$450,000. Mr. McKenna is a Washington communications lawyer; he has varying interests in WCMB Harrisburg, and WHUM Reading, both Pennsylvania; KEVE and KADM (FM) Golden Valley, Minn., and WAWA West Allis, Wis., and holds CP for WDTV(TV) Harrisburg. Holding a 10% interest in WNAM is Don C. Wirth, manager of WNAM, which operates fulltime on 1280 kc with 5 kw daytime and 1 kw nighttime.

■ **WLAP-AM-FM** Lexington, Ky.: Sold by William R. Sweeney to Dee O. Coe, Brendan J. Stewart, J. B. Huckstep and Robert P. O'Malley for \$400,000 including \$50,000 for agreement not to compete within 50 miles of Lexington for eight years. Mr. Coe owns WCA Gary and WLOI LaPorte, both Indiana. WLAP operates fulltime on 630 kc with 5 kw daytime and 1 kw nighttime. WLAP-FM is on 94.5 mc with 3.5 kw. Commissioner Robert T. Bartley dissented.

■ **WTTM-AM-FM** Trenton, N. J.: Sold by Peoples Broadcasting Corp. to Herbert Scott and associates for \$375,000. Scott group owns WPAZ Pottstown, Pa., and WJWL Georgetown, Del. Peoples, subsidiary of Nationwide Insurance Co., owns WRFD-AM-FM Columbus, Ohio; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio, WNAX Yankton, S. D., and KVTV(TV) Sioux Falls, S. D. WTTM is a 1 kw fulltimer on 920 kc. WTTM-FM is on 94.5 mc with 20 kw.

### There is nothing simple about legal procedures

It used to be that when a company went into receivership it went into receivership. Things today seem to be more complex and this extends to red-ink broadcasters too.

Last August, Concert Network Inc., a group of three FM stations, was placed in involuntary receivership by creditors in Rhode Island. The receivers, appointed by the state, arranged for the sale of the three stations—WNCN New York, WHCN Hartford and WBCN Boston—to one of the creditors. A hearing in Providence Superior Court

### IBEW rejects CBS contract

Members of the International Brotherhood of Electrical Workers have voted to reject a new contract proposed by CBS for radio and TV technicians employed at the company's installations throughout the country. The vote was 606 to 199 against accepting the CBS offer.

The present contract expired last July but employes have been working while negotiations have continued. The fear of job displacement because of automation was mentioned by IBEW officials as a factor in these talks prior to the opening of negotiations, but officials of the network and the union last week declined to pinpoint the reason for rejection of the network proposal.

Though IBEW's national board is authorized to strike, no such action has been ordered. Negotiations are expected to resume this week.

was set for Oct. 2—but on Oct. 1 things began to happen:

■ In Boston, three creditors whose bills amount to \$900 petitioned for in-

voluntary bankruptcy under federal law.

■ In New York, the *New York Daily News*, a 49% owner of the New York FM outlet, filed a petition for reorganization under chapter 11 of the federal bankruptcy laws.

Since both the Boston and the New York petitions are in federal courts they take precedence over the state receivership, the question now is which federal jurisdiction will prevail—Boston or New York?

Meanwhile, two of the three FM stations are continuing to operate, Boston and New York. Hartford went silent a couple of weeks ago. At one time Concert Network owned WXCN (FM) Providence, but this is being sold to Ballard Broadcasting Co. for \$35,000 by receivers.

### State groups hear FCC criticism

The relationship of the federal government to the public in deciding cultural tastes was given a hard look last week by Paul B. Comstock, vice president for government affairs of the National Association of Broadcasters, speaking before meetings of the Alabama and Nebraska broadcasters associations.

Mr. Comstock told the Alabama

### EXCLUSIVE BROADCAST PROPERTIES!

#### Sunny Western State

**\$310,000.00**—Fulltime, high powered station with regional coverage. (29% down, age. Showed \$40,000.00 cash flow after overly-liberal operating expenses. 10 years)

**\$195,000.00**—Profitable, long-established daytimer in good radio market. Can be purchased on basis most advantageous to buyer. (29% down, 10 years)

**\$85,000.00**—Fulltime radio station serving single station market. (29% down, Has nine month ownership earnings of \$15,000.00. 10 years)

Contact—John F. Hardesty in our San Francisco office

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John F. Hardesty, President

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SAN FRANCISCO  
111 Sutter St.  
EXbrook 2-5671

**RADIO • TV • CATV • NEWSPAPERS**

*America's Most Experienced Media Brokers*

10/11/63 TO: Galen FROM: Swish  
 About that small ad you wanted to run in Broadcasting. Too much copy and not enough space! You said Amos suggested using facts on KMTV's bonus coverage in Lincoln, that Hughes wanted to plug KMTV's food and drug services, that I probably would like to name the 114 towns represented at KMTV's Family Party, that Lew wanted to mention KMTV's Special Projects Unit, that Joe wanted to run KMTV's blue-chip account list, that Norm was proud of "Your Neighbor's Faith," and that you had some facts on KMTV's Science Fiction Movies. That's fine, but even if you could get all that in the 2 1/4 x 5", you'd only scratch the surface. What about KMTV's weekly, live "Midwest Hoot?" And KMTV's "Critic Contest?" And our building addition? KMTV's Annual Golf Tournament? (after all, it's Omaha's only true amateur championship) And what about KMTV's Junior Achievement programs with high school students? And the Clarkson Charity Fashion Show closed-circuit? (Wally says KMTV is donating twelve monitors, three studio cameras and five men for that one) Now, if you could get all you mentioned, plus all I suggested, into that small space, I'd probably still vote against it. Like I said, too much copy and not enough space. Too cluttered. Too busy. No sell. And who'd read it? I'll vote for "compliments of a friend."  
 (Petry and everybody's friend—  
 KMTV-3-OMAHA)

meeting last Friday (Oct. 11) that the government's role has been brought to the forefront by its attempts to define fairness, prescribe commercial time standards and its desire to make the "vast wasteland" a cultural haven. "One government official suggests a rule reducing the number, frequency and length of commercials; another suggests fixing a ratio of news to entertainment, and so on. How many steps do we take along this road before we abdicate our integrity as citizens?" he asked.

Three days earlier, Mr. Comstock told the Nebraska convention that he thinks the FCC lacks the authority to enforce commercial time regulations. "It is utterly ridiculous for the government to try to anticipate the desires and whims of what the public wants." The Nebraska association adopted resolutions opposing both the commission time standards rulemaking and fairness doctrine.

Senator Carl T. Curtis (R-Neb.) told the Nebraska broadcasters that the best way to protect their interests is for them to establish close liaison with their congressional delegation.

A. James Ebel, general manager of KOLN-TV Lincoln and KGIN-TV Grand Island, was elected president of the Nebraska association (see FATES & FORTUNES, page 87).

Lloyd George Venard, president of Venard, Torbet & McConnell Inc., New York, station representative, told the Alabama meeting that Washington critics are not complaining about how

many commercial dollars broadcasters earn, but how many commercials they are putting on the air. He urged that broadcasters use greater discretion in their sales policies as a means of clearing some of the commercial congestion.

## Another broadcaster complaint on SESAC

Henry B. Clay, executive vice president and general manager of KWKH Shreveport, La., has told the Federal Trade Commission that in his opinion the SESAC music-licensing organization makes broadcasters pay a "protection" fee.

SESAC, he said in a letter, deals in "threats, intimidation, coercion and any other methods necessary" to get stations to take out SESAC licenses that the stations "do not need and do not want."

He said SESAC is able to do this "because the pittance which the station has to pay is so small compared to the great risk which is involved in going through a possible court proceeding."

SESAC representatives, informed of the existence of Mr. Clay's complaint, said they had not been aware of it but denied there was any impropriety in their dealings with Mr. Clay and his stations. They said there had been protracted negotiations in 1959-1961, that they had monitored approximately 150 copyright infringements by his stations but that, after being confronted by de-



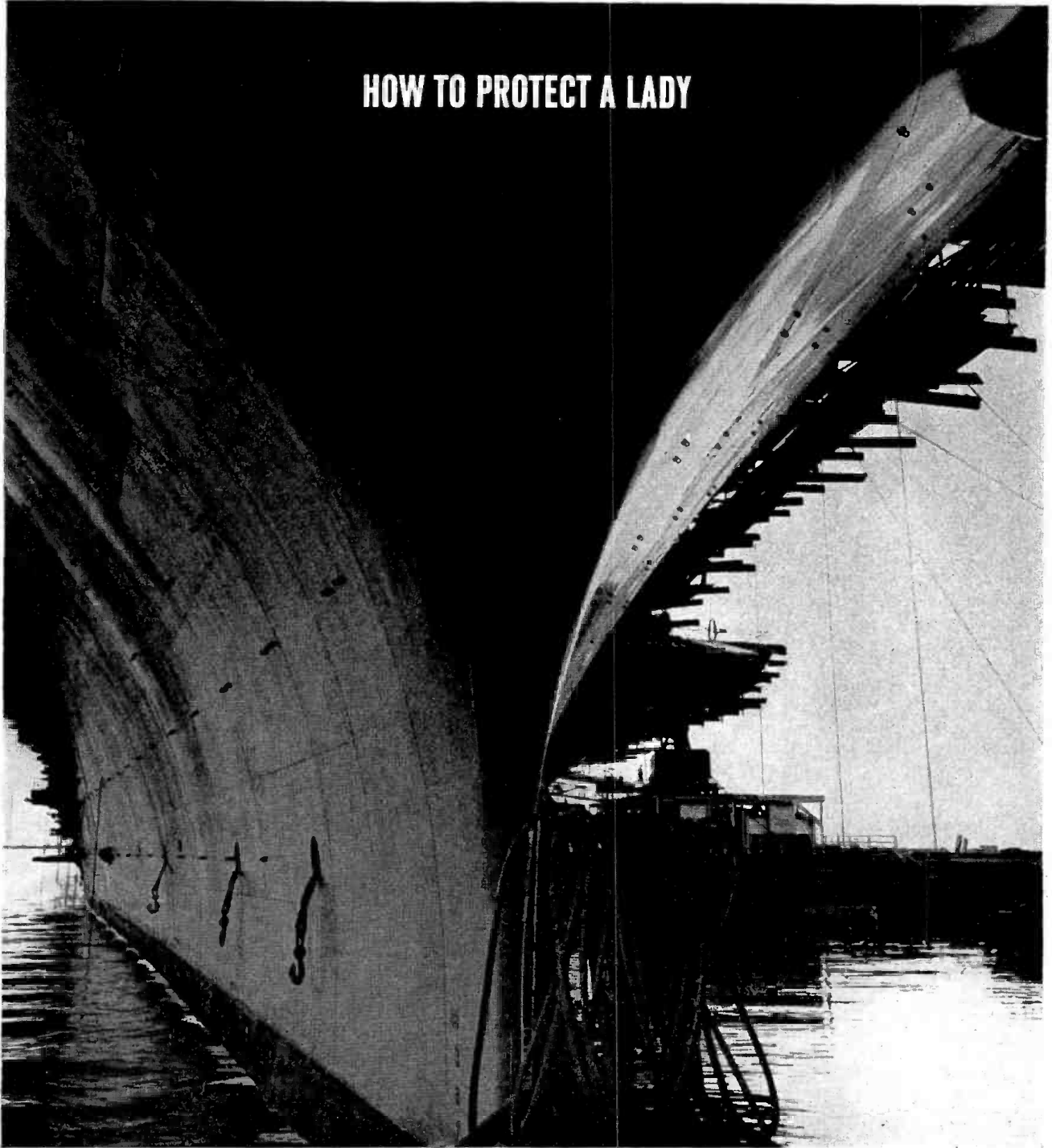
## Future of TV committee to meet again

The Future of TV in America Committee of the National Association of Broadcasters met in Washington last week in "one of those sessions which accomplishes a lot—but nothing concrete." The committee is charged with recommending the courses of action on pay television, community antenna systems and UHF to the NAB boards this January. No decisions were made last week and the committee decided that

it will need to hold a two-day session before the next board meeting.

Present last week were (l to r): Willard Walbridge, KTRK-TV Houston; Clair McCollough, Steinman Stations; Dwight Martin (chairman), WAFB-TV Baton Rouge; C. Richard Shafto, WIS-TV Columbia, S. C.; William Grove, KFBC-TV Cheyenne, Wyo., and John Murphy, Crosley Broadcasting. C. Howard Lane, KOIN-TV Portland, Ore., was not present.

## HOW TO PROTECT A LADY



The shapely beauty of the USS ENTERPRISE masks her true character. She's tough and in a scrap she can protect herself. Her hull contains thousands of tons of USS Armor Plate Steel—STS in her decks and bulkheads and HY-80 in her sponsons and deep down in her torpedo protection system. These steels, born of U. S. Steel's long service to the Navy and understanding of

its needs, give the ENTERPRISE much of her physical toughness. Her moral toughness is an American heritage.

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## Not all the acid is in Orange county's citrus

WFTV(TV) Orlando, Fla., celebrated its third editorial anniversary Oct. 7 by saying, "The test is not whether we are right or wrong, but that we are an additional voice in Central Florida."

The anniversary came as the station and the *Orlando Sentinel* battled over the way each editorializes and the stand taken by each on a proposed convention hall and theater for the city. Two sites are under consideration, one downtown and the other in Loch Haven park.

On Sept. 3 in an editorial, "Journalistic Abuse," WFTV accused the *Sentinel* of reporting the auditorium story by shrouding "the issue with specious arguments and a campaign villifying respected local officials.

"... the news column accounts have tended to reflect an editorial rather than an objective position. . . . Instead of bending over backwards to insure objectivity or fair play by giving fair and equal coverage to the opposition view, the newspaper has maintained a consistent editorial slant. . . .

"We have been unable to fathom the logic of the editorial position. In some instances their advice has bordered on encouraging elected officials to violate existing laws and/or to

provide favored treatment to one group of taxpayers over another. . . . Before the damage becomes irreparable we urge withdrawal of violent and unfair opposition to the Loch Haven site."

On Oct. 3 the *Sentinel* in an editorial, "The Abusive Johnny-Come-Latelys," took the station to task for being "encouraged by the FCC to broadcast editorial opinion. [A local TV station] has adopted an editorial policy of attacking the local newspaper. That's its editorial position. Period. Although most newspapers, and particularly this one, print pages of TV information daily, these ingrates have no hesitancy in biting the hand that feeds them. . . .

"A favored policy of these ingrates is to take whatever side the newspaper is for and violently and abusively oppose it. . . . Could they possibly be jealous of the *Sentinel's* great popularity and of the *Sentinel's* prosperity earned by the sweat of its brow and by long and continuous service to the people? . . .

"Well, so much for the juvenility of these individuals who daily are fed by columns of *Sentinel* publicity free of charge. We have learned long ago that there is no gratitude in the heart or mind of a competitor.

Only abuse and viciousness. And envy and hatred and jealousy."

The *Sentinel* then commented on WFTV's editorial attacking the *Sentinel* for its position against putting a theater and convention hall in Loch Haven park.

"It [the TV station] says it is unfair to subject honest, steadfast officials to what it calls abuse of our editorial opposition to their scheme. . . . We don't call it abuse. We call it a crying protest against the legal rights of the people."

Also on Oct. 3, WFTV again took to the air "to acknowledge an editorial in the morning newspaper criticizing the position in our editorial. . . . For the record let us state that WFTV does not have any policy of attacking the local newspaper and the statement is inaccurate and incorrect. . . . The newspaper suggests that we find a more mature and less abusive manner of expressing ourselves. That is exactly what we were trying to say to the newspaper."

Neither WFTV nor the *Sentinel* identified the other by name, although there are two TV stations and two newspapers in the city.

WFTV's president and general manager, Joseph Brechner, is a former newspaperman.

tails of the monitoring report and being told he was liable under the copyright laws, he took out new SESAC licenses and SESAC agreed to waive infringement damages.

With his letter Mr. Clay sent a synopsis of correspondence and conferences that he said he had with SESAC between Sept. 5, 1959, and May 14, 1961, regarding SESAC licenses for KWKH, KTHV(TV) Little Rock, Ark., and what was then KTBS (now KAAV) Little Rock.

**Surrendered** ■ This summary said KWKH finally "capitulated" to demands that it sign or be sued for alleged infringement of SESAC licenses, although KWKH authorities were confident SESAC did not have a case.

SESAC, target of a similar complaint by Clarence Jones of WQIZ St. George, S. C. (BROADCASTING, July 22), has contended that its operations are legal and ethical. Mr. Clay's summary of correspondence quoted SESAC representatives as denying that they threatened, coerced or intimidated. It also quoted them as saying SESAC had superior financial resources for a court fight.

Mr. Clay's letter was addressed to Anthony J. DePhillips, attorney in

FTC's division of general trade restraints. Mr. DePhillips acknowledged earlier that the FTC was investigating complaints against SESAC's licensing operations (BROADCASTING, Sept. 30).

In the period covered by Mr. Clay's letter, KWKH, KTHV(TV) and KTBS were under common ownership. KTBS has since been sold.

In presenting their account of the dealings, SESAC representatives said last week that Mr. Clay's stations had been SESAC licensees from 1937 to 1959 and that "no problem at all" arose during that period. In 1959, they said, he cancelled his license, saying he wasn't using SESAC music. They said they eventually monitored his broadcasts, found approximately 150 infringements of SESAC copyrights and reported them to him, but that he continued to play some SESAC numbers.

They said that in the face of his denial that he needed or was using SESAC music they showed, through their monitoring, that he was playing SESAC selections of all types, and that he took no new licenses after they finally told him he was liable under the copyright infringement laws at \$250 per infringement.

As an example of SESAC's relations

with broadcasters, they said SESAC had taken only three infringement suits to court in the company's 32-year history, and that the last of these was in 1948.

## NAB regional meetings begin in Hartford

Temporary headquarters of the National Association of Broadcasters will be located in Hartford, Conn., and Minneapolis, Minn., this week as the NAB begins its annual round of eight regional conferences.

The Hartford conference begins today (Monday) at the Hilton Hotel and will feature NAB President LeRoy Collins answering questions of members. Lee Fondren, KJZ Denver, will speak on the subject "Advertising 1980" at today's luncheon. Mr. Fondren also is past president of the Advertising Association of the West and currently is vice chairman of the Advertising Federation of America.

A comprehensive report on the NAB's ratings research activities will be given tomorrow by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Research Committee and Ratings Coun-



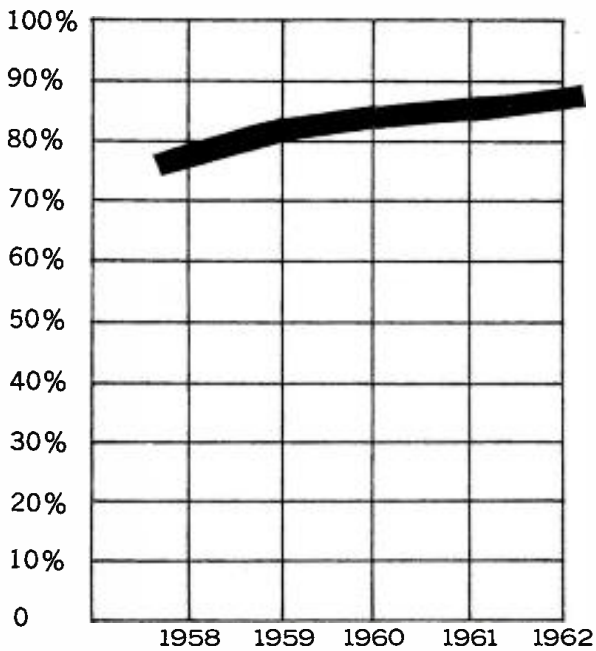
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cil. Radio and TV delegates will meet separately this afternoon while joint sessions are planned both mornings.

The Hartford conference, as well as the other seven, will last 1½ days. The NAB roadshow will open Thursday in the Leamington hotel, in Minneapolis. Next Monday and Tuesday (Oct. 21-22) NAB members will convene in Pittsburgh and Thursday-Friday sessions (Oct. 24-25) are scheduled in Miami Beach.

### WNBT(TV) gets 2 grants

New York's educational station WNBT(TV) has received a grant of \$25,000 from the Louis Calder Foundation and \$12,500 from the Rockefeller Fund. The grants were awarded to Educational Broadcasting Corp., which operates WNBT, for the budget during the fiscal year ending June 30, 1964.

The grant from the Louis Calder Foundation was its first in educational TV. The Rockefeller Brothers Fund, however, had previously contributed to the acquisition fund for WNBT in 1961.

### Special election set to fill Frechette seat

A special election has been ordered by the National Association of Broadcasters to fill a vacancy on its radio board created by the death of George T. Frechette, president of WSAU-AM-FM-TV Wausau, Wis. (BROADCASTING, Sept. 30). Mr. Frechette was elected to a two-year term last spring from the NAB's district 9, which includes Illinois and Wisconsin.

Certification forms were sent to radio members in those two states last week and nominating forms will go out the first week of November. Official ballots will follow with final results to be announced Dec. 12. The radio director to be elected will serve until the 1965 NAB convention.

### WAVY-TV rejoins NBC Radio

WAVY Norfolk-Portsmouth-Newport News, Va., becomes an affiliate of NBC Radio today (Oct. 14). WAVY had pre-

### 'Journal' ad hits pay TV

The Southern California Theatre Owners Association, seeking to prevent the proposed West Coast pay TV venture from getting off the ground, is fighting its adversary in print ads.

An ad in the *Wall Street Journal* Friday (Oct. 11) tells of "an initiative" which is being drawn up that would leave the question of charging the "general public for the privilege of viewing television in the home" to a popular vote.

The ad concludes: "It's your TV—Keep it free."

viously been affiliated with the NBC network between September 1953 and May 1959.

The station, owned by Tidewater Teleradio, broadcasts at 1350 kc with 5 kw. Tidewater also operates WAVY-TV, an NBC-TV affiliate, in the same market.

### Executives Consultants formed in Washington

William Dalton, former president of the National Community TV Association, announced last week the formation of Executives Consultants in Washington. The firm will offer specialized services in management, policy and operations to industry and trade associations.

Mr. Dalton, who resigned last summer as NCTA president, remains a consultant to that organization (BROADCASTING, Aug. 26). He is a Chartered Association Executive and former president of both the American Society of Association Executives and the Washington Trade Association Executives.

Headquarters of Executives Consultants will be in the National Press Building, phone 347-2472.

### Media reports...

**New CBS-TV station** ■ KTVS(TV) Sterling, Colo., joins CBS-TV as a satellite of KFBC-TV Cheyenne, Wyo., on or about Dec. 1. The satellite will operate on channel 3 and is owned and operated by Frontier Broadcasting Co. in Cheyenne.

**Documentary unit** ■ Formation of a documentary unit at KBTU(TV) Denver has been announced by John C. Mullins, president and owner of the station as well as its AM adjunct, KBTR. The documentary unit will be headed by Al Helfer, KBTU director of news, sports and special events.

