



# BROADCASTING

**THE BUSINESS**

**RADIO**

U S Air Force  
Air University Lib  
63-8999  
Serial Acq Section  
Maxwell AFB Ala

072160  
3Y 10C  
11515  
MAY64 CIN

UST 26, 1963

NEWSPAPER

Advertising

Well-defined network plans for 1964  
for more comedy, drama . . . . . 29

meetings, may . . . . . 40

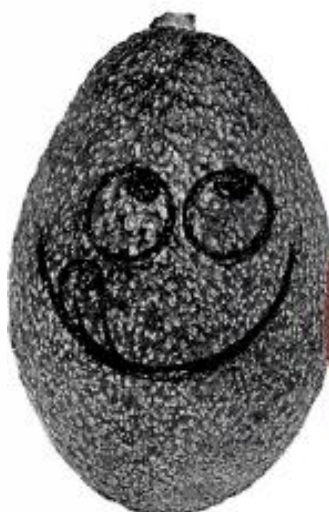
Businessmen and public to join in bringing  
a pay TV system to California . . . . . 32

Individual spot prices highlight Petry's  
'startlingly new' TV rate card . . . . . 26

COMPLETE INDEX PAGE 7



**Avocados love Kprc's Houston Television, so do tomatoes and lettuce and everybody.**



Courtesy of The Carnation Company

Represented Nationally by Edward Petry & Co.



# GOOD SOUND RADIO

**wgar**  
RADIO 1220 

## \* **Good Sound Listening**

... that appeals to grown-ups of all ages ... variety shows ... complete news coverage ... good music ... sports ... special events ... featuring top local and NBC personalities.

## \* **Good Sound Market**

... a vast buying audience in Greater Cleveland Growthland and northeastern Ohio respond to *wgar's* kind of service ... good sound radio to help make your sales prospects, *your customers*.

**PEOPLES BROADCASTING CORPORATION**

WGAR . . . . . Cleveland, Ohio

REPRESENTED BY JOHN BLAIR AND COMPANY

# WGHP-TV

*Greensboro, High Point, Winston Salem*

Is pleased to announce the appointment of



STORER TELEVISION SALES

As its National Representative

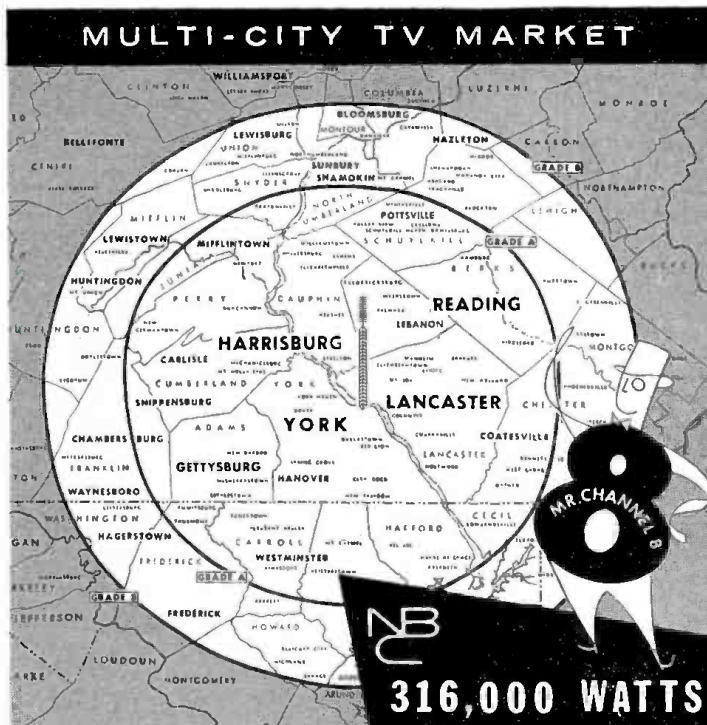




**GREATER  
CAPACITY  
TO RENDER  
SERVICE**

Moto-Mower, Division of Dura Corporation

**WGAL-TV does the *BIG* -selling job**



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

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

STEINMAN STATION • Clair McCollough, Pres.

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

It's safe bet that there will be more broadcaster luncheons at White House with President Kennedy (story page 48). Andrew T. Hatcher, associate news secretary at White House, said Friday that President was pleased with Thursday's luncheon with 19 broadcasters and predicted that future luncheons would be interspersed with those held periodically for newspaper and magazine publishers. Rather than follow state-by-state procedure as for newspaper groups, broadcaster luncheons will follow pattern of Thursday affair, with independent operators selected from national roster.

### The Loevinger doctrine

Chills will run through ranks of owners of broadcast station groups when they read speech that Lee Loevinger, FCC's newest member, is scheduled to make today (Aug. 26). Mr. Loevinger, who was government's chief antitrust prosecutor before he took FCC job, will say commission's present rules on multiple ownership are too liberal. He'll advocate regulation to obtain maximum possible diversity of ownership of radio and television and cross-ownership with newspapers.

*Diversity of ownership is one of three proposals Mr. Loevinger is to advance in speech to national convention of Association for Education in Journalism at University of Nebraska. Others: FCC should require stations to devote at least as much time to news broadcasts as to commercials; independent Broadcast News Association ought to be formed to compete with what he calls print-oriented AP and UPI. Mr. Loevinger also will dismiss FCC's present program surveillance policy as "not only wrong but futile."*

### All-channel all the way?

Legal opinion that would prevent TV set manufacturers from producing VHF-only receivers after April 30, 1964, deadline will be sought from FCC general counsel when FCC reconvenes after Labor Day. Acting Chairman Robert E. Lee, who has been ramrodding UHF and is chairman of Committee for the Full Development of UHF Broadcasting, is drafting proposal requesting interpretation of all-channel receiver law.

*Law, as passed by Congress last year, specifies that all sets sold in interstate commerce shall have capability of tuning both 12-channel VHF range and 70-channel UHF range. Presumption has been that sets manufactured for intrastate use, i.e., within single state, would not have to tune entire range and could be either VHF-only*

*or UHF-only, with consequent lower manufacturing cost. But Commissioner Lee has preliminary legal opinion that any single-band set sold within state of manufacture could be transported to another state and therefore would violate letter as well as intent of new law.*

### Patterns of pricing

Despite contrary reports, ABC-TV officials say they have no intention of reworking network's rate card along lines of ABC-owned WABC-TV New York's new card, which evaluates nighttime commercial positions individually and prices them accordingly. WABC-TV's new tack follows principle in use for some time at sister KABC-TV Los Angeles; it approaches evening rates on spot-by-spot basis that Edward Petry & Co.'s new card (page 26) applies to entire broadcast day. WABC-TV has six different classifications for positions between 7:30 and 11 p.m., ranging from \$2,500 to \$800 (for 20-second spot). Until new season's audience patterns become clear, station officials say, positions probably will be re-evaluated approximately monthly.

### Cox promotions

Shortly to be formally announced will be appointment of Frank Gaither, general manager of WSB-AM-FM Atlanta as general manager for Cox radio and TV stations, and of Marcus Bartlett, general manager of WSB-TV, as executive in charge of CATV operations and future planning. Promotions, according to J. Leonard Reinsch, executive director of Cox stations, are in tempo with expanded operations in both broadcasting and community antenna field by Cox organization. Aside from Atlanta properties, stations in Cox group are WSOC-AM-FM-TV Charlotte; WHIO-AM-FM-TV Dayton and WIOD-AM-FM-TV Miami. Pending before FCC is approximately \$12 million purchase of ch. 2 KTVU(TV) Oakland-San Francisco. Cox properties include CATV systems in Pennsylvania and Washington state, with others in process of acquisition.

### House hunters

Realtors specializing in "fringe area" transactions, notably in West, report that house hunters ask two questions: (1) How much? (2) What kind of TV reception do you get?

### Gillette's new blade

Introduction of Gillette Safety Razor Co.'s stainless steel razor blade—accompanied by multi-million-dollar ad campaign, largely in broadcasting

—is expected to break as much as month before company's annual World Series sales promotion in October. Announcement two weeks ago that \$4.2 million World Series promotion would involve special razor-lather deal, rather than stainless steel blade, had prompted speculation that blade would not be ready for marketing by October. Company is expected, however, to begin marketing blade on regional basis much sooner.

### Down the list

Faced with huge legislative backlogs, neither House nor Senate Commerce Committee is excited about conducting hearing on FCC's bills to give commission authority to hold hearings on station sales and transfers (BROADCASTING, Aug. 19). Representative Oren Harris (D-Ark.), House chairman, has no intention of getting to bills this year. There's chance Senate group may hold grab-bag hearing on half-dozen FCC-requested bills it has on docket, including transfer proposals, but this would depend largely on length of civil rights filibuster, which is impossible to gauge now.

*Representative Harris may get some unsolicited encouragement for hearing from Representative Emanuel Celler (D-N.Y.), powerful antitrusteer who heads House Judiciary Committee. Mr. Celler has strong ideas on ownership and transfer of control. In fact, as soon as he gets civil rights bill off his hands, he's expected to return to major hearing started last spring on concentration of ownership of news media (BROADCASTING, March 18). When he does, look for FCC to make return appearance, and perhaps get into transfer question.*

### Craven appointment

Now that Joseph H. McConnell, president, Reynolds Metals Co., Richmond, and former president of NBC (1949-1953), has been named chairman of U. S. delegation to International Radio Conference on Space Radio Allocations (see page 63), word should be forthcoming soon on designation of former FCC Commissioner T. A. M. Craven as vice chairman. Commander Craven, authority on international communications, has headed technical preparatory work for Geneva conference since his retirement from FCC last March, as consultant to FCC and State Department. He was chairman of U. S. delegation to International Telecommunications Conference in Geneva in 1959 which laid groundwork for 1963 conference.





## **Acquisitives\*...buy more food in Cleveland**

7th TV market...2nd in food purchases (per household).

WJW-TV's programming is for acquisitives—people with food money to spend.

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

**ACQUISITIVES WATCH**

**WJW-TV**

BROADCASTING, August 26, 1963

# WEEK IN BRIEF

More comedy and drama seen in 1964-65 television season. Survey shows all networks solid in high number of programs for season after next, to extent that one producer is aiming for 1965-66. See . . .

## MORE COMEDY, DRAMA IN '64-'65 . . . 23

Agency establishes "search and development" group for new programing. Purpose is to make sure its clients are associated with programs not less than the best. Unit falls under program department. See . . .

## PROGRAM PLANS AT BURNETT . . . 25

NAB president "surprised and disappointed" at networks response to his invitation to meet on TV advertising. Implies he will take up question with broadcasters; fears government will move in. See . . .

## COLLINS ISN'T GIVING UP . . . 40

West Coast pay TV group goes to public for financing. Donnelley, Lear Siegler, Matty Fox and others backing corporation seeking \$23 million from stock offering to wire Los Angeles and San Francisco. See . . .

## NEW PAY TV VENTURE . . . 32

FCC's stand on editorializing isn't too clear to Rep. Williams. Mississippian hopes his state's broadcasters will testify when House resumes hearing in mid-September. Integration sure to be prime issue. See . . .

## WILLIAMS HITS DOCTRINE . . . 45

Petry-produced simple TV rate card brings huzzahs from agency men. All five of Petry's TV clients are now using card which, it is hoped, will help bring television buying out of timetable arena. See . . .

## NEW TV RATE CARD . . . 26

NAB raps knuckles of Georgia association for attempting to muscle in on national affairs. Bell tells group it's stepping out of bounds in its plans for international conference on radio and TV. See . . .

## 'THAT'S OUR BALL,' NAB TO GAB . . . 42

Broadcasters lunch with President, come away with strong impression he thinks more highly of broadcasting than do his regulators. Conversation ranges far and wide over industry problems. See . . .

## JFK CHARMS STATION MEN . . . 48

Ideal Toy going into five-year TV buy with \$30 million investment on the line. Move by toy manufacturer to sponsor 52-week programs heralds end of seasonal buying, it's believed. See . . .

## IDEAL'S FIVE-YEAR TV BUY . . . 30

Civil liberty group urges court to remand "Charlie Walker" case to FCC because, it says, standards on what is coarse and vulgar are not precise. Also, charge that licensee misrepresented smacks of entrapment. See . . .

## FORSAKING FIRST AMENDMENT . . . 49

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It takes  
**12** air personalities  
to put on  
**1** show on **WSM**



Sounds like the halcyon days of radio, doesn't it. It is . . . for WSM listeners and advertisers.

The show: THIS IS WSM, from 1:00 till 7:00 p.m., five days a week. During those six hours, 12 (count 'em!) WSM air personalities have their turns at the mikes.

The listener gets a liberal education on some one given subject each day (Weather, Walt Disney, Baseball, The Presidency, Vaudeville, etc.), plus live and recorded music, plus news, plus Emphasis from NBC. It takes two writers to research and write this show!

No, not many stations anywhere program like this. No other station in Nashville does. Which may be why WSM has more listeners than all other Nashville stations combined.

No doubt about it. These are halcyon days on WSM. Ask your Christal Man or WSM's Len Hensel.



the **WSM**pire

*CLEAR CHANNEL 650 • NASHVILLE, TENNESSEE*

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY



## 'Free time for paid' question faces FCC

### COMMISSION POLICY STILL IN HIGHLY FLUID STATE

New question on FCC's fairness doctrine developed late last week in wake of request by citizens committee for free time on 325 stations to reply to broadcasts opposing Senate ratification of nuclear test ban treaty (see earlier story, page 51).

Programs opposing treaty were provided by Life Line Inc., public affairs programming service, and sponsored locally.

Question is whether fairness doctrine requires that request for free time—by Citizens Committee for Nuclear Test Ban Treaty—be granted under fairness doctrine.

FCC official said Friday (Aug. 23) agency hasn't adopted definitive policy on whether broadcasters must give time for reply to controversial sponsored program, or whether it's enough to just make time available at same rates as those paid for program to be answered.

Each case, he said, must be decided on facts involved—"on basis of what's fair."

Life Line Inc., however, suggested different interpretation of commission policy on basis of conversation its representative had with unnamed legal assistant to one FCC commissioner.

**Nothing Mandatory** ■ In letter to client stations, Life Line said it was informed that commission didn't intend to require stations to give free time for reply to views expressed on sponsored programs.

"Thus," letter continued, "comparable opportunity" required by fairness doctrine would indicate that station would offer time at "comparable price to responsible community groups. . . ."

Life Line pointed out that FCC counsel whose views it summarized didn't profess to express official commission policy.

sorship of *Lowell Thomas and the News* on CBS Radio (Monday-Friday, 6:45-7 p.m.). Fall season marks 34th year for Mr. Thomas as newscaster, last five of which have been sponsored by Oldsmobile. Fisher assumed half-sponsorship in June 1963.

## Editorial freedom urged at TCA meeting

Broadcasters who editorialize were warned by George Whitney, member of National Association of Broadcasters' editorializing committee and vice president of KFMB-AM-FM-TV San Diego, to guard closely their freedom of voice.

In address prepared for delivery to Television Affiliates Corporation's programming conference in San Francisco today (Monday), Mr. Whitney said many broadcasters would make themselves tools of federal government in effort to avoid controversies over editorials. Critics of *New Frontier* are apt to turn instead to promoting "motherhood and the National Safety Council," he said.

"Few broadcasters have the plain guts to carry their own share of the load in informing the public" on controversial political issues, Mr. Whitney said. In tracing history of broadcasters' struggle to obtain freedom to editorialize, Mr. Whitney assured listeners that founding fathers would have intended freedom of press to include electronic journalism as well.

He urged broadcasters to take strong stand. "If we back down one step on our basic right to express opinions freely without government intervention, we will have started the retreat which will one day find us shorn of every last vestige of freedom, and like some of our opposite numbers in Europe, broadcasters will be mere tools of propaganda, to be used by whichever political party is in power as a part of a spoils system," he said.

## Executive committee, NAB staff in huddle

National Association of Broadcasters executive committee spent virtually full day with NAB staff Friday (Aug. 23) in general review of legislative and regulatory problems. No decisions were taken, but committee intends to meet again in few months. Group, made up of NAB Chairman William Quarton, WMTV(TV) Cedar Rapids, Iowa, and chairman and vice chairman of television and radio boards (also see story, page 40), heard staff reports on ratings council, research activities, editorializ-

## NAB, GAB at it again; symposium is cause

International broadcasting symposium being planned by Georgia Association of Broadcasters would stand better chance of support and success if group could assure foreigners of national association backing, State Department told GAB delegation in Washington Friday (Aug. 23).

National Association of Broadcasters, logical national organization, did not attend meeting although it had been invited, said Jack Williams, GAB executive secretary.

Howard H. Bell, NAB vice president for planning and development, said earlier in week he had had no advance word on nature of symposium from GAB. Mr. Bell criticized Georgia association for moving into NAB's national responsibility in public statement last week (see story, page 41).

Mr. Williams said Friday that NAB "support and cooperation would be vital and if such a meeting is held, we hope it will be in Atlanta regardless of who sponsors it or who helps it get organized."

He said one suggestion would be to hold International Radio-Television Conference next April prior to NAB convention to enable broadcasters to spend about 10 days in U. S. and attend both meetings.

William D. Blair Jr., State Depart-

ment's director of office of media services, said conference "in principle is a good idea and we are all for international exchange of this type."

Participants in Washington meeting included Representative Robert G. Stephens (D-Ga.) and representatives of Georgia's governor and Atlanta's mayor.

## Chicago labor station charged for back taxes

WCFL Chicago, owned by Chicago Federation of Labor, has been assessed by U. S. Internal Revenue Service for \$365,048 in back taxes, Sherman Carmell, attorney for labor organization, acknowledged Friday (Aug. 23). WCFL is fighting suit on basis it is arm of labor union group and so is exempt from income tax under law.

WCFL also is center of intramural union fight over income, expenses, and salaries which has erupted following recent election of new CFL secretary-treasurer. WCFL manager, Tom Haviland, said station financial figures always have been open at any time to any union delegate to federation. One station official said WCFL worth today is \$2 million.

## Thomas's sponsors renew

Oldsmobile division of General Motors Corp. (through D. P. Brothel, Detroit) and Fisher Body division of GM (Kudner Agency) have renewed spon-

## WEEK'S HEADLINERS

**William Dalton**, president of National Community Television Association, resigned last week, effective Oct. 1. No reason was given for his resignation (see story, page 37).

**Clayton H. Brace** appointed VP and general manager of Time-Life Broadcast stations KOGO-AM-FM-TV San Diego, Calif., effective Sept. 1. Active in broadcasting since 1941, Mr. Brace this month returned from two-year tour of duty in Beirut, Lebanon, where he represented Time-Life Broadcast's interest in station CLT (Compagnie Libanaise de Television) and travelled extensively in Middle East and Europe on behalf of international division of company. Prior to that assignment, he was assistant to president at KLZ-AM-FM-TV Denver, following



Mr. Brace

duties as program director, production manager and general executive for Denver properties. As general manager of San Diego stations, Mr. Brace will report administratively to Hugh B. Terry, director of Time-Life Broadcast's Western operations and president of KLZ stations.

**Elmer W. Lower**, VP and general manager of NBC News, named president of ABC News, Special Events and Public Affairs, succeeding **James C. Hagerty**, who last month was appointed officer of parent company, American Broadcasting-Paramount Theatres Inc. (BROADCASTING, July 29). Mr. Lower, newsman for 30 years, served for six years with CBS News and moved to NBC in 1959 (see story, page 56).

**William G. Garry**, president of Radio-Television News Directors Association and former news director of CBS-owned WBBM-TV Chicago, joins ABC-owned WBKB(TV), that city, effective Sept. 1, as editorial director. Mr. Garry will report directly to Sterling C. Quinlan, WBKB VP and general manager.

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

ing hearing, FCC proposal to adopt code time standards, etc.

No discussion took place on successor to Robert D. Swezey, NAB code director, which is being left in hands of NAB President LeRoy Collins, subject to ratification by radio and TV boards.

### PKL, B&B get part of U.S. Rubber billings

United States Rubber Co. Friday (Aug. 23) announced it was moving two of its division accounts from Fletcher Richards, Calkins & Holden, with billings involved estimated at slightly less than \$2 million. Papert, Koenig, Lois picked up U. S. Rubber textile and naugatuck chemical divisions, and Benton & Bowles secured golfing equipment line. PKL share of switch represented bulk of billings. Neither account bills heavily in broadcast.

### Equal editorial time to get push from Moss

Congressman behind legislation that would require broadcasters to give political candidates equal opportunity to answer editorials says he is going to "push vigorously" for passage by House Commerce Committee.

Representative John E. Moss (D-Calif.), committee member and author of HR 7072, said he is as much in favor of his legislation as ever. Since intro-

duction FCC has issued public notice on fairness doctrine and committee chairman has indicated he thought legislation might not be necessary.

Representative Moss noted, however, that he doesn't say he will "push vigorously" unless he's pretty well assured of success.

Under HR 7072, broadcasters who endorsed or opposed candidate would be required to give others running for same office chance to answer; it also says candidates affected by editorials must be given copies of scripts in time to answer effectively (BROADCASTING, June 24).

### Federal money requested by 7 new ETV applicants

Seven new applications, seeking \$816,274 for educational TV, have been accepted for filing by Department of Health, Education & Welfare.

Including 17 applications previously announced, 24 applications now request total of \$3,971,692.

Interested parties have 30 days to file comments on applications. Latest requests:

School District of Kansas City, Mo., for \$102,000 to expand facilities of channel 19 at Kansas City; total project cost—\$136,000.

Florida Central East Coast Educational Television Inc. for \$232,179 to activate channel 24 at Orlando; total

project cost—\$464,358.

Bowling Green, Ohio, state university for \$96,898 to activate channel 70 at Bowling Green; total project cost — \$132,779.

Oregon State Board of Higher Education for \$208,258 to expand facilities of channel 7 at Corvallis; total project cost—\$277,678 and \$106,292 to expand facilities of channel 10 at Portland; total project cost—\$141,723.

University of South Dakota for \$14,351 to improve facilities of channel 2 at Vermillion; total project cost — \$19,135.

Board of Education of Ogden, Utah, for \$56,296 to improve facilities of channel 9 at Ogden; total project cost — \$75,062.

## Radio networks set for rights march

Radio networks Friday (Aug. 23) were putting finishing touches on planned coverage of Aug. 28 civil rights march in Washington (see story, page 57).

MBS plans two special live and tape reports Aug. 28 to supplement its planned day-long coverage. Reports will be carried from 3:05 to 3:30 p.m. and from 9:35 to 10 p.m., in addition to regular broadcasts beginning at 6 a.m.

CBS Radio has plans for 45-minute wrapup, 8:15-9 p.m., on day of march in addition to bulletin reports during day. ABC will devote several "Flair Report" broadcasts Aug. 27-28 to civil rights coverage from Birmingham, Ala., and Washington, along with daily live news reports from Washington on Aug. 28.

NBC will broadcast minimum of 15 segments from Washington, with one being wrapup special in evening. Network also plans preview broadcast at 9:05-9:30 p.m. Tuesday on eve of march.