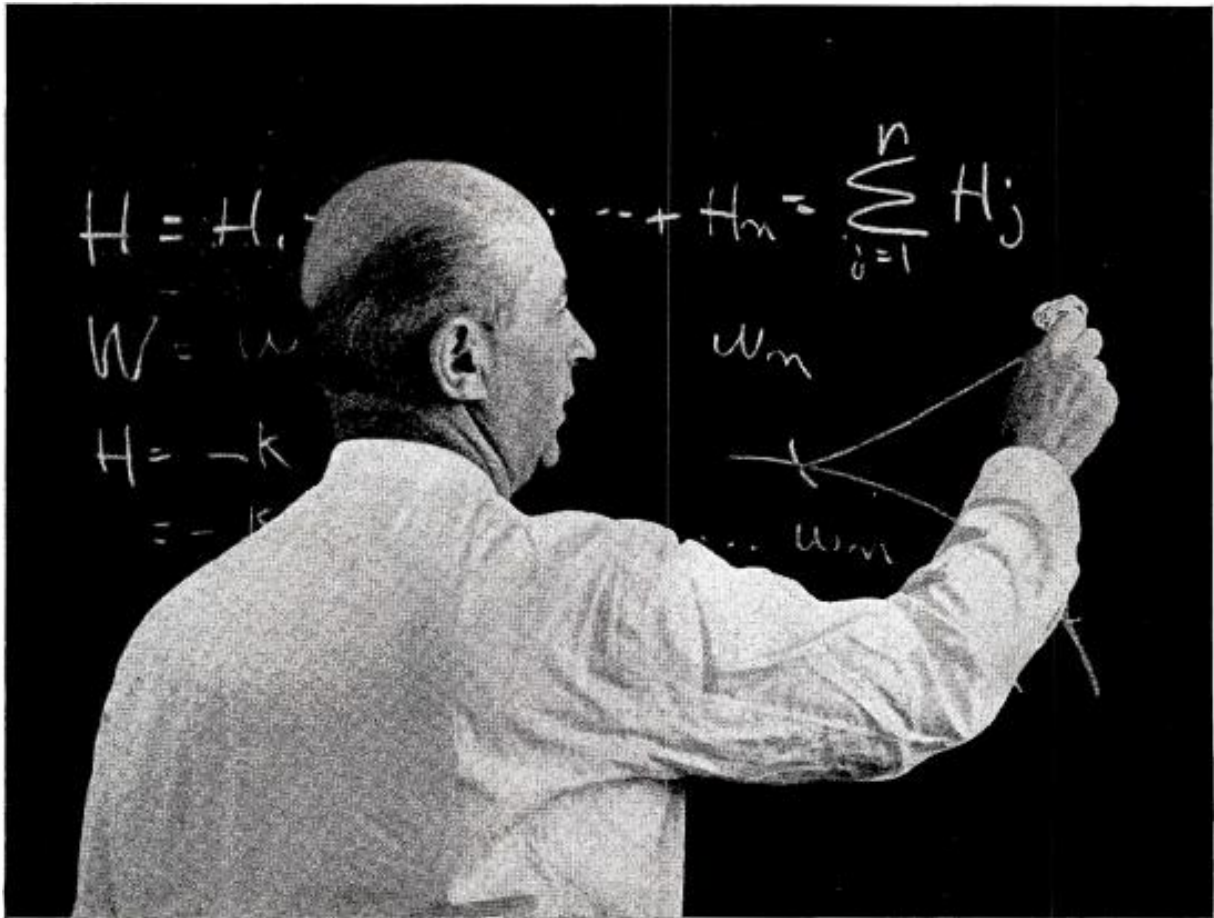


### WWJ-TV to get facelifting

Architectural and engineering planning is scheduled to begin Tuesday (Oct. 15) on the \$1.2 million replacement, expansion and modernization program for WWJ-TV Detroit. The two-year project includes redesigning of master control room, film projection room and video tape areas; installation of eight new studio cameras, four new film projection units and two new video tape

recorders, and replacing all studio and control equipment with transistorized circuits and apparatus. General Electric and RCA will be the major equipment suppliers.

Looking at the plans for the new facilities are (l to r): Allen G. Sanderson, chief engineer; Edgar J. Love, engineering manager; James Schiavone, general manager, and Franklin G. Sisson, station manager.



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# 'Monday Night at the Ball Game' in '64?

## FETZER PLAN WOULD PUT BASEBALL IN NETWORK PRIME TIME

A wedding of baseball and prime time in 1964 (CLOSED CIRCUIT, Sept. 30) took a giant stride toward reality last week with announcement of a plan to put major league baseball "spectaculars" on national network television next season, with no blackout areas.

The plan of John E. Fetzer, veteran broadcaster and owner of the Detroit Tigers, calls for 26 Monday night games from 8-11 p.m., NYT, with the network paying an estimated \$6.5 million or more for the rights. "A price of \$250,000 or more a game is not unreasonable to assume," he said.

Station time could run as high as \$15 million, according to some estimates.

The "spectaculars" would supplement—not replace—the locally and nationally televised games, which are negotiated individually, and which produced an estimated \$13.1 million for the ball clubs in 1963 (BROADCASTING, March 4).

Mr. Fetzer's proposal has already received endorsement from the TV committees of the American and National leagues. Preliminary conversation with the networks and evoked keen interest, it is understood, from at least two of them, ABC and NBC. However, both have made it clear that the conversations did not constitute formal negotiations.

CBS, while interested, reportedly is moving cautiously because of its strong

Monday night lineup.

Under the Fetzer plan, all 20 major league teams would share in the games, as soon as they can clear their schedules. Mr. Fetzer said that two-thirds of the



Mr. Fetzer

teams have indicated they could take part in such a plan next year and that "by 1965 all clubs would be in."

The three hours would be filled with the regular game, plus feature material such as interviews with star players and

baseball celebrities.

Sponsors for such a package are the key to success, Mr. Fetzer emphasized, and said his estimate of \$6.5 million is "a reasonable assumption" compared to other special events.

The estimated weekly production figures of programs now in the 8-11 p.m. Monday slot: \$378,000 on ABC-TV, \$359,000 on CBS-TV and \$270,000 on NBC-TV (BROADCASTING, May 27)—compared to \$250,000 weekly Mr. Fetzer is proposing for rights to the "spectacular."

In a 20-team plan, Mr. Fetzer said each club could hope for a minimum return of \$200,000 a year for participation and it could go to \$350,000.

This plan, in which the clubs would share equally, could aid the move of Calvin Griffith, president of the Minnesota Twins, and other American League officials in seeking a more equitable distribution of rights to the weekend network games (BROADCASTING, Sept. 30).

Mr. Fetzer said his plan "is designed for a minimum amount of interference with existing commitments. It is not a substitute for present regional or national programs, but an additional telecast calculated to bring in additional income."

Noting that "many of our baseball people who are unfamiliar with the workings of television find this program onerous and complicated," Mr. Fetzer said, "in my view the compli-

## Film sales ...

*The Golden Tee* (90-minute golf special) (CBS Films): Sold to WBBM-TV Chicago; KHJ-TV Los Angeles; WFAA-TV Dallas-Fort Worth; KLZ-TV Denver; KGW-TV Portland, Ore.; KCPX-TV Salt Lake City; WHP-TV Harrisburg, Pa.; KEYT-TV Santa Barbara, Calif., and WALB-TV Albany, Ga. Now in over 20 markets.

*En France* (Seven Arts Associated): Sold to WGR-TV Buffalo; WMT-TV Cedar Rapids, Iowa; WSPD-TV Toledo, Ohio; KPRC-TV Houston; KPAR-TV Sweetwater, Tex.; WLOS-TV Asheville, N. C.; WVUE-TV New Orleans; WMTV-TV Madison, Wis.; WVEC-TV Hampton-Norfolk, Va.; WNHC-TV New Haven, Conn.; WMTW-TV Poland Spring, Me., and WFAA-TV Dallas-Fort Worth. Now sold in 59 markets.

*Sea Hunt* (Economee): Sold to WRVA-TV Richmond, Va.; WTVY-TV Dothan, Ala.; KNTV-TV San Jose,

Calif.; KARD-TV Wichita, Kan.; WLWD-TV Dayton, Ohio; KGBT-TV Harlingen, Tex.; WTOG-TV Savannah, Ga.; WALB-TV Albany, Ga.; KEYT-TV Santa Barbara, Calif.; KFVS-TV Cape Girardeau, Mo.; KBTV-TV Denver; KTVE-TV El Dorado, Ark.; WLBZ-TV Bangor, Me.; WSLS-TV Roanoke, Va.; WBTB-TV Charlotte, N. C.; KSLA-TV Shreveport, La.; WTJC-TV Savannah, Ga., and WMAZ-TV Macon, Ga. Now sold in 152 markets.

*Churchill, The Man* (Seven Arts Associated): Sold to KCOP-TV Los Angeles; WANE-TV Fort Wayne, Ind.; WCIV-TV Charleston, S. C.; KPTV-TV Portland, Ore.; KSL-TV Salt Lake City; KNTV-TV San Jose, Calif., and WTOL-TV Toledo, Ohio. Now sold in 18 markets.

*Bowery Boys Features* (Allied Artists TV): Sold to WBKB-TV Chicago; WBAP-TV Fort Worth-Dallas; WMCT-TV Memphis; WTOL-TV Toledo, Ohio; WTVN-TV Columbus, Ohio; WRVA-TV Richmond, Va.; KCHU-TV San Bernar-

dino, Calif.; KOAT-TV Albuquerque, N. M., and WNBE-TV New Bern, N.C.

*M-Squad* (MCA TV): Sold to KRDO-TV Colorado Springs; WBRC-TV Birmingham, Ala.; WESH-TV Daytona, Fla., and KXLF-TV Butte, Mont. Now sold in 148 markets.

*Dragnet* (MCA TV): Sold to WSOC-TV Charlotte, N. C.; WDAM-TV Hattiesburg, Miss.; and KTBS-TV Shreveport, La.

*Love That Bob* (MCA TV): Sold to WNBE-TV New Bern, N. C.; WCPO-TV Cincinnati and WTVJ-TV Miami.

*D.A.'s Man* (MCA TV): Sold to WRBL-TV Columbus, Ga.

*Soldiers of Fortune* (MCA TV): Sold to KSTP-TV Minneapolis-St. Paul.

*Bachelor Father* (MCA TV): Sold to WSAZ-TV Huntington, W. Va.

*Restless Gun* (MCA TV): Sold to KTTS-TV Springfield, Mo.

cations of the problem are not insurmountable."

Mr. Fetzer is president of the Fetzer Broadcasting Co., licensee of WKZO-AM-TV Kalamazoo, WWTV(TV)-FM Cadillac, WJEF-AM-FM Grand Rapids, and WWUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska.

**No Blackout** ■ Mr. Fetzer, who spent six months on the basics of the plan, said the Monday night games would be carried by all stations of the network, including stations in major league territory now blacked out by current weekend network games.

Monday night, Mr. Fetzer said, is the logical choice because only a few clubs presently play games on Monday, traditionally a light baseball day on the schedules.

To make the plan successful, Mr. Fetzer noted that teams would have to eliminate Monday night TV rights from their local contracts, and that whenever a makeup game is scheduled on Monday, it would have to be played in the afternoon.

However, he said, West Coast games could be played at regular times since the network game would reach the Coast at 5 p.m. In this way, he added, there would be no conflict between network games and proposed pay TV games which may begin next season in Los Angeles and San Francisco (BROADCASTING, Aug. 26).

The 26-week schedule, April through September, would be divided between the two leagues with only two night games scheduled on each Monday. One would be used for the national show and the other a standby in case of inclement weather. If both were rained

## Radio-TV gets prime talent from locker room

Four sports personalities, Jack Stroud of the New York football Giants, Sandy Koufax of the Los Angeles baseball Dodgers, Mickey Mantle of the New York Yankees baseball team and Gil Hodges, manager of the Washington Senators baseball club, have each been named to act as broadcasting program hosts.

Mr. Stroud, captain of the Giants' offensive unit, will take over on CBS Radio's *Sports Time*, which is broadcast Monday through Saturday from 6:55-7 p.m. EDT. He starts as host this evening (Oct. 14), replacing Phil Rizzuto for the remainder of the football season. *Sports Time* is sponsored by the R. J. Reynolds Tobacco Co. through William Esty Co., New York and the Mennen Co. through Warwick & Legler, N.Y.

Mr. Koufax and E. Charles Straus, president of Century Productions,

Hollywood, met last week with representatives of agencies and distribution companies on a syndicated filmed half-hour series, *Thrilling Moments in Sports With Sandy Koufax*. The series will be a combination of film clips and interviews with sports figures, the latter to be conducted by the Dodger pitcher.

Mr. Mantle has been signed to star in a series of 26 half-hour TV sports programs to be produced by Video Sports Productions, an affiliate of Nathan, Johns and Dunlap, Inc. of New York. It will be called *Mickey Mantle's Journey into Sports*.

Mr. Hodges plans to be host of an hour TV special, "Ballad of a Country," produced by Geoffrey Seldon Associates. The historical show features such performers as the Lime-lighters, Tex Williams and Billy Armstrong.

out, a feature could be substituted.

Aside from the additional revenues, Mr. Fetzer said the Monday night games would be "a great boon to sports because it would bring in the best production talent, the best men in baseball to make a great sports spectacle.

Mr. Fetzer noted that negotiations would be with each league, and not through the office of Baseball Commissioner Ford Frick.

At meetings in Los Angeles during the World Series, Mr. Fetzer submitted his plan to the American League management where, he said, "it was approved in principle." The proposal

received the same response at the National League meeting.

While there are still little bugs to be ironed out, Mr. Fetzer said there was a good chance the leagues would move toward this plan prior to the major and minor league meetings in Los Angeles and San Diego in early December.

One of the anticipated hurdles is the reaction of the minor leagues. "We expect some disagreement," Mr. Fetzer noted, adding that nothing appeared insurmountable.

Presumably the long-range outlook of the Fetzer plan would provide some financial benefits to the minor leagues.

## Panel discussions center around 'Opry'

Roundtable discussions on broadcast license renewal, programing and sales will be among the highlights of the *Grand Ole Opry's* 38th birthday celebration at WSM Nashville.

The four-day session, Oct. 31-Nov. 3, will begin with a review and summary of the license renewal conference, which is scheduled for the University of Tennessee at Knoxville, Oct. 22-23, under sponsorship of WSM. Robert Cooper, general manager, WSM, will moderate the panel at the university and at the summary session.

On Nov. 1 the programing and sales discussions will be led by Ott Devine, manager of the *Grand Ole Opry* (programing) and Len Hensel, WSM commercial manager (sales). Participating on the sales panel will be: Dan Scully, account executive, Leo Burnett; Cohen Williams, president, Martha White

Mills; Joseph H. Epstein Jr., executive vice president, Walker Saussy Advertising, New Orleans, and James Faszholtz, broadcast program department, Gardner Advertising.

Major recording companies will sponsor individual events for the country music disc jockeys attending the celebration.

### '1492' Is previewed

ABC-TV last week previewed "1492," the first of a four-part series, *The Saga of Western Man*, that will be seen during the current season. The programs will be in color on ABC-owned stations and on affiliate stations that are equipped to telecast in color.

The network also said that the Upjohn Co., through McCann-Marschalk, which had contracted for half sponsorship of each of the four one-hour shows, now has signed for full sponsorship of "1492," scheduled for Oct. 16, 10-11 p.m. The other three: "1776" which

will be scheduled in December, "1898" in January and "1964" which will be aired next March.

## Memorial Day 500 to go the theater TV route

The Memorial Day 500-mile auto race from Indianapolis will make its TV debut next May 30 but in the nation's theaters rather than its homes, under a long-term contract between MCA-TV and the Indianapolis Motor Speedway Corp.

MCA-TV will have exclusive rights to produce and distribute live coverage of the motor classic to theaters and sports arenas via closed circuit TV. Newsreel and news camera coverage is not affected by the agreement, MCA-TV said, nor are the longstanding radio arrangements which will continue to make the voice description of the race available to radio listeners.

The TV agreement will enable fans

# Day and date, TV and Broadway

Tonight, for the first time, a play that opens on Broadway will be simultaneously presented on television. In five cities on TV stations owned by the Westinghouse Broadcasting Co. in two and a half hours of prime time (7:30-10 p.m.), an advance-taped production of "The Advocate" by Robert Noah will be presented at the same time the play opens in New York's ANTA Theater.

Westinghouse has spent about \$80,000 for the taped presentation and in addition, as principal angel of the Broadway production, has contributed \$60,000 of the total \$100,000 expense of putting the play in the theater. From advertising it has sold on its five-station presentation it will recover no more than 25% of its investment.

The financial success of Westinghouse's venture admittedly is dependent on the play's Broadway reception and run, but as an ice-breaking project it has already been labeled a hit by the station group. There was a lot of ice to break.

**Authors Wary** ■ A major problem facing Westinghouse was finding an author willing to have his work exposed on television. Fear of mass exposure jeopardizing a possible sale of movie rights has made authors wary of having their works involved in TV and Broadway at the same time.

"Here," says the Westinghouse director of creative services, Herman Land, "is where a group TV operation is at an advantage. We were able to convince the author that a five-city TV presentation would not have ill effects on future rights to the play." Presumably networks couldn't

do this, and a single station couldn't afford the project.

Another obstacle confronting



A theater audience in New York and television audiences in five other cities will see this scene tonight (Oct. 14) when the Westinghouse stations broadcast a taped production of "The Advocate" at the same time the play is in its opening performance on Broadway. James Daly, the advocate (standing), questions John Cecil Holm, a witness (foreground), in the play which is based on the Sacco-Vanzetti case.

Westinghouse was that of union contracts covering the 23 actors in the production. For the Broadway show the performers signed regular Actors Equity contracts and for TV, American Federation of Television and Radio Artists contracts, but getting the actors off the stage and into a TV studio for tape production was not so simple.

Under normal Actors Equity rules, a player must receive one week's Broadway salary for each day of TV taping and a week's salary for each day of rehearsal. The latter stipulation would have made the cost prohibitive. For this project Equity agreed to waive the rehearsal pay requirement, allowing one week's salary to cover all rehearsal for the taped production.

**Revenue Sources** ■ Westinghouse has rights for two showings of the play on its own stations. Opening night on the five stations was about 80% sold by the end of last week. Only 10 minutes in all were made available to advertising on each station in the two and a half hour presentation since commercial announcements could not be placed within acts of the play. Donald McGannon, WBC president, notes that "very substantial sponsorship was found for the presentation, even though the playwright is new and the play is of a relatively serious nature."

On WBZ-TV Boston, 10 advertisers came in with a minute each. Hills Bros. coffee bought half of the show on KDKA-TV Pittsburgh, KYW-TV Cleveland and KPFX-TV San Francisco. H. J. Heinz has half sponsorship on KDKA-TV, and Sears Roebuck and National Bohemian are half sponsors of the telecast on WJZ-TV

to view the race in its entirety as it is going on for the full 500 miles, 200 laps and approximately three hours and 20 minutes. MCA-TV calls this "an attractive aspect to theater and sports arena viewers . . . unlike championship title fights which can end in a first-round knockout."

## Program notes . . .

**Brisk sales** ■ Four Star Distribution Corp. reports that sales in the first quarter of its fiscal year, ended Sept. 30, were brisk with 72 contracts made during the normally light selling period of July, August and September. Len Firestone, vice president and general manager of Four Star Distribution, attrib-

utes the strong selling pattern, in part, to pre-emptions by some stations of network programs that had not sold out.

**Radio series** ■ In its first syndication project in radio, Triangle Publications radio-TV division is offering a 15-minute weekly series, *Motor Racing Review*, starting this month. The series will be made available at a price which includes dubbing and taping, according to Mike Roberts, director of program sales.

**Background film** ■ Motion picture actor Jon Hall has amassed more than 400,000 feet of 35mm film for his Torrejon Film Library, which rents film to movie and TV studios for background use. Approximately 70% of the film, shot in all parts of the world, is

in color. Mr. Hall did all the camera work himself.

**Formats changed** ■ Two Southern California stations—KIEV Glendale and KSON San Diego—have changed to country-and-western music formats.

**Tracer of celebrities** ■ Roz Starr, information service on the whereabouts of celebrities, has opened offices at 1680 North Vine Street, Hollywood, to serve West Coast clients. The New York based service has representatives in London, Rome and Paris. Hollywood phone is 466-7351.

**Morals series** ■ WOR-TV New York this season is presenting *Talk Back*, a Sunday morning series of half-hour panel programs devoted to discussions of

Baltimore.

The play has further revenue possibilities. As "limited backers" Westinghouse and other private investors will receive half of the 40% producer's share.

If movie rights are sold, Westinghouse's share would be negotiated starting with the same formula. In this case TV syndication of the play would have to be put off for from three to five years.

The author has 90 days after the Broadway run to sell movie rights. After that Westinghouse could begin worldwide TV syndication, sharing profits 50-50 with the play's producers.

**Production Plan** ■ The philosophy of WBC in taping the play for television was "to bring Broadway to television rather than adapt the play for TV." The play was taped at the Videotape Center in New York, the taping process requiring about 35 hours and tape editing, about 20 hours. For its services, Videotape received an estimated \$25,000.

Westinghouse did not stint in publicizing the project. Promotion for the event, handled by the group's headquarters, included full page newspaper ads in New York, a page in *Time* magazine, pages in *TV Guide* and local newspapers in all Westinghouse TV markets, in addition to slides and taped 10- and 20-second promo spots for individual station use.

No matter how the critics evaluate the play, Westinghouse counts its experience as a success. WBC's president, Mr. McGannon, said last week: "The essential validity of the whole project has already been demonstrated."

moral issues. The 13-broadcast series began Oct. 6, (9:30 a.m. EDT) and is moderated by former baseball star Jackie Robinson.

**'Battle Line' sold** ■ Official Films has completed arrangement for sale of its *Battle Line* series to the Armed Forces Radio and Television Service, for viewing in 35 overseas military installations. The series, produced by Sherman Grinberg, consists of footage shot during World War II by combatants, both Allies and Axis, in locales now the sites of U. S. foreign bases.

**Art tour** ■ NBC plans to broadcast next year a full-hour color TV tour of the Louvre Museum in Paris. Filming of *The Louvre* is scheduled to start within a few weeks. The TV special will be

produced by Lucy Jarvis and John Sughrue and directed by Mr. Sughrue.

**New program for Triangle** ■ Additional programs have been acquired for distribution to TV stations by Triangle Program Sales, the syndication arm of the Triangle Publications radio-television division. They include *Frontiers of Knowledge*, 25 half-hour documentary programs which have concluded their first run on six Triangle-owned TV stations, and the Little League World Series, to which Triangle has secured the TV rights for three years, starting in 1964.

**New Berton series** ■ Screen Gems (Canada) reports it is in full-scale production on a new series of half-hour programs starring Pierre Berton, which will be distributed to Canadian stations on a five-times-a-week presentation. Mr. Berton will conduct interviews, comment on the Canadian and world scene, and gather and present stories in the public interest.

**Metropolitan airs opera** ■ *The Joan Sutherland Show*, an opera special, was telecast by WNEW-TV New York Oct. 6-7 and at later dates over the other Metropolitan television stations. The program features Miss Sutherland, Margreta Elkins and the London Symphony Orchestra.

**New program** ■ *Frankly Speaking*, a three-hour discussion program has made its debut on WEEI Boston (8:30-11:30 p.m.) with Jim Glatis, former FBI undercover agent and lecturer on Communism, as host. The new radio program will feature a different guest each evening and will enable WEEI listeners to participate by telephoning their questions in while the show is in progress.

**Syndicator named** ■ TV Marketeers Inc. has been named sales representative by Bing Crosby Productions and Jack Douglas for their series *Across the Seven Seas*, 30 half-hour travel adventure episodes produced in color.

**Bozo boom** ■ The complete *Bozo The Clown* library has been sold by Jayark Films in four Southeast Asia markets—Hong Kong, Singapore, Bangkok and the Federated States of Malaysia. The series of 156 five-minute episodes and 52 *Bozo's Cartoon Storybook* adventures is also showing in Japan, Saudi Arabia, Australia, New Zealand, Mexico, Germany and Uruguay, as well as 185 U. S. markets.

**Six Pac selling** ■ TV Marketeers has reported sales in 11 European countries of its "TV Six Pac" series of six hour-length television specials. The programs were produced by Victor Borge and Geoffrey Selden.

## TFE will take part at NAB convention

Television film distributors met in New York last week and formed Television Film Exhibit '64, an event to run coincidentally with the National Association of Broadcasters convention in Chicago April 5-8. Distributors held TFE '63 this past spring and its success resulted in a decision to present the exhibit again.

The new executive committee is made up of Richard Carlton, Trans-Lux Television Corp. and Alan Silverbach, 20th Century-Fox Television Inc., co-chairmen; Harvey Victor, Jayark Films Corp.; Barry Lawrence, United Artists Television Inc.; Richard Harper, MGM Television and Len Firestone, Four Star Distribution Corp.

During TFE '63 distributors held their exhibits at the Pick-Congress hotel, north of the Conrad Hilton hotel, site of the 1963 NAB convention.

## CBS-TV schedules 2d 'Town Meeting of World'

CBS last week said it would telecast another *Town Meeting of the World* this Tuesday, Oct. 15, at 8:30-9:30 a.m. EDT and will repeat the program the following evening at 7:30 p.m. The program, entitled "The Christian Revolution," will consider the forces striving toward reform, renewal and reunion throughout the Christian world. Leading churchmen will participate from pickup points in Rome, London and Princeton, N. J.