On news coverage, correspondents are asked to secure special credentials from either march news center at west Washington (9th and V Streets, N.W.) or from Police Inspector Howard Covell, 5th floor, Municipal Center (300 Indiana Avenue, N.W.).

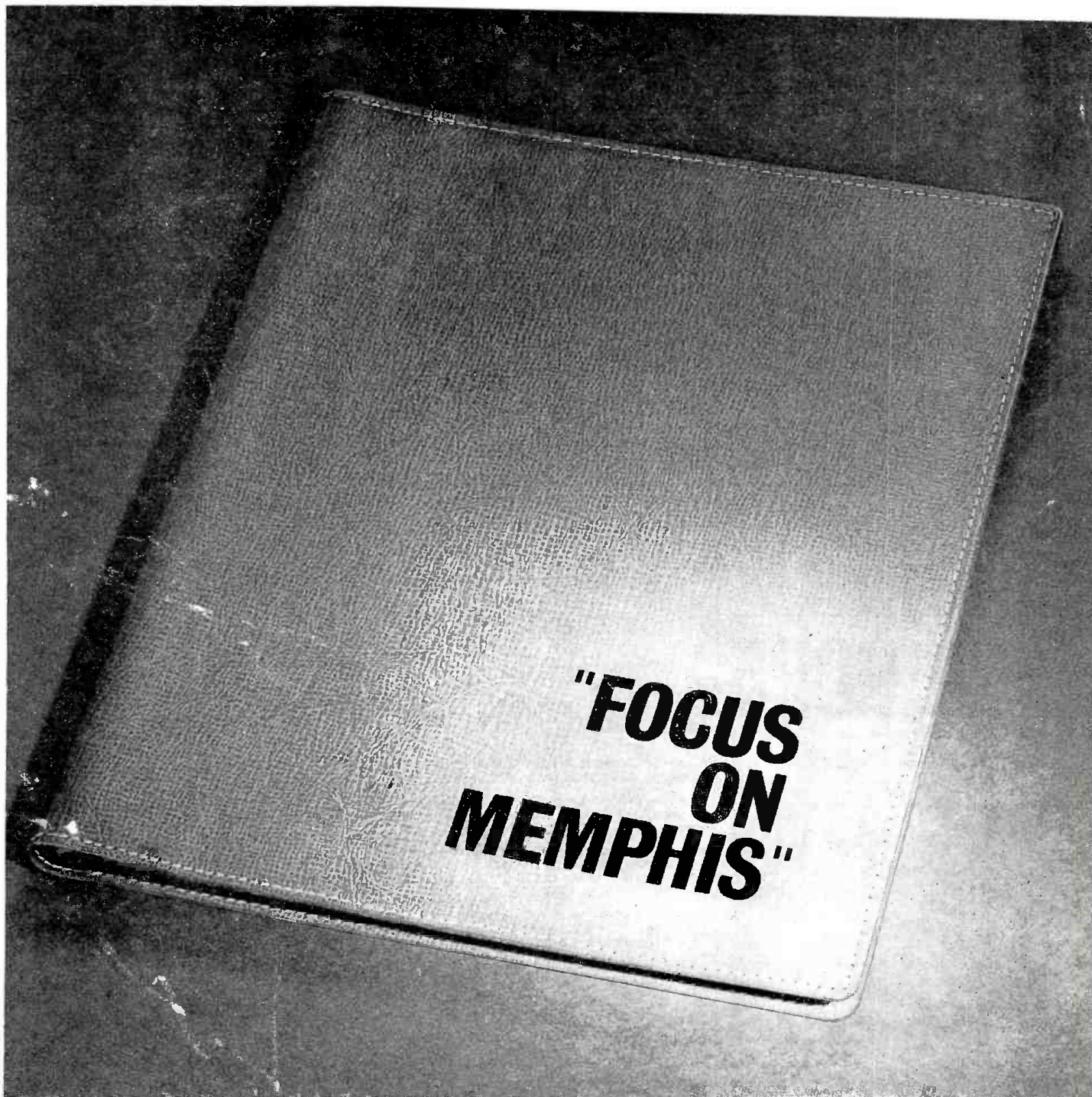
### Financial picture of 20th-Fox improves

Twentieth Century-Fox Film Corp., which suffered loss of almost \$40 million in 1962, closed out its second quarter and first half of 1963 in profit column.

Second quarter ended June 30:

	1963	1962
Earned per share	\$0.97	(loss)
Gross income	25,233,062.00	18,648,000
Net income	2,468,547.00	(11,942,870)
Net earning for first half of 1963 amounted to \$4,760,593, equal to \$1.87 per share, as against net loss of \$12,456,457 in corresponding period of 1962.		





## Continuing in-depth explorations of vital community importance.

Our FOCUS ON MEMPHIS log book is now 3 years old . . . a proud record of many penetrating looks at the needs and interests of Memphians and Mid-Southerners through the eyes of television. Key topics of community

interest regularly receive in-depth study through personal interviews with responsible leaders from government, industry, education and science for the better understanding of our fellow citizens. Just one of the many

public service achievements that continually produce enthusiastic public acceptance for WREC-TV, and for its advertisers.

**WREC|TV**   
CHANNEL 3 MEMPHIS

AN OPERATION OF COWLES MAGAZINES  
AND BROADCASTING, INC.

AFFILIATED WITH CBS TELEVISION / REPRESENTED NATIONALLY BY THE KATZ AGENCY



# FAIR SHAKE...

we quote ratings...but  
we sell everything else—  
coverage, rates, personalities,  
merchandising...and most  
important...the integrity of the  
station management.

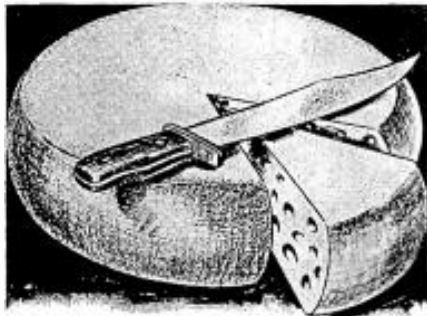
Our salesmen visit our stations.

Station Reps

## BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.  
CHICAGO LOS ANGELES SAN FRANCISCO



### Get Your Slice

OF THIS RICH  
AGRICULTURAL  
AND INDUSTRIAL  
MARKET

with  
**WREX-TV**

FOR DOMINANT COVERAGE  
OF NORTHERN ILLINOIS and  
SOUTHERN WISCONSIN

Represented by  
  
H-R TELEVISION, Inc.



## DATEBOOK

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

\*Indicates first or revised listing

### AUGUST

Aug. 25-29—Annual convention of American journalism educators at Center for Continuing Education, University of Nebraska, Lincoln. Participating will be members of Association for Education in Journalism and its two coordinating organizations—the American Association of Schools and Departments of Journalism and the American Society of Journalism School Administrators. Speakers in addition to FCC Commissioner Lee Loevinger are Milton Fairman, vice president of The Borden Co.; Donald J. Martin, vice president of J. Walter Thompson Co., Chicago; Frank Eyerly, managing editor of the *Des Moines (Iowa) Register and Tribune*; and Arnold Gingrich, New York, publisher of *Esquire* Magazine. Commissioner Loevinger will speak on "Broadcasting and the Journalistic Function" at Monday night banquet.

Aug. 26-27—Television Affiliates Corp. West Coast programming conference, Hilton Inn, San Francisco.

Aug. 27—Board of Broadcast Governors hearing, Ottawa, Canada.

### SEPTEMBER

Sept. 1—Deadline for comments on FAA proposed criteria for establishment of television antenna farms.

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6—Screen Extras Guild, annual members meeting, 8 p.m., Grand Ballroom, Beverly Hilton hotel, Beverly Hills, Calif.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

\*Sept. 9—ABC Radio regional affiliate meetings start in San Francisco at Fairmont hotel. Business meeting at 10 a.m., followed by buffet luncheon and reception at 5 p.m.

Sept. 9—Effective date of new instructional television service using 31 channels in 2500-2690 mc band.

Sept. 9-12—New York Premium Show, New York Coliseum.

\*Sept. 10—Hollywood Press Club dinner meeting, 6:30 p.m., Hollywood Roosevelt. "The New Television Season" will be discussed by Lucille Ball, Desilu; Bill Dozier, Screen Gems; Norm Felton, MGM-TV; Roy Huggins, Revue; Tom McDermott, Four Star; and David Wolper, Wolper Productions.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

\*Sept. 10-15—New York Hi Fidelity Music Show, New York Trade Show Building, 35th St. and Eighth Ave.

\*Sept. 11—ABC Radio regional affiliate meeting, Sheraton-Chicago hotel in Chicago.

Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 11-14—Fifteenth annual fall convention of the Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich. Panelists on advertising restrictions and on the ratings controversy include Dwight Reed, H-R Representatives; John Phillips, Marathon Oil Co.; William Wyatt, A. C. Nielsen Co.; Dr. Seymour Banks, Leo Burnett Co.; Robert Dearth, Kenyon & Eckhardt. Speakers include Paul B. Comstock, VP for government relations of National Association of Broadcasters.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loevinger, speaker. National Press Club, Washington.

\*Sept. 13—ABC Radio regional affiliate meeting, Fontainebleau hotel in New Orleans. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

\*Sept. 13-14—New York State Broadcast Institute, for high school juniors and seniors, at Ithaca College, Ithaca, N. Y. The institute is designed to acquaint high school students with the opportunities in broadcasting and allied fields. Guest speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co. (Group W); Robert Earl, moderator of *General Electric College Bowl*; Paul Adanti, general manager of WHEN-AM-TV Syracuse, N. Y.; William Thompson, general manager of WKRT-AM-FM Cortland, N. Y.; and Edward Kane, news director of WNEF-AM-TV Binghamton, N. Y.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest regional conference. American Women in Radio and Television, Houston.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St. Lawrence Seaway aboard a United States Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments on

### 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.



## **CAN YOU THINK OF A FASTER WAY TO TURN 75,000 GOBLINS LOOSE?**

Standard Oil has sponsored the 10:05 P.M. news on WTMJ-TV for six years. As part of a fall promotion, they used two spots — just two — offering free Halloween masks. This was the only media used except for service station posters. The goblins descended on the Standard stations in droves. Seventy-five thousand masks were handed out. And Standard estimates that twice as many would have been given away if the supply had lasted. This response is typical of the influence WTMJ-TV has on Milwaukee . . . one of the top ten metropolitan areas in many measures of sales per household. See for yourself. Put your sales message on WTMJ-TV . . . still the number one station in Milwaukee for both viewers and advertisers.

## **MILWAUKEE RESPONDS TO WTMJ-TV CHANNEL 4**

THE MILWAUKEE JOURNAL STATION  
WTMJ-AM-FM  
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York  
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles



Mrs. Ramona Endicter, *Advertising Manager*, Chesapeake Furniture Company, Baltimore.

*"When we want to fill our stores with floor traffic, we can use any Baltimore station; but when we want to move merchandise, we use WFBR. We have been using Baltimore radio for over five years and can attribute much of our sales success to WFBR."*

Mrs. Endicter is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first seven 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.



**BALTIMORE**

FCC's proposal to control the development of AM and FM radio services.

\*Sept. 17—ABC Radio regional affiliate meeting, St. Regis hotel in New York. Business meeting at 10 a.m., buffet luncheon at 12:30 and reception at 5 p.m.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

Sept. 19—Meeting of the Tennessee AP Radio-Television Association, Memphis.

Sept. 19—Meeting of the Connecticut AP Broadcasters Association, Waverly Inn, New Haven.

Sept. 20-22—American Women in Radio and Television southern area conference, Columbus, Ga.

\*Sept. 21—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel, West End, Grand Bahama Island.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara, Las Vegas.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

\*Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association, Leamington hotel, Minneapolis.

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association, Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

## OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

Oct. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7-9—Annual fall meeting of the Kentucky Broadcasters Association, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

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.

## RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.

Sept. 16-17—The Holiday Inn-Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor hotel, Omaha.

Oct. 14-15—The Executive Inn, Detroit, Mich.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barbizon 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. 17-18—Annual meeting and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel.

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

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. 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. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

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

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;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

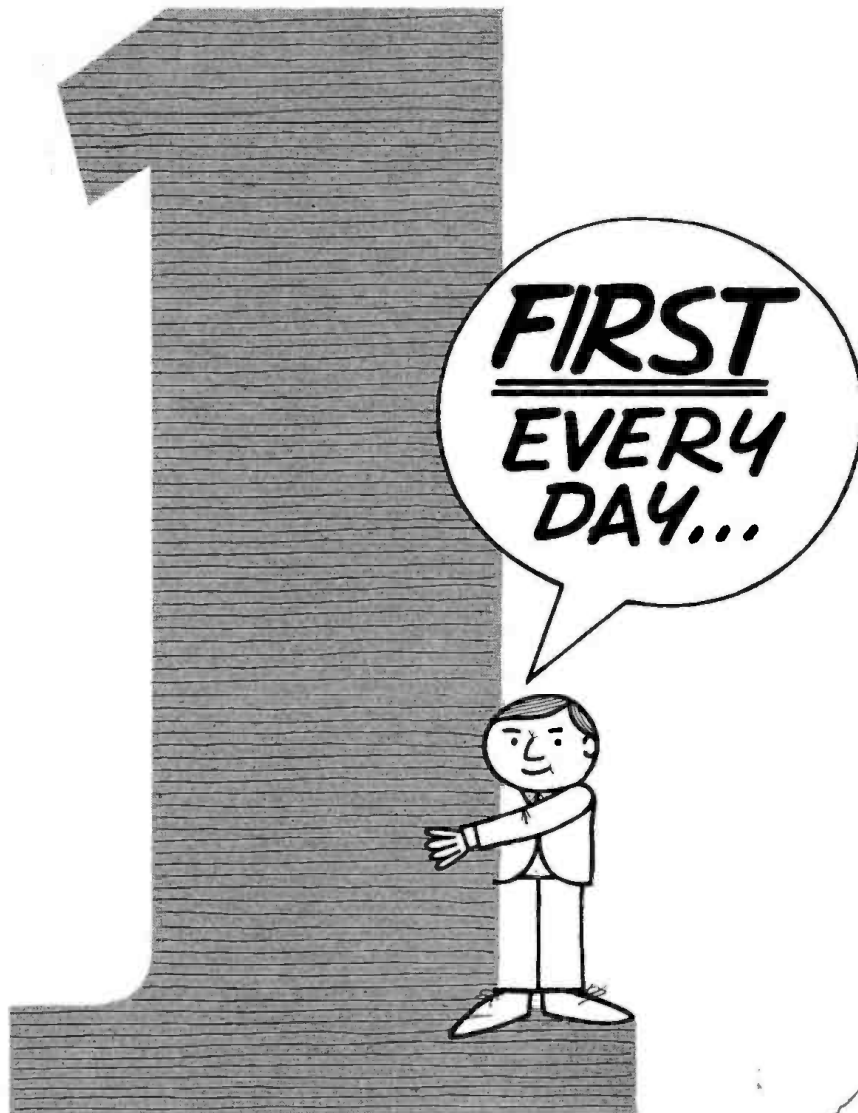
Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild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

## NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

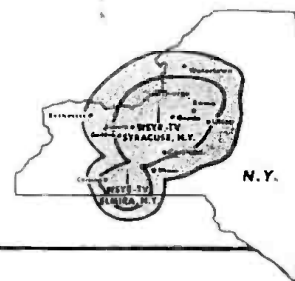
Nov. 1-2—WSM's Grand Ole Opry 38th anniversary celebration, Nashville, Tenn.





## And Here's Why...

- **EXCITING, COLORFUL LOCAL PROGRAMMING**  
Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.
- **GREATEST TV PERSONALITIES**  
Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang; musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!
- **BEST TECHNICAL FACILITIES**  
In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.
- **EXPERIENCE AND "KNOW-HOW"**  
A top flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.
- **OVERWHELMING SUPERIORITY**  
\*WSYR-TV delivers 38 per cent more homes than the No. 2 station.



24 Counties  
656,700 TV Homes  
2,470,800 in Population  
\$4,813,849,000 in Buying Power  
\$3,129,621,000 in Retail Sales

\*ARB MARKET REPORT MARCH, 1963

# WSYR • TV




Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

**W**AVE RADIO AND TV  
**P**ROGRAM FOR THE  
**V**ERY BEST  
**A**UDI**E**NCE  
**L**OU**I**S**V**ILLE  
**B**O**T**H **N**B**C**  
 BOTH REPRESENTED BY THE KATZ AGENCY  
(Antique type from the Robinson-Pforzheimer Collection.)



**Others who swayed Shell**

EDITOR: Your "Shell Oil's changing ad course" (Aug. 19) does a fine job of putting into perspective Shell's dramatic and enthusiastic return to spot television during the past 19 months. . . .

Our only complaint about the story is the fact that you give virtually full credit for Shell's return to spot TV to the efforts of the Television Bureau of Advertising. To be sure, that worthy organization worked hard and long to bring about Shell's return. But so did other organizations within the industry, including the Petry company.

Your Dec. 11, 1961, issue had an article on Shell's impending return to spot television. It devoted four paragraphs to the presentation which we developed for Shell, working over a four-month period with the media department of Ogilvy, Benson & Mather. The Petry-represented TV stations contributed their share too, seeing that the presentation was brought to the attention of key district managers on the client side.

We love TvB. We belong to it. Our executive vice president, Marty Nierman, is one of its directors. But we also would like to see credit given where due, as was done in your 1961 story.—*Robert L. Hutton Jr., vice president, Edward Petry & Co., 3 East 54th Street, New York 22.*

[Since we had no intention of over-crediting or under-crediting any organizations, we're happy to set the record straight.]

EDITOR: MINOR FACTUAL ERROR APPEARS IN YOUR INTERESTING AUG. 19 SHELL OIL ARTICLE. PICTURED 10-CHEVY DESERT COMMERCIAL WAS NOT COMPARISON OF "REGULAR GASOLINE AND SUPER SHELL" BUT SUPER SHELL WITH NORMAL EXTRA MILEAGE PLATFORMATE INGREDIENT VS. SAME FORMULA OMITTING PLATFORMATE. SIGNIFICANT DIFFERENCE NOW SHOWING ON TV.—*Lincoln Diamant, senior TV commercial producer, Ogilvy, Benson & Mather, New York.*

**Lack of stature charged**

EDITOR: Despite the editorials in your magazine, it simply isn't so that the only journalistic difference between a publisher and a broadcaster is that the former uses a press and the latter a microphone and/or a camera.

What's worse, the chances of your claim ever becoming meaningful for broadcasting as an industry are negligible. To achieve such a stature in journalism broadcasters would have to begin by:

1. Regarding the coverage of news as more vital than the presentation of entertainment. Having acknowledged such heresy, they would have to do

**PRODUCTS WITH A FUTURE**

**GATES TRANSISTORIZED**

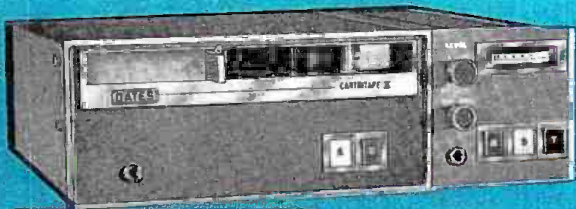
**CARTRITAPE II** Monaural/Stereo **PROFESSIONAL**

**CARTRIDGE**

**TAPE SYSTEM**

**1, 2 or 3**

**cue tone**



**Delivery from Stock!**

- Exclusive positive insert opening
- Separate record/play heads
- Plug-in modular construction
- 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: Rocke International Corporation, New York City

HARRIS  
 INTERTYPE  
 CORPORATION



# EVERGLADES

*...one of 268\*  
syndicated  
TV film series  
which use*

**BMI**

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

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

**BMI**

\*

**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL



**GOING UP!**  
Daytona Beach  
Orlando

**NOW  
FLORIDA'S  
THIRD  
MARKET**

**AND  
SPACE AGE  
CENTER  
OF THE WORLD**



**WESH-TV**

**FLORIDA'S  
CHANNEL**

**2**

**for Orlando  
Daytona Beach  
Cape Canaveral**

something about its implementation. No longer would the mouthing of high journalistic principles as a weapon against real or imagined government encroachments suffice.

2. Employing only qualified newsmen and giving them sole authority to make news judgments. "Qualified" to mean training, experience and ability in news as opposed to the "quality" of one's voice.

How would you assess the odds on either of these journalistic needs? About like the Mets taking four straight from the Yanks in the '63 World Series. . . .

The principal business of the news publishers is news. The principal business of broadcasters is entertainment. Until the situation changes your editorial cries of journalistic acceptance will continue to have a hollow ring.—*John Hodowanic, director, information services, Mankato State College, Mankato, Minn.*

[In their only meeting this summer (June 20), the Mets beat the Yanks.]

### Commends Hix taste

EDITOR: We are immensely flattered that you chose the subject of our V-8 radio commercials for the cartoon in your July 29th issue. We have had many



"If you yell 'Wow, it doesn't taste like tomato juice' just once more . . . out you go!"

people call this to our attention. Obviously, BROADCASTING—like V-8—is widely consumed. I wonder if there is any chance of our obtaining the original Sid Hix cartoon?—*W. P. MacFarland, product marketing manager, Campbell Soup Co., Camden 1, N. J.* [The original is on its way to Mr. MacFarland.]

### WEEI's wee whee-er

EDITOR: We're most appreciative and flattered that you used the picture of WEEI's cheerleader in your Aug. 19 football article. Unfortunately, only three of us out of all your readers know who the cheerleader is: Joe Cullinane, our advertising and sales promotion manager, the cheerleader, and myself. She is Carol Nashe model Joan Zeller, who will represent WEEI at all Boston Patriots and Boston College football games during the 1963 season.—*Chuck Williams, publicity director, WEEI Boston.*

### BROADCASTING PUBLICATIONS INC.

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ASST. SEC.-TREAS. . . . . LAWRENCE B. TAISHOFF

## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales  
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EDITOR AND PUBLISHER  
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Hollywood: 1680 North Vine Street, ZIP code 90028. Telephone: 213 Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Gail Learman.

Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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

\*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, August 26, 1963

**MAXIMUM RESPONSE**  
—that's advertising efficiency.



**WBAL-TV <sup>28</sup> BALTIMORE**

**"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"**

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



## Bank happy with Hollywood Bowl telecasts

The summer evening programs of the famous Hollywood Bowl have been drawing thousands of music lovers from the Los Angeles area to this natural amphitheater since 1922, but until last year no program at the bowl had ever been televised, either live or taped for rebroadcast. Last year's all-Tchaikowsky program conducted by Andre Kostelanetz was earmarked for taping and re-broadcasting by KHJ-TV Los Angeles. This fact looked to Security First National Bank like a good opportunity to achieve a special purpose.