The telecast will be live via Telstar II, a second such use since the first *Town Meeting* making use of the communications satellite in July (BROADCASTING, July 15). Eric Sevareid will serve as anchorman in New York for the joint project of the British Broadcasting Corp. and CBS News.

## AFTRA local reveals L.A. wage demands

Parity in wage scales for the seven VHF TV stations in Los Angeles and for the major radio stations of the city is being sought by the Los Angeles local of the American Federation of Television and Radio Artists in negotiations for new contracts with the broadcasters of the community. The present base pay for staff announcers, \$180 a week, will rise to \$210 at the network-owned or affiliated radio and TV stations if AFTRA demands are met.

The four independent VHF TV stations, whose base rate for announcers is now \$175, are being asked for a \$35-a-week pay boost for staff announcers, bringing their base pay also to \$210 a

### Old radio shows never die

CBS Radio is embarking on a project under which recordings of old comedy shows starring Edgar Bergen and Charlie McCarthy, George Burns and Gracie Allen and others would be carried on the network for a Sunday, half-hour show. The network is negotiating with the Martini & Rossi Corp., maker of vermouth and wines, but a final decision has not been made. Reach, McClin-ton & Co., New York, M&R's agency, is understood to have initiated the project.

week. Independent radio stations KFVB, KLAC, KMPC and KPOL Los Angeles, plus KRLA Pasadena and KSFO San Francisco, which have traditionally had a lower scale than the network outlets, will be upgraded to the same "Class A" status and the same AFTRA pay scale. In addition to the wage hike, AFTRA is asking a 6½-hour day, five-day, 32½-hour week for staff announcers. Annual wage guarantees and substantial increases in fees are also being

sought for staff men.

The Los Angeles AFTRA local also is asking for "significant" increases in fees for commercial announcers on major league baseball and professional and collegiate basketball broadcasts, both TV and radio, vacations with pay for TV performers working for a single producer for 52 weeks, a 20% increase in fees for free lance local and regional radio work. The union also seeks to delete the discount now allowed for work on five-a-week programs (bringing the week's pay to only slightly over three times the single show rate), so that the performer would receive full pay for each broadcast.

### Worldwide newsfilm unit opened by ABC News

ABC News has launched a newsfilm unit that operates at 10 locations in the U. S., Europe and Asia. The new operation, designed to provide more complete visual news coverage, is staffed by more than 50 cameramen, soundmen and technicians. In addition to its own camera crews, ABC News will utilize filming facilities available at most of its affiliated stations.

ABC said it has invested more than

### Lining up early

A contract with wxyz-TV Detroit for Four Star's *Rifleman* series carries the option to delay the start of the playing dates until January 1965. Len Firestone, vice president and general manager of the distribution company, noted the late starting date points up this fact-of-life in the syndication business: "Quality off-network product is going to become scarcer and scarcer," and stations therefore are stockpiling them.

A second "unusual" contract was signed with KTTS-TV Springfield, Mo., calling for the purchase of four company series—*Rifleman*, *Zane Grey Theater*, *Detectives* and *The Law and Mr. Jones*. The station plans to slot the Four Star series on weekday evenings in the 7-7:30 p.m. time period.

\$500,000 in equipment and processing facilities for the new unit. Laboratories at ABC studios in New York and Washington will make possible prompt film processing and televising.

## EQUIPMENT & ENGINEERING

# Meanwhile, back at the drawing board

## ENGINEERS AT WORK ON DISC-TO-CARTRIDGE PROBLEM

Two National Association of Broadcasters technical committees are sprinting along to bring succor to broadcasters and agency men in the current ET's-to-tape cartridge controversy. Every indication is that, like most of broadcasting's technical problems, the engineers will find a way.

For the last six months there have been rumblings from Madison Avenue advertising circles complaining that there is a loss of audio quality when

electrical transcriptions are transferred to tape cartridges (BROADCASTING, Sept. 30, June 17, 3). The alarm has become so widespread that the august J. Walter Thompson agency issued "verboten" orders with buys it sent out last month for Ford and other accounts.

To George Bartlett, manager of NAB's engineering department, the complaints are not new. For over a year now, two NAB technical committees have been working to set up stand-

ards for discs and for tape cartridges that will "take care of both ends of the problem—the turntable and the tape cartridge," according to Mr. Bartlett.

The audio standards committee, headed by A. Prose Walker, Collins Radio Co., is working to establish up-to-date disc standards. Standards for ET's go back to 1953 and Mr. Walker and his group have pretty well hammered out criteria for today's turntables. The new standards, including an audio test disc, will be submitted to the radio board of NAB when it meets early next year. Approval is expected.

The tape cartridge standards committee, which is led by Ross Beville, Broadcast Electronics Inc., expects to have its standards ready before the end of the year, also in time to submit to the radio board. It, too, is expected to be approved without too much fuss. The tape cartridge standards also will include a test tape to help broadcasters make sure their tape equipment is up to par.

"This ought to take care of all the complaints," Mr. Bartlett observed the other day, "except for one thing. That's



Mr. Bartlett

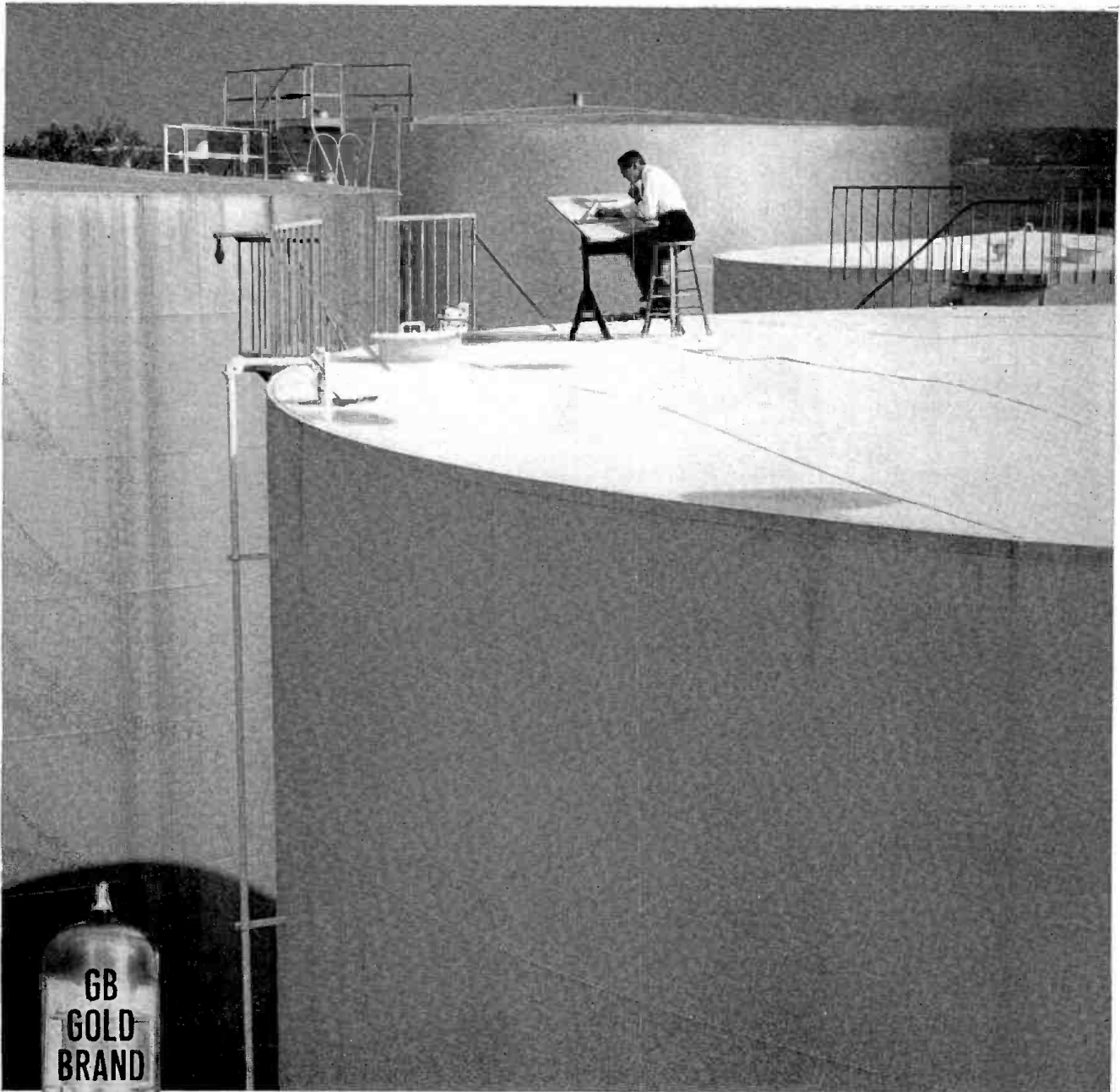


Mr. Walker



Mr. Beville





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the technician who does the transferring from ET's to tape cartridges. I don't think we're in a position yet to set standards for him."

**NAB To Blame** ■ Meanwhile, blame for the problem is laid at the door of the NAB because it has been instrumental in persuading the FCC to relax operator requirements while at the same time equipment has become more complex.

This charge was made by Harold Schaaf, chief engineer of WRFD-AM-FM Columbus, Ohio, one of the Peoples Broadcasting Co. stations.

In an Oct. 1 letter to Mr. Bartlett, Mr. Schaaf said:

"Station management seems to have been sold on the idea that automation is a means of eliminating operating personnel. So much so that many sta-

tions have purchased new, complicated equipment, reduced their engineering staffs to a skeleton force and turned over the operation of the equipment to whichever announcer may be handy. The engineering staffs that remain at many stations—because of the relaxed rules—have not enough time for the maintenance that the equipment requires or in some cases can hardly be classed as technicians since they are on the payroll only to satisfy the minimum requirements and not because of technical ability. . ."

The answer is improved design and modifications on existing equipment, willingness on the part of station management to pay for proper operation and maintenance and improvement of skills by station personnel, Mr. Schaaf declared.

## Spectrum-saving device due around 2000

### ADORIAN SEES RETURN TO FILM FOR TV SHOW RECORDING

Paul Adorian, managing director of Associated Rediffusion Ltd., London, told the Canadian Electronics Conference at Toronto that research has revealed the possibility of doubling the present television channel space available.

"It would make it possible to transmit and receive twice as many TV programs as today," he told the engineering audience.

Because of the tremendous cost of the changeover, he does not expect using this new TV transmission until early in the next century.

He saw the present system of transmission as extremely wasteful of radio spectrum space. At present a picture has to be scanned 30 times a second. The new system would eliminate the waste by using a memory device. When scanning was done, new pictures would be compared with old ones in the memory device, and only the new informa-

tion would be transmitted. Receivers also would contain a memory device.

As a result only about 30 to 45% of the spectrum space now necessary would be used.

Mr. Adorian also felt that in a few years TV will return to the use of film for program recording, instead of video tape. He said tape is difficult for a highly skilled producer to edit, and produces distorted pictures after multiple rerecordings. Perhaps only 15% of the world's TV stations can afford tape, he noted.

He also urged TV manufacturers to develop a receiver which would be able to receive both American and European pictures. He claimed the converting of pictures transmitted by the Telstar satellite to meet local standards by a central retransmitting station distorted the picture.

**In California** ■ Moving to the West Coast, Mr. Adorian spent Wednesday (Oct. 9) answering questions, at a Hollywood Press Club dinner and at a news conference.

Mr. Adorian said his company, which programs the London commercial TV station Monday through Friday, has a prime time rate of \$5,600 for a one-minute spot, with a surcharge for placement in or near a program selected by the advertiser. No program sponsorship is permitted in English TV, he said, but spots may be broadcast adjacent to programs or at natural breaks (such as between periods of a sporting event, acts of a drama) within the program. Other subjects he touched on included:

■ **Financial:** Sale of the commercial spots brings Associated Rediffusion an annual income of about \$42 million and a profit of about \$16.8 million before taxes. When new licenses are

issued next July, they will carry a greatly increased tax load levied on the basis of no tax on the first \$4.25 million of profit, 25% on the next \$17 million and 45% on everything over \$21 million, which would amount to about 4 million pounds (\$11.2 million). "Then, of course, we pay a corporate income tax after that," he added wryly. "Nobody is happy about it, but it still leaves us with a profit."

■ **ETV:** Associated Rediffusion now programs five hours a week of in-school educational material during the school year, with about 5,000 schools using the programs out of 25,000 which could. Now voluntary, this ETV service will become compulsory under the new license, as will some adult educational programing in the evening hours.

■ **Program Imports:** The 14% limit of programs produced outside the United Kingdom is set by usage, not by law. Mr. Adorian, noting that this is appreciably higher than the volume of British programs broadcast in the U. S., the British would buy more U. S. said that if we bought more shows from Britain there is no doubt the British would buy more from us.

## New RCA tubes getting extended warranty

RCA Electronic Components and Devices reports that all RCA-5820A image orthicon tubes sold to distributors after Oct. 1 are being backed up by a warranty based on 750 hours, instead of the previous base of 500 hours. RCA said last week, the new warranty policy "was made possible by many improvements in basic design, materials, manufacturing techniques, quality control and test procedures."

The RCA-5820A is a three-inch in diameter tube which features tight limits on resolution, signal-to-noise, ratio, sensitivity and uniformity of background.

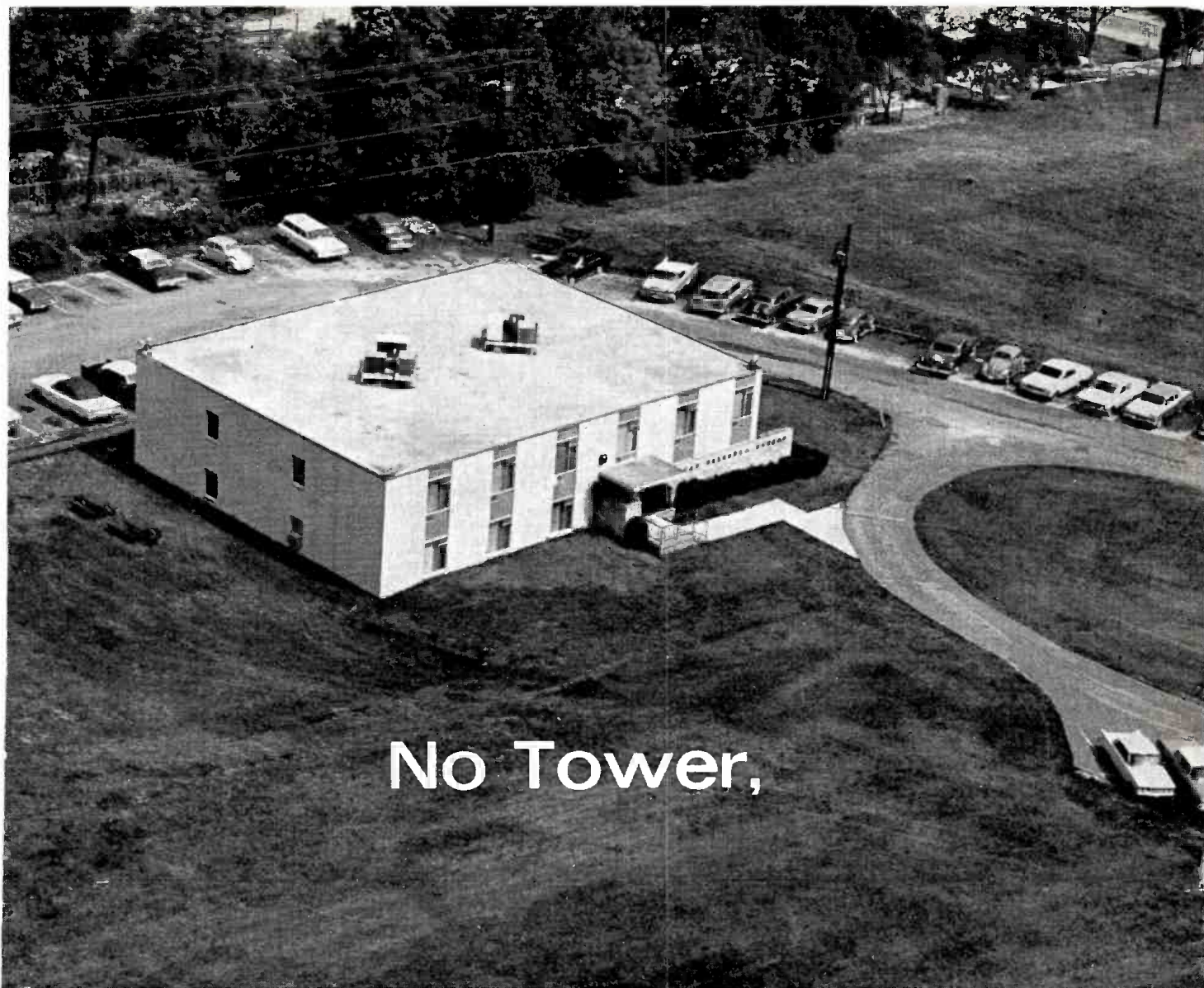
## New lens for TV commercials

A new motion picture lens permitting "swing sweep focus" in television commercials for greater attention and emphasis has been developed by Fred A. Niles Communication Centers. The new lens is available at the Niles studios in Hollywood, Chicago and New York.

President Fred A. Niles explained that the new lens allows exact focus-control of all portions of the picture frame so that the point of interest is sharp with all other aspects "softened." Also, a narrow plane of focus now can be moved through a scene in any direction like the sweep of a spotlight. The new lens was developed under the direction of Lionel Grover, vice president and general manager of Niles's Hollywood studio.

## TV set sales jump

Television sets achieved a bigger gain in sales than any other merchandise category in department stores for fiscal 1962, a new report by the Controllers' Congress of the National Retail Merchants Association disclosed last week. TV receivers (plus other electric housewares) marked a leading 17% sales jump in 1962 over the previous year for branch stores while TV sales in the big urban stores scored the highest category gain of 9%. Radio-TV-phonograph departments also enjoyed major gains, the report said.



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## ENGLISH TECHNICIANS MAY STRIKE

### Elvin threatens nationwide stoppage for commercial TV

George Elvin, general secretary of the Association of Cinematograph, Television and Allied Technicians of Great Britain, has said that there is a danger of a nationwide commercial television strike over the jobs of several members working for Wales, West and North Television Ltd. He hoped that the dispute could be settled peacefully.

The general council of the association has agreed to a resolution that "The Independent Television Authority accept their responsibility for the closure of Wales, West and North and in the absence of such the general council should call for a national stoppage in commercial television."

Mr. Elvin contends that commercial television is a sufficiently profitable industry and that a trade union should not stand by and let members lose their jobs.

The resolution was received by the union's general council from the television branch committee and was accepted on the understanding that it applied to the independent television companies as well as ITA.

With 3,000 members in television,

there is no doubt that the union could bring the commercial network to a halt. Talks are still going on between Sir Robert Fraser, ITA director-general, and John Baxter of Wales, West and North Television Ltd. which is in a weak financial position. The company is being taken over by another program contractor, Television Wales and the West Ltd. (See story below.)

Mr. Elvin claims that this situation has been caused by mismanagement, the main factor being the allocation of unviable areas to small television companies.

When ITA announced its new contract proposals, it said there would be only one contract available for Wales and the West of England, the area where two companies are currently operating.

### Wales offer accepted

The offer by Television Wales and the West Ltd. for the shares of Wales West and North Television Ltd. has been accepted. It involves a cash settlement to creditors of a maximum

of \$616,000 of liabilities and an offer to WWN shareholders to exchange their shares for those of TWW.

An issue of just over 250,000 new TWW shares would be involved with a current market value of over \$616,000. Total losses of WWN are shown as \$793,758 at July 28 after having been on the air 10 months.

TWW and other commercial television companies have provisionally waived all charges due to them for programs networked to WWN. This, with other debt cancellations brings losses down to just over \$560,000.

The WWN board says there is no prospect of the company continuing in business and being able to pay its creditors before its present license expires next July. It accepts the offer in respect of its own holdings and will resign if it goes through. A condition of the bid is that TWW should obtain a renewal of its license from ITA as contractor for Wales and the West of England.

## Strouse impressed with RFE approach

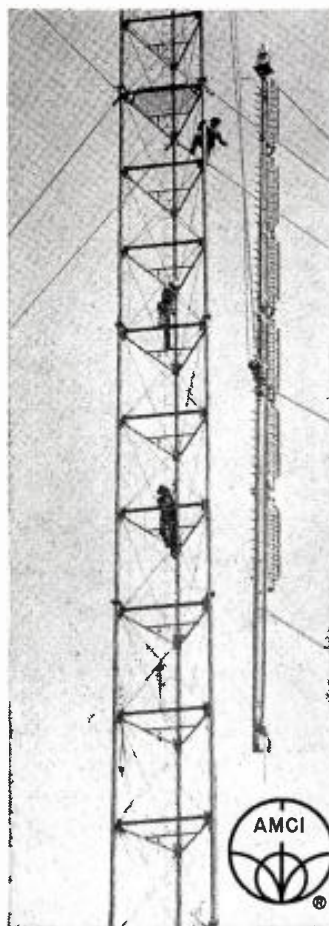
Radio Free Europe is deadly serious in its broadcasts—by refugees from behind the Iron Curtain to their brethren still in their homelands under Communist rule—and it has its success stories too.

One of them, brought back by Ben Strouse, WWDC-AM-FM Washington, from a recent trip of 35 civic leaders, including broadcasters, is the story of a Polish musician who fled his country and is working for RFE.

Taking traditional Polish folk songs, the musician has rescored them in a modern jazz tempo and RFE has broadcast them back into Poland where the songs have become exceedingly popular. How does RFE know? Red Polish radio stations have taped the musical broadcasts and are broadcasting them to the populace.

Mr. Strouse said he was "tremendously impressed" with RFE operations. The central news room in Munich is like a network, he explained, with news coming in from all over the continent both on this side and on the other side of the curtain. "RFE does an impressive job of news analysis," Mr. Strouse commented, noting that its staff is composed primarily of refugees from the very countries RFE is trying to reach.

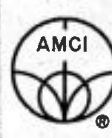
The nine-day tour of RFE facilities included stops in Munich, Berlin and other areas. Among the broadcast contingent in the party, which left the United States Sept. 28 and returned Oct. 7, were, in addition to Mr. Strouse:



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Marlowe Froke, KDKA Pittsburgh, Mrs. Lee Jeter, KFLJ Durango, Colo.; Homer Lane, KOOL-AM-TV Phoenix, Ariz.; Carl E. Lee, WKZO Kalamazoo, Mich., and Alan Newcombe, WBT-WBTV(TV) Charlotte, N. C.

### Radio for Burundi

The Central Africa Broadcasting Co. (CABCO) has been granted permission to operate broadcasting stations in the newly-independent kingdom of Burundi, formerly the Belgian protectorate of Urundi.

The Burundi franchise, third granted to missionary radio in African history, authorizes CABCO to set up the stations in the interest of education, information and inspiration. CABCO also plans eventually to establish a technical radio and program school for instruction in receiver servicing, assembly, procurement and distribution.

### St. John's to get channel 8

Canadian Broadcasting Corp. has been licensed to operate a television station at St. John's, Nfld., on channel 8 with 196 kw video and 98 kw audio.

Board of Broadcast Governors had

recommended the CBC's request for the station on April 5, but the application had been fought by CJON-TV St. John's, which said the area could not economically stand a second TV station. CJON-TV is a primary station on the CBC-TV national network, but will leave CBC when the new CBC station goes on the air. CJON-TV will likely join Canada's second TV chain, CTV Television Network.

### Canadian set sales up

Radio and television receivers made-in-Canada sold in larger volume in the first seven months of this year as compared with the January-July period last year, according to figures of the Dominion Bureau of Statistics, Ottawa. Canadian-made radio receiver sales in the period totaled 359,574 units as against 328,848 last year. Canadian-made TV receiver sales were up slightly this year to 203,367 units compared with 202,834 last year. Imported radio receivers, mostly transistorized, in the first four months of this year totaled 172,009 units, while 6,220 TV receivers were imported in the January-April period.