The bank had felt for some time the need for a prestige vehicle of genuine public relations value, which could be merchandised to the bank's employes and customers and also to the general public—particularly its opinion-molding segments. Televising a complete program of the Hollywood Bowl appeared to be such a vehicle. The bank would be rendering a genuine community service, in a manner that would be well noted by opinion leaders, while reaching a substantial audience of bank customers and primary prospects.

**A Good Citizen** ■ Security Bank has always partaken to the extent of its ability in the cultural life of Southern California communities. This has been a long-standing attitude of management at the bank, and its major officers have over the years contributed a great deal of time and effort, not to say money, to the organization and promotion of The Hollywood Bowl, the Greek Theatre, the Los Angeles Symphony and many other such cultural endeavors.

Another indication of the bank's determination to take a vigorously active part in serving the public with activities which benefit the community is its long-continued program of economic research of the many facets of life in Southern California. About 41 years ago, the bank started to accumulate data on population shifts and trends, on employment, on real estate activity, housing starts and many other indicators. Today, the "Monthly Summary of Business Conditions in Southern California" is perhaps the most widely respected and quoted continuous barometer of California's economic picture. Approximately 40,000 copies go every month to a mailing list of businessmen, bankers, investors and others, about 50% out of state and the rest in California. In addition, the bank's research department produces in-depth studies from time to time on noteworthy subjects of topical economic interest. Thus

Security Bank has become economic historian to Southern California.

**Television Too** ■ In line with this function of historian, the bank also maintains a museum where the public relations department gathers documents, photographs, mementoes and keepsakes of Southern California's fast moving history. This philosophy of dedication to community service on the part of Security Bank indicated the advantages of assuming full sponsorship of a TV special such as the Hollywood Bowl.

On purchasing the program, Security Bank and its agency worked out with KHJ-TV a cooperative merchandising and publicity campaign to promote the show. This included newspaper ads in major dailies, station promos on KHJ-TV, ads in *TV Guide*, in-bank posters and counter cards, publicity in the press and the bank's house organ.

Broadcast on Aug. 2, 1962, the program was a complete success from the bank's point of view. Favorable comments poured in indicating that the objectives had been reached. Further evidence of general approval of the event was a special award presented to Security Bank by the mayor of Los Angeles, honoring the sponsor for bringing the people of the city this presentation.

**A Second Helping** ■ Accordingly, when another Hollywood Bowl telecast was made available this year through KHJ-TV, it was decided to repeat both the sponsorship and the merchandising. It was felt that this second broadcast, featuring an all-Gershwin program (an annual and very popular fixture of the bowl's seasons) would draw a wider audience than the all-Tchaikowsky program of the previous year. Larger newspaper ads (1,800 lines) were used to promote the show to the public, with

three ads in *TV Guide*. In addition to in-bank posters and counter cards, a special mailing was prepared for the bank's officers to send to their lists of influential customers and prospects.

As in 1962, the commercials on the telecast were of an institutional nature and extremely low-keyed. Emphasis was placed almost entirely on the fact that the program was being brought to the television public by Security Bank.

**A Complex Job** ■ Taped on July 27, the program was aired Aug. 7, 8:30-10:30 p.m. Seven cameras were used, with a full crew working more than a week in advance to set up the technical details, under the guidance of KHJ-TV's director of programming, Wally Sherwin. Two cameras took "wild shots" of the audience and the orchestra, one at the back and top of the bowl for long shots, one half-way down the amphitheater in the center and two on the platforms at each side of the stage. A camera behind the stage caught front face shots of the conductor and the soloist, the seventh camera being used for extra shots.

The taping was accomplished with separate tapes from different cameras coming into the control room, where another tape was mixed. Thus multiple tapes were available for editing. The commentary, announcements of numbers and the commercials were taped in the studio and incorporated in the final mix.

After the telecast, which was notable for its compelling pace and split-second timing, once again Security Bank was flooded with messages of appreciation from civic, business and social leaders for bringing a traditional Los Angeles cultural event into the homes of the public.

Robert M. Wade, a native of Roanoke, Va., after graduating from the College of William and Mary, began his advertising career with the Procter & Gamble Co. He found his way to California in 1959, where he managed international industrial and corporate advertising for the Kaiser Aluminum & Chemical Corp. His present and first agency assignment is account supervisor at Donahue & Coe Inc., Los Angeles, for the Security First National Bank. Mr. Wade is a vice president of the agency.





# You can't cover Indianapolis with Indianapolis TV!

*\*The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

**So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.**

## WTHI-TV\*

CHANNEL 10  
TERRE HAUTE,  
INDIANA

*\*An affiliate of WTHI AM & FM*



**WTHI-TV  
delivers more homes  
per average quarter  
hour than any  
Indiana station\***

**(March 1963 ARB)**

*\*except Indianapolis*

# NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

## WKRG-TV — Mobile — Pensacola

has averaged 50% or more share of  
audience in every March ARB measurement  
since 1959, from 9 a.m. to midnight.\*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.



Represented by H-R Television, Inc.  
or call



\*3 station VHF market.

C. P. PERSONS, Jr., General Manager

# FOR 1964-65 MORE COMEDY, DRAMA

- Speed-up produces well-defined network plans for next year
- Revolutionary ideas must await 1965-66 for consideration
- Innovations: Bible stories, three-part situation, soap opera

The opening of the new network TV season is still a month away, but television's program planners are so far along in their work that the outlines of the 1964-65 season—a year from now—are already beginning to emerge.

Although several factors could change the outcome, program planning to date at both network and independent production levels indicates that comedy and drama in 1964-65 will add to the gains they've made last year and this.

The networks already are stocking the larders on which they'll draw for new program entries next year—and for replacement shows if needed this year.

A survey last week found ABC-TV already associated with at least 16 programs for 1964-65, CBS-TV with 18, and NBC-TV with 19.

All three networks reported program plans well advanced for 1964-65 in the earliest speed-up in television history. Their planning was estimated to be two months ahead of last year's pace, assuring producers additional time to polish up pilots which eventually will tour the screening rooms of the major advertising agencies and their TV clients.

Planning is so far advanced—and development time is now considered so short—that at least one major program producer told BROADCASTING his company already has begun to evaluate new program ideas in terms of 1965-66 rather than 1964-65. From now on, he said, his firm will consider only the most imperative new ideas for production for 1964-65.

**Copy Past Successes** ■ The nighttime program types in 1964-65 appeared destined again to reflect the more successful formats of the past and what are believed to be the most promising of the upcoming season.

On the strength of plans to date, 30-minute comedy and one-hour drama dominate network commitments for new production. But a number of program innovations also have already been earmarked, including Bible stories for ABC-TV; a two-hour motion picture to be made especially for NBC-TV; three half-hour family situation comedies that NBC-TV plans to schedule as an entity,

and a half-hour, prime-time "soap opera" that ABC-TV may schedule two nights a week.

In drafting their 1964-65 plans, the programers also appear to have made a studied effort to line up properties either based on widely read books or conceived for television by well-known authors.

Here, network by network, is the 1964-65 TV look as it appears now on the basis of properties in hand, under consideration in script and in some cases already in pilot form:

## ABC-TV

In the comedy area, at ABC-TV, there are half-hour series such as *Pioneer*, *Go Home* by Edgewater Productions and UA, based on a novel by

Richard Powell. The series has a script by N. Richard Nash, Robert Alan Aurthur as executive producer. Shooting is to be on location in Florida. *The Bachelors* is by Tandem Enterprises (Bud Yorkin and Norman Lear) and United Artists. *Wendy and Me* is by Warner Brothers with George Burns and Connie Stevens, based on the Burns and Allen concept. *Min and Bill* by MGM, takes its title from the motion picture by that name. *No Time for Sergeants* by Warner Brothers and produced by Robert Welch, also takes its title and working idea from the play and motion picture. A production is in preparation by ABC subsidiary Selmur Productions. Desilu is preparing a half-hour pilot, *Joe Sent Me*.

The drama category includes *The*



## Programs of the future rest in their hands

The decisions these three men are making today will determine the programs America will see in the 1964-65 television network season. They are (l to r) Edgar Scherick, vice president for programing for the ABC-TV network; Michael Dann, vice president for programs, CBS-TV and Mort Werner, vice president for network programing, NBC-TV. ABC-TV is already associated with 16 new programs intended for the fall sea-

son one year ahead, CBS-TV with 18 and NBC-TV with 19. Whether some of these planned programs will be called up to fill in for drop-outs in the 1963-64 season remains to be seen. The trend toward program commitments extending further and further into the future has accentuated the risks which a network program boss must face. His position has historically been one of uncertain tenure.



## Eight pilots from Desilu for 1964-65

Desilu Productions is preparing eight pilots for the 1964-65 season, according to a report given at the company's annual stockholders meeting in Hollywood last week (see page 61).

Jerry Thorpe, Desilu program vice president, reported that Lever Brothers, through J. Walter Thompson, and General Foods, through Young and Rubicam, are each financing two of the new Desilu half-hour pilots. ABC-TV is underwriting a fifth half-hour pilot for a series to be called *Joe Sent Me*.

In addition, deals are near closing for three more half-hour pilots. One is to be underwritten by an unnamed

advertiser and the other two are to be financed by networks, according to Mr. Thorpe. He identified two of these as comedies: *The Red Buttons Show*, to be produced by Don Appel, author-producer of the Broadway musical, "Milk and Honey," and *Never Tease a Dinosaur*, to be produced by Bob Sweeney with Dwayne Hickman starred.

Also in the works are two one-hour series which might go into production without the need for pilots. One is a 19th century saga to be produced by Charles Marquis Warren, creator of *Guns Smoke*. The other is *Spellbound*, a suspense series to be produced by Ralph Nelson.

*Federal Investigators* by Warner Brothers, which is based on Miriam Ottenberg's book dealing with various branches of United States investigative agencies. *Great Bible Stories* is in color by MGM with Boris Sagal named last week to direct a first episode in what will be four, telling the story of Joseph and his brothers. *Destry* is a western by Revue Productions based on the "Destry Rides Again" motion picture. It will go on camera this fall with John Gavin in the star role and Howard Browne directing.

*Peyton Place* by 20th-Century-Fox is to be filmed as a twice-weekly prime-time, half-hour program. The hour series, *The Spy*, by Bing Crosby Productions is an espionage-type series which Dick Donovan will write and Collier Young probably produce in pilot form. *Alexander the Great* by Selmur is to be produced by Albert McCleery and written by Robert Pirosh. *Travels with Charley in Search of America* by Warner Brothers is based on the John Steinbeck novel with Mr. Steinbeck as script consultant (now in abeyance).

*Dragon's Ocean* and *Royal Bay* are by Four Star. Both are adventure dramas.

### CBS-TV

At CBS-TV, there are two large groups of comedy and drama. Comedy includes several half-hour series: *Oh, Professor* developed by Devry Freeman; *Jones Boys*, Sultan-Worth Productions with a fix-it shop as backdrop; a Goodson-Todman family situation vehicle that has Elaine May writing the script; *My Son, Uki* by Filmways about a witch doctor brought to the United States and *The Nut House*, by Jay Ward.

In drama, a longer list of one-hour

series, such as *Iron Men* (working title) packaged with Jim Arness and set on the Barbary Coast; *The Reporter* by Fred Coe's Rock Pony Productions with United Artists TV stars Robert Holden as a freelance journalist. The pilot is to be shot this summer and filming probably will be in New York. A Jackie Cooper project (also through UA-TV) will co-star Barbara Stanwyck. It will be filmed with a Southwest locale and be based on human interest stories about a Department of Agriculture county agent. The pilot will be filmed in September.

*John Stryker*, also out of UA-TV (via Daystar), is written by Marion Hargrove, directed by Walter Grauman, pilot produced by Leslie Stevens. It is described as romantic espionage-adventure. *The Big Blue*, by Bing Crosby Productions, is written by Eugene Burdick co-author of "The Ugly American," with a South Pacific locale. *The Magnificent Seven*, by UA-TV, has a western background and is a 90-minute program. *The House*, by Bing Crosby Productions, is written by James Moser, based on legislative functions on the state level. *The Third Angel*, for which script and casting are underway, is associated with novelist Jerome Weidman with a theme dealing with a suburban (Westport) widow and her children.

Mentioned also is a possible spinoff from *East Side, West Side* that starts on CBS-TV in the coming season. It will be produced by Herb Meadow and David Susskind and is about the rehabilitation of former convicts. Others are *Ambassador at Large* by Frank Schaffner's Gilchrist Productions; *Gilligan's Island*, UA-TV-Gladasya Productions, created by Sherwood Schwartz for which a script for the pilot episode has been completed.

*All Over Town*, for which playwright

William Inge would write the opening script and as many as 10 episodes in the anthology that would have continuing characters in a small-town setting placed in the contemporary Midwest, is now in doubt because of Mr. Inge's apparent disinclination to continue with the series (AT DEADLINE, Aug. 19). In the name talent musical variety area, a category that'll be well represented on CBS-TV schedule this fall, a Robert Goulet show is mentioned as a 1964-65 possibility.

### NBC-TV

NBC-TV for 1964-65 has at least six programs under various stages of development through NBC Productions (BROADCASTING, Aug. 19). They include the half-hour *Kentucky's Kid* about a horse trainer, played by Dennis Weaver, and an adopted Chinese child (Rocky Der in the role) for which a pilot was to be filmed this week; a one-hour series *Magic Touch* about two brothers who run a photo agency; *Yankee Rebel*, built around joint Union-Confederate Indian fighting; an undisclosed dramatic vehicle and a half-hour situation comedy produced by Hubbell Robinson.

In the broad category of half-hour comedy series are *That Was the Week That Was*, an American version of the British topical TV satire for which Leland Hayward Productions has the rights in this country and General Artists Corp. is packaging; *Mr. Magoo* in color and based on the UPA cartoon character for which a pilot has been made; three situation comedies by Revue Productions linked by common title *90 Bristol Court* and by an interchange of situations and cast members and run as a 90-minute program (AT DEADLINE, Aug. 19); *Paul Lynde Show* by Screen Gems, script by Bob Weiskopf and Bob Schiller; a script for a series by Red Buttons's producing firm and *Please Don't Eat the Daisies* by MGM-TV and based on Jean Kerr's best-seller.

A one-hour comedy-variety series, *Funny, Funny World* has been proposed to NBC-TV by General Artists Corp. and Nick Manhoff. A half-hour human interest story, *Flipper*, filmed by MGM in color and based on a new MGM released movie that relates the adventures of a boy and a dolphin (Leon Benson is producer and director) is under consideration—the first episode to be filmed in Florida and the Bahamas in late September or mid-October.

In drama, NBC-TV has a group of one-hour series under consideration such as an MGM production by John Newman who created *Mr. Novak* and *Eleventh Hour*. *Grand Hotel*, by MGM, is an anthology with a continuing character. *Mr. Solo* (also MGM) is a newly created secret service-international-

al character by novelist Ian Fleming who will act as script consultant. Norman Felton's Arena Productions will produce the program. *The Astounding Adventures of Phileas Fogg* based on the Jules Verne character is by Warner Brothers with Michael Rennie in the lead role. It will be produced for Warner by Robert Enders.

In the NBC-TV blueprints also are a series on *Profiles in Courage* based on President Kennedy's book and produced by Robert Saudek Associates, and a two-hour Revue Productions motion picture, *Johnny North*, based on the Ernest Hemingway short story "The

Killers." The *Johnny North* vehicle is a first-time test of producing movie-length programs for a first exposure on TV, followed by release to theaters, a reversal of the theater-to-TV pattern (AT DEADLINE, Aug. 19).

**Others in Work** ■ Besides these programs, each network is considering others about which details are not known. Major production companies have a number of programs under development.

A sampling of a few of these show: Desilu—well into the 1964-65 development season, as detailed publicly (see page 24).

United Artists Television—has committed 12 pilots for the 1964-65 season. Highlights: *The Reporter*, *Jackie Cooper*, *The Magnificent Seven*, *Gilligan's Island*, *John Stryker*—all CBS-TV; *Pioneer*, *Go Home*, *The Bachelors*, on ABC-TV, and several others including productions with Placebo, a half-hour family situation comedy *Bunky* with Michael Pollard and David Burns, with Edgewater Productions Inc. (Robert Alan Aurthur) in addition to *Pioneer*, *Go Home*, with Coco Inc.

Four Star Productions—Highlights: *Royal Bay* and *Dragon's Ocean*, on ABC-TV; a one-hour vehicle for Joan

## Search and development unit hunts programs for Burnett

If there is a better program idea to be found anywhere to enhance television's selling efficiency as an advertising medium, Leo Burnett Co. intends to get there first.

The Chicago-based agency, which spends some \$60 million of its clients' money each year in network television and almost another \$35 million in spot TV including syndicated program buys, today is announcing the establishment of a new search and development unit in its program department. Burnett considers the move a pioneer venture for an agency.

The new fulltime search and development unit is not expected to wind up producing programs—the agency already does that—but it won't shy from any steps short of that in its efforts to see to it that Burnett clients are associated with "hits" instead of just near hits—or misses—in the coming new program seasons.

Burnett has chosen Lee Bland, vice president and senior program supervisor in Chicago, to head the new unit. Milton Slater, program supervisor in Chicago, will be transferred to New York where he will have East Coast program development responsibilities. John Christ, program producer for Burnett in Hollywood, will assume similar responsibilities on the West Coast.

The new search and development unit will report to William J. McIlvain, vice president in charge of Burnett's program department, with headquarters in New York. Mr. McIlvain's department also continues to include two other sections, one for network relations and a second for program supervision and production.

Mr. McIlvain noted that the new unit actually "is a continuation of our organization by function." He



Mr. Bland

said search and development also will work on specific assignments to fill a client's program needs and "will initiate client involvement" in cases where the unit has found a program idea, creative personality or performer of outstanding quality "and it seems advantageous to recommend that a client become involved in furthering the project."

The new unit will go as far as developing a program with established or new creative talent "up to the pilot point," he explained, "and then invite either a network or an established production house to participate in the project."

Program sponsorship investment "is one of the largest decisions an advertiser can make," Mr. McIlvain said, "and all too frequently it must be made under severe time pressures and with relatively little information on the series."

Burnett presently produces two TV programs: *Search for Tomorrow* on CBS-TV Monday-Friday 12:30-12:45 p.m. and *Car 54, Where Are You?* on NBC-TV Sunday 8:30-9 p.m.

Founding of the new unit, however, doesn't mean that Burnett eventually intends to get deeper into program production. "It isn't our business, nor that of our clients," Mr. McIlvain said, "but we believe that proper client service must offer the kind of creative encouragement and bush-beating that the new search and development unit will be doing."

The Burnett executive observed that even though the degree of agency control and participation in network programing has diminished in recent years, "we do not feel our responsibility to our clients for this function is any less today than it was before."

Mr. Bland, a vice president of Burnett since 1953, formerly had been a special events producer for CBS. At Burnett he has been involved in both a creative and supervisory role in connection with such programs as *The Defenders*, *Walter Cronkite news*, *Ed Sullivan*, *Art Linkletter House Party*, *What's My Line*, *Alfred Hitchcock*, *To Tell the Truth* and *Password*. Other shows have included *Red Skelton*, *Perry Mason*, *Andy Williams*, *Beverly Hillsbillies* and *Dick Van Dyke*.

Mr. Slater operated his own program packaging firm, Tabco, before he joined Burnett in 1956. At the agency he has pioneered in the use of video tape commercials and was on loan to the GOP to handle the first network closed circuit TV campaign dinners. For many years the syndicated *Huckleberry Hound* and *Yogi Bear* shows were under his supervision, the agency said.

Mr. Christ has handled Hollywood program production work for Burnett for the past decade. Before that he headed his own production firm and had been with J. Walter Thompson Co. for 20 years.



Crawford; *Amanda* in which Eve Arden would star; a comedy, *Girls From Iowa*, with script by Bill Manhoff; a family situation series starring Tom Ewell and produced by Artie Stander who would develop the character Mr. Ewell depicted in *Take Her She's Mine*; a half-hour comedy series with Dean Jones in the top role; a half-hour comedy series starring Phil Ford and Mimi Hines, Canadian comics. A one-hour series built on the Sam Durell spy stories would have David Niven and Charles Boyer in leading roles.

20th Century Fox—Negotiating with networks on 10 projected pilots. Highlight: *Peyton Place* on ABC-TV.

Revue Productions — *Destry* for ABC-TV; *Johnny North* (not a series), *90 Bristol Court* for NBC-TV.

Other highlights: *The Plainsman* (90 minutes) with Brian Keith and produced by Howard Christie; *Overnight to Nancy* with Peter Brown, Telly Sa-

valas, Ulla Jacobsen, produced by Frank Telford; *Case of Sergeant Ryker* with Lee Marvin and Brad Dillman, directed by Buzz Kulik, produced by Mr. Telford.

Metro-Goldwyn-Mayer—*Bible Stories* and *Min and Bill* on ABC-TV; *Flipper*, a Newman series, *Grand Hotel*, *Please Don't Eat the Daisies* and *Mr. Solo* on NBC-TV. *Take Me to Your Leader* is a half-hour comedy with Bert Gordon Productions.

Warner Brothers—*Wendy and Me*, *Travels with Charley*, *Federal Investigators*, *No Time for Sergeants*, are all ABC-TV. *Astounding Adventures of Phileas Fogg*, is on NBC-TV. Other highlights are *The Paper Year* with Troy Donahue, (about a first-year marriage); *Morgan and McBride* starring Bette Davis as a lawyer in a one-hour drama; *The Fifty Cent Soldiers* (one hour cavalry western written by James Warner Bellah) and *Side By Side* (half-

hour comedy television series written by Robert O'Brien about the travels of two musicians).

Screen Gems—*Paul Lynde Show* on NBC-TV. Highlights: *Zero Mostel Show* written by Andy Russell; *The Threshold*, one hour series about the air force; *Do or Die* a half-hour situation comedy written by Bud Grossman, with Harry Ackerman executive producer and *The Card and the Badge*, a one-hour action-adventure produced here and in England.

Bing Crosby Productions—*The Spy* on ABC-TV; *The House*, and *The Big Blue* on CBS-TV.

Other highlights: *Combo*, created and written by Larry Marcus as a one-hour drama with musical background; another by Mr. Marcus called *The Family*; *Mike Flood* written as hour drama by Collier Young; half-hour comedy called *The Young Diplomats*, with Jack Marlow as the writer.

## BROADCAST ADVERTISING

# PETRY'S NEW TV RATE CARD

### Availabilities priced according to individual values; advertiser reaction called 'excellent'

A new, much-simplified form of television rate card, said to be "universal" in its adaptability to any station's rate requirements, is being announced today (Monday) by Edward Petry & Co., station representative.

Martin L. Nierman, executive vice president, said five Petry-represented TV stations already have adopted the new form for spot sales use, effective Sept. 1.

He said the card already has been used in sales made for these stations and that agency reaction has been "excellent" despite the "startlingly new concept" involved. The stations are KPRC-TV Houston; WJAR-TV Providence, R. I.; WRoc-TV Rochester, N. Y.; KARD-TV Wichita, Kan. and its Kansas State Network, and KUTV(TV) Salt Lake City.