Of the 359,574 Canadian-made radio

receivers sold this year, 192,360 were automobile receivers, and 173,695 of these were sold in the province of Ontario.

### Gardner joins 3 agencies in Italian-based firm

Gardner Advertising Co. (offices in New York, St. Louis and Hollywood) plans to join three European agencies in the formation of a new corporation with headquarters in Milan, Italy.

The new agency, which will be in operation early next year, will associate Gardner with Publicis, largest advertising agency in France; Butler & Gardner Ltd., London affiliate of Gardner; and Studio Tecnico Italiano Pubblicita, a Milan firm known as STIP. Filippo Theodoli, a Gardner vice president, will serve as president and managing board director of the new organization—to be called Publicis, Gardner, Butler e Stip SpA.

Charles E. Claggett, Gardner president, said last week that the new agency will operate under a contract giving Gardner management control. Mr. Claggett also expressed hope that other countries will eventually be represented in the international corporation.

## FINANCIAL REPORTS

# RCA sales and earnings hit new high

## NBC AND TV SET SALES LEAD WAY AS PROFITS CLIMB 44% IN QUARTER

With sales of television sets and earnings of NBC leading the way, an RCA financial statement issued last week showed third-quarter profits up 44% over the same quarter in 1962. Sales and earnings for the first nine months of 1963 topped all previous nine-month figures in the company's history, sparking a sharp climb on the stock market.

RCA reached another 1963 high Thursday when it went to 78½, up 3½ from the day before. It was the sixth most active issue on the exchange Thursday.

Profits after taxes for the first nine months climbed 29% over the 1962 three-quarter level on a business volume gain of 4%.

For the 10th consecutive quarter RCA had an increase in profit over the similar quarter of the preceding year.

RCA Chairman David Sarnoff and President Elmer W. Engstrom attributed the nine-month profit picture to:

- A gain in TV set and tube sales which included a color set sales pick-up of 65% over the first three quarters of 1962.

- A 70% increase in the earnings of NBC over the same period.

- Movement toward profitability of electronic data processing business with a profit expected before the end of 1964.

General Sarnoff and Dr. Engstrom pointed to a continuing rise in earnings to sales ratio, noting that "in the first nine months of 1962 the percentage increase in RCA's earnings was nearly three times the percentage increase in sales; in the comparable period of 1963 profits have risen by a seven times greater percentage than the rise in sales."

	Nine months ended Sept. 30	
	1963	1962
Net profit per share of common stock*	\$2.40	\$1.88
Products and services sold	1,314,000,000	1,265,500,000
Cost of operations	1,222,300,000	1,195,600,000
Profit before federal taxes on income	91,700,000	69,900,000
Federal taxes on income	47,500,000	35,600,000
Net profit for nine months	44,200,000	34,300,000
	Three months ended Sept. 30	
	1963	1962
Net profit per share of common stock	\$0.80	\$0.56
Products and services sold	436,700,000	411,600,000
Cost of operations	405,900,000	390,300,000

Profit before federal taxes on income	30,800,000	21,300,000
Federal taxes on income	16,000,000	11,000,000
Net profit for the quarter	14,800,000	10,300,000

\*Average number of shares during nine-month periods: 1963, 17,390,000 shares; 1962, 16,947,000 shares.

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

### TV series bolster Wrather revenue

The television series, *Lassie*, *The Lone Ranger* and *Sergeant Preston of the Yukon*, continue to be important revenue producers, the Wrather Corp. reported last week in issuing its annual report for the fiscal year ended June 30.

A five-part series of *Lassie* episodes in color was not only telecast in the 1962-63 season but the five half-hour segments were subsequently combined into a feature-length color motion picture, under the title *Lassie's Great Adventure*, to be distributed by 20th Century-Fox.

Wrather Corp.'s Telesynd Division, has recently concluded a sale of *Lassie*,

## Stock exchange adopts rules on broadcasts

The New York Stock Exchange has notified its members of tightened regulations governing communication of market information to the public including radio and television presentations.

In a supplement to existing rules, passed by the exchange's board of governors, broadcasting and speaking appearances by personnel of member firms, when undertaken on their own, are brought under the general rules controlling market letters and re-

search reports.

Those broadcasting market information, say the regulations, must be identified as connected with the securities industry. Their firms must approve the activities which may not interfere with fulltime performance of member firm duties and any compensation must be nominal. Exchange approval is required for activities which are not "broadly educational, or which are frequent or regular."

*Lone Ranger* and *Sergeant Preston* for TV showing in Japan. Other Wrather Corp. divisions are Muzak Corp., Disneyland Hotel and A. C. Gilbert Co. In September the company acquired a one-third interest in Supplement Publishing Corp., publisher of *Poise*, a new Sunday newspaper supplement. The Stephens Marine division, operating at a loss, has been sold. Mr. Wrather personally has a minority interest in Transcontinent Television Corp.

12 months ended June 30:		
	1963	1962
Earned per share *	\$ .51	\$ .34
Gross income **	13,179,161.00	12,003,823.00
Costs and expense amortization	10,555,335.00	9,602,148.00
Depreciation and Federal income taxes	1,683,960.00	1,683,444.00
Net income	50,570.00	124,800.00
	889,296.00	593,431.00

\* Based on 1,753,200 shares outstanding at June 30, 1963 and 1,750,000 shares outstanding at June 30, 1962.

\*\* Includes film rentals income of \$2,748,755 in 1963 and \$2,635,506 in 1962.

## Metromedia '63 income far ahead of '62 pace

Metromedia Inc. reported last week that gross and net incomes for the first 39 weeks of the year and for the third quarter, both ended on Sept. 29, increased substantially over the corresponding periods of 1962.

	39 weeks ended Sept. 30	
	1963	1962
Earned per share	\$1.28	\$0.72
Gross revenue	\$45,680,000	\$38,200,266
Net income	2,310,000	1,292,691
Cash flow	4,797,000	3,820,299
Cash flow per share common	2.71	2.20
Number of shares outstanding	1,746,464	1,707,682

## Four Star net aided by Powell insurance

Increases in both gross income and net revenue for Four Star Television was announced by Thomas J. McDermott, president, and George A. Elber, executive vice president, for company's fiscal year ended last June 29.

It was noted that net income after

taxes included nonrecurring revenue amounting to \$500,000, representing company-held insurance policy on life of Dick Powell, former board chairman and one of founders of Four Star, who died last January. Reflected also in fiscal 1962-63 earnings was "substantial write-off" of costs incurred in development of number of properties and pilot films over last few years, it was said.

Year ended June 29:

	1963	1962
Earned per share	\$1.25	\$1.20
Net income after taxes	793,501.00	734,077.00
Gross income	22,076,740.00	19,962,980.00

## Emerson earnings drop

A third-quarter financial statement issued by Emerson Radio and Phonograph Corp. shows a 19 cent drop in earnings per share from the earnings figure reported last year for the 39 week period.

Thirty-nine weeks ended Aug. 3:

	1963	1962
Earnings per share	\$0.60	\$0.79
Consolidated net earnings before federal taxes	2,786,866.00	—
Consolidated net earnings after federal taxes	1,351,566.00	1,787,431.00
Shares outstanding	2,268,897.00	2,268,897.00

## Financial notes . . .

■ Storer Broadcasting Co. declared a regular quarterly dividend of 45 cents a share on common stock, payable Dec. 9 to stockholders of record Nov. 22, and 12½ cents a share on Class B common.

■ The Outlet Co., Providence, R. I., department store which owns WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla., declared a dividend of 25 cents a share, payable Nov. 1 to stockholders of record Oct. 22.

■ A regular quarterly cash dividend of 12½ cents a share and a 2% stock dividend, payable Oct. 21 to holders of record Sept. 30, has been declared by the board of Technicolor Inc. In announcing the action, Patrick J. Fraw-

ley Jr., board chairman and chief executive officer, said that the decision reflected continued improvement in operations and earnings and predicted a profit for the consumer division in 1964.

■ Stockholders of Reeves Broadcasting & Development Corp. have approved changing the name of the company to Reeves Broadcasting Corp. J. Drayton Hastie, president of Reeves, said the new name more closely indicates the principal activity of the organization.

■ Metro-Goldwyn-Mayer's board of directors has voted a quarterly dividend of 37½ cents payable to stockholders of record Sept. 27 on Oct. 15.

## 20th Century-Fox profit up in first half

Sales from leasing 20th Century-Fox feature pictures and syndication of several TV series (*Adventures in Paradise*, *Dobie Gillis*, *Bus Stop*, *Follow the Sun* and *Hong Kong*) to networks and TV stations at home and abroad are substantially in excess of sales in 1962, the company has reported in announcing first-half financial figures for the year.

The company also announced that it will produce four pilots and prepare five pilot scripts for network consideration. One of them is *Peyton Place*, based on Grace Metalious's best seller.

Six months ended June 29:

	1963	1962
Earned per share*	\$1.87	(\$4.89)
Income	49,194,240.00	51,315,528.00
Expenses	43,486,177.00	63,110,859.00
Profit (or loss) before taxes	5,708,063.00	(11,795,331.00)
Provision for foreign income taxes	947,470.00	961,126.00
Net earnings (or loss)	4,760,593.00	(12,456,457.00)

\*Based on 2,545,845 shares in both periods.

## Sales, net income up for Collins Radio

Improvement in both net sales and net income for the fiscal year ended Aug. 2 was scheduled to be reported by Collins Radio Co. today (Oct. 14).

Arthur A. Collins will also announce that the backlog of undelivered orders rose from \$230 million in 1962 to \$241 million in 1963, with working capital moving up from \$43.4 million in 1962 to \$52.2 million in 1963.

Mr. Collins will say that the reason current earnings are not higher is because of planned investment in new product development and product improvement, especially in communications and data processing systems.

Fiscal year ended Aug. 2:

	1963	1962
Earned per share	\$ 1.65	\$ 1.56
Net sales	250,092,826.00	207,775,637.00
Net income	3,682,132.00	2,677,324.00

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Lerman

**Maurice Lerman**, creative group head at Ted Bates & Co., New York, elected VP. Mr. Lerman joined Bates in 1958.

**Eugene N. Beesley**, president of Eli Lilly and Co., elected to board of directors of Procter & Gamble Co., Cincinnati, filling vacancy created by retirement of **Frederick V. Geier**, executive committee chairman of Cincinnati Milling Machine Co.

**Donald D. Halstead**, account supervisor at J. M. Mathes Inc., New York advertising and PR agency, elected to company's board of directors.

**John W. Haynes**, former principal and executive VP of Robinson & Haynes, joins Los Angeles office of Geyer, Morey, Ballard as VP.

**Bernie Ilson**, director of TV department at Rogers and Cowan, New York, resigns to open his own public relations firm at 400 Madison Ave., that city.

**Silas Ford**, **John R. Thompson** and **William J. Case Jr.** named product managers in toilet articles division of

### Committee changes

Reassignments of several members of the Senate Judiciary Committee have been announced by Senator James O. Eastland (D-Miss.), chairman.

**Senator Quentin N. Burdick** (D-N.D.) was added to the Juvenile Delinquency Subcommittee, a unit that has twice explored the effects of TV violence and sex on youngsters. Senator Thomas J. Dodd (D-Conn.) is chairman.

**Senators Sam J. Ervin Jr.** (D-N.C.) and **Edward M. Kennedy** (D-Mass.) were added to the Antitrust and Monopoly Subcommittee, headed by Senator Philip A. Hart (D-Mich.).

The changes were made because of the death of Senator **Estes Kefauver** (D-Tenn.) (BROADCASTING, Aug. 19), Senator Eastland said.

Colgate-Palmolive Co., New York.

**Calvin A. Nixon**, senior buyer, promoted to media account supervisor in Detroit office of Young & Rubicam. **Vincent C. Skelton** appointed director of research. **Robert R. Sawyer** joins

Y&R's Detroit copy department.

**Scott Elrod**, advertising manager of McGraw-Edison Co. for past four years, joins Earle Ludgin & Co., Chicago, as account executive.

**William H. Buckman**, previously with John W. Shaw Adv., Chicago, joins Earle Ludgin & Co. there as account executive.



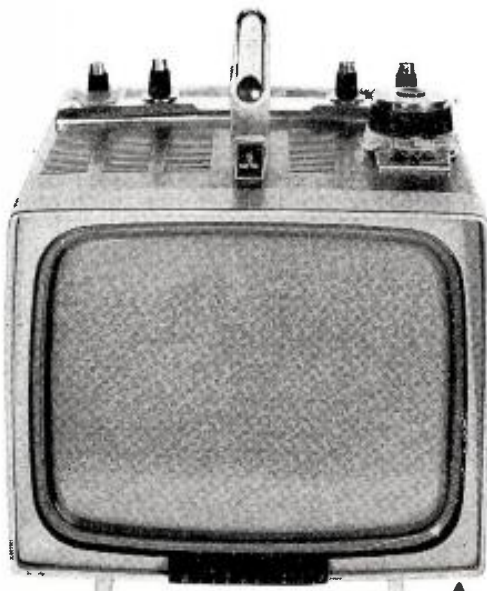
Mr. White

**William G. White**, associate media director and manager of media department at Cunningham & Walsh, New York, elected VP. Mr. White joined C&W in 1953.

**Donald L. Usher**, account executive in Seattle office of McCann-Erickson, joins Pritchard, Wood Inc., New York, as assistant to J. Desmond Slattery, senior VP-client services. **Lilyan Browne** joins PW's creative department as copywriter.

**Robert G. Andrus**, art director; **Daniel E. Kelly**, copy supervisor; and **Carl E. Behr** and **William C. Pool Jr.**, account supervisors, all of Foote, Cone & Belding's Chicago office, elected vice presidents.


**Nancy Wilson**, songstress recording for Capitol, has completed series of



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national radio spots for California Packing Co. (Del Monte tomato sauce), produced by Alan Alch in Hollywood for McCann-Erickson, San Francisco. Miss Wilson has appointed Charles H. Stern Agency, Hollywood, as her representative in field of radio and TV commercials.

**John T. Dunford**, formerly of Wesley Associates, joins J. S. Fullerton Inc., New York advertising agency, as director of media.



Mr. McClenahan

**Richard McClenahan**, former senior media director of Guild, Bascom & Bonfigli, San Francisco, appointed director of media for western division of Fletcher Richards, Calkins & Holden, with headquarters in San Francisco.

**Gwyn Collins** named advertising research manager for Ford division of Ford Motor Co. Mr. Collins was formerly research development supervisor at D'Arcy.

**Jack W. Robinson** joins staff of William Kostka and Associates, Denver advertising and PR agency.

**Virginia Van Cleve** joins Roche, Rickerd, Henri, Hurst Inc., Chicago, as copywriter. Formerly she had been with John W. Shaw Adv., Edward H. Weiss Co. and Compton Adv. there.

**Brian R. Bremner**, formerly with Tatham-Laird, joins Needham, Louis & Brorby, Chicago, as copywriter.

**Stephen J. Chaseman**, formerly with Kenyon & Eckhardt, joins Kudner Agency as copywriter. **Charles Frank Kafka** also joins Kudner as copywriter. He was with J. Walter Thompson.

**Henry Hoople**, radio-TV writer, joins creative staff of MacManus, John & Adams, Los Angeles, as copywriter. His radio background includes six years as head writer of *Judy Canova Show*, *The Gene Autry-Pat Buttram Show*, *The*

## NAB adds two field reps

The National Association of Broadcasters last week announced appointment of **Paul R. Fry** of Omaha, Neb., and **Ernest C. Sanders** of Davenport, Iowa, as members of its field staff.

Mr. Fry is former president of Inland Broadcasting Co., Omaha, and past director, secretary and president of Nebraska Broadcasters Association. He will make his headquarters in Omaha and represent NAB in Michigan, Minnesota, Montana, Nebraska, North and South Dakota, Wisconsin and Wyoming.

Mr. Sanders has held various executive posts at WOC-AM-TV Davenport, and also was chief of Armed Forces Radio Network in Europe from 1941 through 1946. He served as president of Iowa Broadcasters Association in 1955.

Mr. Sanders, with headquarters in Davenport, will represent NAB in Arkansas, Illinois, Indiana, Iowa, Missouri and Ohio.

*World of Money* and *The Jack Kirkwood Show*. In TV he has written for *People Are Funny*, *Private Secretary*, *The Bob Newhart Show*, *You Asked For It*, *It Pays To Be Married* and *It Could Be You*.

**Ernest Smith**, VP of Sudler & Hennessy, New York advertising agency, appointed senior art director. **David Witt** joins agency as account executive, and **Rhoda DeVore** named to copywriting staff. **Marvin Schiller** appointed group copy chief.

## THE MEDIA

**Irving B. Hill**, account executive at WTAR Norfolk, Va., joins WCMS, that city, as VP in charge of sales and member of board of directors of WCMS Radio Norfolk Inc., licensee of station.

**Harold Gore** elected VP of Johnston-Taylor Broadcasting Inc. Mr. Gore has been general manager of broadcast group's WRVM-AM-FM Rochester, N. Y.

**John R. Speciale**, former station manager of WSSV Petersburg, Va., appointed general manager of WRRR Rockford, Ill. **Ward Hartman** named station-sales manager. **John Randall** joins WRRR's announcing and production staff.



Mr. Stallworth

**Asa Stallworth Jr.**, general sales manager of WJBF(TV) Augusta, Ga., appointed station manager, replacing **Thomas J. Hennesy**, who moves to Claussen's Bakeries, a division of Fuqua Industries Inc., licensee of WJBF(TV). **John Radeck**, WJBF operations manager, promoted to local sales manager. **Ralph McFarland** and **Larry Bennett** appointed production supervisor and assistant production supervisor, respectively.

**John Brubaker**, former general sales manager of WFBG-AM-FM-TV Altoona, Pa., joins VIP Radio Inc. as general manager of WFYI Mineola, N. Y.

**Hundley Griffith**, manager of WBCR Christianburg, Va., appointed general manager of WLLL Lynchburg, Va.



Mr. Hughes

**Richard N. Hughes**, for past four years president and general manager of WQRS-FM Detroit, appointed director of advertising and promotion for WXYZ-TV, that city.

**Dale Moudy**, WING Dayton, Ohio, and **Robert Earle**, WIBR Baton Rouge, La., elected chairman and vice chairman, respectively, of Association of Independent Metropolitan Stations. They succeed Chairman **Lee Allan Smith**, WKY Oklahoma City, and Vice Chairman **Milt Hall**, KWBB Wichita, who both served for two years. **Dave Morris**, KNUZ Houston, elected membership chairman, succeeding **Jack Roth**, KONO San Antonio.

**Alan Fischler**, director of award programs division of National Telefilm Associates, joins John Poole Broadcasting Co. as station manager of KGLM Avalon and KBIG(FM) Los Angeles, both California.

**James G. Barrett**, member of public relations staff of New York State Attorney General Louis J. Lefkowitz, appointed station manager of Fordham University's WFUV-FM New York. Mr. Barrett succeeds **Harvey J. Humphrey Jr.**, who has been named associate di-

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## MBA elects Douglas

**Harold Douglas**, KMMO Marshall, elected president of Missouri Broadcasters Association, succeeding **Don C. Dailey**, KGBX Springfield. Other officers elected: **William McKibben**, WIL St. Louis, VP; and **William Natsch Jr.**, KWOS Jefferson City, secretary-treasurer. Directors are **James Collins**, KFMO Flat River; **D. T. Knight**, KODE-TV Joplin; **Kenneth Heady**, KCMO Kansas City, and Mr. Dailey.



Mr. Douglas

rector of electronic learning laboratory at Fordham's Rose Hill campus.

**Ronald Hickman**, WNNJ Newton, elected president of New Jersey Broadcasters Association last week at two-day meeting in Atlantic City. **Henry Behre**, WERA Plainfield, elected VP, and **Arnold Zucker**, radio-TV coordinator at Rutgers University, reappointed secretary-treasurer.

**H. G. (Buck) Harris**, formerly with sales department of WDBJ Roanoke, Va., joins Ohio Stations Representatives, Cleveland, as account executive.

**Jack Simpson**, VP of Resort Airlines, joins WOL Washington as account executive handling client contact, advertising and merchandising.

**Charles H. Hine**, member of sales department of WTOB Winston-Salem, N. C., joins WGHP-TV Winston-Salem-Greensboro-High Point, N. C., as account executive.



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**George Skinner** appointed station manager, WNBC New York effective Oct. 28 succeeding **George S. Dietrich**, who has announced his resignation. Mr. Skinner moves to WNBC from Katz Agency, station representative, where he has been director of programing services and program consultant. He

**Dan Katz**, former manager of WMT-FM Cedar Rapids, Iowa, joins New York TV staff of The Katz Agency. Dan Katz is son of Eugene Katz, president of station representative firm.

**Rick Hutto**, announcer and program director at WKTU (Jacksonville) Atlantic Beach, Fla., joins staff of WNTT Tallahassee, Fla.

**William R. Reier** joins sales staff of WDGY Minneapolis-St. Paul, Minn.

**Newton N. Minow**, former FCC chairman and now executive VP of Encyclopedia Britannica Inc., elected to board of National Educational Television. NET provides cultural and informational programs weekly to noncommercial, ETV stations. Mr. Minow, former law partner and administrative assistant to Adlai E. Stevenson, was appointed FCC chairman by President Kennedy in 1961, and resigned from post last spring.



Mr. Minow

**John C. Liddy**, formerly with Robert E. Eastman & Co., joins sales staff of Roger O'Connor, New York.

**James L. Shannon**, former national sales service representative for WNC(TV) Pittsburgh, joins sales staff of KDKA-AM-FM, that city.

**Lynn F. Avery**, member of WTVM (TV) Columbus, Ga., sales staff for past four years, named sales manager.



Mr. Avery

**Richard J. Anderson**, chief engineer of KOVR(TV) Stockton-Sacramento, Calif., named engineering manager of Metropolitan Broadcasting's KLAC-AM-FM and KTTV(TV), both Los Angeles.

**Gil Henry**, former program director of KJR Seattle, joins KHOW Denver as air personality-program director. **Roy Gunderson**, **Vince Paul** and **Bill King** join KHOW as air personalities.

**Richard Bolen**, announcer and programming assistant at KALB-FM Alexandria, La., to program director.

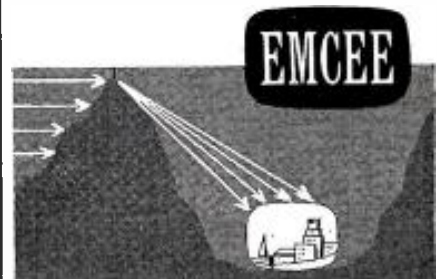
**Ted Swanson**, stage manager for *The Big News* on KNXT(TV) Los Angeles since program's inception in 1961, appointed public affairs producer at sta-

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## Hunt named chairman of NAB engineering group

LeRoy Collins, president of National Association of Broadcasters, last week announced appointment of 10-man committee to plan for Broadcast Engineering Conference held each year as part of NAB annual convention.



Mr. Hunt

The 1964 convention will be held in Chicago at Conrad Hilton hotel April 5-8.

**Clyde M. Hunt**, VP in charge of engineering for Post-Newsweek Stations, Washington, was named chairman of engineering conference com-

mittee. Appointed to serve with Mr. Hunt were:

**Malcolm M. Bureson**, VP for engineering, Metromedia Inc., Washington; **James H. Butts**, director of engineering, Mullins Broadcasting Co., Denver; **William S. Duttera**, director of allocations engineering, NBC, New York; **Leslie S. Learned**, director of engineering, Mutual Broadcasting System, New York.

**Frank Marx**, president of engineering division, ABC, New York; **James D. Parker**, director of TV r-f engineering, CBS-TV network, New York; **Russell Pope**, chief engineer of Golden Empire Broadcasting Co., Chico, Calif.; **Wilson Raney**, chief engineer of Cowles Broadcasting Service, Memphis; and **Orrin W. Towner**, director of engineering, WHAS Inc., Louisville, Ky.

tion. He fills position vacated by **Joe Sands**, who is now director of productions. **Lee Posselt**, film distributor for KNXT news, promoted to stage manager, and **Frank Uster** leaves his stage manager post to become associate director.