The new rate-card form differs from traditional forms most spectacularly in that it abandons the practice of pricing time in broad categories (Class A, AA, B, etc.). Instead, each unit—each spot availability—is priced individually according to its own values.

The simplicity is achieved in the master rate schedule, to which the individual unit prices are keyed. This table, (see new rate form, page 28), sets up 18 different price levels, with rates for four different frequency levels in each (one, three, five and ten times a week).

Thus an availability classified "P10" sells at \$134 if bought once a week, \$122 if three times a week, \$116 if five times a week and \$108 if ten times a week (or if more than 520 times a year).

Conceivably, an availability classified "P10" (the "P" stands for Petry) can be followed by one classified anywhere from "P1" (the highest rate) through "P18" (the lowest). Or it might be



Petry's Nierman

another "P10." The classification in each case depends on several things, including market demand, competitive positions, anticipated program changes, facilities changes, and audience data covering a period of approximately a year.

In adopting the new form, a station

uses that portion of the rate table which is applicable to its own market and its position within the market. Thus KPRC-TV will operate between P3 and P15, meaning its highest once-a-week announcement rate will be \$640 and its lowest \$42. WJAR-TV will operate between P3 and P18, or \$640 and \$22. KARD-TV will operate between P5 and P17 (\$408 and \$28), while WRoc-TV and KUTV will both operate between P6 and P18 (\$326 and \$22).

Both 60-second and 20-second announcements are priced according to the table, but with 20's getting lower price classifications. ID's are priced at 50% of the rates in the table. Rates for other lengths are available on request.

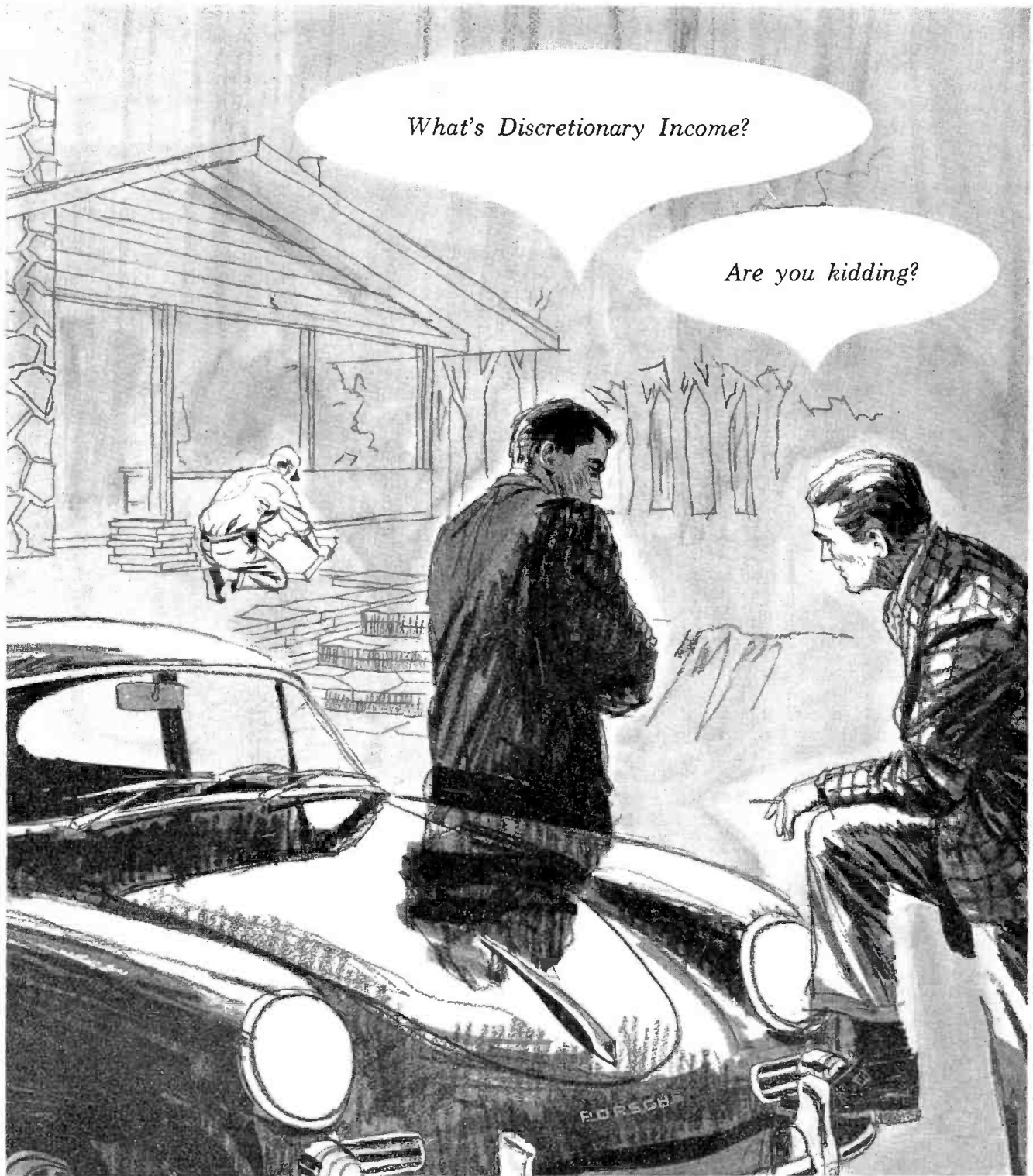
**New Efficiency** — As a whole, Mr. Nierman said, the new rate cards represent neither an increase nor a decrease from the cards formerly used by these stations. But the unit-by-unit pricing, he said, has made possible in many cases "more efficient" buying than is possible when one rate covers a whole broad time classification.

"With the new card," Mr. Nierman said, "many areas of time which were previously too costly will become open to the small-budget advertiser. It will be possible under the new setup for a relatively low-budget advertiser to buy in 'prime-time areas.'"

In the new rate card, which consists of a table and seven paragraphs of text as compared to several pages often needed for a traditional rate card, the discounts are built in. So are the "exceptions" and "special rates" usually spelled out at considerable length in traditional rate cards. All these factors are taken into consideration in pricing the individual units in the Petry plan.

The new form also takes into ac-





*One man's Porsche is another man's patio. But all kidding aside, however they spend it, there's 27% more discretionary income in Ohio's Third Market than the national average, and no medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.*

**Additional morsel for thought:**

*Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News — 7/16/63)*

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



**DAYTON, OHIO • WHIO • AM • FM • TV**

count the pre-emptible-nonpre-emptible "plans" offered by many stations under various names. These let an advertiser buy certain positions at a lower rate if he is willing to risk losing them to an advertiser who will pay premium rates.

In the Petry plan, this alternative is covered by assigning two rate classifications to each availability. Thus a spot may be classified P12-13, for example, meaning that if bought at the higher classification it is on a fixed-position, nonpre-emptible basis. If it is bought at the lower classification the advertiser

may be pre-empted on two telecasts' notice.

Mr. Nierman estimated on the basis of discussions with agency executives to date that the new rate form could cut agencies' estimating and bookkeeping time by 40%.

**The Same Code** ■ "The master rate card will provide uniformity in the rates of all stations using the rate card. The rate for any announcement classified at P8, for example, will be the same whether a timebuyer is purchasing time in Salt Lake City or Houston. In Salt Lake City, a P8 announcement would probably fall into prime time, while in Houston a P8 might be the price for a unit in fringe time.

"Since the basic rate card will remain the same and only individual units of time are subject to reclassification, the problem of estimating rates on more than one rate card will be eliminated.

"The continuing discount will be eliminated.

"The complicated searching for 'exceptions' and 'special rates' in station cards will be eliminated.

"The need for estimators to determine rates for announcements falling at time classification changes will be eliminated."

"Furthermore," he added, "the need for constant reclassification and publication of new rate cards, as has been the practice in the past, will be eliminated."

Mr. Nierman said the "coding" or classification of announcement positions is done by the station and that no spot may then be reclassified without review and approval of the station and an advisory committee of Petry experts.

The coding sheets, showing how each time unit on each station is rated as to price, will be shown to agencies upon request, Mr. Nierman said.

He said that, with the introduction of the new forms, "for the first time in the history of commercial television, stations will have rate cards that reflect the changes that have taken place in the medium over the past 14 years."

Although startlingly different in form, he said, the plan "does not differ drastically from current industry practices when you consider that most stations list 'exceptions' or 'special rates' in their cards. In fact, the increasing number of 'special rates' listed are, in our opinion, subtle admissions that there is a need for a new approach, which we have developed in this card."

## Rep appointments . . .

■ KTVB(TV) Boise, Idaho: Avery-Knodel Inc., New York, as national representative.

■ WTIP Charleston, W. Va.: Prestige Representation Organization appointed

national sales representative effective Sept. 1.

■ WDMS Lynchburg, Va., and WAGR Lumberton, N. C.: Hal Walton & Co., New York, as national representative.

■ KGAR Portland, Ore.: Roger O'Connor Inc., New York, as national representative.

■ WSEE-TV Erie, Pa.: The Meeker Co., New York, as national sales representative; Kettell-Carter Inc., Boston, as New England representative; Ohio Stations Representatives for Ohio and Detroit; and Penn State Representatives for Pittsburgh and Western Pennsylvania.

■ WFEC Harrisburg, Pa.: Robert L. Williams Co., New York.

■ WYDE Birmingham, Ala.: Kettell-Carter Inc., Boston, as New England representative.

## Agency appointments . . .

■ Cadet Dog Food has named Durand-Sapan Inc., to handle all consumer and trade advertising. Spot TV participations include *Tonight, Today, Concentration*, and *Loretta Young*.

■ Stanback Co., Salisbury, N.C., names Kastor, Hilton, Chesley, Clifford & Atherton, New York, replacing house agency, Piedmont Advertising.

■ B&K Distributors, Minneapolis, regional distributors of British Motor Corp., automobiles, has appointed Reach, McClinton & Co., New York. Reach, McClinton is the agency for BMC and two other BMC distributors.

## New 'creative' ad agency opens in New York

A new advertising agency which promises "to bring fresh creative thinking to accounts in the \$100,000 to \$500,000 range," opened its doors for business in New York last week.

The agency—Jacobs Gibson Vogel Inc.—is located at 1 East 42d Street.

Like Papert, Koenig, Lois which opened three years ago, the new agency's principals are from Doyle Dane Bernbach. For eight years Cay Gibson and Murray Jacobs were copy and art heads of DDB's sales promotion department, and H. A. Vogel was a DDB account executive.

Mrs. Gibson said, however, "We know there's no such thing as a 'Junior DDB' or 'second PKL.' Any agency that's any good has its own style: no one style."

The new agency's accounts are Wally Frank Ltd., Holland House tobacco, Durban's Denicotin toothpaste, Weber Briar pipes and Hattie Carnegie perfumes.

## HOW THE CARD WORKS

Key feature of the new spot TV rate card of Edward Petry & Co. is the rate schedule below. A station's commercial positions are given rate classifications between "P1" and "P18" (left column) according to their respective values. The cost of any particular position, then, depends on its classification and frequency per week (other columns). Table and text below represent over half of space required for total rate card, as against several columns taken by traditional cards. Not shown here: "annual rates" and "rate protection." Text says order for 520 or 260 announcements earns 10-a-week or 5-a-week rate, respectively, regardless of number scheduled in any one week. Protection clauses say station may reclassify individual announcements on four telecasts' notice and give current advertisers three months protection from date of announcement of future structural changes.

Category	1/WK	3/WK	5/WK	10/WK
P 1	\$1000	918	864	816
P 2	800	734	692	648
P 3	640	588	554	518
P 4	512	470	442	416
P 5	408	374	352	332
P 6	326	300	282	264
P 7	260	238	224	212
P 8	208	190	180	168
P 9	168	154	144	134
P 10	134	122	116	108
P 11	108	100	94	86
P 12	86	78	74	70
P 13	68	62	58	56
P 14	52	48	46	44
P 15	42	38	36	34
P 16	34	32	30	28
P 17	28	26	24	22
P 18	22	20	18	16

Above rates for 20 seconds or minutes. 10's 50% of above rates. Rates for 30 second or 40 second announcements available on request.

All announcements are assigned two rate classifications. Announcements offered at the higher classification (premium rate) may be purchased on a fixed position—nonpre-emptible basis. When purchased at the lower classification, (standard rate) advertisers may be pre-empted on two (2) telecasts notice.

All announcements combine to earn weekly frequencies. Multiple products of a given account also combine for frequency on 3, 5 and 10 plans.

"I've a  
good mind  
to spill  
everything!"

"Don't  
lose  
your  
head!"



WJXT television spills over into the entire North Florida/South Georgia regional market . . . capping a lead of 17% more television homes inside Jacksonville itself, with a rollicking run-away lead of 250% outside the metro area! With 48 out of the top 50 breaks, WJXT is the most efficient regional buy. Count heads. You can count on WJXT to reach the biggest audience.

Represented by TvAR

**WJXT** 

JACKSONVILLE, FLORIDA

**POST-NEWSWEEK**

A DIVISION OF  
THE WASHINGTON POST COMPANY



# IDEAL'S FIVE-YEAR TV BUY

Seasonal push is passe as toy firm buys 157 markets for year-round drive using cartoon series

The Ideal Toy Corp. plans to spend approximately \$30 million on television over a five-year period to sponsor four animated cartoon programs in 157 markets on a 52-week basis, starting on Jan. 13, 1964.

Lionel Weintraub, president of Ideal, last week called the project "the largest sponsorship for television ever undertaken by a toy manufacturer." The continuous campaign is required, he said, because the toy industry is a year-round business today, no longer dependent on the Christmas seasonal trade.

Hanna-Barbera Productions will create the four new shows, which will be distributed to stations by Screen Gems Inc. Grey Advertising Inc. is the agency for Ideal.

The names of the four new programs were not disclosed, but Mr. Weintraub said they will be used in two half-hour time segments on the 157 stations each week.

The \$6 million Ideal is planning to spend in TV each year for the next five years will represent a sharp boost over its current investment. According to the Television Bureau of Advertising, Ideal spent slightly more than \$1.5 million in TV in 1962, earmarking about \$600,000 in spot and \$900,000 in network.

Details of the undertaking were outlined last Wednesday (Aug. 21) to station representative officials by executives of Ideal, Grey, Screen Gems and

Hanna-Barbera. Abe Kent, vice president of Ideal, said the advertiser's concept "calls for the selection of the best station in each TV market at the peak of the late afternoon viewing hour."

The purchase of the four series, Mr. Kent added, gives Ideal the opportunity to merchandise the cartoon personalities involved and represents an outgrowth of the company's long-range plan to sponsor, promote and market new families of characters.

This is the second TV program sponsorship splurge announced this year by a toy company. This past winter Mattel Inc. revealed its plans to finance a cartoon series, *The Funny Company*, and become a participating sponsor on the program (BROADCASTING, Feb. 11).

## CORE to meet with Colgate on Negro ads

The Colgate-Palmolive Co. and the Congress of Racial Equality will hold a meeting in New York tomorrow (Aug. 27) to discuss CORE's demands that Negroes be used "more fully and more realistically" in C-P's TV commercials and on the programs it sponsors.

Clarence Funnye, director of programs for the New York metropolitan branch of CORE, said Colgate had advised the civil rights organization that for several months the company has been working toward the use of Negroes in commercials. Colgate indicated, Mr. Funnye added, that it intends to use

## 'Hedda' gets sponsors

CBS-TV last week announced advertisers and an advanced play date for the 90-minute *Hedda Gabler* dramatic production that stars Ingrid Bergman, Sir Michael Redgrave, Sir Ralph Richardson and Trevor Howard. Sponsors are Pan-American Airways and the Scott Paper Co., both placed through J. Walter Thompson, New York.

The adaptation of the Ibsen classic was taped in England by Talent Associates-Paramount Ltd. in association with BBC Television and CBS-TV some time ago. It had been scheduled for showing on CBS-TV on Dec. 9 but has been moved ahead to Sept. 20 (9:30-11 p.m.).

Negroes in two commercials it is preparing.

During the meeting tomorrow, Mr. Funnye said, CORE will seek assurances from Colgate officials that the advertiser will increase its use of Negroes in commercials and on programs and will adopt this approach as a regular policy. Several weeks ago CORE worked out a similar agreement with Lever Bros. (BROADCASTING, Aug. 12).

The next major advertiser that CORE is approaching is Procter & Gamble. Mr. Funnye revealed that a letter has been sent P & G suggesting Sept. 12 as a date for a meeting between P & G and CORE officials. Other large advertisers will be asked to attend similar meetings in the future.

CORE's letters to advertisers serve notice that the group is prepared to implement its program of "selective purchasing" if it can not reach a favorable agreement with a particular company. In this effort, CORE says, it has enlisted the support of about 200 community organizations, including the Protestant Council of New York, the United Federation of Teachers, the Brotherhood of Sleeping Car Porters, the National Urban League and the National Association for the Advancement of Colored People.

## Business briefly . . .

Eastman Kodak Co., through J. Walter Thompson, has purchased full sponsorship of NBC-TV's 90-minute color special, *The World's Greatest Showman* (Sunday, Dec. 1, 8:30-10 p.m.). The program, a recounting of Cecil B. De Mille's movie contributions, will preempt *Grindl* and *Bonanza*.

The Lutheran Laymen's League, sponsors of *The Lutheran Hour* (1:30-2

## Network TV gross time billings for June

	June			January-June		
	1962	1963	% Change	1962	1963	% Change
ABC	\$16,031,300	\$17,180,800	+7.2	\$100,690,300	\$109,175,100	+8.4
CBS	25,081,500	26,749,100	+6.6	149,443,600	157,909,100	+5.7
NBC	22,609,600	23,073,100	+2.1	137,638,700	144,081,700	+4.7
Total	\$63,722,400	\$67,003,000	+5.1	\$387,772,600	\$411,165,900	+6.0

### Month-by-month 1963

	ABC	CBS	NBC	Total
January	\$18,264,800	\$25,912,700	\$24,066,100	\$68,243,600
February	17,435,700	24,057,700	22,850,000	64,343,400
March	19,378,000	26,694,300	25,166,800	71,239,100
April	18,577,000	26,508,400	23,620,600	68,706,000
May	18,338,800	27,986,900	25,305,100	71,630,800
June	17,180,800	26,749,100	23,073,100	67,003,000

### By Day Parts

	June			January-June		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$19,269,300	\$20,968,100	+ 8.8	\$120,780,300	\$137,738,500	+14.0
Monday-Friday	15,783,600	15,650,100	- .8	99,671,000	109,851,700	+10.2
Saturday-Sunday	3,485,700	5,318,000	+52.6	21,109,300	27,886,800	+31.1
Nighttime	44,453,100	46,034,900	+ 3.6	266,992,300	273,427,400	+ 2.4
Total	\$63,722,400	\$67,003,000	+ 5.1	\$387,772,600	\$411,165,900	+ 6.0

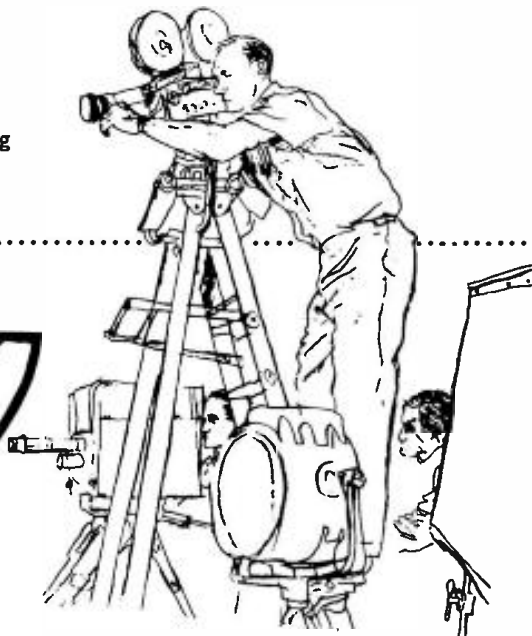
Source: TvB/LNA-BAR

# *Time Buyers' Bonanza* *one-minute availabilities*

## wmal-tv

WASHINGTON, D. C.

Call Harrington, Righter & Parsons Inc. for 1-minute spot avails on more than 26-hours of new local programming each week. (Some 20-sec. and 10-sec. avails, too.)



# NEWS 7

6:30-7:30 PM  
MONDAY THRU FRIDAY

Early-evening 1-hour newscast re-designed to even better present the news. Flexible format with the importance of news item determining its position and length. New format tailor-made for participating sponsors.

## THE SALES ACTION HOUR

5:30-6:30 PM, MONDAY THRU FRIDAY Different show each day: Cheyenne, Surfside 6, Adventures in Paradise, Checkmate, Maverick



1ST RUN MGM  
30/63 MOVIE  
11:30 PM  
Friday



NAKED  
CITY  
10:30 PM Thursday  
11:30 PM Saturday



DICK POWELL  
THEATRE  
11:15 PM  
Sunday



THE  
FUNNY COMPANY  
8:00-9:00 AM  
(M-F)



DIVORCE  
COURT  
1:30-2:30 PM  
(M-F)



BACHELOR  
FATHER  
5:00-5:30 PM  
(M-F)

# wmal-tv abc

The Evening Star Broadcasting Co., Washington, D.C.

p.m. NYT) has renewed the series for the 29th consecutive year over Mutual. Gotham-Vladimir Advertising, St. Louis, is agency. **The Dawn Bible Student's Association** has renewed sponsorship of *Frank and Ernest* (Sunday, 12:05-12:20 p.m. NYT) on Mutual. Agency: William Gleeson and Co.

**Beatrice Foods**, through Don Kemper Co., will sponsor *Sergeant Preston*, for the 1963-64 season beginning Oct. 5 on NBC-TV (Saturday, 12-12:30 p.m.).

**Mutual of Omaha Insurance**, through Bozell & Jacobs, has renewed sponsorship of ABC-TV's *On the Line with Bob Considine* (Monday-Friday 6:50-6:55 p.m. EDT) for 52 weeks, effective Sept. 30. The company has been sponsoring Mr. Considine's shows since 1950.

**Timex** will sponsor a one-hour special on NBC-TV Sunday, Nov. 24 (10 p.m. EST). The program is a salute to winners of Grammy awards for phonograph recordings. Agency is Warwick & Legler.

**Mohawk Carpets**, through Maxon, will sponsor the *Arthur Godfrey Thanks-*

*giving Show*, a color special to be telecast Thanksgiving Day, Nov. 28 (NBC-TV 5:30-6:30 p.m. EST). This will be the fourth consecutive year Mohawk has sponsored Thanksgiving specials on NBC-TV.

**Mobile Oil Co.** has purchased one-half sponsorship of *TV Bingo* (produced by Idea Research and Development Corp., Santa Rosa, Calif.) on WTTV(TV) Indianapolis, KONO-TV San Antonio, KLZ-TV Denver, and WPTA(TV) Roanoke, Ind. This brings Mobile Oil Co.'s sponsorship of *TV Bingo* to 10 markets.

**Purex Corp.** has purchased sponsorship of NBC-TV's *The Story of Will Rogers* to be repeated Thursday, Aug. 29 (10-11 p.m.).

### Also in advertising . . .

**New ad agency** ■ Samuel J. Evans Co., a new advertising-public relations agency to serve the Negro market, has been formed in Chicago at 185 North Wabash; telephone State 2-7447. Mr. Evans for more than a dozen years has been time salesman and on-air person-

ality for Chicago stations including WVON, WGES and WGN.

**BBDO resigns Air France** ■ BBDO announced last week it has resigned the Air France account, which bills an estimated \$1 million. Air France invests less than \$100,000 in broadcast media. Announcement of a new agency is expected to be made next month.

### GMB gets more of Morrell

John Morrell & Co. last week consolidated all its grocery products division accounts in one agency by moving the Red Heart pet foods account from John H. Shaw Advertising, Chicago, to Geyer, Morey, Ballard, Chicago.

The GMB agency had previously also handled the broadcast canned meats and Red Heart dog and cat food accounts for Morrell. Size of the account billings were not disclosed, but a substantial part of the Red Heart account is spent in broadcast.

The Shaw agency will continue to handle Morrell Pride fresh, smoked and canned meats accounts. The new assignments are effective Nov. 1.

## THE MEDIA

# West Coast getting new pay TV venture

## \$23 MILLION IN PUBLIC SUPPORT NEEDED TO GET OFF GROUND

A group of well-heeled industrialists is prepared to undertake a full scale pay TV operation in two major market places—Los Angeles and San Francisco.

The organization, Subscription Television Inc. (STV), comprises such major entities as Reuben H. Donnelley Corp., Chicago-based direct mail and directory publisher and a subsidiary of Dun & Bradstreet; Lear Siegler Inc., West Coast electronics manufacturer (Olympic television and radio receivers as well as military and industrial electronics); William R. Staats & Co., West Coast brokerage firm; Matthew M. Fox and his Tolvision of America Inc.; the San Francisco Giants and the Los Angeles Dodgers (BROADCASTING, Aug. 19, July 29, 22).

A prime element in the group's plans is to raise almost \$23 million from the public for the venture. This will be the second pay TV group attempting to raise the bulk of its finances from the public.

But, even as it took the first formal step to raise the money publicly, by registering with the Securities & Exchange Commission, there were reports that its activities relating to the stock offerings were under study by the SEC's San Francisco office and by the

Office of California's Commission of Corporations (see story, page 36).

Last Thursday (Aug. 22), STV filed its prospectus. It plans to offer 2,255,000 shares of common stock at \$1 par value, to sell for an estimated \$12 a share. The underwriting will be through the Staats firm.

**Public And Private** ■ The public will be offered 1.9 million shares, and some of the present stockholders will buy 300,000 shares, all at the \$12 price. The offering is expected to bring in \$26.4 million—\$22.8 million from the public and \$3.6 million from present stockholders.

The money will be used, according to the registration at the SEC, to wire both Los Angeles and San Francisco with coaxial cable. The actual networking will be done by the telephone companies, the document states, with STV leasing the installations from the utilities.

Under contracts with the Giants and the Dodgers, STV is obligated to commence feecasting by July 1, 1964 with 20,000 subscribers in each of the cities.

The plan proposes to furnish subscribers with a program selector device.

Subscribers will be charged \$10 for installation and a base charge of \$1 a

week. Programs—sports, current movies, ballet, opera, cultural activities—will be charged on an individual basis. Although the prospectus did not mention specific prices, it did relate the charges to "popular prices."

**Free Music** ■ STV will offer three programs to each subscriber. One of these, it is implied, will be straight background music—for which no program charge will be made.

There is no intention to provide advertising commercials, the group states in its filing.

An interrogation system for electronically surveying the program selectors will report to a central location those using the service and which service is being used. This information will be used for billing.

Carrying a strong warning that the proposed pay TV system is speculative, the registration document indicates that after the offering, the present shareholders will own 46.2% of the common stock, for which they will have paid, in cash and assets, \$6.17 million. The assets, the prospectus says, are valued at almost \$1.3 million.

The public will own 53.8% of STV. STV prior to July 31 spent \$591,027. It plans to spend almost \$12.5 million

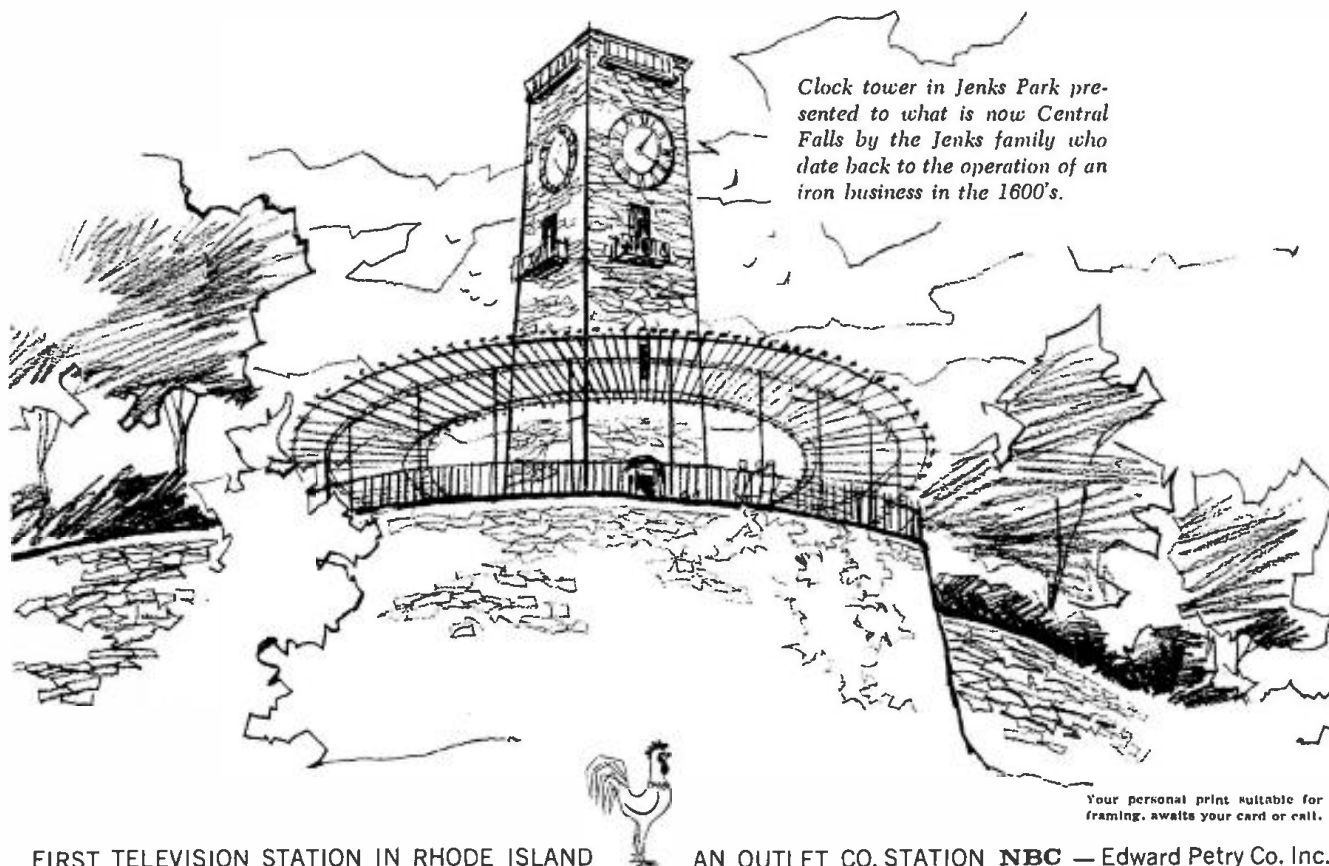


## Most Populous Square Mile In America?

“Funny how some people would say real quick . . . New York, maybe a few blocks of Chicago, Detroit or even L. A.

Too bad . . . it's really so easy. All folks around here do is look up at the TV aerials. Stands to reason the most populous square mile is in the most densely populated state. That's us . . . Rhode Island. The square mile? Central Falls . . . just north of Providence.”

But then, the Providence market is many things. Providence is chemicals, textiles, machine tools and test marketing; one million people – one billion consumer dollars. Providence is Hyannisport, Plymouth, Fall River, Worcester and New Bedford – all in Massachusetts. Providence is Groton, Willimantic, Putnam and Norwich – all in Connecticut. People even say Providence is Rhode Island. People in television say  
**Providence is WJAR-TV.**



*Clock tower in Jenks Park presented to what is now Central Falls by the Jenks family who date back to the operation of an iron business in the 1600's.*

Your personal print suitable for framing, awaits your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION **NBC** — Edward Petry Co. Inc.

## Local limitations paved pay TV's way

The California state legislature last month smoothed the way for this month's pay TV activity in that state by removing the power of local authorities to set exorbitant rates for the right to operate a subscription television service via cables or wires within their jurisdiction. Passed by both houses and signed into law by the governor is an amendment to the state's revenue and taxation code which limits the fees for pay TV to two percent of gross revenue, one

percent to the state and one percent to the local government.

The amendment defines subscription television as "closed-circuit television which is provided to and can be received only by subscribers," with community antenna TV systems, hotel or apartment antenna systems and educational television by any means expressly excluded from the tax requirement. "Local agency" means a city or the unincorporated areas of a county.

after this date—presumably if the public offering is successful—including \$3.3 million for the coaxial cable network; almost \$2 million for 40,000 program selectors, \$1.5 million on installations, and \$1.7 million for the interrogation equipment.

**Penalties Provided** ■ In its contracts with the baseball clubs, STV will have to pay penalties if it doesn't start operations by next July. If the contract terms haven't been met by Dec. 31, 1965, the contracts are terminated.

Under the terms of its agreements with the ball clubs, the company will pay the Giants 20% of the gross receipts from Giant games on pay TV up to \$1.5 million; thereafter 33½%. STV will pay the Dodgers \$200,000 in a flat fee plus 33½% of the gross receipts from paycasting the Dodger games. STV's right to deliver the ball games to its subscribers is limited to a 50-mile radius from each of the two ball parks.

Each of the ball club terms is for one season. Tom Gallery will be director of sports for STV's program subsidiary. His salary will be over \$60,000 a year.

**'Hurok Presents'** ■ The only other contract STV has already signed is with the international impresario Sol Hurok. He is to be paid \$10,000 a month under a five-year contract as a consultant on programs to STV. When any of his bookings are shown on the STV system, Mr. Hurok will receive one-half of one percent of the program charges collected.

The West Coast potential pay TV giant has also ordered design studies by Pacific Tel & Tel and General Telephone Co. of California.

No installation contracts have been entered into as yet, it is emphasized.

The SEC registration document reports that STV was formed Jan. 7, 1963, in Delaware. Three months later it formed a Program Corp., also in Delaware as a subsidiary of STV. In June, the Program Corp. was sold to Tol-

vision of America Inc. for \$1,000. Tolvision—owned 77% by Mr. Fox—negotiated the contracts with the Giants and the Dodgers and with Mr. Hurok. Tolvision also assigned to the program arm the rights it holds in the Skiatron patents for subscription television, with STV agreeing to pay to Skiatron 1% of all receipts as royalties, plus 2½% of this revenue to Tolvision.

Later Tolvision assigned the stock of Program Corp. to STV in exchange for 648,417 shares of STV common stock. This deal was consummated the day before the SEC filing.

Last week, Skiatron, which had been suspended from trading privileges by the SEC during 1959-1960, was being traded over the counter as bid 3, asked 3¼. The Skiatron suspension followed an SEC investigation three years ago into the tangled affairs of the company, Tolvision of America Inc. and Mr. Fox.

**Other Arrangements** ■ STV also has arranged with R. H. Donnelley Corp. to handle sales, billings and other business matters, and with Lear Siegler to handle installations and maintenance. Both provide for payment of costs plus 8½% net profit after federal taxes. Lear Siegler also will receive \$860,800 under an 18-month contract to handle engineering management functions.

The prospectus shows that Tolvision had debts of \$2.8 million to its affiliated companies and \$3.7 million to others all due to its efforts for the past nine years to initiate pay TV. Arrangements with creditors have been made, the filing indicated.

The management of STV is composed of Donald A. Petrie, attorney and former executive with the Hertz Corp., as president and treasurer; Robert F. MacLeod, ex-publisher of *Seventeen* magazine, and Richard C. Hemingway, executive vice president of Tolvision, as vice presidents. Directors are John Nelson Steele, attorney; John G. Brooks, chairman of Lear Siegler; John J. Burke, senior vice president of Lear Siegler; Matthew M. Fox, Tolvision;

N. B. Hunt, private investor; Donald Royce, Staats company; and James L. Stoltzfus, Donnelley firm.

Mr. Petrie is paid \$2,500 monthly; Mr. MacLeod, \$3,000 a month.

STV ownership at present is as follows:

R. H. Donnelley Corp., 150,000 shares (11.3%); Lear Siegler Inc., 150,000 (11.3%); Staats & Co., 45,000 (3.4%); Mr. Petrie, 10,000 (0.8%); San Francisco Giants, 54,000 (4.1%); Los Angeles Dodgers, 71,000 (5.3%); Donald D. Harrington, 60,000 (4.5%); N. P. Hunt, 75,000 (5.6%); Caroline Hunt Trust, 25,000 (1.9%); Draper, Gaither & Anderson, 10,000 (0.8%). William P. Lear, 55,555 (4.2%) and Tolvision 623,416 (46.8%).

Both Donnelley and Lear Siegler have interests in Tolvision, it is pointed out, so that the present ownership actually is Donnelley, 252,000 shares (19%), Lear Siegler, 252,000 shares (19%), Tolvision, 351,917 shares (26.5%).

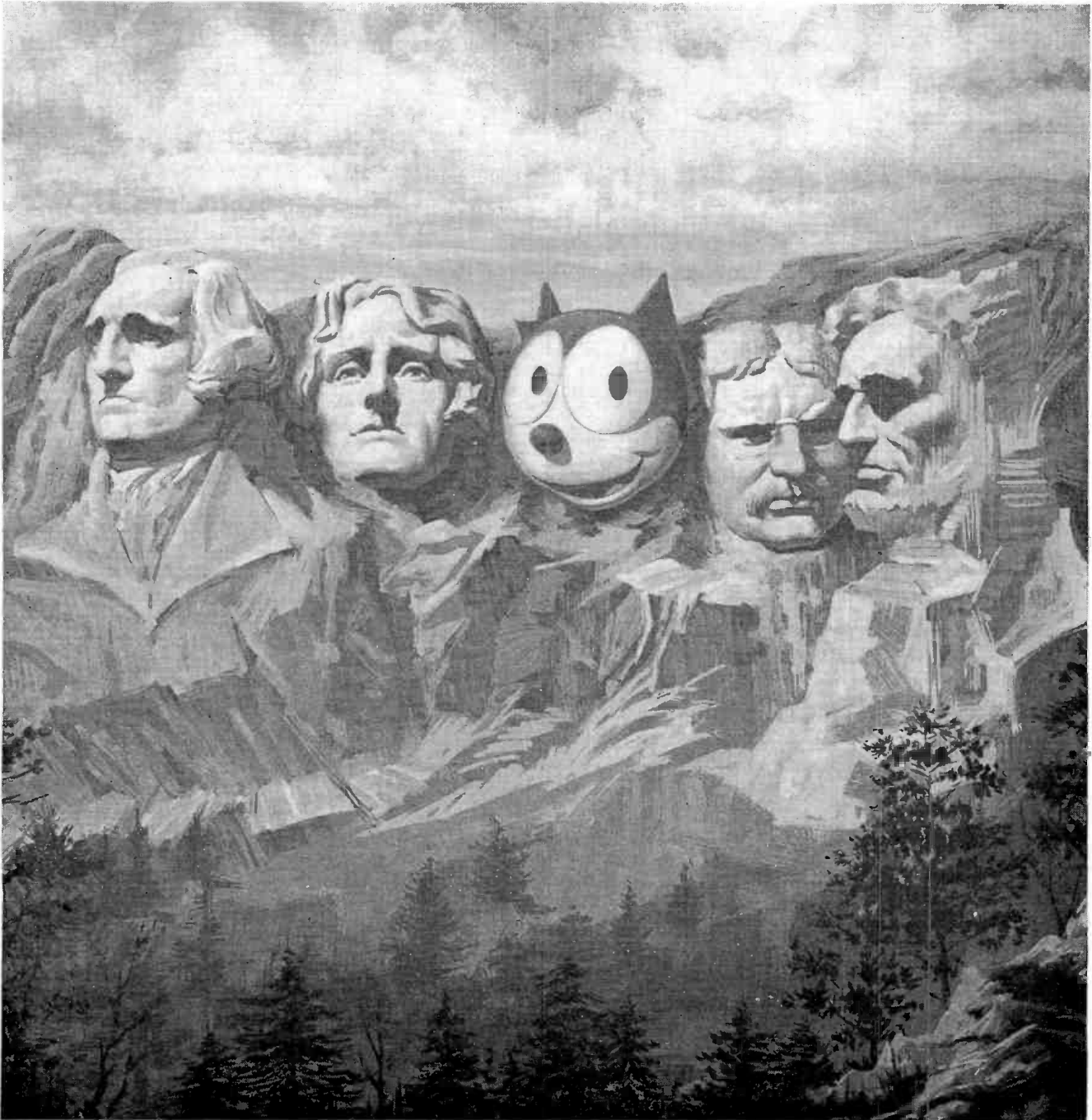
After the public offering, ownership of STV will look like this: Donnelley, 250,000 shares (7.1%); Lear Siegler, 250,000 (7.1%); Staats & Co., 45,000 (1.3%); Mr. Petrie, 10,000 (0.3%); Giants, 54,000 (1.5%); Dodgers, 71,000 (2%); Mr. Harrington, 72,500 (2.1%); Mr. Hunt, 185,000 (5.2%); Hunt trust, 50,000 (1.4%); Draper, Gaither & Anderson, 10,000 (0.3%); Mr. Lear, 55,555 (1.6%), Tolvision, 555,917 (15.7%).

Adjusting for Donnelley and Lear Siegler interests in Tolvision, the ownership of STV after the offering will see Donnelley, Lear Siegler and Tolvision, each with 352,000 shares, each 10% of the total.

Donnelley, Lear Siegler, Mr. Petrie, Giants, Dodgers and Staats (for 30,000 shares) paid \$2 a share. Staats and the Draper firm (for 15,000 shares and 10,000 shares respectively) paid Tolvision \$2 a share as payment for debts. Mr. Harrington paid \$9 a share for his present interest, and Mr. Hunt, for himself and the Hunt trust, paid \$6 a share. Mr. Lear paid \$9 a share for his individual stockholding.

**First Offering** ■ The first public offering for a pay TV system took place earlier this year when Home Entertainment Company of America placed 300,000 shares of 50 cents par common stock on the market at \$10 a share (BROADCASTING, April 8). The offering was placed through Bernard M. Kahn & Co., but last month this contract was canceled (BROADCASTING, July 22).

A third public offering for pay TV never reached the offering stage. Melvyn E. Lucas, principal owner of the dark channel 40 KVUE(TV) in Sacramento, Calif., asked the FCC last month for permission to try out over-



## A National Institution

One of these well known faces has never been President of the United States.

Wait. Don't guess. Here's a clue.

He is known by his first name to more people than the other four historical greats put together.

His fame is world-wide.

He has become one of television's most popular cats.

He has the number one program\* in the nation's number two market from 3 to 5 p.m.

He is seen by millions of youngsters in cities and towns and on farms every day (including Sundays).

He is still available to perform rating magic in a few TV markets.

Felix The Cat? Right! You guessed it!

**TRANS-LUX TELEVISION CORPORATION**  
NEW YORK • CHICAGO • LOS ANGELES • MIAMI BEACH

\*... 25% average share in this highly competitive seven station Los Angeles market makes us number ONE. Felix has done an outstanding job for us. We are renewing through 1965."

John Hopkins, President & General Manager KCOP-TV Hollywood, California



the-air pay TV. He proposed to raise \$379,000 by selling stock to the public. The FCC returned his application, raising questions regarding the financial feasibility of his proposals.

At present there are two pay TV systems operating. In business and running as a commercial venture for three years is Paramount's Telemeter system

in Toronto. This is a wired operation. In Hartford, Conn., RKO General, with Zenith, is operating the only over-the-air system, using RKO's WHCT(TV) on channel 18 there.

This fall the Teleglobe system of over-the-air subscription TV is scheduled to begin in Denver, using the facilities of KCTO(TV) on channel 2.

## Investigations underway into pay TV plan

### FEDERAL, STATE AUTHORITIES WANT SOME ANSWERS

Plans for a public offering of stock in a proposed pay TV operation in California by Subscription Television Inc. were under official investigation last week, even before they had been filed with the federal Securities and Exchange Commission or the California Commission of Corporations. The investigations stemmed from published reports of the company's organizers—electronics manufacturer Lear Seigler, printer-publisher R. H. Donnelley Corp. and Matthew M. Fox, pay TV promoter, and their plans to use exclusive TV rights to the baseball games of the San Francisco Giants and Los Angeles Dodgers as the basis for pay TV program services in the two California cities. The question the investigators hope to resolve is whether these reports were the result of journalistic enterprise by newsmen or of

publicity activities by the new firm's backers.

Queried by BROADCASTING, Herbert Smith, California corporations commissioner, summed up the situation in this way: "The Corporate Securities Law of California prohibits the offer of securities for sale until a permit has been obtained from the Commission of Corporations. No such permit has been obtained. An article appearing in a San Francisco newspaper regarding a meeting held in that city raised the question as to whether this article was an advertisement for the stock.

"We are attempting to ascertain whether the report was simply a news story obtained by a reporter or publicity released by the company."

On Wednesday, Walter G. Holden, associate regional administrator of the

### CBS Radio signs three

CBS Radio has announced active affiliation dates for three newly signed stations: WJRB Tuscaloosa, Ala., and KRLC Lewiston, Idaho, on Sept. 1 and WLON Princeton, W. Va., Sept. 8. WJRB, operating on 1150 kc, has power of 5 kw day, 1 kw night. KRLC is on 1350 kc with 5 kw day, 1 kw night and WLON on 1490 kc with 250 w fulltime.

SEC in Los Angeles, refused to confirm or deny that the SEC investigation was in progress and commented: "There has been considerable publicity in the newspapers, but so far as I know, no application has been filed with the SEC."

### CBS gets car, equipment back from Vietnamese

An automobile and camera equipment seized from CBS newsmen Bernard Kalb and cameraman Merle Severn in Saigon were returned without explanation by the South Vietnam government last Thursday (Aug. 22).

The seizures were made by South Vietnamese troops Aug. 21 while Mr. Kalb and Mr. Severn were visiting the U. S. embassy in Saigon. Neither of the men was injured, but troops confiscated their car and all their camera equipment. The CBS newsmen had earlier in the day photographed troops holding back Buddhist crowds during a demonstration.