Mr. Saracen

**Robert R. Saracen**, account executive at WGAN-TV Portland, Me., for past two years, promoted to local sales manager. Mr. Saracen, formerly of WCCM Lawrence, Mass., joined Guy Gannett Broadcasting

Services in 1958 as member of WGAN radio sales department.

**Peri Cousins Harper** named program director of WLIB New York. She was previously creative program and production supervisor.

**Larry Dean** appointed program director of WWIN Baltimore.

**Mark Evans**, VP in charge of public affairs for Metromedia Inc., named general chairman of Washington Cherry Blossom Festival, April 7-12, 1964.

**Norman Taylor**, previously with Metromedia Television Sales in New York and San Francisco, joins sales staff of KNXT-TV Los Angeles as account executive. He replaces **Mike Keating**, who has been transferred to San Francisco office of CTS National Sales.

**David Gordon**, with Screen Gems since 1962 and former director of daytime programing exploitation for CBS-TV network, named publicity and exploitation director of WNEW-TV New York.

**Robert Cawley**, former producer-director-writer for NBC in Hollywood, joins KGO-TV San Francisco as producer of *High School Football* series.

**Mitchell C. Tackley**, wicy Malone, N. Y., named to succeed **Jack Burgess** as district 1 nonmetropolitan representative on Mutual Affiliates Advisory Committee. Mr. Burgess resigned from MBS affiliates group when he left WOSW Oswego, N. Y.

**John A. Chambers**, national sales manager of Container Corp. of America, New York, joins national sales staff of WHC-TV Pittsburgh. **Philip Marella**, WHC-TV local sales manager, named assistant general sales manager.

**Jay Loughrin**, formerly with Andrews-Yagemann Productions at Desilu, joins merchandising department of KTTV-TV Los Angeles.

**Judy West**, head bookkeeper and secretary at KOSA-TV Odessa, Tex., promoted to business manager.

**Rod Clefton**, production manager of KHQ-AM-FM Spokane, Wash., promoted to program director.



Mr. Clefton

**Jim Dolan**, general manager of Waterloo (Iowa) baseball club (Midwest League) and formerly of WAIR-AM-FM Winston-Salem, N. C., joins WROZ Evansville, Ind., as sportscaster and air personality.

**A. James Ebel**, general manager of KOLN-TV Lincoln and KGIN-TV Grand Island, elected president of Nebraska Broadcasters Association. **Roger Larson**, KFOR Lincoln, elected VP, and

**Richard Chapin**, executive VP of Stuart Stations, re-elected secretary-treasurer. New directors are **David Tucker**, KFRS Superior; **George Haskell**, KNEB Scottsbluff; **John Miller**, KCSR Chadron; **William Whitlock**, KUVR Holdrege; and **Harry Peck**, KNOP-TV North Platte.

**George L. Davis**, former air personality at WOOD Grand Rapids, Mich., to WIGO Indianapolis in same capacity.

**Joseph A. Haas** appointed general manager of WWCA Gary, Ind.

**John R. Canton**, former program director of WRAW Reading, Pa., joins KUDL Kansas City as air personality.

**Bob Grant** joins announcing staff of KABC-AM-FM Los Angeles.

## PROGRAMING

**Charles F. Simonelli**, corporate VP of Technicolor Inc. and a director of Waldorf System Inc., elected to board of directors of Walter Reade/Sterling Inc., New York production firm.

**Herbert I. Lazarus**, director of operations, elected vice president of Telesynd, TV film distribution division of Wrather Corp., New York.

**Jerome H. Stanley** and **John Hinsey** named film programs director, program administration, and manager of film programs, respectively, for NBC-TV West Coast.

**Richard M. Woollen**, formerly VP in charge of programs at KTTV-TV Los Angeles, appointed director of sales and programing for Desilu Sales, program distribution subsidiary of Desilu Productions. Before joining KTTV as program director 11 years ago, Mr. Woollen had been program manager of ABC Radio's central division.



Mr. Woollen

**Maurice Hoffman**, national sales manager of Columbia Records Sales Corp., New York, promoted to general manager, succeeding **Kenneth Glancy**, former CRSC VP, who has been named to newly created position of VP for artists and repertoire.

**Ed Cooperstein**, president of New Jersey Television Broadcasting Corp., which plans to place channel 47 on air next spring as commercial UHF station, assumes added responsibilities as director of two-hour *Open End* discussion show, of which David Susskind is host. Mr. Cooperstein was director of *Open End* from 1958 to 1960.

**Frank Telford** appointed executive producer of Revue Studios' new *Destry* TV series. Mr. Telford had been work-

ing with Roy Huggins, Revue VP, as producer of Roncom-Revue's *Kraft Suspense Theatre*.

**Harold L. Lipton**, New York attorney, appointed general counsel of National General Corp., Beverly Hills, Calif., succeeding **Harold Lasser**, who resigned to return to private practice. NGC operates theaters in West and Midwest, has diverse real estate holdings and is active in vending machine and other merchandising and has plans for closed circuit pay TV theater network to start operations next year.

**Leon Ames**, who portrayed title role in *Father of the Bride*, CBS-TV series few seasons back, has been signed as new neighbor to Wilbur and Carol Post in *Mister Ed* series on same network. Late Larry Keating had played Posts' neighbor.

**Robert Knoechel**, former West Coast comptroller for United Artists Television, joins production accounting department of Daystar Productions.

## EQUIPMENT & ENGINEERING

**Adron M. Miller** named manager, broadcast merchandising and West Coast operations, RCA Broadcast and Communications Products Division. Mr. Miller has been manager for division's film recording and West Coast operations at Burbank, Calif. He will continue in this capacity while assuming responsibility for merchandising of RCA radio-TV broadcast equipment, scientific instruments and industrial television systems.

**Fred J. Borch**, executive VP of General Electric Co., elected president and chief executive officer, effective Dec. 21, with **Gerald L. Phillippe**, GE president, becoming chairman on that date. **Ralph J. Cordiner**, chairman and chief executive officer, announced last week his intention to retire in December.

**Dr. Homer Newell**, director of Office of Space Sciences, National Aeronautics & Space Administration, appointed associate administrator for space sciences and applications, in NASA reorganization Nov. 1. Chain of command for communications satellites will run from **Leonard Jaffe**, director of communications, to **Robert F. Garbarini**, director of applications, to Mr. Newell.

**S. S. Krinsky**, formerly with Telemet Co. and Paramount Pictures TV division, forms his own firm, S. S. Krinsky & Associates, at 6311 Yucca Street,

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## Newsmen shift networks

**Frank Reynolds** and **Hugh Hill** join news staff of ABC-owned WBKB(TV) Chicago. They resigned fortnight ago from CBS-owned WBBM-TV there after policy differences (BROADCASTING, Oct. 7). **Sterling C. (Red) Quinlan**, WBKB VP-general manager, said station's new mobile video tape gear will be among tools Messrs. Reynolds and Hill will use in their expanded roles as "investigative journalists."

Hollywood 28. Company will specialize in representing TV and telemetering instrumentation manufacturers.

**Allan S. Timms**, former sales manager of ITA Electronics, joins industrial products division of Adler Electronics, New Rochelle, N. Y., as field sales engineer. Adler's industrial products division markets UHF TV broadcasting and repeating equipment and educational TV systems.

**Nicholas R. Mercurio**, former manager of manufacturing for watch division of Elgin National Watch Co., Elgin, Ill., elected VP for manufacturing for Shure Brothers Inc., Evanston, Ill. Shure manufactures microphones, high fidelity and electronic components. In his new position, Mr. Mercurio will direct manufacturing operations for all Shure products.



Mr. Mercurio

**Frank A. Ryan** joins Houston Fearless Corp., Los Angeles, as director of operations at corporation's West Los Angeles plant. Mr. Ryan will be responsible for manufacturing processes and methods in production of film processing equipment.

**Alex Quiroga**, color and technical coordinator in Hollywood for NBC, named recipient of 1963 Herbert T. Kalmus Gold Medal Award of Society of Motion Picture and Television Engineers.

## NEWS

**Lloyd Dobyns** appointed news director of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va., replacing **Vern Jones**, who resigned to accept post of Washington bureau chief of UPI Newsfilm. **Jim Whipkey** named WAVY's associate news director.

**Robert T. Comey Jr.**, assistant manager of New York Stock Exchange

news bureau, joins United Press International promotion department, succeeding **David J. Oestreicher**, who moves to UPI's foreign news desk.

**Don Lloyd**, sportscaster at WIZE Springfield, Ohio, assumes added duties as director of news and special events.

**Stan Vainrib**, **Kenneth Bell** and **Jim Strong** join news staff of WBBM Chicago as writers. Mr. Vainrib previously was with WATV Birmingham, Ala., Mr. Bell was with WGN Chicago and Mr. Strong switches from WBBM-TV.

**Chester Curtis**, formerly of WHAM Rochester, N. Y., joins news staff of WTOP-TV Washington.

**Gary Kerr**, formerly of KSCJ Sioux City, Iowa, joins news staff of KTIV (TV), that city.

**Keith Patterson** joins staff of KTVB (TV) Boise, Idaho, as anchorman of *The Big News* (Monday-Friday, 5:30-6:30 p.m.) and as host of weekend variety program, *Periscope*, 10 a.m.

**Bob Hardt**, local news reporter at WXYZ Detroit, named *Morning Report* editor.

**John J. Ryan** joins Associated Press as regional membership executive. Mr. Ryan, who will deal with radio and TV stations in New York State, has been in advertising department at *Albany*

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Times-Union and Knickerbocker News for several years.

Norton Mockridge and Jimmy Wallington join news staff of WCBS-AM-FM New York.

## INTERNATIONAL

William G. Moore joins BBDO in newly created position of VP for international, New York. Mr. Moore was formerly VP and account supervisor on Ford and Eastman Kodak accounts at J. Walter Thompson, New York and Detroit. Bruce E. Crawford, senior group head on American Tobacco account, elected to VP.

Ralph Snelgrove, CKVR-TV and CKBB Barrie, Ont., elected president of Radio and Television Executives Club of Toronto, succeeding Ken Soble, CHCH-TV and CHML Hamilton, Ont. Sam Eiber, Canadian Sponsor, elected first VP; William W. Vanderburgh, Coca-Cola Ltd., second VP; Doug L. Breithaupt, of Breithaupt, Milson & Benson Ltd., third VP; and T. Gordon Ferris, Radio & Television Representatives Ltd., secretary-treasurer.

Michael Connor named director of Screen Gems sales in Germany. Mr. Connor was group sales supervisor in Germany for Columbia Pictures' "Lawrence of Arabia."

Albert G. Hartigan joins international division of Time-Life Broadcast Inc. Mr. Hartigan will specialize in TV programming for foreign stations operations. He was previously VP and general manager of Video House, New York.

Jimmy Darin, formerly of KNEW Spokane, Wash., joins CKY Winnipeg, Manitoba, Canada, as air personality-program director. Peter Jackson, CKY

## NATAS PR appointments

Syd Eiges, VP of public information for NBC, announced appointment of members to his publicity and public relations committee for New York chapter of National Academy of Television Arts and Sciences.

They are: Alan J. Baker, NBC; Robert Beusse, WOR; Milton Brown, NBC; Phil Cowan, WNEW; Harry Feeney, CBS; Michael Foster, ABC; Sid Garfield, WCBS; George Hoover, WABC; Robert Kasmire, NBC; Arthur Kent, NBC; Phil King, WCBS; Dorothy Leffler, CBS; William R. Morris, TV Guide; George Norford, New York State Commission for Human Rights; John Scuoppo, NBC; Al Slep and Jay H. Smolin, WNBC; Sylvia Spence, WNDT(TV); Charles Steinberg, CBS; and John Weitzel, WNYC.

The committee is responsible for overseeing and advising on all public relations aspects of the New York chapter.

air personality, moves to CKLG Vancouver, B. C. Dave Lyman, former CKY program director, named station promotion manager, replacing Bill Grogan, who becomes sales promotion manager.

William S. MacDonald, formerly of media research division of A. C. Nielsen Co., New York, joins Crane Adv. Ltd. of London as account supervisor.

## ALLIED FIELDS

Marian Searchinger elected VP of literary department of Artists Agency Corp., New York.

Sherlee Barish, formerly in sales executive posts with Official Films and National Telefilm Associates, has

formed Broadcast Personnel Agency, New York, an employment service in radio-TV field exclusively. Office is at 527 Madison Ave. Telephone is Eldorado 5-2672.



Mr. Baiman

held positions of research associate, project supervisor, supervisor of surveys and manager of research studies.

John C. Smith, member of radio production department for past eight years at Southern Baptists' Radio and Television Commission in Fort Worth, Tex., named director of organization's newly formed program production section. New unit will produce radio programs for seasonal special events broadcasts.

Milton Robertson, producer of PM West TV series for Westinghouse Broadcasting Co., appointed director of radio-TV films for National Tuberculosis Association.

## DEATHS



Mr. Strotz

Sidney N. Strotz, 65, former executive VP of NBC, died Oct. 4 of heart attack at Ojai (Calif.) Community Hospital. In early 1930's Mr. Strotz was president of Chicago Stadium Corp., which promoted championship boxing matches and other public entertainments. His knowledge of show business prompted NBC to appoint him VP in charge of programs. Mr. Strotz was transferred to Hollywood in 1941 as VP for West Coast operations and in 1948 was named administrative VP in charge of TV. He left NBC in 1950 to become president of Quaker State Coca-Cola Bottling Co. in Pittsburgh, and recently moved to Glendale, Calif.

Herbert Richardson, 57, Lisbon, Portugal, representative for McGraw-Hill and Newsweek and former NBC correspondent, died of brain hemorrhage Oct. 8 at his home in Cascais, Portugal.

Claire Niesen, 40, radio actress who for 14 years played title role in Mary Noble, Backstage Wife on CBS, died of cancer Oct. 4 in Encino, Calif. Miss Niesen, who in 1943 won Philco Hall of Fame award, also appeared in The Second Mrs. Burton, Life Can Be Beautiful radio serials.

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## CBS makes historical street presentation

A sidewalk display has been unveiled at the construction site of the new CBS headquarters building in New York (Avenue of the Americas between 52d and 53d Streets).

The presentation is made up of 37 panels, each equipped with a transparent news photograph and an automatic recording device. As each panel is viewed, the passer-by can pick up a special phone and hear a portion of that story as it was originally broadcast. The news stories span a 36-year period from the Lindbergh flight to the present.

Photographs in the display are from the files of CBS, Wide World and UPI. Sound recordings are from CBS News and other sources.

## Los Angeles can't say nein to channel nine

All Southern Californians will soon be "Nine Watchers" if KHJ-TV (ch. 9) Los Angeles has its way. To persuade its fellow citizens that there's no activity to compare with "nine watching," the station's promotion executives have had 50,000 lapel stickers printed and distributed to agencies, media men and the public.

More than 200 Sparkletts trucks (spring water) bear "nine watching" posters and some 200,000 Sparkletts bottles are ornamented with similar labels. RKO General Broadcasting's national sales department is using a special 12-minute film to show the rest of the advertising world what they're missing by not being in the area where "nine watching" goes on, and Mal



These are KHJ-TV 'Nine Watchers'



*These are our "disc jockeys"*

## WAIT backs successful experiment with ads

WAIT Chicago has finished the experimental "better music" programming it began Jan. 1, adopting the format on a permanent basis, and has begun a \$130,000 consumer advertising campaign in Chicago newspapers to promote its policy.

In a three-week period from Sept. 16-Oct. 2, the station spent more

than \$31,000 of its budget on six large display ads, including two aimed at women.

One of the ads, "These Are Our Disc Jockeys" (above), posed the station announcers with fiddles, the copy adding, "They all play second fiddle to the world's most beautiful music."

Klein, vice president and general manager of KHJ-TV, has written a pamphlet, illustrated by famous artists, entitled "A Modern History of Nine Watching."

### All-star lineup

A switch in sponsor-talent relations is scheduled to take place Thursday (Oct. 17) at the opening of the world's largest shoe polish factory in Springfield Gardens, N. Y. Irving J. Bottner, president of Esquire Shoe Care Products, plans to pay tribute to TV stars the firm has sponsored.

Invited to attend and receive plaques are: Arlene Francis, Kate Smith, Jane Wyman, Sid Caesar, Imogene Coca, Arthur Godfrey, Danny Thomas, Dick

Clark, Johnny Carson, Bert Parks, Ed Sullivan, Sebastian Cabot, Anthony George, Doug McClure, Bud Collyer and Gale Storm.

### ABC-TV wheels and deals

Metro-Goldwyn-Mayer is getting national promotion for its new movie, "The Wheeler Dealers," via ABC-TV's *The Price Is Right* without actually buying time in the TV show.

In a tie-in with the regular ABC-TV *Price Is Right* five-week sweepstakes, MGM will give an oil well guaranteed to produce at least \$25,000 worth of oil or a \$25,000 check to the winner of the program's first five-week sweepstakes as a bonus.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 3 through Oct. 9 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

New TV station

ACTION BY FCC

\*Portales, N. M.—Regents of Eastern New Mexico University. Granted CP for new TV on VHF channel 3 (60-66 mc); ERP 57.2 kw vis., 28.8 kw aur. Ant. height above average terrain 1,397 feet, above ground 1,084 feet. P. O. address c/o Dr. F. Claude Hempen, state director of TV, 1801 Roma, N.E., Albuquerque, N. M. Estimated construction cost \$428,989; first year operating cost \$100,000. Studio location Portales, trans. location Elide, N. M. Geographic coordinates 33° 57' 42" N. Lat., 103° 52' 39" W. Long. Type trans. GE-TT32A, type ant. GE TV-50-F. Consulting engineer Melvin F. Berstler, Albuquerque. Principals: board of regents. Action Oct. 3.

New AM stations

ACTIONS BY FCC

Douglasville, Ga.—Douglas County Broadcasting Co. Granted CP for new AM on 1520 kc, 1 kw-D, 500 w-CH; condition and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Bolling Branham, Box 603, Myrtle Drive, Douglasville, Ga. Estimated construction cost \$17,767; first year operating cost \$33,000; revenue \$42,000. Bolling Branham, sole owner, is majority owner of WKTG Thomasville, Ga. March 18 initial decision looked toward grant. Action Oct. 4.

Smithville, Tenn.—Center Hill Broadcasting Corp. Granted CP for new AM on 1480 kc; 1 kw-D. P. O. address c/o W. E. Vanatta, Smithville. Estimated construction cost \$33,860; first year operating cost \$34,370; revenue \$48,736. Principals: W. E. Vanatta, Franklin H. Brown, Aaron Durham, Herman Spivey, C. H. Cope, Harold L. Durham (each 16.66%). Dr. Vanatta is chiro-

practor; Mr. Brown is general manager of WBMC McMinnville, Tenn.; Mr. Spivey is treasurer and 38.4% stockholder of hardwood flooring manufacturing firm; Dr. Cope is president and 14% owner of WBMC (which he must sell); A. Durham is general manager of hatchery; H. Durham is program director of WBMC. Action Oct. 3.

Existing AM station

APPLICATION

WFLB Fayetteville, N. C.—CP to increase power from 250 w to 1 kw. Ann. Oct. 7.

New FM stations

ACTIONS BY FCC

El Dorado, Ark.—El Dorado Broadcasting Co. Granted CP for new FM on 99.3 mc, 3 kw. Ant. height above average terrain 285 feet. P. O. address 208 North Cleveland Street, El Dorado. Estimated construction cost \$16,550; first year operating cost \$5,400; revenue \$12,000. Principals: James A. West Sr. and James A. West Jr. (each 50%), own KDMS El Dorado. Action Oct. 3.

Los Gatos, Calif.—United Broadcasters. Granted CP for new FM on 95.3 mc, 940 w. Ant. height above average terrain minus 350 feet. P. O. address 13685 Calle Tacuba, Saratoga, Calif. Estimated construction cost \$19,693; first year operating cost \$26,400; revenue \$28,800. Principals: Richard A. (50%), Donald R. and Berenice A. (each 25%) Ingraham. R. A. Ingraham is business manager of electronics firm; D. R. Ingraham is automotive inspector; Mrs. Ingraham is housewife. Action Oct. 8.

Loves Park, Ill.—Loves Park Broadcasting Co. Granted CP for new FM on 96.7 mc, 3 kw. Ant. height above average terrain 140.5 ft. P. O. address 1309 So. Central Ave., Rockford, Ill. Estimated construction cost \$5,840; first year operating cost and revenue to be figured jointly with AM operation. Angelo Joseph Salvi, sole owner, is licensee of WLUV Loves Park. Action Oct. 8.

Lafayette, Ind.—Lafayette Broadcasting Inc. Granted CP for new FM on 105.3 mc, 16.5 kw. Ant. height above average terrain 330 feet. P. O. address McCarty Lane, Lafayette. Estimated construction cost \$20,432; first year operating cost \$12,000; revenue \$15,000. Lafayette Broadcasting is licensee of WASK Lafayette. Action Oct. 8.

La Porte, Ind.—La Porte County Broadcasting Inc. Granted CP for new FM on 96.7 mc, 3 kw. Ant. height above average terrain 265 feet. P. O. address Box 385, La Porte. Estimated construction cost \$22,818; first year operating cost \$12,000; revenue \$15,000. La Porte Broadcasting is licensee of WLOI La Porte. Action Oct. 8.

\*Mount Vernon, Iowa—Cornell College. Granted CP for new FM on 89.7 mc, channel 209, 10 w. Ant. height above average terrain 88 feet. P. O. address Mount Vernon. Estimated construction cost \$4,800; first year operating cost \$1,600. Principals: board of trustees. Action Oct. 8.

Kalamazoo, Mich.—Steere Broadcasting Corp. Granted CP for new FM on 106.5 mc, 23 kw. Ant. height above average terrain 300 feet. P. O. address 1360 Melody Lane, Kalamazoo. Estimated construction cost \$24,920; first year operating cost \$5,000; revenue \$6,000. Steere is licensee of WKMI Kalamazoo. Action Oct. 8.

Livingston, Tenn.—Upper Cumberland Broadcasters. Granted CP for new FM on 95.9 mc, 3 kw. Ant. height 300 feet. P. O. address c/o R. H. McCain, Livingston. Estimated construction cost \$11,850; first year operating cost \$30,556; revenue \$32,500. R. H. McCain, sole owner, is part owner of WLIV Livingston. Action Oct. 8.

Ogden, Utah—Clifford E. Peterson. Granted CP for new FM on 101.9 mc, 29 kw. Ant. height above average terrain 39 feet. P. O. address 299 Chimes View Drive, Ogden. Estimated construction cost \$13,300; first year operating cost \$15,000; revenue \$13,500. Mr. Peterson, sole owner, has 1/6 interest in United Broadcasting Co. Action Oct. 8.

APPLICATIONS

DeFuniak Springs, Fla.—Leonard Zepp. 103.1 mc, channel 276, 1.8 kw. Ant. height above average terrain 179 feet. P. O. address Box 387, DeFuniak Springs. Estimated construction cost \$4,975; first year operating cost \$6,000; revenue \$7,000. Mr. Zepp is licensee of WZEP DeFuniak Springs. Ann. Oct. 7.

Sarasota, Fla.—WSPB Broadcasting Inc. 106.3 mc, channel 292A, .86 kw. Ant. height above average terrain 158 feet. P. O. address Box 1110, Sarasota. Estimated construction cost \$5,500; first year operating cost \$5,000; revenue \$3,000. Applicant is licensee of WSPB Sarasota. Ann. Oct. 3.

Gainesville, Ga.—Southern Broadcasting Co. 97.1 mc, channel 246, 100 kw. Ant. height above average terrain 333.5 feet. P. O. address c/o Charles Smithgall, Press-Radio Center, Gainesville. Estimated construction cost \$31,150; first year operating cost \$20,000; revenue \$20,000. Applicant is licensee of WGGG Gainesville. Ann. Oct. 3.

Rome, Ga.—Rome Broadcasting Corp. 97.7 mc, channel 249A, 250 kw. Ant. height above average terrain 865 feet. P. O. address c/o Mather M. Payne, 501 Broad Street, Rome. Estimated construction cost \$11,250; first year operating cost \$18,000; revenue \$17,000. Applicant is licensee of WRGA Rome. Ann. Oct. 3.

Woodstock, Ill.—McHenry County Broadcasting Co. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 213 feet. P. O. address 511 North Rose Farm Road, Woodstock. Estimated construction cost \$17,300; first year operating cost \$35,000; revenue \$40,000. Principals: Lloyd Burlingham (75%) and Robert A. Jones (25%). Mr. Burlingham is majority owner of WIXN Dixon, Ill.; Mr. Jones is consulting engineer. Ann. Oct. 7.

Valparaiso, Ind.—Valparaiso Broadcasting Co. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 268 feet. P. O. address 425 South Seventh Avenue, LaGrange, Ill. Estimated construction cost \$16,083; first year operating cost \$12,000; revenue \$15,000. Principals: William H. Wardle, Robert A. Jones and F. Patrick Nugent. Applicant is also applicant for new AM in Valparaiso. Ann. Oct. 9.


Pikeville, Ky.—Cumberland Publishing Inc. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain minus 180 feet. P. O. address c/o Roy E. Alexander, WLSI Pikeville. Estimated construction cost \$13,840; first year operating cost \$18,000; revenue \$18,000. Applicant is licensee of WLSI. Ann. Oct. 3.

Pittsfield, Mass.—Greylock Broadcasting Co. 105.5 mc, channel 288A, 3 kw. Ant. height zero. P. O. address 8 Bank Row, Pittsfield. Estimated construction cost \$24,701; first year operating cost \$10,500; revenue \$12,000. Applicant is licensee of WBRK Pittsfield. Ann. Oct. 9.

Flint, Mich.—Methodist Radio Parish Inc. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Ellis L. Penton, 3217 Lapeer Street, Flint. Estimated construction cost \$23,809; first year operating cost \$14,000;

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revenue \$18,000. Applicant is licensee of WMRP Flint. Ann. Oct. 7.

Owosso, Mich.—Owosso Broadcasting Co., 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 244 feet. P. O. address c/o Merrill Walker, 2300 North Shiaswassee, Owosso. Estimated construction cost \$11,100; first year operating cost \$9,600; revenue \$5,000. Applicant is licensee of WOAP Owosso. Ann. Oct. 3.

Moss Point, Miss.—Coastal Cities Broadcasting Inc., 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 150 feet. P. O. address Box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost \$22,169; first year operating cost \$35,000; revenue \$38,000. Applicant is also applicant for new AM in Moss Point. Ann. Oct. 9.

Liberty, N. Y.—Sullivan County Broadcasting Corp., 95.9 mc, channel 240, 800 w. Ant. height above average terrain 520 feet. P. O. address c/o Seymour Lubin, Box 150, Liberty. Estimated construction cost \$25,626; first year operating cost \$26,048; revenue \$27,505. Applicant is licensee of WVOS Liberty. Ann. Oct. 8.

Middletown, N. Y.—Community Broadcasting Corp., 92.7 mc, channel 244A, .82 kw. Ant. height above average terrain 180 feet. P. O. address 62 North Street, Middletown. Estimated construction cost \$8,000; first year operating cost \$7,500; revenue \$7,500. Applicant is licensee of WALL Middletown. Ann. Oct. 3.

Urbana, Ohio—Brown Publishing Co., 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Clarence Brown Jr., Blanchester, Ohio. Estimated construction cost \$52,100; first year operating cost \$57,200; revenue \$57,200. Principals: Clarence J. Brown (43.3%) and others. Applicant publishes *Urbana Daily Citizen* and other local newspapers. Representative Brown (R-Ohio) is member of U. S. House of Representatives. Ann. Oct. 3.

St. Albans, W. Va.—St. Albans-Nitro Broadcasting Co., 96.1 mc, channel 241, 50 kw. Ant. height above average terrain 500 feet. P. O. address 212 Talbot Building, Dayton 2, Ohio. Estimated construction cost \$14,500; first year operating cost \$10,000; revenue \$15,000. Applicant is licensee of WKLC St. Albans. Ann. Oct. 9.

## Existing FM stations

### APPLICATIONS

WIFN(FM) Franklin, Ind.—CP to change frequency from 95.9 mc, channel 240, to 97.1 mc, channel 246; ERP from 790 w to 5 kw; TPO from 250 w to 1.59 kw, and install new trans. (Federal 192A). Ann. Oct. 3.

WTHI-FM Terre Haute, Ind.—CP to change frequency from 99.9 mc, channel 260, to 107.5 mc, channel 298; ERP from 7.4 kw to 38.76 kw; TPO to 10 kw; ant. height above average terrain to 416 feet; change anti-trans. location, and install new trans. and ant. Ann. Oct. 3.

WAYL(FM) Minneapolis—CP to change frequency from 96.1 mc, channel 241, to 94.5 mc, channel 233; increase ERP from 10 kw to 53 kw; change ant.-trans. location from 3223 East 38th Street to 1 mile south of New Brighton, Minn., and change studio location to same as trans.; increase TPO to 5 kw; increase ant. height above average terrain to 421 feet; install new ant., and make changes in ant. system (increase height). Ann. Oct. 7.

\*WFOS(FM) South Norfolk, Va.—Mod. of license to change station location from South Norfolk to Chesapeake, Va. Ann. Oct. 3.

## Ownership changes

### ACTIONS BY FCC

KPGE Page, Ariz.—Granted assignment of license from Wendell W. Motter (100%) to Harold J. Arnoldus (100%). Consideration \$30,000. Mr. Arnoldus owns KDJI Holbrook, Ariz. Action Oct. 3.

KBIG(FM) Los Angeles and KGLM Avalon, Calif.—Granted transfer of control of licensee corporations, KBIG Inc., and John Poole Broadcasting Inc., from John H. Poole as individual to Mr. Poole as individual and as guardian. No financial consideration involved. Action Oct. 3.

WJCM Sebring, Fla.—Granted assignment of license from Progressive Publishing Co., owned by W. K. Ulerich, H. E. Breth and

others, to Highlands Radio Inc., owned by James O. Blackman, Howard C. Johnson, Robert D. Ortt and Harold Johnson (each 25%). Consideration \$40,000. Highlands principals are local businessmen. Action Oct. 4.

WBSM-AM-FM New Bedford, Mass.—Granted transfer of control of licensee corporation, Southern Massachusetts Broadcasters Inc., from George Gray and Murray Carpenter (each 50%) to Mr. Gray (45%), Mr. Carpenter (35%) and Chauncey L. Landon (20%). No financial consideration involved. Mr. Landon is part owner of WTCX(FM) St. Petersburg, Fla. Action Oct. 7.

WSAM-AM-FM Saginaw, Mich.—Granted assignment of licenses from Kenneth Hugh MacDonald (100%) to Mr. MacDonald (70%) and others, tr/as MacDonald Broadcasting Co. Consideration is assumption by corporation of debt incurred acquiring licenses. Action Oct. 7.

KUXL Golden Valley, Minn.—Granted assignment of license and CP from Edward D. Skotch (100%) to Mr. Skotch (100%), tr/as Greater Happiness Inc. No financial consideration involved. Action Oct. 7.

KBMN Bozeman, Mont.—Granted transfer of control of licensee corporation, Penn Engineering Inc. (287 shares issued), from Dale G. Moore (186 shares), William A. Merrick (100 shares) and Shirley M. Moore (1 share) to Mr. Merrick and family (100%), d/b as KBMN Inc. Consideration \$135,000. Also see grant below. Action Oct. 7.

KBMN Bozeman, Mont.—Granted assignment of license from Penn Engineering Inc. to KBMN Inc. See grant above. Action Oct. 7.

WMBL Morehead City, N. C.—Granted transfer of negative control of licensee corporation, Carteret Broadcasting Co. (360 shares issued), from Samuel M. Jones, Sherman T. Lewis (each 75 shares) and Skinner A. Chalk (20 shares) by Grover C. Munden and Robert L. Pate (each 50% of company after transfer, 95 shares before). Consideration \$24,700. Action Oct. 3.

WEYE Sanford, N. C.—Granted assignment of license from Sanford Radio Broadcasting Inc., owned by Gale P. Lewis (100%), to Mr. Lewis (100%), tr/as SanLee Broadcasting Co. No financial consideration involved. Action Oct. 7.

WBMC McMinnville, Tenn.—Granted transfer of control of licensee corporation, Cumberland Valley Broadcasting Inc. (250 shares issued), from Dr. C. H. Cope (35 shares) and Eva Pearl Cope (108 shares) to James W. R. White (69), Nell B. White (69) and James T. White (6); other ownership remains stable. Consideration \$78,650. J. W. R. White owns weekly newspaper in Tennessee; Mrs. White is housewife; J. T. White, son of other two principals, is student. Action Oct. 3.

WVVW Grafton, W. Va.—Granted acquisition of positive control of licensee corporation, WVVW Inc., from J. P. Beacom (50% before transfer, 30% after) by Patrick W. and Jean S. Larkin (each 25% before, each 35% after). Consideration \$13,200. Action Oct. 7.

WJPG Green Bay, Wis.—Granted transfer of control of licensee corporation, Green Bay Newspaper Co., from John B. Torinus et al (5,766 shares of stock), to Daniel C. Beisal et al. (5,381 shares). Consideration \$576,600. Action Oct. 4.

### APPLICATIONS

WLIQ Mobile, Ala.—Seeks transfer of control of licensee corporation, Jemcon Broadcasting Inc., from Frank Conwell, E. W. Jemison and John J. Anderson (each 33 1/3%) to L. S. Hartzog (50%) and Kathryn and Thomas Hartzog (each 25%). Consideration \$70,000. Hartzogs are associated in advertising agency and bakery. Ann. Oct. 4.

KMEX-TV Los Angeles—Seeks transfer of control of licensee corporation, Spanish International Broadcasting Co., from estate of Frank Fouce (55%), Emilio Azcarraga, Edward J. Noble (each 20%) and Julian M. Kaufman (5%) to Fouce Amusement Enterprises (35%), Messrs. Azcarraga and Noble (each 20%), Reynold V. Anselmo (15%) and Mr. Kaufman (10%); transfer involves subscription rights to stock only. Ann. Oct. 9.

WOWW Naugatuck, Conn.—Seeks acquisition of positive control of licensee corporation, Naugatuck Valley Service Inc.,

through purchase of stock from James W. Miller (12.1%) by Vernon L. Wilkinson (54.84% after transfer, 42.74% before); other stock is still owned by John T. Parsons. Consideration \$7,500. Ann. Oct. 3.

WRFB Tallahassee, Fla.—Seeks assignment of license from Emerson W. Browne to Donald C. Price. Consideration \$120,000. Mr. Price is manager of WPAX Thomasville, Ga. Ann. Oct. 4.

WKTG Thomasville, Ga.—Seeks assignment of license from Thomas County Broadcasting Inc., owned by Eunice M. Martin (90%) and Guy Curtis (10%), to Triple C. Broadcasting Corp., owned by Mrs. Lem J. Clark (100%). Consideration \$95,000. Ann. Oct. 4.

WBZI Brazil, Ind.—Seeks assignment of license from Community Broadcasting Corp., owned by John A. White (83 1/3%) and Casey A. Heckman (16 2/3%), to Russell G. Salter Inc., licensee of WIXN Dixon, Ill., and applicant for new FM there. Consideration \$38,900. Ann. Oct. 3.

WTAG-FM Worcester, Mass.—Seeks assignment of license and SCA from WTAG Inc., also licensee of WTAG Worcester, to Radio Fitchburg Inc., 100% owned by Norman Knight. Consideration \$50,000. Mr. Knight owns WEIM Fitchburg, Mass., WTSL Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth and WGIR-AM-FM Manchester, all New Hampshire. Ann. Oct. 1.

WRPM Poplarville, Miss.—Seeks assignment of license from Ben O. Griffin (65%) and Henry C. Hunter (35%) to Mr. Griffin (100%). Consideration \$2,500. Ann. Oct. 4.

KJPW Waynesville, Mo.—Seeks transfer of control of licensee corporation, South Central Broadcasters Inc. (600 shares outstanding), from John Mihalevich (430 shares) and Robert O. Vaughn (170 shares) to Dr. Mihalevich (150 shares), Mr. Vaughn (144 shares) and Crossroads TV Productions Inc. (306 shares); Crossroads is owned by Ralph D. Foster, Lester E. Cox, John B. Mahaffey and E. E. Siman Jr. (each 25%). Consideration \$30,600. Crossroads is TV production firm; Messrs. Foster and Cox own KWTO Springfield, Mo.; Mr. Cox is part owner of KOAM Pittsburg, Kan. Ann. Oct. 8.

WXYJ Jamestown, N. Y.—Seeks assignment of license from Air Waves Inc. to Trend Radio Inc.; contingent on grant (pending at FCC) of transfer of control to Trend. No financial consideration involved. Ann. Oct. 3.

WGY, WRGB(TV) and WGFM(FM), all Schenectady, N. Y.—Seek assignment of licenses from General Electric Co. to subsidiary, General Electric Broadcasting Inc. No financial consideration involved. Ann. Oct. 9.

WGTM Wilson, N. C.—Seeks assignment of license from Watson Industries Inc., owned by P. T. Watson and family, to Campbell Broadcasting Inc., owned by A. Hartwell Campbell. Consideration \$250,000. Mr. Campbell is vice president of WNCT (TV) and WGTC, both Greenville, N. C. Ann. Oct. 3.

WBNO Bryan, Ohio—Seeks assignment of license from John G. Greene, Joseph S. Klarke (each 24.5%), George E. and Harry E. Worstell (each 23%) and Gladys R. Worstell (5%), d/b as Williams County Broadcasting System, to Williams County Broadcasting System Inc., owned by G. E. (37.69%), H. E. (23.38%) and G. R. (5.19%) Worstell, Mr. Klarke (9.09%), Laurence M. Kimble (14.28%) and Rosemary S. Iarsha (10.39%). Mrs. Harsha is wife of U. S. Representative William H. Harsha (R-Ohio). Consideration is assumption of financial responsibility. Ann. Oct. 3.

WKTN-FM Kenton, WLKR-FM Norwalk and WRWR-FM Port Clinton, all Ohio—Seeks assignment of licenses from Radio Kenton Inc., Radio Norwalk Inc. and R. W. R. Inc., respectively, to Ohio Radio Inc.; assignment constitutes merger of three corporations. No financial consideration involved. Ann. Oct. 8.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Asher H. Ende issued initial decision looking toward dismissing without prejudice application of Y T Corp. for new FM on 99.3 mc in Palo Alto, Calif., and terminating proceeding. Action Oct. 9.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying



application of 1360 Broadcasting Inc. to change operation of WEBB Baltimore, on 1360 kc, 5 kw, DA, from daytime to unil. time with 1 kw-N, DA-2. Action Oct. 9.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward (1) granting application of Marshall Broadcasting Co. for new AM on 1540 kc, (2) denying application of Wright Broadcasting Co. for new station on same frequency with 5 kw (1 kw-CH), DA, D, in East Lansing, Mich. Action Oct. 9.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward (1) dismissing applications for new FM stations on 106.7 mc of News-Sun Broadcasting Co., Waukegan, Ill., and Radio America, Chicago, and (2) denying request of Radio America that application be retained in pending file until final disposition of proceeding on application of Mrs. Evelyn R. Chauvin Schoonfield for renewal of license for WXF(M) Elmwood Park, Ill. Action Oct. 8.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward dismissing applications of Rhode Island-Connecticut Radio Corp. (now Westerly Broadcasting Co.) to change facilities of WERI-FM, Westerly, R. I., from 103.7 mc; ERP 17.5 kw; ant. height 24 feet, to 94.9 mc; ERP 17.4 kw; ant. height 24 feet, and Willie Broadcasting Co. for new FM in Willimantic, Conn., on 94.9 mc; ERP 3.36 kw; ant. height 350 feet. Action Oct. 8.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward dismissing application of Ruth M. Crawford, executrix of estate of Percy B. Crawford, to increase power of WYCA(FM) Hammond, Ind., on 92.3 mc from 29.7 kw to 106 kw, and decrease ant. height from 398 feet to 357 feet. Action Oct. 7.

#### DESIGNATED FOR HEARING

KNCM Moberly, Mo.—Designated for hearing application to increase tower height from 210 feet to 480 feet and increase length of ground radials from 200 feet to 350 feet; made KFJB Marshalltown, Iowa, KLWT Lebanon, Mo., KTNC Falls City, Neb., KWOS Jefferson City, Mo., and WHCO Sparta, Ill., parties to proceeding. Action Oct. 3.

Sunbeam Television Corp., Community Bcstg. Corp., Miami—Designated for hearing applications of Sunbeam for renewal of license of WCKT(TV) on channel 7 and Community Broadcasting Corp. for new station on that channel. Action Oct. 3.

#### OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Dunlea Broadcasting Industries Inc. for reconsideration of March 2, 1962, order which placed in pending file for noncompliance with "clear channel" criteria application to increase daytime power of WMFD Wilmington, N. C., from 1 kw to 5 kw and change daytime DA, continued operation on 630 kc, 1 kw-N with present nighttime DA, also denied WMFD request for waiver of Sect. 1.351(c) of clear channel freeze rule. Commissioner Lee dissented; Commissioner Cox not participating. Action Oct. 9.

■ By order, commission denied petition by Salina Radio Inc. for immediate removal of stay on previous July 30, 1962, decision granting application for new AM in Salina, Kan., which was imposed Jan. 7 when proceeding was remanded to examiner for hearing on issues concerning Sect. 3.35(a) and (b) of multiple ownership rules. Commissioner Cox not participating; Commissioner Loevinger dissented. Action Oct. 9.

■ By order, commission denied application by Broadcast Bureau for review of Review Board's April 16 decision which granted application of Wilkes Broadcasting Co. for new AM on 1520 kc, 5 kw-D, reduced to 1 kw during critical hours, in Mocksville, N. C., subject to interference condition and prerule operation with daytime facilities precluded pending final decision in Doc. 14419. Commissioner Cox not participating. Action Oct. 9.

■ By memorandum opinion and order in proceeding on applications for new AM stations of WEXC Inc. and De-Lan Inc., both Depew, N. Y., Leon Lawrence Sidell, Hamburg, N. Y., and Seaport Broadcasting Corp., Lancaster, N. Y., commission revised 307(b) and comparative issues and remanded proceeding to examiner for further hearing and for issuance of supplemental initial decision. Commissioner Ford dissented; Commissioner Cox not participating. Action Oct. 9.

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 9

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,837	45	146	322
FM	1,111	19	85	241
TV	522 <sup>1</sup>	55	82	128

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 9

	VHF	UHF	TOTAL TV
Commercial	486	91	577 <sup>1</sup>
Noncommercial	51	29	80 <sup>2</sup>

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,826	1,101	522 <sup>1</sup>
CP's on air (new stations)	56	30	55
CP's not on air (new stations)	135	76	80
Total authorized stations	4,017	1,207	657 <sup>1</sup>
Applications for new stations (not in hearing)	188	192	73
Applications for new stations (in hearing)	136	12	51
Total applications for new stations	324	204	124
Applications for major changes (not in hearing)	241	89	41
Applications for major changes (in hearing)	54	3	10
Total applications for major changes	295	92	51
Licenses deleted	0	0	0
CP's deleted	2	3	3

<sup>1</sup> Does not include seven licensed stations off air

<sup>2</sup> Includes three stations operating on unreserved channels

■ By memorandum opinion and order, commission denied petition by WOMA TYPA Broadcasting Co. for review of chief hearing examiner's June 18 memorandum opinion and order which granted WOMA TYPA's previous petition to extent of dismissing, but with prejudice, application for new AM in Mt. Airy, N. C., and which denied approval of agreement whereby existing Mount Airy stations WSYD and WPAQ would reimburse WOMA TYPA about \$2,000 for alleged out-of-pocket expenses in return for latter's dismissal; and which also denied petitioner's request for additional time to reply to Broadcast Bureau's opposition to agreement. Action Oct. 9.

■ By order, commission denied application by Wright and Maltz Inc. for review of Review Board's July 31 decision which denied application to change operation of WBRB Mt. Clemens, Mich., on 1430 kc with 500 w, from daytime to unil. hours, DA-2. Commissioner Bartley dissented; Commissioner Cox not participating. Action Oct. 9.

■ By order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, commission denied application by applicants for review of chief hearing examiner's order changing place of hearing from Washington to Las Vegas. Commissioner Cox not participating. Action Oct. 9.

■ By report and order, commission made TV channel 37 (608-614 mc) available for exclusive use of radio astronomy for period of 10 years (to Jan. 1, 1974) throughout U. S. This is five years more than had been proposed in proceeding and is departure from concept of 600 mile circle of protection about Danville, Ill. Commissioners Lee and Cox dissented. Action Oct. 4.

■ By memorandum opinion and order in proceeding on application of WKYR Inc. to move WKYR from Keyser, W. Va., to Cumberland, Md., and make other changes, commission (1) denied joint motion by Allegany County Broadcasting Corp. (WCUM-AM-FM) and Cumberland Valley Broadcasting Corp. (WTBO), both Cumberland, to enlarge issues to determine whether more efficient nighttime service could be pro-

vided if WKYR retained Keyser location and, if so, whether grant of latter's application would be in accordance with Sect. 307 (b) of act, and (2) denied request by WCUM-AM-FM and WTBO for leave to file additional pleading and directed secretary to remove April 19 further reply to opposition from commission files and return to filing parties. Commissioner Cox not participating. Action Oct. 3.

■ By order, commission terminated proceeding on application of WHDH Inc. for CP to move facilities of WHDH-FM Boston from location within city to site of TV tower, and reinstated 1959 grant of CP, without prejudice to such further commission action as may be warranted, if any, as result of final determinations made in WHDH Inc., et al., in Doc. 8739. Chairman Henry and Commissioner Cox not participating. Action Oct. 3.

■ Commission granted temporary extension for one month, from Oct. 3, of time for commencement of trial of subscription programming by Channel 2 Corp. (formerly Gotham Broadcasting Corp.) over KCTO (TV) (formerly KTVR) on channel 2 at Denver, pending receipt of requested further information. Commissioner Bartley dissented. Station had requested third six-months extension. Action Oct. 3.

■ By memorandum opinion and order, commission granted petition by James Valley Broadcasting Co. (KIJV), Huron, S. D., for reconsideration of June 18 action which granted without hearing application of Central South Dakota Broadcasting Co. for new daytime AM (KEZE) on 1530 kc, 1 kw, in Huron, to extent of setting aside grant and designating Central South application for hearing. Commissioner Hyde not participating. Action Oct. 3.

■ Commission waived Sect. 4.631(e) of rules and granted applications of University of Maine for three-hop intercity relay system to transmit educational program material from main studio of \*WMEB-TV (ch. 12) Orono to Colby-Bates-Bowdoin's \*WCBB-TV (ch. \*10) Augusta. Though not licensed

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 & EMPLOYMENT AGENCIES advertising require display space.
  - All other classifications, 30¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability of responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp competent broadcaster. Write Box J-132, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-15, BROADCASTING.

Manager: Strong on sales for Colorado small market station. Young man seeking first managerial post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commission, car furnished. Box M-151, BROADCASTING.

### 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.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operation with room for advancement. Send complete resume to Box L-321, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

California—Full-timer looking for sharp salesman. Must have references. First ticket helpful but not necessary. Box M-49, BROADCASTING.

Ambitious young man to grow with progressive organization. Box M-128, BROADCASTING.

\$500 monthly guarantee to man who can produce in rapidly growing Arizona market. Good account list waiting. Send full application to Box M-139, BROADCASTING.

Immediate opening, experienced radio times salesman, established account list with good billing, liberal guarantee, plus commission, pleasant Iowa community—KCHA Charles City, Iowa.

Single market station needs salesman. Excellent income. Full time salesman and part time salesman, wanting full time sales work, should apply to Dale Low, KNCM, Moberly, Missouri. AMherst 3-1230.

Wanted—Salesman/announcer for small-medium 5 kw station. Sales primary, announcing secondary. Ability determines salary. Contact Manager, WCWC, P. O. Box 64, Ripon, Wisconsin, 414-748-5111.

## Sales—(Cont'd)

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXI 3165 Mathieson Drive, Atlanta 5, Georgia.