Following the seizures, both CBS News and the U. S. State Department lodged a complaint with South Vietnam President Ngo Dinh Diem. CBS News President Richard S. Salant, in his cable to the Diem government, protested in addition to the equipment seizure, the censorship levied by the government, calling it "unwarranted," and saying that such censorship "condemns your government in the eyes of the world."

### Changing hands

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

■ KVOL Lafayette, La.: Sold by George H. Thomas and associates to James L. Kirk II and Evan H. Hughes Jr. for \$310,000. Mr. Hughes is general manager of KVOL. Station is fulltime on 1330 kc with 1 kw. Broker was Blackburn & Co.

■ KFOR Colorado Springs: Sold by Harrison Fuerst to James A. Vinall and Gene Power for \$240,000. Mr. Vinall is a former newscaster at WJR Detroit, and worked in West Texas and New Mexico stations before coming to

## prospective buyers need the right perspective

One of the main functions of Blackburn & Company is to provide the facts that both parties to a media transaction need to do business. Our analysis of the ever-changing market puts all the pros—and cons—into focus. Hundreds of satisfied clients can tell you that it pays to consult Blackburn.

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

#### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
RCA Building  
Federal 3-9270

#### CHICAGO

H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

#### ATLANTA

Clifford B. Marshall  
Stanley Whitaker  
John C. Williams  
1102 Healey Bldg.  
Jackson 5-1576

#### BEVERLY HILLS

Colin M. Selph  
C. Bennett Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-8151

Detroit. He will manage KFOR. Mr. Power is an industrialist. Station is fulltime on 1300 kc with 1 kw. Broker was Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 69).*

■ **KILE** Galveston, Tex.: Sold by David Nathan and associates to Frank Junell and group for \$165,000. KILE operates on 1400 kc fulltime with 250 w.

## Newspapers plan clearing house for advertising

Radio and TV may find newspapers stiffer competition if a current newspaper project works out—and whether or not it works out is largely up to a committee whose members in most cases represent newspapers that also are identified with broadcast ownership.

The project is a proposal to set up a clearing house designed to serve agencies in the estimating, ordering and billing of national advertising placed in newspapers. The committee to study the plan and make recommendations was appointed last week by the Bureau of Advertising and the American Newspaper Publishers Association.

The 12-man committee is headed by G. Gordon Strong of the Brush-Moore newspapers (WHBC-AM-FM Canton and WONE-AM-FM-TV and WIFE(FM) Dayton, Ohio, and WPDQ Jacksonville Fla.). Lynn N. Bitner of the Gannett newspapers (WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WREX-TV Rockford and WDAN Danville, both Illinois) is vice chairman. Other members include:

James F. Chambers Jr., *Dallas Times-Herald* (KRLD-AM-TV); Alvah Chapman, Knight Newspapers, *Miami Herald* (and WAKR-AM-FM-TV Akron, Ohio); Monroe Green, *New York Times* (WQXR New York); Walter C. Kurz, *Chicago Tribune* (WGN-AM-TV) Chicago, WPIX(TV) New York and KDAL-AM-TV Duluth, Minn.); G. O. Markuson, Hearst Newspapers (Hearst Radio and TV Stations); Theodore Newhouse, Newhouse Newspapers (Newhouse Radio and TV Stations) and Fred Rowden, *St. Louis Post-Dispatch* (KSD-AM-TV St. Louis).

## WGHP-TV plans start; names Storer TV Sales

WGHP-TV ch. 8 permittee in High Point, N. C. plans to go on the air between Sept. 15 and Oct. 1, according to James W. Coan, president and general manager. The primary ABC outlet will serve the High Point, Greensboro, Winston-Salem area, he said.

WGHP-TV last week signed Storer Television Sales Inc., New York, as its national representative.

## Dalton resigns NCTA post, effective Oct. 1

The community antenna industry lost its first paid president last week, but the executive committee of the National Community Television Association was running things as best it could.

William Dalton, named president of the CATV trade association two and a half years ago, resigned last week. No reason was given for his leaving the association.

Mr. Dalton said he plans to go into consulting and sales for both trade and professional groups and for private industry.

His resignation is effective Oct. 1. A special NCTA board meeting in Washington authorized the executive committee of the association to run things until a new president can be secured.

The NCTA executive committee is composed of Fred J. Stevenson, Rogers, Ark., president; Archer Taylor, Kalispell, Mont., vice chairman; R. L. Stoner, LeGrande, Ore., treasurer; Jack Crosby, Del Rio, Tex., secretary, and Frank Valentine, Sammons systems, J. Leonard Reinsch, Cox systems, and Glenn H. Flinn,



Mr. Dalton

Tyler, Tex.

Although the Washington office will have no director Robert D. L'Heureux, house counsel, will be in charge of legal matters, and Frank H. Nowaczek, administration.

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### A new home for the WJAC stations

WJAC-AM-FM-TV Johnstown, Pa., on Aug. 16 dedicated a new \$2 million studio which houses the three stations. Among those present at the dedication were (l-r) L. J. Cardamone, Marc & Co., Pittsburgh; Alvin D. Schrott, executive vice

president and general manager of WJAC Inc., licensee of the stations; A. G. Keller, vice president of Mellon Bank & Trust Co., Pittsburgh; Flo Herlick, Pittsburgh office of Fuller & Smith & Ross, and Walter W. Krebs, president of WJAC Inc.

### Hearst radio stations, six others, join RAB

Signing of the Hearst Corp. radio stations and six other radio outlets as members of the Radio Advertising Bureau was announced last week by RAB President Edmund C. Bunker.

In a speech prepared for delivery Saturday at the summer convention of the Oklahoma Association of Broadcasters, he called the signings further evidence of "a tremendous trend toward unity in radio today which will help to accelerate our medium's growth—and the ability of advertisers to use radio more effectively."

He also cited the "virtually 100% cooperation" of stations and station representatives in the current project of RAB and the Station Representatives Association to collect figures on the radio spending of leading advertisers (CLOSED CIRCUIT, Aug. 19). "We believe we can have as thorough a report on who uses radio and how much they spend as any medium now provides," he said.

RAB's income has grown almost 10% in the last six months through new memberships, Mr. Bunker reported. "This," he said, "indicates the desire of stations and others in the radio industry to work together to build the medium's growth." It also reflects support for RAB's current plans for a

study to improve the measurement of radio's audience, he asserted.

The Hearst radio stations are WBAL Baltimore, WISN Milwaukee and WRYT Pittsburgh. Mr. Bunker listed WCAR Detroit, KIMN Denver, WHAM Rochester, N.Y., WSM Nashville, KTHH Houston and WIBW Topeka, Kan., as other new RAB additions.

### 120-station ETV network predicted by 1973

John F. White, president of National Educational Television and Radio Center, last week predicted formation of an interconnected network of some 120 educational television stations within the next 10 years.

Speaking at the third annual conference on educational television at Fordham University, New York, Mr. White envisioned such a network reaching from 95% to 98% of the American people.

In addition, he forecast that 100 to 150 more stations not connected with NET would devote themselves to local instructional functions and other public services of educational television.

"Much of the station activation that will occur in the next decade," he said, "will be the direct result of the recent \$32 million federal grant for the construction of ETV facilities."

Mr. White, however, opposed "the use of federal funds in the program or

operating budgets of educational stations." He noted that "we might not have to worry that the government would tell the people who run the stations what they could or could not do, but we would have to worry that the station managers would begin to think they knew what the government wanted them to do."

Also speaking at the five-day session was Commissioner Robert E. Lee of the FCC, who called upon public officials not augmenting their curriculum with the electronics medium to "set aside whatever stubborn prejudices they have and accept this new way of life."

"The FCC," he said, "has given every possible consideration to educational television. It has set aside valuable frequencies and pleaded with educators that they be used." He stressed the importance of instructional television within the school systems and on open-circuit to the general community as well.

### CBS gives \$250,000 to California ETV

CBS-TV, a major patron of educational television in cities where it owns TV stations, has made a \$250,000 contribution to Community Television of Southern California, which plans to begin ETV transmission in Pasadena, Calif. in the fall of 1964.

In acknowledging the grant, Community TV's board chairman, Dr. Lee A. DuBridg and its president, Elden Smith, stated in a joint letter to CBS President Dr. Frank Stanton that the gift "comes at a very critical time," and "gives solid reason to believe that we will achieve our goal of putting a strong well-financed ETV station on channel 28."

The letter called Dr. Stanton a leader in demonstrating "a broad grasp of the potentialities of the television medium," and also acknowledged assistance from the CBS-owned KNXT(TV) Los Angeles.

CBS grants to educational television total well over \$1 million in cash.

Community Television also is pursuing plans for acquisition of a VHF station, according to a CTSC spokesman.

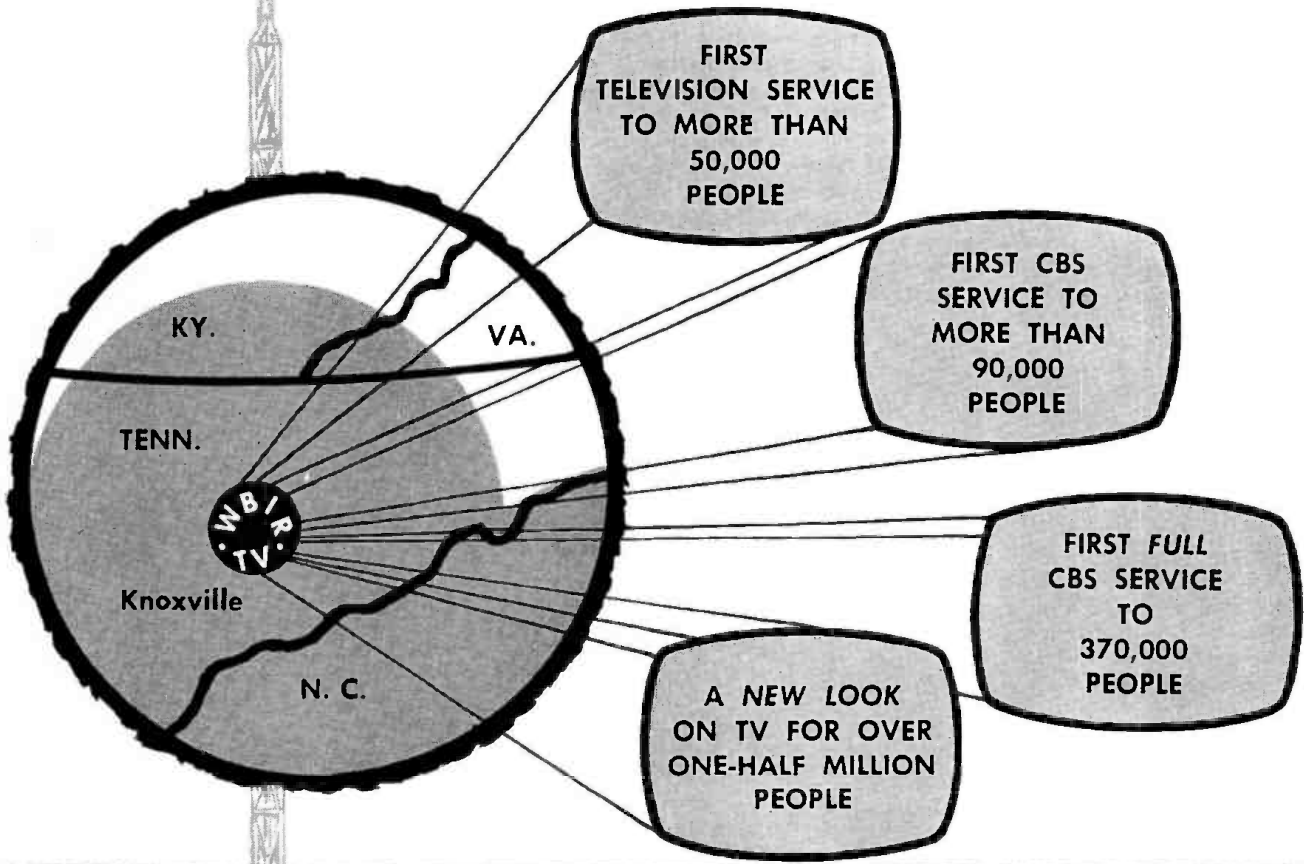
The group is putting final touches on an application for UHF channel 28. But the feeling is that both stations, and possibly more, will be required to meet educational and cultural service needs of the Los Angeles community. An emphasis on channel 28 in its correspondence with CBS reportedly led to speculation that the group might have dropped the idea of purchasing a VHF station.



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# WBIR-TV's KNOXVILLE MARKET IS NOW 50% LARGER!

With its new tower—tallest in the world—WBIR-TV increases its Grade B coverage by nearly 50%, giving new service to communities in east Tennessee, and parts of Kentucky, Virginia and North Carolina. The Knoxville Market is far larger!



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**SOUTHEASTERN BROADCASTING CORPORATION**

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Serving the GREENVILLE-  
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CBS, NBC, ABC Channel 13  
Macon, Ga.  
Serving the RICH MIDDLE GEORGIA MARKET

# Collins disappointed but undaunted

## NETWORKS' REBUFF MAY LEAD TO SESSION WITH STATION OWNERS

LeRoy Collins, president of the National Association of Broadcasters, expressed "surprise and disappointment" at the networks' reaction to his proposal for a private meeting to discuss TV advertising "problems." But he's far from ready to give up the idea.

There "may be," he stressed last week, further activity to consider broadcast advertising, this time with station owners—"the licensees who bear the final responsibility"—as participants.

Governor Collins earlier in the month proposed a private, "no holds barred" meeting of the three TV network chiefs, selected advertisers and agencies and the top level of the Television Bureau of Advertising to talk about what he described as "mounting difficulties" facing TV commercial practices (BROADCASTING, Aug. 19).

Although he was not specific about the nature of the difficulties—and last week he declined again to specify the problems—he expressed the hope that a consensus might lead to "concerted

action." All three networks rebuffed the NAB president, primarily, it's understood, on antitrust grounds and the fear that such a meeting might be construed as circumventing the NAB codes.

Governor Collins, seemingly chastened but not downhearted, is still convinced that broadcasters must face up to their problems, or let congressional committees or government agencies spatter the industry.

"There is a pressing need for reform and progress in broadcasting advertising practices," he said. "It would make good sense for broadcasters, advertisers and agencies to set in motion some kind of a plan to meet at an industry level, rather than to let it run its course and become public in congressional or government hearings."

This is what happened with the ratings program problem, he pointed out. The unwillingness of the broadcast industry to take action resulted in the industry being "scarred" by the revelations of the Harris committee.

Governor Collins recalled urging the industry to do something about the ratings problem, but said it never moved to grapple with the difficulty.

Earlier this year the NAB chief urged broadcasters to take action on cigarette commercials, particularly those aimed at young people. The code boards decided to keep the subject under consideration and to await further developments in the health controversy.

It appears that Governor Collins is building up a history of recommendations for the industry to face up to—but so far he has been unsuccessful in getting it to move. He won't say it, but there's an "I told you so" element in the Collins future.

**Urged At Convention** ■ Actually, the governor said, his concern with advertising practices is not new. He called attention to this problem at the NAB convention.

In his keynote address at the Chicago meeting of the association, Governor Collins made advertising practices his number two recommendation (ratings was number one).

This is what he said then:

"Secondly, I propose that we begin promptly to plan for the further elimination of advertiser influence over programming. The broadcaster is held legally accountable for all programs he broadcasts, and he should not yield the authority to make any program decision to any outside influence.

"Also I feel that there are other pressing needs for advertising reforms such as improvement of the form and content of commercial announcements, realistic limitations on program interruptions, and more effective means for assuring in advance the truth of advertising claims.

"In matters like these, of course, we should solicit and welcome collaboration and counsel of advertisers and advertising agencies, who should be as concerned as we are for the improvement of standards which will further advance the integrity and effectiveness of broadcast advertising."

**President Leads** ■ As NAB president, Governor Collins feels he must exercise leadership by anticipating difficulties and by getting the industry to discuss and examine them. "I don't follow a policy of putting my head in the sand," Governor Collins said last week.

In a letter to the network presidents last week, Governor Collins expressed his disappointment with their response. He urged again that some sort of a meeting be held and said that NAB is



The broadcasting industry's 'Five Wise Men,' the National Association of Broadcasters executive committee, met last week in Washington for a first formal session to consider policies and plans of the trade association. On Thursday the group met by itself to discuss policies. On Friday it was scheduled to meet with the NAB staff. Shown here at the Thursday meeting (l to r): Glenn Marshall

Jr., WJXT(TV) Jacksonville, Fla., vice chairman of the TV board; James D. Russell, KKTU(TV) Colorado Springs, chairman of the TV board; William B. Quarton, WMTV(TV) Cedar Rapids, Iowa, chairman of the NAB board of directors; Richard W. Chapin, KFOR Lincoln, Neb., vice chairman, radio board, and Ben Strouse, WWDC Washington, chairman, radio board. Committee was formed in June.

still available to be "host" to such a session.

Responding to criticisms that his invitation to the network leaders left broadcasters on the outside, the NAB president insisted that this was not his intention. Part of his letter, he pointed out, refers to representatives of NAB attending the meeting. NAB represents the broadcasters, he contended, and was meant to include them in the meeting.

The letters reprinted below have been seen by almost every CBS affiliate. They were distributed by the CBS leadership on Aug. 14, the day after CBS President Frank Stanton responded to Governor Collins's letter of Aug. 2.

#### The Letters:

Aug. 2, 1963

Dear Frank:

I am resorting to the formality of a letter primarily because I want this expression to get to each of you in the same form.

For some time I have felt that we have had a serious need for closer liaison and planning to cope with problems and opportunities inherent in television advertising which vitally affect the whole future of the medium. Without attempting to be specific, I think you will agree that there are indications on the present scene that television advertising is running into mounting difficulties which, unless intelligently resolved, can lead to a serious reduction in the attractiveness of the medium for advertising purposes—as well as even more serious threats than we are now facing of unwarranted government incursions.

If you share this apprehension, would it not be a good idea to get together a group of advertisers, selected by Peter Allport, of representatives of advertising agencies from the membership of the 4 A's, representatives of the networks, of TvB, and of NAB, for an off-the-record "no holds barred" discussion. While the exchange of knowledge and ideas would be quite informal, I think pertinent questions should be raised and preparation made by various persons of conspicuous competence to lead discussions in specific areas.

Out of such a conference might come some agreement for future specific concerted effort. On the other hand, the result might be agreement that little or nothing can be done by the interested parties acting in concert. Even if this latter is the result, however, I think the fact that some of these matters will have been talked out by intelligent and responsible people who are directly concerned will prove of substantial value.

NAB will be glad to "host" any such meeting.

Please feel free to give me your candid views. I will protect any confidence you request. I am not motivated by any desire to intrude, but only by a



#### NAB adds two majors

Metropolitan Broadcasting Stations, division of Metromedia Inc., and RKO General Inc. Stations, division of General Tire & Rubber Co., last Monday (Aug. 19) joined the National Association of Broadcasters (CLOSED CIRCUIT, Aug. 19).

Top photo: John W. Kluge, president and chairman of the board of Metromedia (l) with NAB President LeRoy Collins.

Lower photo: Seated (l-r) Governor Collins and Hathaway Watson, president of RKO General Broadcasting. Standing (l-r) William Carlisle, vice president for station services, NAB, and Jerome Bess, executive vice president, RKO General Broadcasting.



genuine hope that I may be helpful.

If you feel that we should talk this over personally in advance of approaching any of the others mentioned, I will be glad to come to New York when you suggest.

Don't assume that I am any less con-

cerned with radio advertising, but I believe this should be a subject of separate consideration.

With best wishes, I am

Sincerely,  
Roy

cc: Messrs.: Robert Sarnoff and Leonard Goldenson

#### Stanton's Reply:

Aug. 13, 1963

Dear Roy:

In response to your letter of August 2, in which you suggest that the NAB convene a group of advertisers, advertising agency representatives from the membership of the AAAA, TvB, the networks and NAB, to discuss television commercials, I am sure you know that we at CBS are certainly no less concerned than you are about the state of television advertising and that we are no less sensitive to public criticism of the taste, length, timing and placement of television commercials—or any less anxious to find proper solutions. I must tell you frankly, however, that I do not believe such a discussion could possibly result in the progress we all hope will be made. It might even lead to a setback. Let me go into the reasons for this conviction in some detail.

First, CBS has always insisted that it must be solely responsible for what is broadcast over its facilities. This is as true of commercials as of news and entertainment. We accept that responsibility just as any newspaper or magazine does for what it publishes. We will neither duck nor delegate it. I am afraid that the procedure you suggest would compromise this principle.

We have been at pains to establish policies, procedures and organization to make this principle an operating rule and not just a statement of intent. Almost thirty years ago, CBS published and put into effect the first code to establish standards for radio commercials and to prevent the airing of those of questionable taste. Today, as you know, the CBS Television Network has a large Program Practices Department headed by Joseph H. Ream, a former general attorney and executive vice president of CBS, who directs a highly professional staff both in New York and Hollywood. This department establishes and enforces commercial standards which in several respects are higher than those of the NAB Code Authority, and in no respect lower. Its budget for the current year exceeds \$500,000, substantially higher than the NAB Code Authority's. It has, on occasion, rejected commercials which have been approved by the NAB Code Authority. I do not report this as a criticism of the NAB Code Authority, but as an indication of our own standards.

CBS has also commissioned research



studies by competent authorities in order to learn more about public attitudes toward commercials. *The People Look at Television*, particularly Chapter 7, is an example. More recently a study has been commissioned to go behind these and other findings in greater depth.

The second reason for my reservations about your proposal is that, as reflected in the seventh edition of *The Television Code* (May 1962), the television board is empowered "to enact, amend, and promulgate standards of practice or codes for its television members and to establish such methods to secure observance thereof as it may deem advisable. . ." The addenda section also notes that "administration of the code is delegated to the Code Authority Director . . . (whose) responsibilities include, among others, the defining and interpreting of words and phrases in the code, and maintenance of appropriate liaison with responsible organizations, institutions and the public. . ."

Your suggestion that the "problems and opportunities inherent in television advertising" should be handled not through the code organization, but rather through an off-the-record conference among advertisers, advertising agencies, the TvB, the NAB and representatives of the television networks,

seems to me seriously to endanger the prestige of the Code Authority and adherence to the code. Paradoxically, this would take place at the very time that enlightened broadcasters are bending every effort to strengthen the regulatory and procedural functions of the code, the Code Review Board, and the Code Authority director as the best means of continued and professional attention to commercial problems. CBS's position is that the code should be strengthened, not weakened. This has been our position historically, and only three months ago was reiterated by Mr. Ream in his lengthy letter to Mr. Robert Swezey, director of the Code Authority, a copy of which he sent to you.