Southeastern Chain of 5 top rated Negro stations expanding to 6. Tampa, Richmond, Shreveport, Little Rock, Jackson and Birmingham, seeking 3 pro type executive salesmen with proven record. Excellent guarantee, insurance plan, moving expenses, management opportunity. Send complete resume in confidence. McLendon Broadcasting Co., 960-980 Milner Building, P. O. Box 197, Jackson, Mississippi.

## Announcers

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Illinois AM station in modern, prosperous city has fine opportunity for smart, experienced newsman. Established station, tops in ratings, leader in news coverage. Salary excellent, merit raises. Give full details of experience, also references, in letter to Box M-22, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. News-mobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Immediate opening for fresh, lively personality with top-40 experience. Top-rated 5 kw in eastern market. Salary open. Photo, tape, resume to Box M-112, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with a smooth, mature, easy and spontaneous professional delivery. Must deliver a tight top rated modern format. No screamers. Send complete resume, tape, late photograph. Ratings will help. All replies confidential. Box M-138, BROADCASTING.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to Box M-143, BROADCASTING.

Do you have permanent insomnia? Does the night air turn you on? Major market inde needs talented all night personality for good music and talk show. Must like other people and be willing to share the stimulating night air with them. Box M-145, BROADCASTING.

Announcer with experience, \$400 per month. Tape and resume to KBRZ, Freeport, Tex.

Group ownership has immediate opening for announcer-salesman. Sincere, hard-working, honest man can move up with expanding small market group of stations. Picture, resume, salary requirements first letter. Pete Sanders, KDLA, DeRidder, Louisiana.

## Announcers—(Cont'd)

Immediate opening for experienced announcer-salesman. Must have good voice and know production. Rush tape, photo and complete resume to KINY-AM & TV, 231 S. Franklin, Juneau, Alaska.

Announcer: With first phone—permanent employment—Radio station KLCO, in Poteau, Oklahoma.

Announcer for adult programed station. Emphasis on local news service and information. Station is well established and growing. Will move into beautiful new quarters soon. 5 years experience necessary. \$500 per month. Contact Jim Lipsey, KNCM, Moberly, Mo.

Combination announcer-engineer, with desire to sell. Must be experienced. Call Bob Brewer, KTAT, Frederick, Okla.

Announcer with first phone. Send tape . . . Resume, and wage demands. No floaters. W. A. M. D., Aberdeen, Md.

Needed immediately in college town. Newsman-announcer—must be experienced. P.D. Position open. Contact C. L. Riley, office phone 796-7684. Home 796-8732, WBRN, Big Rapids, Mich.

Immediate opening, news staff, with chance at news directorship near future. News-oriented station; accent on quality delivery. Must write. Craig S. Parker, PD, WDEV Waterbury, Vt.

Immediate opening for announcer with adult music station. 1st ticket helps but not necessary. Send tape, resume, photo, salary requirements to Don Ross, Program Director, WEEX, Easton, Penna.

No. 1 station needs No. 1 dj. Excellent weather, top pay available. Major health and medical benefits. Must be experienced, swinging dj for top 40 station. For sun, fun, beaches and money contact WLOF, P.O.B. 5756, Orlando, Fla., now.

Announcer-Sportscaster—for adult format. Part-time sales interest helpful. Send tape, photo, resume to WMBO, Auburn, N. Y.

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

DJ's—Announcers—Newsman-salesman what do the money making pros know that you don't know? If you want answers—if you want a career in broadcasting, not an insecure job, write to Broadcast Guild of America 975 North 35th St., Milwaukee, Wisconsin.

## Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

Quality Rocky Mountain kilowatt needs chief, some announcing. Box L-320, BROADCASTING.

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N.H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.

## Technical—(Cont'd)

Sales engineer—Equipment distributor has opening for competent tv engineer, BSEE desirable, with practical experience and sales ability. Traveling required into southeastern states. Good opportunity for competent man, salary plus commission. Box M-93, BROADCASTING.

Kentucky—Chief Engineer. Directional transmitter operation. Trouble shooting. Proofs. Present chief leaving radio. Stable operation. Pay based upon experience and ability. Box M-120, BROADCASTING.

Chief engineer: Nondirectional successful suburban N. Y. station. Secure future for right man. Maintain, install, studio, remotes. Complete resume including references. Box M-153, BROADCASTING.

Immediate opening for qualified man to serve as chief engineer for 1 Kw New Mexico station. Good schools; beautiful churches; dry, healthy climate; progressive town of 12,000; one hour drive to Carlsbad Caverns; Two Hours to 9,000 ft. Cloudcroft; deer hunting. Will have complete responsibility for maintaining all broadcast equipment. Must keep up on FCC regulations; some announcing desired. Good pay. Congenial staff. Apply to: Bob Hess, General Manager, KSVP, Box 38, Artesia, New Mexico.

First phone for Connecticut AM/TV—experience not necessary. Starting salary with overtime, \$90.00. Call collect—Bob Corbett—203-755-1121.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober—reliable—self starter—permanent employed with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of engineering, McLendon Communications Company, 372-9111 Jackson, Miss., between 6:00 p.m. and 9:00 p.m. every day.

## Production—Programing, Others

News editor wanted for 111. kilowatt metropolitan. strong in news coverage. Progressive. long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Young chain in midwest is looking for aggressive production minded program man. Send tape complete with production samples, resume and sample copy to Box L-349, BROADCASTING. Also need first phone announcers.

Radio-Productions-Programing. Production-Supervisor with understanding of good format radio. Midwest market. Excellent opportunity for right man. Expected to do some air work. Middle of road music policy with lots of good production and interesting features. Send complete resume, tape and photo. Box M-10, BROADCASTING.

Texas group expanding into new market. Need qualified announcers, engineer-announcers, commercial salesmen, announcer-salesmen, news director. State full qualifications first letter. All held confidential. All tapes returned promptly. Box M-54, BROADCASTING.

Continuity writer with speed and commercial creativity. Box M-68, BROADCASTING.

Mature responsible man wanted, program director material. Must be fully experienced all phases. Opportunity with growing top rated station, Florida east coast. Box M-86, BROADCASTING.

Production man with copy and news announcing experience. Salary open. Tape and resume to KBRZ, Freeport, Texas.

First phone newsman, experience preferred, board work. Must have mature good voice for stable adult programed station. No maintenance. Tape and resume to KENN, Farmington, New Mexico.

## Help Wanted

### Production—Programing, Others

#### Continued

Newscaster for quality medium market full-timer, strong in local news, special events and public service. Excellent equipment, pleasant working conditions and congenial staff in beautiful year-round resort area. Opportunity for advancement. Some experience required. General Manager, WBEC, Pittsfield, Mass.

Immediate opening for assistant newsman and sports director. Starting salary \$75.00 week. Apply H. M. Thayer, WGHQ, Kingston, New York.

### Situations Wanted—Management

Young, sales executive seeks management. Civic minded, pr experience. Four years same midwest station. Now earn \$9000 plus. Want growth and ownership potential. For personal visit write Box M-104, BROADCASTING.

Experienced, educated broadcaster, now program director, desires small-medium market managership. First phone. Box M-107, BROADCASTING.

Manager with eleven years experience, available as general or operations manager. Programing promotion, news, sales, sports, first phone. College, mature family man seeking opportunity to invest. Box M-117, BROADCASTING.

Small single station market preferably Michigan, Ohio or Indiana. Excellent background in management, sales and promotion. Presently employed in large market but desirous of belonging to small, friendly community. Consider profit sharing. Box M-121, BROADCASTING.

#### Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Top 40 dj with bright sound wants to move up. Have highest ratings and first class license. Box M-31, BROADCASTING.

Announcer. Good all phases. Prefer news. Daytimers state duties. Salary. Box M-39, BROADCASTING.

Attention Mid-Atlantic States. Experienced Announcer Salesman wants to settle. Available Oct. 22nd. Box M-92, BROADCASTING.

1st phone, 1 year experience as engineer—would like to start as announcer. Married. Vet. Will relocate. Box M-94, BROADCASTING.

Available, announcer engineer for south central region. Good on both. Box M-97, BROADCASTING.

Negro announcer, 1st class training, no experience, need 1st job. Box M-105, BROADCASTING.

Consistent wake-em-up, keep-em-happy announcer seeks morning slot with quality radio operation. First phone. Box M-108, BROADCASTING.

Young Negro announcer and DJ, with 5 yrs. experience, strong on news, versatile as a DJ, willing to relocate. Not afraid of hard work. Box M-115, BROADCASTING.

Announcer graduate looking for position as Disc Jockey. Box M-123, BROADCASTING.

Not an ordinary screamer, genuine Top 40 pro. Can handle humor very well. Good, sensible, tight production, Top ratings. Medium-Large markets east or midwest. Box M-124, BROADCASTING.

Attention LA—radio newsman air personality seven years experience New York City and vicinity desires top notch position major Los Angeles station. College graduate, single, 24. Will be in LA mid-October for personal interviews. Salary \$170 minimum. Box M-111, BROADCASTING.

Morning personality, number one all surveys, all segments. Tasteful comic approach. Non-frantic smiling sound. Box M-113, BROADCASTING.

## Situations Wanted—Announcers

First phone—6 years professional; college, draft free, showmanship, major—markets, Box M-126, BROADCASTING.

Five years announcing experience. Prefer east coast. Dependable. Married man. Box M-127, BROADCASTING.

Announcer—dj—versatile, mature, tight and fast board. News and play-by-play. Married. Will settle. Box M-130, BROADCASTING.

Top notch dj with first phone and family seeking improvement. Box M-131, BROADCASTING.

Mature voice . . . 7 years experience . . . radio & tv . . . personality approach to good music and jazz . . . excellent commercial delivery . . . offering the sound that sells. Box M-134, BROADCASTING.

Announcer first phone—Limited experience—prefer warm climate in large or medium size city—wants good salary and five day week. No maintenance. Box M-141, BROADCASTING.

Announcer—13 years all phases radio/TV. Prefer East coast, good music only. Box M-144, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

Top play by play, all sports. Thoroughly experienced dj/pd, family man, reliable, presently employed. No small markets. Box M-147, BROADCASTING.

Wide awake morning man. Strong on news. 1st class license. Box M-148, BROADCASTING.

Newsman/dj—Have done on-the-scene for many major stations, smooth deejay style, prefer news. Limited experience, but talented. Box M-152, BROADCASTING.

Go first class! Highly experienced personality with first phone is available now! Outstanding air shows, production, and copywriting. Don't wait . . . phone 312-328-7650 now!

Top forty jock—4 years experience—married—good references—Rusty Draper—MU—3-4217—Rusk, Texas.

Young, 22, 1st phone announcer, 3 years college, some experience, good on rock and pop. "Swiftly" 766 Pine Avenue, Waynesboro, Va., Phone 942-1832.

Nine years experience. Needs \$80. Program director, WKJK, Granit Falls, North Carolina.

Chicagoland—Three years metro market jock, newsman, production. Northwestern student needs work now. Interview, resume, tape, references. John Galanses, 312-328-9735.

## Technical

Attention: Pittsburgh, Wheeling, Youngstown and surrounding area. Chief engineer 5 kw AM & FM desires relocation as staff engineer or chief. TV staff engineer also considered. Technical school graduate, single, young, draft free. Previous experience includes studio and production engineering. Box M-40, BROADCASTING.

Chief engineer/announcer—former manager. Desire change. 7 years radio, 1 chief. Family man. Minimum \$125 wk. Box M-106, BROADCASTING.

Engineer, AM FM stereo, construction and maintenance. Directionals. Ten years Chief Engineer. Capable announcer. Box M-142, BROADCASTING.

Need stable position, good character, first phone, P. O. Box 7592 Kansas City 16, Mo. Phone 816-645-2730, Missouri or Kansas.

## Production—Programing, Others

Wanted: Wisconsin market. Administrative, some air. Sixteen years experience, presently large market. Family, best references. Box M-55, BROADCASTING.

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**Production—Programing, Others**

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**Continued**

Young man 18 years old interested in broadcasting, no experience. Box M-96, BROADCASTING.

Expanded sports coverage radio/tv? Play-by-play, interviews, reporting. Excellent references. Five years experience. Box M-109, BROADCASTING.

Editorial-news specialist. Nationally recognized as leader and pioneer in broadcast editorializing, both radio and television. Winner, several major national awards. Solid news and editorial background, research, writing, on-air presentation. Experience in both news and program management. Desire editorial or news-editorial assignment. Single, 29, College graduate. Excellent credit. Excellent references. Box M-114, BROADCASTING.

Wanted, Position in Iowa or Midwest, Prefer NW Iowa. Box M-118, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news—writing and airing. Two years announcing experience, B. A. in radio speech. Plan to study journalism. Box M-98, BROADCASTING.

PD—DJ, married. 15 yrs. experience all phases of programing. Wants to settle permanently in the northeast. Can handle your staff and any programing format, but prefers modern. Personal interview required. Box M-101, BROADCASTING.

Personality. Now working network O & O station on west coast. Wish to move my children/adult show to midwest or east. Its wild and completely unique. Work with your film or all live. Other tv credits include movie host, dance show host, variety show emcee, newsreader, plus several network appearances. Management sorrowfully aware of this ad. Full story and vtr at your request. Box M-110, BROADCASTING.

Program director, manager. Responsible position with established operation. Veteran, family, 33, non-drinker. Experienced all phases am, fm production, news, copy, traffic, programing popular, classical. Native southern Californian, relocate west. Currently pd medium market am. Consider radio honest, challenging business. No rockers, fast-buck, cocktail operations please. \$700. Box M-132, BROADCASTING.

PD in major market desires return to air as radio and/or tv personality. Top pro, extensive background both media. Top markets only. Box M-133, BROADCASTING.

Attention Biloxi-Gulfport-New Orleans areas. Experienced copywriter. 5½ years one station. U. of Mo. graduate. Know production, taping, traffic, dialogue writing. High work standards. Personal interview. Little tv experience, but interested. Ditto agency. Box M-135, BROADCASTING.

13 years radio & television experience as announcer, director and pd. Hope to secure position as pd or news director. Available 31 October. Box M-150, BROADCASTING.

Play-by-play—staff—dj—news. 23 years old, married, some radio & TV experience. Wish to break into radio in small market. Box M-155, BROADCASTING.

Have first phone, No. 1 ratings in northern market of 90,000, available immediately. Would prefer pd position. Interested? Write or call C. Norman Chase, 4122 3rd Ave. S., Great Falls, Mont., 406-761-2208.

2 aggressive and reliable men aged 25 & 29, active in broadcasting, producers of publicity films, marketing and publicity agencies, wish to associate with a US company willing to buy a broadcasting station in Montevideo, Uruguay. Reply to Creacion Publicitaria, Burucayupi 3076/78, Montevideo, Uruguay.

Production engineer. Excellent board work. Have FCC second class phone. George Phinn, 825 Quincy, St., Brooklyn 21, N. Y.

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**TELEVISION**

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**Help Wanted—Sales**

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAIT-TV, Atlanta, Ga.

**Help Wanted—Technical**

Engineering Supervisor — major market unionized TV operation needs manager to take charge of day-to-day technical operations. Degree preferred. For confidential handling reply to our consultants. Box M-28, BROADCASTING.

Licensed experienced TV transmitter and studio engineer needed. Must be familiar with RCA black and white and color equipment including studio, film transmitter, microwave and VTR. Maintenance experience essential. Midwest location in university town. Send background and experience with salary requirements and photo to Box M-44, BROADCASTING. All replies will be acknowledged.

Major So. California station looking for TV studio technicians with all-around experience, including camera, video, studio, etc. FCC first phone required. Send resume to Box M-47, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM/FM/TV control rooms and transmitters. Experience in radio or TV desired, but others will be considered. Box M-50, BROADCASTING.

Experienced engineer, best technical qualifications, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

\$10,000 starting salary for chief engineer. Must be hard worker, strong on maintenance. Plenty room for advancement and more money. College town in most beautiful area of U. S. Recreation, hunting and fishing the best. Call, wire, write Socs Bratis, Vice-President, KMSO-TV, Missoula, Montana.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Studio Engineer experience in service maintenance and video tape recording. Contact Fred Edwards, WVUE-TV channel 12, New Orleans. Telephone 525-9011, (Area Code 504).

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Young capable studio engineer wanted immediately. Permanent position with progressive VHF station, supervisory position available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

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**Production—Programing, Others**

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Texas VHF station looking for excellent continuity writer. Box M-58, BROADCASTING.

Director with creativity wanted in southwestern resort city. Box M-59, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box M-62, BROADCASTING.

Alert newsman-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

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**Production—Programing, Others**

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**Continued**

Experienced tv newscaster for station in top 45 markets. Send complete resume, picture, film, vtr or audio tape of your work. Replies confidential. Our people know of this ad. Box M-136, BROADCASTING.

Immediate opening for continuity director (male or female) for growing NBC UHF station in university city. Good opportunity for person now in radio or TV. Continuity department to move up. Call Robert M. Lumpp p.d. WCHU-TV, Champaign, Ill. 352-7673.

Newscaster . . . Strong on-camera newscaster with college journalism training and television reporting experience by dominant CBS-affiliated station in the southeast's 3rd market. Remarkable opportunity for career with news minded station. One of the nation's top news departments, pioneer of the 60-minute expanded news format, now 90-minutes early evening. Send VTR or film showing caliber of air work and educational background to: News Director, WTVT, 3213 Grand Central, Tampa, Fla.

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**Situations Wanted**

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**Announcers**

Experienced TV news man on camera and booth. I can handle your announcing, sales, management programing, would like small station, money not important as working conditions. Box M-116, BROADCASTING.

**Technical**

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Resume available. Box L-226, BROADCASTING.

Dynamic 27 year old sports announcer looking for bigger opportunity with television group, needing top insight into sports with ability to write and deliver. Prefer large metro market with seasonal change of climate for family and organization that wants the best coverage of local, college, professional sports. I know what I am talking about in sports, and know what those in sports control and confidence in all phases of sports reporting. Six years, three jobs. Presently employed television sports on camera. Looking for the top. Box M-149, BROADCASTING.

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**Production—Programing, Others**

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Production manager-director. 10 yrs. experience. Sincere, hard worker. Best references. Married, family. All replies answered. Box L-246, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Producer-director—4 years experience. Box M-87, BROADCASTING.

Producer-Director—14 years experience in one of nation's top markets. Extensive videotape experience. Currently in Chicago. Will relocate anywhere including overseas assignment. Box M-122, BROADCASTING.

Tv artist wishes to relocate. Experienced in all phases of art . . . promotional etc. Box M-129, BROADCASTING.

NE and West coast major market news directors: Give me a camera crew and your viewers will become the best informed in your area; they'll see the top local stories reported in the most informative and interesting manner. Box M-137, BROADCASTING.

## Situations Wanted

### Production—Programing, Others

#### Continued

Professional broadcaster. Presently employed television director of sports. Prefer East coast area. Box M-140, BROADCASTING.

Experienced radio newsmen, top delivery and copy, would like TV or radio-TV opportunity Box M-154, BROADCASTING.

## Wanted To Buy

### Equipment

Needed: Audio Console such as Gates 51CS. Contact radio KLIN, 404 S. 13th, Lincoln, Nebraska.

One new or used McKensie unit model 5cpB with one channel record unit, also assorted cartridges. Paul Adams, WCPO-TV 2345 Symmes Street, Cincinnati, Ohio 45206.

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

RCA or GE studio cameras. Must be in good condition. Box M-100, BROADCASTING.

Wanted—2 good used Ampex 602 or 601 recorders or equivalent at bargain price. Also a used Gates studioette board. WMOC, P. O. B. 886, Chattanooga.

## FOR SALE

### Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated. 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

250 watt GE transmitter, good condition, \$750.00 PT-6 Magnecord tape recorder, completely overhauled, \$250.00 will pack and ship. Box M-29, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley. WMAL-TV, Washington, D. C. KEllogg 7-1100.

4—Locke insulators 25" high 3—legs, fit 16" triangle base. Supported 300' LeHigh tower. 2—damaged but repairable. \$400 packed. Need 350' self supporting tower. Tele-Graphic Electronics Corp., 286 Maple Pl., Mineola, LI., N. Y.

U-400 tape recorder, battery powered portable, bullet mike, leather case. Professional quality ideal for interviewing. Used 3 months—\$250. Box M-103, BROADCASTING.

Andrew 8 bay fm ant. 95.5 mc. Yours for one-third of new. Changing site. Write Box M-102, BROADCASTING.

Gates BFE-10A-10 watt FM transmitter, reconditioned, N. M. Area code 505-437-1490.

Western Electric 10KW FM Transmitter Model 506-B2. Excellent Condition. WHIO, Dayton, Ohio.

## FOR SALE

### Equipment—(Cont'd)

Collins, mod. 42E ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guptill, KATE, Albert Lea, Minn.

RCA TTU-1B UHF TV transmitter rebuilt and warranted. Will set to channel specified by buyer. Federal UHF transmitter type 20-B, presently set on channel 33, complete with monitoring equipment, dummy load diplexer and remote control unit. Over \$30,000 worth of laboratory test equipment. Many items suitable for broadcast consultants use. Two broadcast quality tape machines. Write William S. Ward, 7505 Carroll Ave., Tacoma Park, Md., or call 301-587-5136. Immediate cash for all types of broadcast and test equipment.

Three RCA cartridge playbacks (Model RT-7B's) and one record amplifier (Model BA-7B) only used 8 months. Cost \$2200 . . . available immediately. Best offer takes. Wire KBRO, Bremerton, Washington.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

## BUSINESS OPPORTUNITY

Small profitable station on Florida Gulf Coast willing to sell up to 49% to the right man capable of full management. Other radio and allied business interests are reason for selling. All communications confidential. Full details after examination of credentials. Box M-79, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers \$5.00—Also available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . \$5.00. . . Shwo-Biz Comedy Service (Dept. T), 65 Parkway Court, Brooklyn, N. Y., 11235.

News directors and Program directors—Terse, authoritative voice reports with exclusive information from our Washington and New York news bureaus—tape via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Write Box M-125, BROADCASTING.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Resume professionally prepared by mail. Free descriptive brochure. Career Development Institute, Box B-341, Beltsville, Maryland.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

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.

## INSTRUCTIONS—(Cont'd)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

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 TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Starting date for next class November 4, 1963.

save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

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 October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

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.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

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.

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.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

## INSTRUCTIONS—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

## RADIO

### Help Wanted—Management

#### ATTORNEY

Opportunity available in New York corporation for attorney with Radio-Television background. Submit resume including salary requirement to:  
Box 792, 1501 Broadway, New York 36, N.Y.

### Help Wanted—Sales

#### SALES CORRESPONDENT

Opportunity for challenging and rewarding position with a major broadcast equipment manufacturer. Immediate opening in midwest sales office for a young man who believes in hard work and customer service. Technical background in broadcasting is essential and a college degree is preferred. Send resume with photograph to:

Box M-41, BROADCASTING

## Announcers

#### WEEL Fairfax, Virginia

Growing fast in metropolitan Washington, D. C. market needs qualified personnel including one combo man. Send tape, resume with 1st letter. No phone calls please. Jules Henry, WEEL, Fairfax, Virginia.

## Technical

#### CHIEF ENGINEER

Need hard worker capable handling staff and personally working all phases, maintenance, recording and operations. Must love engineering and have superior technical qualifications. No desk chief. One of New England's best stations and locations. First-class directional AM and FM. Ideal if currently located in New England—Middle Atlantic area.

Box M-156, BROADCASTING

To reach everyone in BROADCASTING and its allied fields.

**You Can't Top A  
CLASSIFIED AD**



**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## Situations Wanted

### Production—Programing, Others

#### CHRISTINE KEELER

I'm not

All that I can offer is  
**TALENT**

A clever and attractive Radio and TV personality who can adapt to any type of acting, children's shows, commercials.

Box M-95, BROADCASTING

## TELEVISION—Help Wanted

### Production—Programing, Others

#### Advertising and Promotion

GROUP-OWNED TV STATION IN MIDWEST MARKET WITH CBS AFFILIATION OFFERS CHALLENGING OPPORTUNITY FOR BRIGHT, AGGRESSIVE, YOUNG MAN OR WOMAN WITH SOLID KNOWLEDGE OF ADVERTISING, PROMOTION AND PUBLIC RELATIONS. MUST HAVE ABILITY TO CREATE TOP-NOTCH PROMOS AND ADS. ALL EMPLOYEE BENEFITS. SEND PHOTO, RESUME AND APPROXIMATE SALARY REQUIREMENTS. ALL APPLICATIONS CONFIDENTIAL.