Third, CBS counsel has serious reservations about the propriety of the meeting you propose, particularly in light of your statement that "Out of such a conference might come some agreement for future specific concerted effort." I am sure you agree that it is necessary for all parties, including NAB, to proceed with the utmost caution in order to avoid any questions of action in violation of the antitrust laws. This same consideration, after careful study by our legal department, accounted for our decision not to write into CBS Television Network affiliation contracts the requirements for adherence to the

standards of the NAB Television Code in 1959.

Finally, as a practical matter, the mere size of such a meeting seems to me to make an "off-the-record, no holds-barred" discussion impossible. Yet even so, there would be no representation from the stations as such, to which most viewer complaints are directed because of the traffic in and around station breaks.

I have written at length about your proposals because I know that you are concerned primarily with results. I think they would be disappointing and possibly damaging. On the other hand, if you feel that CBS can provide information which would aid and abet the quest for improvement in television advertising, I would be glad to attend a meeting with you, Mr. Goldenson and Mr. Sarnoff—provided it is clear that the purpose of the meeting would be exploratory and would not encompass any sort of understanding or agreement affecting any network's freedom of action in the area of television advertising. I think that each participant, in such a case, should be accompanied by his organization's representative on the NAB Television Code Review Board.

With all good wishes.

Sincerely,  
FS

## NAB to GAB: 'It's our ball'

### BELL DOESN'T LIKE STATE GROUPS SPONSORING NATIONAL MEETINGS

The National Association of Broadcasters rapped the knuckles of one of its state associations in public last week and brought into the open a long-simmering feud that the NAB has been conducting with one of its most active state associations.

Using general terms, but singling out only the Georgia Association of Broadcasters, the NAB declared Thursday (Aug. 23) that it alone is the rightful instrument for national broadcasting activity. State organizations and other groups that "embark upon national or international programs" cause "great additional expense as well as confusion beyond description," said Howard H. Bell, NAB vice president for planning and development. He warned that the NAB has "no intention of abandoning its national responsibility to any other agency."

The GAB is planning an international symposium on radio and television next year and was scheduled to meet with the State Department Friday (Aug. 23) to seek federal backing (CLOSED CIRCUIT, Aug. 19). The association also co-sponsored what it called the First Annual National Broadcast Editorial Con-

ference with the Henry W. Grady School of Journalism of the University of Georgia last month at Athens, Ga. (BROADCASTING, Aug. 5, July 29).

Caught in the middle of the NAB's fire was a small group of broadcasters who were meeting in Washington Thursday to try to perpetuate an annual national forum on editorializing. The steering committee was formed at the conclusion of the Athens session. Representatives of both the Grady school and the GAB had been invited to the Washington meeting, but they did not attend.

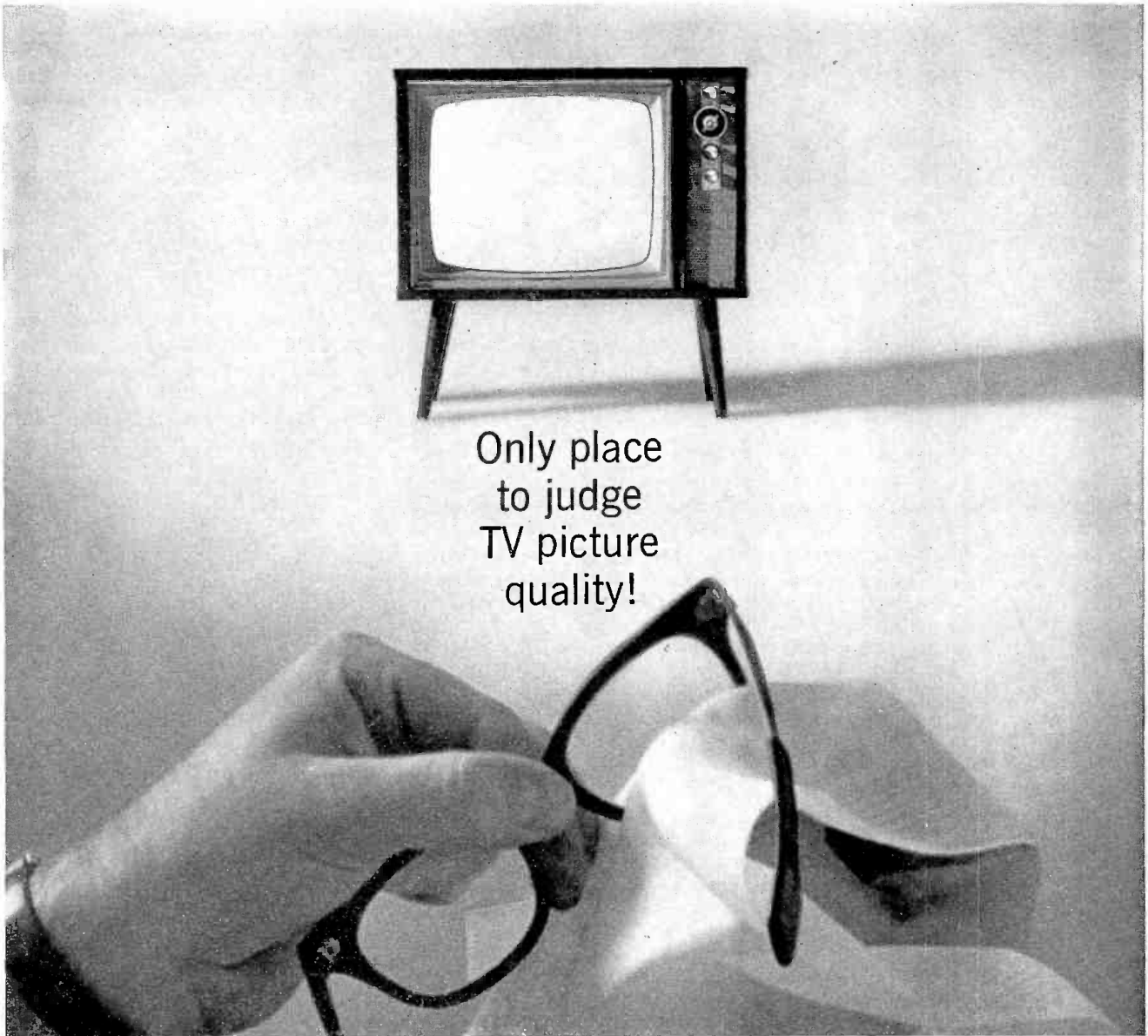
Mr. Bell chose the Thursday session to deliver his blast at the GAB even though no representative of the state association was present. Mr. Bell had been asked to participate as a nonvoting observer representing the NAB.

Although the group was an outgrowth of the Georgia conference, it quickly moved to rid itself of any organizational identity and had agreed on this before Mr. Bell showed up with his prepared statement. The committee agreed very early to seek the support of all broadcast organizations, including the NAB, and to attract the cooperation

of some of the nation's leading schools of journalism.

Earlier in the week Mr. Bell made no attempt to conceal his irritation with the GAB when he told BROADCASTING "Jack Williams [executive secretary of the GAB] isn't going to run the NAB" from his Atlanta office. Mr. Williams, the energetic promoter behind the Georgia association's recent rise to national attention, was the principal organizer of the Athens editorial conference in July and of the embryo international symposium. A member of the original steering committee that met in Washington Thursday, Mr. Williams did not attend the meeting but wired the GAB's proposal that the 1964 conference be held in Atlanta in conjunction with the NAB's annual fall regional conference.

Defending the NAB's role in promoting discussion of editorializing, Mr. Bell stated that the NAB editorializing committee "provides continuing representation and service to stations in the field of editorializing and recently released a new edition of 'Editorializing on the Air,'" a guide book. Organizations with state or regional membership are



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to judge  
TV picture  
quality!

Judge it where tv viewers do . . .  
where today's best-selling pictures  
come from SCOTCH® BRAND Video Tape

Today's great American theatre is the living room—not the projection room. If you're viewing tv commercials or pilots on the conference room screen, remember: the only "screen" the tv audience sees is the face of the tube! When you view shows or commercials as you would a movie you're sitting in the dark all alone . . . no one you're trying to reach will see them that way! The tube is the test every time! Put your commercial

or show on "SCOTCH" BRAND Video Tape and view it on a tv monitor. Then you'll be looking at it with the same eyes as the customer. There are no optical-to-electronic translation problems. Every image is an electronic original completely compatible with the tv set in the home.

Picture-prove it! View a filmed and a video-taped production side by side on monitors. See the inimitable "here and now" quality that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Extras are pushbutton ease in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-83, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT: 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO ©1963, 3M CO.

Magnetic Products Division **3M** COMPANY



These broadcasters met in Washington last week to discuss plans for an annual conference on broadcast editorializing. Dick Mendenhall, editorial director of WSB-AM-FM-TV Atlanta, chairman of the 1963 conference, stepped down for 1964 chairman Ralph Renick, vice president for news, WTVJ(TV) Miami. Seated clockwise from the lamp: Mr. Mendenhall; John Corporon, news director, WDSU-

TV New Orleans; William B. Monroe, NBC News Washington bureau chief (who attended as an observer); Mr. Renick (in armchair); Ed Ryan (lower left), news director, WTOP-AM-FM-TV Washington, an observer for the Radio-Television News Directors Association; Dale Clark, WAGA-TV Atlanta; Roger Turner, news director, WMCA New York; and Byron Cowan, WSAC Fort Knox, Ky.

expected to channel their primary efforts into programs of a state or regional scope, Mr. Bell said.

Ralph Renick, vice president for news, WTVJ(TV) Miami, was chosen by the planning group as 1964 conference chairman. He told a reporter after listening to Mr. Bell's statement: "We're not trying to form an organization or a 'rump' group. We're just a committee trying to organize a conference."

Mr. Renick said that he intended to "talk further with [NAB President] LeRoy Collins to obtain NAB's support for next year's conference."

Mr. Renick announced that he had selected six broadcasters to serve on the committee to help plan the 1964 conference. Others would be added later, he said.

Committee members are Mr. Renick, chairman; Dick Mendenhall, editorial director, WSB-AM-FM Atlanta and 1963 conference chairman; Byron Cowan, WSAC Fort Knox, Ky.; Roger Turner, news director, WMCA New York; John Corporon, news director, WDSU-TV New Orleans; Dale Clark, WAGA-TV Atlanta; and Richard Cheverton, news director, WOOD-AM-TV Grand Rapids, Mich., and past president of the Radio-Television News Directors Association.

The committee expressed its appreciation to the GAB and the Grady school for their "outstanding support" of the first conference, but decided not

to act on a GAB bid to sponsor the next conference. The Florida Association of Broadcasters also has offered to sponsor the 1964 conference. The committee deferred any action on a site and sponsor until its members could report, probably by Nov. 1, on their efforts to enlist institutional and organizational support. The committee hopes to "sew up" final plans by Jan. 15, 1964, when it intends to begin to hammer out a program, Mr. Renick said.

The planning committee agreed that it wanted the support of a leading journalism school, possibly of several, to give delegates the benefit of experts in public opinion and communications and to help inspire and encourage students who could be shown the values of a career in the broadcast news and editorial field. Such a move also would help turn journalism school attention from newspapers and toward broadcasting, the group suggested.

The committee is interested in attaining a national image and seeks to avoid any stigma that it is only a regional group. The members said they want a national forum for ideas and problems in the field. They feel that the continuation of broadcast editorializing is "crucial" to the freedom of all broadcasting.

The committee also agreed that it would be advantageous not to align

with either the NAB, which newsmen might consider only a management group, or with the Radio-Television News Directors Association, which station management might think of as strictly an organization of newsmen. They liked the Athens conference for its success in bringing together both news and management personnel.

The broadcasters said they all were interested in "keeping the government off our backs," but they recognized on the other hand the need to editorialize in a responsible manner.

"We cannot expect the protection of the First Amendment [free speech] unless we are willing to share this right with the public," said Mr. Cowan.

They emphasized the necessity for greater participation of the public, perhaps with programs on the order of newspaper "letters to the editors" columns. One member said radio has popularized listener call-in programs, but television has not yet developed such a format.

## Wrather gets one-third of Sunday supplement

One-third interest in Supplement Publishing Corp.—publisher of *Poise*, a new Sunday newspaper supplement for girls from 15 to 22—has been acquired by Wrather Corp., owner of Muzak background music firm and movie and TV properties *Lassie*, *The Lone Ranger* and *Sergeant Preston of the Yukon*.

The first issue of *Poise* was distributed yesterday (Aug. 25) by newspapers in 10 major markets with a combined circulation of 5,192,400, according to Audit Bureau of Circulations.

In addition to the firm's holdings, Jack Wrather, president of the corporation, has an 11% interest in Transcontinent Television Corp., owner of WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., WNEP-TV Scranton/Wilkes-Barre, Pa., KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif.

## Media reports...

**New York rotogravure** ■ The *New York Herald Tribune* has announced publication of a new Sunday rotogravure magazine beginning Sept. 29. The magazine will carry radio and television schedules and program commentary in addition to a variety of general features.

**Coverage financed** ■ Time Inc. last week made a special public service grant to WNDT(TV) New York to underwrite live coverage of the opening session of the 18th United Nations General Assembly Sept. 17-Oct. 1.



# Rep. Williams hits fairness doctrine

FCC'S EXPLANATION OF IT LEAVES HIM WHERE HE WAS—IN THE DARK

Representative John Bell Williams (D-Miss.), who asked the FCC to help him explain how broadcasters in his state should operate under the commission's recent fairness doctrine statement, declared last week that a meeting with FCC representatives left him where he was before—in the dark.

The FCC group told him the commission was developing "some kind of a primer," Representative Williams said Thursday (Aug. 22), but meanwhile "my people have had to cut off practically all their broadcasts, especially if they were conservative, in fear of retaliation by the FCC. And I don't blame them."

The commission released a statement on fairness July 26 shortly after Chairman E. William Henry told the House Communications and Power Subcommittee that it could clear up editorializing problems by issuing guidelines or making rules (BROADCASTING, Aug. 5, July 29). Many broadcasters have sought subsequent clarification from

the FCC and the National Association of Broadcasters.

**Race Question** ■ Representative Williams explained Thursday that he had asked Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee, to investigate the guidelines problem and the "preconceived ideas... on race mixing," which he said are held by a majority of the FCC commissioners. The subcommittee has been conducting an inquiry into broadcast editorializing.

Representative Rogers told BROADCASTING Thursday that he hopes to resume the hearing around Sept. 18 or 20, depending on the legislative backlog of the parent Commerce Committee. The chairman said he intended to go into the problem of applying the fairness doctrine to coverage of the racial problem, but it would be considered by the subcommittee as just one of the many matters of controversy that confront broadcasters.

Representative Williams said he in-

tends to suggest to Mississippi broadcasters that they request an opportunity to testify at the Rogers hearing. "I hope when the time comes the broadcasters will be willing to speak out," he said.

"If people in Mississippi or anywhere else feel they have some information which would shed light on this, we would be glad to hear them," Representative Rogers said.

Mr. Williams said he had hoped for an explanation of the fairness statement from a few commissioners, but the FCC sent some key staff members to see him instead. They were Henry Geller, deputy general counsel; John Cushman, administrative assistant to Chairman Henry; Gerard M. Cahill, assistant general counsel for legislation, and Robert Rosen, chief of the renewal and transfer branch.

**Unfairness Doctrine?** ■ "I am fully convinced that the problem lies not in the fairness doctrine but in the one-sided administration of it wherein it is being enforced in conservative programming and winked at in regard to liberal

**CARTOON TIME**

5-5:30 PM  
Mon.-Fri.  
Mins. Avail.

**NWS NEWS**

6-6:05 PM  
Mon.-Fri.  
Not Avail.

**NWS SPORTS**

6:10-6:15 PM  
Mon.-Fri.  
Not Avail.

**TOP STAR BOWLING**

6:30-7:30 PM  
Saturdays  
Mins. Avail.

**HARRISBURG'S NO. 1 STATION**

**WTPA-TV LOCAL PROGRAMING DELIVERS 151% MORE HOMES**  
(MONDAY THRU SUNDAY, 5:00 P.M. TO 7:30 P.M.)  
THAN THE OTHER HARRISBURG STATION\*

represented by  
HARRINGTON, RIGHTER & PARSONS

**WTPA TELEVISION**  
HARRISBURG

Channel **27**

**EXCLUSIVE abc**

\*ARB FEBRUARY AND MARCH 1963

**MICKEY MOUSE CLUB**

5:30-6 PM  
Mon.-Fri.  
Mins. Avail.

**NWS WEATHER**

6:05-6:10 PM  
Mon.-Fri.  
Available

**HOUR OF STARS**

6:30-7:30 PM  
Tues.-Fri.  
Mins. Avail.

**FABULOUS FILMS OF THE 50'S**

6-7:30 PM  
Sundays  
Not Avail.

broadcasts," Representative Williams said.

He criticized a section of the FCC fairness statement for wording that "leaves the impression they want to suppress that [conservative] viewpoint."

The passage in question says: "It is immaterial whether a particular program of viewpoint is presented under the label of 'Americanism,' 'anti-Communism' or 'states' rights,' or whether it is a paid announcement, official speech, editorial or religious broadcast. Regardless. . . if one viewpoint of a controversial issue of public importance is presented, the licensee is obligated to make a reasonable effort to present the other opposing viewpoint or viewpoints."

That means a broadcaster must physically go out into his community to find opposing views, Representative Williams said the FCC delegation told him. When it comes to segregation, he said, "We know of no responsible person in Mississippi who would go on the air and speak for integration. . . or against states' rights." Mr. Williams said that there are some integrationists who would speak, but he declined to recognize them as anything but "agitators."

**Networks Criticized** - When Mr. Williams told the FCC staff that his constituents complained to him that national network presentations of the race problem were one-sided, the FCC delegation said the agency had been told by the networks that their coverage was "balanced." "Apparently they weren't interested in going into that any further," Representative Williams said. They're not so hesitant when inquiring into a Mississippi station, he added.

He "has yet to see a network documentary designed, planned and pro-



Representative Williams  
'My people fear retaliation'

grammed for the purpose of giving the pro-segregation side of the race problem," Representative Williams said, "yet we are continuously bombarded with the other.

"I consider this an act of intimidation on the part of the FCC against a selected group of broadcasters and an attempt to use radio and TV as a propaganda vehicle for socialism, the New Frontier and forced race mixing," he continued. "It is an attempt to brainwash the American people into conforming to a preconceived idea of a majority of the commissioners."

### Hart named to head antitrust subcommittee

Senator Philip A. Hart (D-Mich.) was named last week to succeed the late Senator Estes Kefauver (D-Tenn.) as chairman of the Senate Antitrust and Monopoly Subcommittee.

Senator Hart, senior Democrat on the subcommittee, was elevated to the top post by Senator James O. Eastland (D-Miss.), chairman of the parent Judiciary Committee. By Thursday (Aug. 22) he had not named a new member to fill the vacancy on the subcommittee, although it was expected the slot would go to a Southerner.

Senator Hart, who has been associated with consumer protection measures such as his "truth in packaging" bill, said he intends the subcommittee

to become "an increasingly powerful voice for the American consumer."

The subcommittee played a dynamic role in the antitrust field under Senator Kefauver, and its staff of 38—then the largest of any congressional subcommittee—was diverted to many projects, including providing ammunition for the continuing opposition to the Communications Satellite Corp.

Businessmen who wondered whether the subcommittee would continue with the old Kefauver fervor were put on notice by Senator Hart that "its function is to serve as a watchdog for the free enterprise system. It has always been—and should remain—alert to see that competition is not threatened by monopolies, price rigging agreements and criminal conspiracy."

### Loevinger says public is arbiter of programs

FCC Commissioner Lee Loevinger feels that the final arbiter of what the American public sees on television should be the American public itself.

The commissioner, who discussed FCC policies on WCCO Minneapolis Monday, Aug. 19, in response to listeners' queries, said the public should be allowed to determine its own programming insofar as this is "compatible with the physical conditions of broadcasting."

The commission's newest member spoke against a background of criticism that the agency is attempting to force broadcasters to upgrade the cultural level of their programs.

Commissioner Loevinger said he would like to see "both eggheads and lowbrows" on both sides of the camera and microphone so that each group would have its programming tastes satisfied. But the problem, he said, is putting enough stations on the air to provide the necessary "competition and diversity."

He said that, "in the first instance," it's the station operator who determines what is available to his audience. But "in the long run," he added, it's the audience, because a station without an audience "is soon going off the air."

The commissioner also expressed opposition to congressional proposals to impose new regulations on stations that editorialize. "Licensees should be free to editorialize or not to editorialize," he said.

### LOF, GM charge FTC with going too far

The decision by the Federal Trade Commission against Libby-Owens-Ford Glass Co. and General Motors, finding them guilty of deceptive advertising of the quality of glass used in the side windows of GM cars, went beyond the scope of the evidence presented in the

### FCC, Canada agree on FM

The FCC has worked out an FM allocation agreement with Canada involving more than half of the channels assigned in the U.S.

It involves more than 1,300 FM assignments that are located within 250 miles of the Canadian border.

The commission pointed out that the new agreement does not alter the 1947 FM agreement which set the terms under which assignments are to be made. The new settlement is designed to replace an interim arrangement of assignments made Aug. 10, 1961.

The channels listed represent more than half of those assigned in the continental U.S. and Alaska under the FM allocations table recently released by the commission (BROADCASTING, July 29).



## THE OLD SHELL GAME...

.... is  
now only carnival history. But  
the same small-time crook is still with us.  
Today he's big time. Instead of sideshow  
barkers, he uses advertising to bring in the suckers!  
He worms his way into any business or profession.  
When he poses, for example, as an automobile dealer, he  
trades on and degrades the reputation of all ethical, quality  
dealers. When he gets his "ad" on a station, he cheats its  
audience. And he cheats all broadcasters, too, because  
he undermines believability and destroys the power of  
ethical advertising. NADA and its 22,000 member dealers  
are pledged to fight dishonesty in the selling and adver-  
tising of automobiles. May we work with you? If  
your station has not yet established its own  
high standards of acceptance for automobile  
advertising, please write for our  
booklet of recommended  
standards.

Please write for a free copy of "Recommended Standards of Practice for Advertising  
and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

### THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers

2000 "K" Street N.W., Washington 6, D.C.







The President and his broadcaster guests talk over coffee after their luncheon last Thursday. He spent a little more than two hours with the broadcasters, fed them roast beef, California rose wine, and sent them home with the cheery feeling they had a friend at the

head of a government that has seemed hostile in lower echelons. The President is at right center in the photograph. In left foreground is Andrew T. Hatcher, White House associate news secretary. All the others present were radio and TV station operators.

## An expert host charms station men

KENNEDY HAS 19 BROADCASTERS TO LUNCH, PRAISES RADIO-TV

Nineteen broadcasters lunched with President Kennedy last Thursday and came away with the impression that he has a considerably higher regard for radio and television than some of his appointed regulators have.

It was the 22d White House luncheon of its kind but the first to which broadcasters have been invited. All of the others were for newspaper and

magazine executives.

Broadcasters who attended the luncheon abided by the traditional injunction against quoting the President afterward, but there was no hiding their gratification at Mr. Kennedy's attitude. They were persuaded that he thinks that radio and television stations on the whole are doing a better job than newspapers.