BOX M-157, BROADCASTING

## FOR SALE—Equipment

#### FOR SALE:

Model 702-10, 3 deck Tape-Athon, 7½ IPS. 2 designed for stereo, 1 monaural. Box 2345, Amarillo, Texas.

## EMPLOYMENT SERVICE

#### OPPORTUNITIES!

ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U. S. MARKETS  
MIDWEST SATURATION

Write for application NOW

#### BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.  
Minneapolis 17, Minn.

## WANTED TO BUY—Stations

#### FM Station Wanted

Chicago-Milwaukee area.  
Send Basic Information in confidence.

Box M-99, BROADCASTING

## WANTED TO BUY

### Stations (Cont'd)

#### WANT TO BUY

New Mexico AM station. Will keep your reply confidential.  
Box 853, Plainview, Texas.

## FOR SALE

### Stations

#### GUNZENDORFER

CALIFORNIA \$25,000 down. FOR DAYTIMER asking \$75,000.

LAS VEGAS NEV. Daytimer \$175,000.

#### WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800  
864 So. Robertson, Los Angeles 35, Calif.

## CALIFORNIA

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over \$80,000. Excellent terms to qualified buyer.

Box M-42, BROADCASTING

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

Vt.	small	daytime	\$ 80M	SOLD
Conn.	single	daytime	150M	terms
Ga.	single	fulltime	85M	35M
N. E.	medium	power	125M	29%
Pa.	suburb	daytime	95M	terms

buying and selling, check with

✓ CHAPMAN COMPANY INC.

2045 PEACHTREE RD., ATLANTA, GA. 30309

## STATIONS FOR SALE

ROCKY MOUNTAIN. Daytime. Volume \$100,000. Priced at \$150,000. 29% down.  
NEW ENGLAND. Fulltime. Exclusive to market. Priced at \$85,000. 25% down.

#### JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.  
Los Angeles 28, California

**NEED HELP?  
LOOKING FOR A JOB?  
SOMETHING TO BUY  
OR SELL?**

**For Best Results  
You Can't Top A  
CLASSIFIED AD**

in

**BROADCASTING**



THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 97

to university, WCBB-TV will be integral part of state network, rebroadcasting substantially all programs originated at university's Orono main studio. Action Oct. 3.

By letter, commission dismissed, for failure to prosecute, application of Continental Broadcasting Corp. for renewal of license of KWIX(FM) St. Louis and requested licensee to surrender license and other instruments of authorization to commission for cancellation. (Station has been silent since Feb. 20, 1962.) Action Oct. 3.

Routine roundup

ACTIONS BY REVIEW BOARD

By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new daytime AM stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30. (1) denied untimely filed motion by Ray to enlarge issues, and (2) granted motion by Connecticut to strike Ray's "objection" to reply to bureau's comments on Ray's motion to enlarge issues. Board Member Nelson not participating. Action Oct. 9.

Denied petition by International Radio Inc. (KGST), Fresno, Calif., to postpone oral argument in proceeding on AM application in Doc. 14792. Action Oct. 7.

ACTIONS ON MOTIONS

By Office of Opinions and Review

Commission, by office of opinions and review, granted requests by Tipton County Broadcasters (WKBL), Covington, and Shelby County Broadcasters Inc. (WHEY), Millington, both Tennessee, to extend time to Oct. 11 to file exceptions to initial decision in proceeding on applications for renewal of licenses. Action Oct. 4.

By Chief Hearing Examiner James D. Cunningham

Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on applications of Sunbeam Television Corp. for renewal of license of WCKT(TV) (ch. 7) Miami and Community Broadcasting Corp. for new station on that channel in Miami; scheduled prehearing conference for Nov. 4 and hearing for Dec. 11. Action Oct. 7.

Granted petition by Station View Realty Co. insofar as it seeks dismissal of application for new TV on channel 19 in Cleveland and dismissed application with prejudice; retained in hearing status remaining applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. in consolidation. Action Oct. 4.

Ordered that hearing will be convened Dec. 9 in Tifton, Ga., in lieu of Washington, as originally scheduled, in matter of revocation of license of WTFI Tifton and renewal of license of WDMG Douglas, both Georgia. Action Oct. 2.

By Hearing Examiner Charles J. Frederick

Granted petition by Cleveland Broadcasting Inc. to continue Oct. 18 prehearing conference to Oct. 25 in Cleveland TV channel 19 proceeding in Docs. 15163-4. Action Oct. 4.

By Hearing Examiner Arthur A. Gladstone

Granted petition by Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C., for leave to amend AM application to effect change in ant. site; received amendment and removed amended application from hearing status and returned it to processing line. Action Oct. 8.

Granted request by Des Moines County Broadcasting Co. to extend time to Oct. 14 to file proposed findings and to Oct. 28 for replies in proceeding on application for new AM in Burlington, Iowa. Action Oct. 4.

By Hearing Examiner Walther W. Guenther

Granted request by Broadcast Bureau that further hearing conference be held Oct. 8 in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico. Action Oct. 2.

By Hearing Examiner Annie Neal Huntting

In consolidated AM proceeding on applications of Newton Broadcasting Co., Newton, Mass., and Transcript Press Inc., Ded-

ham, Mass., denied request by Newton that replies to opposition to petition for extension of time and to Broadcast Bureau's response to petition for extension of time be accepted and considered with Sept. 24 petition, which was granted in part by order released Sept. 27, without prejudice to incorporating such replies by reference in petition for further extension of time should it become necessary to request extension beyond that permitted by order released Sept. 27. Action Oct. 3.

By Hearing Examiner David I. Kraushaar

Granted joint motion by all parties other than Broadcast Bureau who have participated in hearing on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass., to correct transcript of hearing and corrected same except as noted. Action Oct. 4.

By Hearing Examiner Jay A. Kyle

Scheduled oral argument for Oct. 11 on request by Progress Broadcasting Corp. (WHOM), New York, to postpone date for exchange of exhibits and commencement of hearing in proceeding on AM application. Action Oct. 4.

By Hearing Examiner Forest L. McClenning

Granted joint motion by applicants to correct transcript in Perrine-South Miami, Fla., TV channel 6 proceeding. Action Oct. 2.

By Hearing Examiner Herbert Sharfman

On oral request of parties in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga., reopened record and scheduled further conference for Oct. 4. Action Oct. 3.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Oct. 8

KVWM Show Low, Ariz.—Granted CP to change frequency from 1050 kc to 970 kc; increase power from 250 w-D to 1 kw-D; install new trans. and make changes in ground system; condition.

KDUO(FM) Riverside, Calif.—Waived Sec. 3.208(a)(2) of rules and granted mod. of license to extent of permitting establishment of main studio location and remote control point in San Bernardino, Calif. (location of KFXM main studio).

WHDH(FM) Boston.—Granted license covering decrease in ERP, increase in ant. height, change in trans. location, installation of new trans. and deletion of remote control; without prejudice to such further action as commission may deem appropriate in light of case Nos. 17785 and 17788 currently pending before U. S. Court of Appeals, D. C. Circuit.

\*WOUB-TV Athens, Ohio.—Granted CP to change ERP to 195 kw vis. and 98.5 kw aur.; change type trans. and make changes in transmission line and equipment; condition.

WQXI Atlanta, Ga.—Granted CP to install alternate-main nighttime and aux. daytime trans. at main trans. site; remote control permitted with non-DA.

WCRB-FM Waltham, Mass.—Granted CP to increase ERP to 11 kw and change type trans.; remote control permitted.

Actions of Oct. 7

WATR-TV Waterbury, Conn.—Granted renewal of licenses for TV and auxiliary.

K07BS Lower Evans Creek at Rogue River, Ore.—Granted assignment of license of VHF TV translator station to Rogue River Translator Association (K03BZ, Rogue River, Ore.); no monetary consideration.

KU2XAR Honolulu.—Granted license for experimental TV (translator) station to conduct site tests and for limited demonstration of principles of operation; conditions.

WGH Newport News, Va.—Granted CP to change daytime trans. and ant. location to FM site and install new daytime trans.; remote control permitted while using non-DA; correct ground system; condition.

K04AM Broadus, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

WGBB Sutton, W. Va.—Granted mod. of CP to change ant.-trans. and studio location.

Following were granted extensions of completion dates as shown: KJFL-TV Durango, Colo., to Dec. 31; KMJ-TV Fresno, Calif., to March 12, 1964.

Actions of Oct. 4

WHIH Portsmouth, Va.—Granted authority to operate with sign-off at 7 p.m. daily for period ending Dec. 29.

Granted licenses for following: WBZE Wheeling, W. Va., and specify main studio and trans. location; WMSG Oakland, Md.; WISZ Glen Burnie, Md., and specify type trans.; WVOB Bel Air, Md., and specify type trans. and studio location same as trans. location; WCTR Chestertown, Md., and specify type trans.; WBCI-FM Williamsburg, Va.; WHIS-FM Bluefield, W. Va., and specify main studio location; \*WTSC-FM Potsdam, N. Y., and redescribe trans. and studio locations.

Actions of Oct. 3

KJSK-FM Columbus, Neb.—Issued modified CP, pursuant to Doc. 14185, to change frequency to 96.9 mc, ERP to 35 kw and ant. height to 200 feet; conditions.

Issued modified licenses, with conditions, of following stations pursuant to Doc. 14185: KJRG-FM Newton, Kan., 92.3 mc; ERP 75 kw; ant. height 195 feet; WJCW-FM Johnson City, Tenn., 101.5 mc; ERP 65 kw; ant. height 1380 feet; remote control permitted; WKIC-FM Hazard, Ky., 101.1 mc; ERP 35 kw; ant. height 450 feet; remote control permitted; KSEO-FM Durant, Okla., 107.1 mc; ERP 720 w; WSOC-FM Charlotte, N. C., with frequency as 103.7 mc; WEBQ-FM Augusta, Ga., with frequency as 104.3 mc, and specify studio location as North Augusta, S. C.; WELL-FM Battle Creek, Mich., with frequency as 103.3 mc, ant. height as 205 feet, and specify type ant.; WSTR-FM Sturgis, Mich., with frequency as 99.3 mc, and specify type ant.; WYZZ(FM) Wilkes-Barre, Pa., with frequency as 92.9 mc, ant. height as 1,060 feet, and specify type trans.; KPOJ-FM Portland, Ore., with frequency as 98.5 mc.

Actions of Oct. 2

Petan Co., Petan Ranches, Nev.—Granted CP's for new VHF TV translator stations, on channels 10 and 12, to translate programs of KBOI-TV (ch. 2) and KTVB(TV) (ch. 7), both Boise, Idaho.

KTDO Toledo, Ore.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WBGN Bowling Green, Ky.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; remote control permitted; conditions.

WDKE-FM Hamden, Conn.—Granted mod. of CP to change type trans. and type ant. and specify studio and trans. location.

K71BE, K75BC, Beatrice, Neb.—Granted mod. of CP's to make changes in ant. system for UHF TV translator stations.

Rulemakings

PETITIONS FOR RULEMAKING FILED

WNNJ-AM-FM Newton, N. J.—Requests institution of rulemaking proceeding looking toward removal of FM channel 272 from Franklin, N. J., to Newton to replace channel 279, which is now used by WNNJ-FM. Received Sept. 27.

KRYT Colorado Springs—Requests institution of rulemaking proceeding looking toward allocation of FM channel 284 (104.7 mc) to Colorado Springs, conditioned on its use at site 64.6 miles or more distant from site of KTGM Denver. Received Sept. 27.

WSMT Sparta, Tenn.—Requests amendment of rules so FM channel 288A be allocated to Sparta. Received Sept. 27.

Advisory Council on Educational Television of Commonwealth of Virginia—Requests institution of rulemaking proceeding looking toward assigning and reserving for educational use channels set forth as necessary further step toward establishment of commonwealthwide educational television system: Arlington, add \*44 or \*82; Bluefield, add \*47; Bristol, from 5, 75 to 5, \*75, 81; Courtland, add \*69; Danville, from 24 to \*24, 68; Fredericksburg, from 47 to \*47, 63; Kenbridge, add \*58; Lynchburg, from 13, 16 to 13, \*16, 62; Norton, from 52 to \*52, 71; Onancock, add \*34; Saluda, add \*46; Staunton-Waynesboro, from 36, 42 to \*11, 36, 42; Williamsburg, from 17 to \*17, 51; Winchester, from 28 to \*28, 74 or 80; Wytheville, add \*77. Received Sept. 30.



## Be an American Leader...BE A NAVAL OFFICER

High School seniors and graduates may earn a commission in the Regular Navy or the Marine Corps through the Naval Reserve Officer Training Corps (NROTC) College Program.

For a patriotic career, young United States citizens, from all ethnic groups, who can pass a rigid physical examination, must file application prior to the 4th Friday in November to take the qualifying

nation wide NROTC Educational Examination on the 2nd Saturday in December.

Your Navy can help you complete your college education and qualify for a commission in the Navy or Marine Corps. For test application blanks and qualifying details see your high school principal, guidance counselor or your Navy Recruiter.

*Be a better American—Be a Naval Officer.*

When you plan your future . . .

**Go NAVY**

The United States Government did NOT pay for this message. The Navy Recruiting Service wishes to express its deepest appreciation to the **CURTISS-WRIGHT CORPORATION** Wood-Ridge, N.J. for their patriotic zeal.



## OUR RESPECTS to Robert Morton Werner

### A thorough 'education' in client, agency and network fields

Mort Werner is in one of the more responsible posts in the NBC executive suite at 30 Rockefeller Plaza, New York.

Mr. Werner is vice president, programs, NBC-TV. This places him in the catbird seat or near the hot seat, depending to a large measure on the outcome in a TV season of such indeterminates as the public's appetite, taste or disposition.

Mort Werner can reduce the equation even further by this comment: "What do I do in my spare time? I practice playing on my piano, in case I have to go back to it."

If programing people are going to talk to themselves, this is the time of year for it. One season has just begun and already it's necessary to think, plan and scheme for a year later. There is hardly time to carefully chart the box-score on this season because the one coming up needs immediate attention.

Mr. Werner, however, talks to people other than himself. A broadcast veteran (he was in the business at 14, when some of today's other successful moguls were still in knee pants), Mr. Werner is generally recognized as one of the most respected executives in the broadcast field.

And when Mort Werner takes time to chat, it's more than likely he's going to be as interesting as the latest and hottest program pilot around at NBC.

**Program Sledding** ■ Has it become more hectic and tougher for the TV programmer in recent years? Mr. Werner is in the affirmative:

"Programing," he says, "is now more competitive. People are more demanding. The TV business decision rests on various factors. Some are variables. It's like the dress designer who has to judge public taste before the public sees the design. You can bomb out as easily in dress designing as in TV programing."

Mort Werner apologizes for having to speak in platitudes, but he says, "How else can I say that what NBC is trying to do is to really diversify and balance its schedule?"

"We are not just going for the big audience. We are placing our hopes on what we think people will want in the future."

If Mr. Werner appears cautious it's because NBC may be premature in judging future audience tastes. The network, it's said, is taking a calculated risk that the public is ready for adventure and drama which have different "levels," offering in particular, according to Mr. Werner, "deeper, more meaningful and better produced" dramatic showcases.

Or to put it bluntly: "Strong, emotional drama." Already ahead of the

pollsters, Mr. Werner says, "We know with this drama we may not get the mass audience necessarily. But we are looking for the 'different' TV audience, one that will want and appreciate the best in drama. *Dick Powell Theater* [now off] and *Eleventh Hour* on NBC and *The Defenders* on CBS are the type shows which were steps in that direction."

**Busy Youth** ■ At the age of 15 (he was born on May 5, 1916, in San Francisco), Mort Werner worked at KGGC San Francisco (now KSN), broadcasting to high school students on the basis of a percentage of the business he brought in. He also led a dance band. He sang, too—at KFRC in San Francisco, becoming a "personality" with Columbia-Don Lee Broadcasting System, continuing this association in Los Angeles when it became the hub of radio activity on the West Coast.

Later he worked as a program director for KMTR, now KLAC, and also was associated with the Phil Harris band on a nightly transcontinental radio broadcast. He also helped develop and was MC on *Sing With Your Favorite Band*.

On March 18, 1939, Mr. Werner married Martha Wilkerson, an employe at the station. Mrs. Werner is a talented, veteran script writer. Among her credits: *Hollywood Star Theatre*, *Big Town* and *Big Story* on radio; *Robert Montgomery Presents*, *Somerset Maugham Playhouse* and various episodes in leading network series on TV, and motion picture scripts for Paramount and Columbia. During World War II, Martha was "GI Jill" on the Armed Forces Radio Services, 1941-



Mr. Werner

49. The Werners' older daughter (married name is Carol Werner Tieg) carries on a showbusiness tradition—she is a singer on TV as Carol Werner. Another daughter, Jill Werner, 16, is a student at Scarsdale, N. Y., high school.

In 1941, Mort Werner was made program director for the Office of War Information in San Francisco, and in 1943 joined the AFRS as program director.

After the war, Mr. Werner in 1946 formed a summer stock theater with associates at Laguna Beach, Calif. He then entered station management and with a group developed KHUM in Eureka, Calif., and also applied for a construction permit for a station in Ventura, Calif., erecting KVEN there and with which he was associated as general manager. He also was consulted by other stations on operations and sales.

In 1951 his career began in network-ing, joining NBC in New York where under the aegis of Sylvester L. (Pat) Weaver, Jr., Mr. Werner was involved with the *Today* show from the blueprint stage, and later also with the *Home* and *Tonight* shows. (He was executive producer of all three.) During his early NBC association, *Monitor* on the radio network was developed.

Among the stars Mr. Werner helped launch: Steve Allen, Jack Paar, Johnny Carson and the late Ernie Kovacs.

Mr. Werner worked at NBC in television's development years—another series then created was the afternoon *Matinee* live drama show. In February, 1955, Mr. Werner was named director of participating programs, NBC-TV, and later in the year, national program director. In December, 1955, he was elected vice president, national programs, and in 1957, as vice president, television daytime programs.

In July of 1957, Mr. Werner worked the client field, joining Kaiser Industries as a vice president. At Kaiser, Mr. Werner concentrated in the advertising and broadcasting fields. During this time, he says, "I got real lucky. We became associated with *Maverick* for Kaiser on ABC-TV," and Kaiser purchased KHVH(TV) Honolulu.

Mr. Werner joined Kaiser's advertising agency, Young & Rubicam, as vice president and director of radio and TV in October of 1959, becoming senior vice president and member of the executive committee a year later.

On July 17, 1961, Mr. Werner rejoined NBC-TV as its man in charge of the network program department, and with his present title. Said Mr. Werner: "I returned to NBC, but with a thorough 'education' in the client, agency and early TV network fields."

## Who's in charge here?

**T**HE administration of the television and radio codes of the National Association of Broadcasters is, to use the most charitable description, in a state of uncertainty. As of Oct. 15 Robert D. Swezey becomes the lame duck director of the code authority. Having chosen not to seek renewal of his contract which expires on that date, Mr. Swezey will stay on at half pay until a successor is appointed.

The future of the codes is also cloudy. If anybody has thought out a specific plan of action for code amendments or enforcement, he is keeping it quiet. Right now the code apparatus is running on its own momentum, a dwindling source of energy.

As reported in this publication last issue, LeRoy Collins, the NAB president, has presented to the television and radio code boards a plan of action that at least some board members feel is no plan at all. Governor Collins told the boards that he wanted the code structure to become "dynamic," but he failed to be specific in proposing how the new dynamism might be achieved. Later he explained that he thought it his mission not to be specific but to discuss his "broad-gauge thinking" with the boards. Whatever the gauge of thinking that is now going on, the code machinery is stalled on the tracks.

Governor Collins may not have planned things this way, but the present inertia in code affairs is suited to the purpose of any NAB president who aspires to assume a role of leadership in the profession's own disciplinary machinery. If the code apparatus starts moving again, broadcasters may find Governor Collins at the throttle and themselves going along for the ride.

About the only concrete indication of intentions that the NAB president conveyed to the code boards a fortnight ago was that he was looking for a new code director who would see eye to eye with him. The new director, he said, ought to exercise "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past." What the NAB president is obviously looking for is a code director who will take orders from him. There is little standing in the way of his choosing anyone he wants. The association's bylaws give him the power to make the selection, with the approval of the main NAB radio and television boards. The code boards—whose members are appointed by the NAB president—have no say whatever.

The question now confronting broadcasters is whether they want to help shape the future policies of the radio and television codes and be a party to the selection of the code boss. They must also decide what kinds of codes they want. If they cannot come to specific understandings on those subjects before the meeting of the NAB boards next January, they will by default have given Governor Collins not only the cause but indeed the mandate to hand them a man and a program.

## Not by ratings alone

**I**F audience ratings were abolished next week (or if they had never been invented) would advertisers buy the broadcast media?

There is a simple answer. It is spelled out in such names as Procter and Gamble, Joe's Used Car Lot, General Foods, Mrs. Murphy's Chili Parlor, Hallmark Cards, Alberto-Culver, Glutz Bargain Basement and Wrigley's chewing gum.

By whatever means it is reached, the pay-off is and always has been in the balance sheet. Long before there were ratings the local merchant knew, when he toted up the day's receipts after using an announcement or two and

counted an increase over what he did before he used radio, that his advertising paid off. Chevrolet knew it too in the 1930's when it used mechanical transcriptions for its "Melody Moments" on local stations and thereby acquired consistent leadership in the low price field.

Through more sophisticated techniques, local and national advertisers know today that without television and radio exposure, success is impossible for most consumer products. They know it, not by audience measurements alone, but by the balance sheet. They have seen great trade names and good products slip into oblivion, and they have seen new ones capture the market almost overnight through judicious use of the broadcast media.

All of the audience measurements ever conceived and those now being incubated wouldn't sell a dollar's worth of time if the manufacturer or the service did not get the result in increased sales, whether they be in Cadillacs or catsup.

Ratings, even with their obvious shortcomings, are tools of value in appraising programing vehicles, selecting stations and networks and perhaps in providing the agency with a method of proving that prudent buys are being made.

The great danger is that government might move in. There are congressmen who contend legislation can be devised to control ratings under the Fair Weights and Measures Act. Ratings, they argue, are a "measure" and if the public is being deluded by them, Congress can legislate.

Positive steps are being taken to correct rating shortcomings from within. These should be brought to speedy fruition. In the process it should be recognized that ratings are important as an element but not as the end-all of media selection.

Buyers cannot be criticized for pressing media to underwrite research of infinite depth. They are open to criticism, however, when they encourage government to move in, as was done following FCC Chairman E. William Henry's speech on regulation of commercials, particularly when their own vulnerability is so apparent.

The biggest task confronting all segments of advertising—manufacturers, agencies and media—is to prevent government from moving in. If ratings are controlled; if limitations are placed on commercial time, what's to prevent government from deciding how much advertising there may be in newspapers or magazines or on billboards? And next, of course, would be the program or "editorial" content.



Drawn for BROADCASTING by Sid Hix  
 "On this nighttime car radio listening survey, let's skip the ones on dark, shady streets."

## We've just re-invented TV.

For the last 15 years, more or less, television at the local level everywhere has looked as if it were surprised by the Twentieth Century. No more is this the case at WBAP-TV. We believe that television has unfulfilled visual responsibilities, unused visual capabilities. And we've been busy with our consultant designer, Crawford Dunn, doing something about it. Somebody had to be first; we're glad it was us. Our viewers are, too.





## WEEKENDS ARE DIFFERENT...SO IS MONITOR

People go woody, weekends...leaves are rustled...junk gets shuffled...and the air is astir...with blue smoke...Autumn mist...and radio...David Wayne...Barry Nelson...your commercial...James Daly...Frank McGee...your commercial...and the news...Selma Diamond...some voice...Jonathan Winters...some line...your commercial...some product...Nichols and May...Basil Rathbone...Ethel and Albert...and sports, too?...Mel Allen...Joe Garagiola...some program...is this radio?...aah!...it's **WEEKEND MONITOR...NBC RADIO.**