There was said to have been an open exchange of views. Broadcasters criticized recent trends in government regulation, including the FCC's local television program hearings in Chicago and Omaha, the existing hobbles and threat of tighter controls on broadcast editorializing, the derogation of engineering standards in the wholesale issuance of radio station construction

initial decision, the two companies have said.

The FTC found that claims in GM advertisements that the LOF plate glass used in the side windows was of the same quality as the windshield were not true and that the windows had been demonstrated with the windows rolled down, showing the clarity of the glass

(BROADCASTING, Aug. 5). The practice had ceased before the FTC began the case against LOF and GM, but the agency wanted to be sure that it would not be resumed in the future, an FTC source said.

GM told the FTC last week the proposed final order, written by Commissioner Everette MacIntyre, made

prohibitions against its advertising practices which were not included in the initial decision. GM claimed its commercial never misrepresented that the side window glass was the same as that in the windshield—it only said that the company uses safety glass in every window. GM also objected to prohibition against "disparaging the quality or

permits, and the omission of a broadcaster in recent appointments of FCC commissioners. One guest told the President that regulatory pressure were worse now than at any other time in his 24 years in broadcasting.

**Comment on Comment** ■ The subject of broadcast editorializing received much attention, and some drew the inference that the President had misgivings about some types of opinion on the air. Others at the White House in the past have commented informally on the prevalence of conservative or right-wing programs in paid time. One that has attracted White House attention is H. L. Hunt's *Life Line* which came under attack from another quarter last week when the Citizens Committee for a Nuclear Test Ban Treaty asked stations for equal time to answer *Life Line* presentations opposing the treaty (see page 51).

It was believed that the President would discuss with FCC Chairman E. William Henry the broadcasters' remarks on regulatory trends. The President was represented as indicating he has a high regard for his new, 34-year-old FCC chairman.

Most of the broadcasters at the luncheon favored the practice of broadcast editorializing, although one said he did not. Another suggested that the White House supply stations with background information for editorials, although that view was not endorsed by other guests.

When the proposal to name a broadcaster to the FCC was raised, mention was made of the job's \$20,000 salary. None of the guests volunteered as a candidate, although it was suggested that a qualified broadcaster could be found if the opportunity arose.

**Guest List** ■ There were 21 at the luncheon table in the state dining room, including the President and Andrew T. Hatcher, associate news secretary. Lots were drawn for the seating arrangement. At the President's right was Gene Autry, chairman of the board of Golden West Broadcasters. At his left was Lawrence H. Rogers II, executive vice president of Taft Broadcasting Co., substituting for Hulbert Taft Jr., president of the company, who was unable to attend.

The other broadcasters were Roger W. Clipp, vice president for radio and television of Triangle Publications; John H. DeWitt Jr., president of WSM-AM-TV Nashville; Herbert E. Evans, president of Peoples Broadcasting Corp.; John E. Fetzer, president of Fetzer Broadcasting Co.; John W. Kluge, president of Metromedia Inc.; Norman Knight, president of Knight Quality Stations; Clair R. McCollough, president and general manager of the Steinman stations; Donald McGannon, president of Westinghouse Broadcasting Co.; C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.

Also Ward L. Quaal, executive vice president of WGN Inc.; William B. Quarton, president of the WMT stations; J. Leonard Reinsch, executive director of the Cox stations; Edgar B. Stern Jr., president of Wdsu Broadcasting Corp.; George B. Storer, chairman of the board of Storer Broadcasting Co.; Harold C. Stuart, president of KVOO-TV Tulsa; E. R. Vadeboncoeur, president of Newhouse Broadcasting Corp., and Mitchell Wolfson, president of the Wometco stations.

Three other broadcasters who were invited to the luncheon were unable to attend: John F. Patt, president of Goodwill Stations Inc., who was attending a daughter's marriage; Rex G. Howell, president of KREX-AM-TV Grand Junction, Colo., who is in Honolulu recuperating from a spinal operation, and William D. Pabst, executive vice president and general manager of KTVU(TV) Oakland-San Francisco, who had a previous commitment.

**Reinsch's Role** ■ The luncheon was arranged in consultation with Mr. Reinsch, who has served as the President's advisor on broadcasting and is also chairman of the U.S. Advisory Commission on Information.

Afterward, it was reported that other luncheons with broadcasters would be scheduled.

Although he was not present at the White House luncheon, LeRoy Collins, president of the National Association of Broadcasters, invited the broadcaster guests to a cocktail party that afternoon at his Georgetown home. Also at the party were members of the NAB executive committee.

merits of competing automobile glass" and other alleged misrepresentations as to quality. GM said there was no reason the prohibitions were made and that they weren't dealt with in the initial decision.

In a separate statement last week LOF said the FTC decision went beyond the matter involved in the com-

plaint and wasn't supported by evidence. LOF said that it not only forbade practices that never were made, but it also prevents commercials in which "truthful" representations could be made. The glass company said that such a "blank injunction" exceeds the authority of the FTC. The whole matter should be dropped, LOF said.

## FCC V. 1ST AMENDMENT ACLU files brief supporting WDKD's appeal for renewal

The American Civil Liberties Union said last week that the FCC violates broadcasters constitutional guarantees of free speech when it sets standards of programing that are not drawn with the utmost precision.

And the commission, the ACLU said, failed to meet this test in its decision last year denying a license renewal for WDKD Kingstree, S. C.

The ACLU made the comment in a friend-of-the-court brief filed with the U.S. Court of Appeals for the District of Columbia, in connection with the appeal taken by WDKD from the FCC decision. The brief was written by Harry M. Plotkin, one-time FCC assistant general counsel.

The commission denied renewal on two grounds:—that E. J. Robinson, the licensee, had permitted disc jockey Charlie Walker to broadcast material that was "coarse, vulgar, suggestive and susceptible of indecent, double meanings" and that Mr. Robinson had made misrepresentations to the commission in denying knowledge of the objectionable broadcasts.

The ACLU said denial on the first issue was improper, since the standard "is too vague and imprecise" to satisfy the requirements of the First Amendment guarantee of free speech. And it urged the court to send the second issue back to the commission for further consideration.

**Differs From Robinson Brief** ■ Unlike the brief filed in behalf of Mr. Robinson in his appeal to the court, (BROADCASTING, July 15), the ACLU does not question the commission's authority to examine programing.

The ACLU said that the First Amendment issue in broadcasting is "unique" because no one in broadcasting can exercise any rights of expression without a government license.

But, the ACLU added, this doesn't mean broadcasters are denied all rights under the First Amendment. It said that speech or expression in broadcasting may not be restrained unless the government agency involved sets standards that "are clear and unambiguous" and relate directly to conduct over which the agency has constitutional or statutory authority.

Vague standards, the ACLU said, are not fair to the licensee, who must conform to government directives. They have a stultifying effect on broadcasters who are influenced by them to carry "safe" programing, and make effective judicial review difficult, the brief said.

And the commission's standard of

## Only thing missing at the FCC was famine

It wasn't quite the end of the world, but some departments of the FCC were visited by both flood and fire last week. And the damage done by the elements, the agency said, has certainly not aided it in its scramble to catch up on back work.

Heavy rains swept the Washington area on Tuesday, Wednesday and Thursday, and about two feet of water collected on the roof of the building which houses the FCC's Safety and Special Radio Services, Technical Assistance Division, Office of Network Study, Common Carrier Bureau and Field Engineering Bureau. The roof drains were able to siphon off only a fraction of the water, and most of the rest found its way between the walls of the recently renovated structure.

By Wednesday the FCC offices, situated on the top floor of the building, were a vast watery wasteland.

Carpets, furniture and files were thoroughly soaked. Hardest hit were the offices of the Domestic Radio Facilities Division of the Common Carrier Bureau. The workers were given the day off.

The FCC formed a cleanup brigade, and some Grade 15 employees were converted into mop-wielders. By Thursday morning some measure of order had been restored, and the harried civil servants began returning to their interrupted duties.

**Where There's Smoke** ■ Then about 10 a.m. smoke was seen pouring out of one of the walls. The fire department was called and the building evacuated. The firemen quickly stifled the flames, which started when some of the flood water fouled a telephone circuit system. Before noon FCC workers again trudged back to their once-quiet offices. They faced, in addition to

flooded quarters, the prospect of doing without telephones for several days.

No estimate of the damages was available last week, but the offices were strewn with wooden furniture in various stages of wreckage, carpets which sounded a soggy squeak when stepped on and reams of paper being dried page by page. And the man-hours of lost work undoubtedly will reach large proportions.

Frank Palik, chief of the Domestic Radio section, surveyed the damage with dismay. "We have a large backlog of applications," he said, and the concentrated effort to clear the offices' desks has been dealt a severe blow. He noted, however, that although many papers were waterlogged, none were entirely destroyed. "At least," he said, "we have that much to be thankful for."

what is "vulgar, suggestive, coarse and susceptible of double meanings," the ACLU said, "is fatally vague, ambiguous and too all-encompassing." The brief noted that the dictionary indicates the "words cover an extremely broad spectrum of what might be classified

as undesirable conduct."

The ACLU also said the FCC's standard is invalid because the agency indicated the "offensiveness" of the material is to be judged by its effect on the "housewife, the teen-ager, the young child." The ACLU noted that the Su-

preme Court had struck down a Michigan law which prevented adults from obtaining books which might be harmful to children. "The commission in effect is doing the same thing in this case," the ACLU said.

**Remand Other Issue** ■ In urging the court to remand the misrepresentation issue to the commission, the ACLU said this question is "inextricably tied up" with the one involving programming.

The ACLU also said the procedures leading up to its charges of misrepresentation against Mr. Robinson "almost smack of entrapment." Mr. Robinson denied any knowledge of the objectionable material broadcast by Mr. Walker when he was first advised of the complaints by the commission.

The commission, however, had several tapes of the Walker broadcasts which it refused to make available to Mr. Robinson before asking his comment. The ACLU said "this was an unreasonable procedure and that such faulty procedure particularly where a free speech issue is involved, should not be condoned."

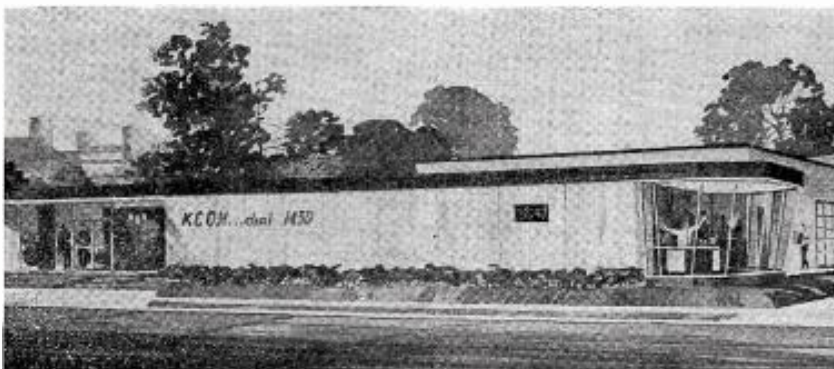
## NEW KCOH BUILDING MEANS MORE WAYS TO SELL HOUSTON'S NEGRO MARKET!

The new KCOH building is impressive evidence of support and acceptance by the Negro community in Houston . . . from its gleaming new Gold Room, which will seat 300 people for sampling sponsor products to the fabulous "Looking Glass Studio" . . . the new building emphasizes KCOH's leadership in the Negro community.

NATIONAL  
REPRESENTATIVE:  
SAVALLI-GATES



KCOH 5011 ALMEDA,  
HOUSTON 4, TEXAS  
AREA 713—JA. 2-1001



## FAA asked to extend comment deadline

The Federal Aviation Agency has been asked to extend from Sept. 1 to Sept. 23 the deadline date for comments on its proposal to establish criteria for TV antenna farms (BROADCASTING, July 29).

The request was made by a group representing broadcasting, meeting last week at the National Association of



Broadcasters. Those present:

Robert E. L. Kennedy, Association of Federal Communications Consulting Engineers; Ben C. Fisher, Federal Communications Bar Association; Douglas Anello, NAB; E. Frank Mullen and Graydon R. Powers Jr., Association of Maximum Service Telecasters; Charles C. Bevis Jr., Association on Broadcast Standards; Warren C. Zwicky, Storer Broadcasting Co., and Cyril M. Braun, Joint Council on Educational Television.

## QUESTION OF FAIRNESS

### Stations asked for free time by supporters of treaty

A citizens committee organized to support the limited nuclear test ban treaty has invoked the FCC's fairness doctrine in an effort to obtain time on 325 stations for reply to broadcasts opposing Senate ratification of the pact.

And, as of Thursday (Aug. 22), a spokesman for the Citizens Committee for a Nuclear Test Ban Treaty said, the group was "pleased and gratified" by the response to its request.

The committee had good reason to be pleased.

The opposition was carried in three 15-minute programs provided by Life Line Inc., a public affairs program service. The programs are sponsored locally. But the committee was receiving a flood of offers of free time for reply.

Three *Life Line* programs urged listeners to ask their senators to vote against ratification of the treaty. In its letter dated Aug. 16, to the 325 stations carrying the programs, the committee called attention to the FCC's July 26 statement on its fairness doctrine (BROADCASTING, July 29). In that statement, the committee reminded the licensees, the FCC said, that stations broadcasting one side of a controversial issue "must offer spokesmen for other responsible groups within the community similar opportunities for the expression of . . . contrasting viewpoints."

**Tape Prepared** ■ The committee, whose chairman is James J. Wadsworth, former U. S. ambassador to the UN, asked the stations to carry a 15-minute tape it had prepared in support of the treaty. The tape includes statements by President Kennedy, Mr. Wadsworth, Secretary of State Dean Rusk, Secretary of Defense Robert S. McNamara, and General Maxwell D. Taylor, chairman of the Joint Chiefs of Staff.

The committee asked the stations to carry the tape "as a public service in the interest of fair play towards the objective of presenting both sides on this crucial issue, and under the provisions of the Federal Communications

## How the TV picture is being stretched

Nearly half of the people in the U.S. watching TV can receive only one or two stations. This is true even in one-third of the 150 largest metropolitan areas. ■ The TV audience is there. But the stations aren't. Existing stations have filled the regular VHF-TV band nearly to the limit. Some 500 of our approximately 600 stations are crowded into the 12 VHF channels. ■ What's the answer? 70 valuable UHF channels lie ready to provide space for needed new service. ■ Slow at first, UHF television has now begun to grow. Relief seems to be in sight from the economic limitations. How about the technical limits? Dependable transmission at UHF by and large requires more power than it takes to deliver comparable television on the 12 VHF television channels. And to satisfy broadcasters, the power must not only be higher; it must also be reliable, easily produced and cheaper by the kilowatt-hour.

■ One company has already anticipated the needs of broadcasters and the resurgence of UHF-TV in this country with a series of advanced power klystrons for UHF transmitters that will provide a new low in cost per kilowatt hour of operation and a new high in reliability. That company is Eitel-McCullough. ■ About two years ago, Eimac asked its engineers, "With your experience how would you make the most nearly optimum klystrons possible for UHF-TV?" Their enthusiastic answer was a new third-generation series of ingenious UHF-TV klystrons. They are simple in design and easy to operate. And they are capable of delivering from twice to ten times the power previously available.<sup>1</sup> ■ There's good reason for Eimac's leadership. Eimac has had a gigantic field laboratory in which to develop its UHF power klystrons: UHF troposcatter communication networks—more than 90% Eimac-powered.<sup>2</sup> Hundreds and hundreds of Eimac power klystrons have racked up phenomenal life and reliability records in this service with around-the-clock operation. Tubes still in sockets have reached the 50,000 hour mark—and are still going strong. It hasn't hurt, either that Eimac klystrons are used in more than 80% of all klystron-powered European UHF-TV transmitters. ■ These new klystrons mean UHF-TV coverage can be stretched to new viewers. For broadcasters, another economic and technical problem has been relieved. For Eimac: another example of the way it meets tomorrow's tube needs today.

1. Want to know more of the technical details? Write for the Eimac information packet on klystron power for UHF-TV. It contains a reprint of the I.R.E. paper, "Experience in Europe with American UHF-TV Klystrons," and full details on the Eimac electron power tubes ready to stretch UHF-TV coverage.

2. Like to know more about how Eimac has shrunk the earth? Write for a free copy of its brochure, "The Universe is One Big Puddle."



**EITEL-McCULLOUGH, INC.**

SAN CARLOS, CALIFORNIA  
Subsidiaries: National Electronics, Inc., Geneva, Illinois  
Eitel-McCullough, S. A., Geneva, Switzerland

Commission's 'Fairness Doctrine.'

By Thursday—six days after the letter went out—replies had been received from “50% of the stations” without one flat rejection, according to the committee spokesman.

He said “the majority” of the replies contained offers of free time. The remainder offered to make time available at the same rates as those paid by Life Line.

## Conservative party unafraid of suspension

### NEW YORKERS FEEL BROADCASTERS WILL PLAY FAIR

A minority political party that showed a surprising amount of muscle at the polls in the 1962 New York gubernatorial election has told the Senate Communications Subcommittee that broadcasters were so fair that the party now favors a trial suspension of Section 315.

The Conservative Party of New York State testified against suspension during a 1962 hearing, but is now on record with a change of heart, according to a letter from Charles E. Rice, state vice chairman.

Mr. Rice wrote Senator John O. Pastore (D-R. I.), subcommittee chairman, “I am happy to advise you that our experience in the 1962 election campaign has altered our estimate of the

Among those in the latter group was Adlai C. Ferguson Jr., general manager of WPRS Paris, Ill. Mr. Ferguson wrote that, in fairness to Life Line, the station felt compelled to charge the committee the same rate—\$15—that Life Line paid for its 15-minute broadcasts. But he added that he, personally, favors the treaty and that if the committee won't purchase the time, he'll pay for it himself.

situation.” The party polled 141,000 votes in the 1962 governor's race.

The party now believes that Section 315 was a disadvantage to minority parties because it produced a “naturally overcautious attitude on the part of the broadcasters” who extended only a bare minimum of time to avoid legal complications. “Even so,” Mr. Rice wrote, “the conduct of the broadcasters was generally superior to that of the metropolitan New York press in this regard.”

The Conservative party letter represents what is believed to be the first minority group statement submitted to the subcommittee this year that supports broadcaster contentions that Section 315 is a hindrance.

The party proposed “that the equal opportunity provisions of Section 315 be totally suspended for the 1963 and 1964 elections, and that Congress maintain a continuing surveillance over the conduct of the broadcasters during those election campaigns. Then in 1965 a final determination can be made as to the future content, if any, of Section 315.”

The Senate unit still has under consideration three measures on Section 315. One would repeal the section for all races in 1964; another would suspend the equal time section for presidential, vice presidential, congressional and gubernatorial races; and a third, similar to one passed by the House, would suspend Section 315 for the presidential and vice presidential races in 1964 only (BROADCASTING, Aug. 12, 5).

Thirty-one governors have informed the subcommittee that they favor a suspension which would include gubernatorial and congressional races in 1964. Governor Cliff Hansen of Wyoming (R) was the latest state chief executive to go on record for the suspension.

Mr. Rice's letter recalled that the party formerly “asserted our belief that suspension of the [equal time] requirements would lodge too much discretion in the hands of broadcasters and would entail substantial risk of the curtailment

## What Byron Price wrote in 1945 about censorship

A heretofore secret document that served as a White House primer on censorship will be made public soon by a congressional subcommittee, and when it is published newsmen will find that its author was faithful to his staunch belief that any censorship in this country must be voluntary “except in areas under invasion.”

In a previously classified letter to President Truman, Byron Price, then Director of Censorship, wrote in 1945 that any censorship organization set up for a future war “must charge itself only with contributing to the success of armed combat.”

Mr. Price urged enactment of authorizing legislation at an early date (his letter was dated Aug. 24, 1945) because “the censorship operation transgresses so directly upon the ordinary rights of citizens that no question of legality should ever be permitted to arise.”

Mr. Price has remained the nation's chief advisor on censorship since his wartime office was dissolved after World War II. He told President Truman: “To the extent its [the censorship office] operations are per-

mitted to wander into other pathways, to the extent it concerns itself with the enforcement of peacetime statutes or the policing of political and personal foibles—to that extent will it weaken its service to the nation's armed men on the field of battle.”

“Censorship of the dissemination of public information must hold unceasingly, day in and day out, to the single purpose of keeping dangerous information from the enemy,” Mr. Price wrote in his letter, which he entitled “A Basis for Censorship Planning.”

Among some of Mr. Price's recommendations relating to broadcasting, he urged:

- That the chairman of the Federal Communications Commission be included in a nine-member censorship planning commission.

- That no government agencies “lay any prohibitions upon press, radio, or motion pictures, or from exercising any other censorship function whatever over civilians within the country.” Overseas, censorship should be a military function.

- That a chief broadcasting censor be included in an organization structure intended to separate opera-

tional and administrative functions within the censorship office.

- That the chief broadcasting censor should assemble a civilian staff of experienced broadcasters “known favorably to the broadcasting industry.”

- That “domestic press and broadcasting censorship should be entirely operated from the central office in Washington.”

- That on the advent of war one immediate step to be taken would include a requirement that all radio amateurs “be required to stop all transmission” and that “special watches should be established for the detection of illicit radio stations.”

- That voluntary codes for broadcasting should be drawn quickly and publicized even before a voluntary staff is assembled, although the director responsible should consult with broadcasters “and establish if possible a common ground for agreement.”

Mr. Price's letter was declassified June 19, but has not yet been released.

Mr. Price, now retired, was general manager of the Associated Press before the war.

## NAB plans to improve ratings please investigators

Broadcaster efforts to come up with improvements in audience measurement and research got a pat on the back last week from the staff of the House subcommittee which set off a national ruckus about ratings this spring.

Robert E. L. Richardson, special counsel to the Special Subcommittee on Investigations headed by Representative Oren Harris (D-Ark.) said he is encouraged by reports provided by the National Association of Broadcasters.

Charles P. Howze Jr., the subcommittee staff director, said, "I think they are making very satisfactory progress."

Messrs. Howze and Richardson met with NAB representatives in Washington last week as the NAB followed through with its promise to keep the subcommittee informed of its progress. The subcommittee recessed its hearing after NAB President LeRoy Collins asked for an opportunity to give broadcasters a chance to show that they could remedy a situation that they agreed needed

improvement.

Mr. Richardson, who is leaving the subcommittee officially on Sept. 1 after spending two years investigating ratings services, said last week that the NAB's progress "is better than I'd hoped. I think they're working hard on it—a lot of good ideas."

Mr. Howze said he expected the association might go into greater detail in making recommendations than the subcommittee. A draft of the subcommittee report, which would be only an interim statement because the hearing is expected to resume, has been prepared by Mr. Richardson and includes 27 recommendations (BROADCASTING, Aug. 5).

The counsel told BROADCASTING that he believes his strongest recommendation—"and maybe the roughest"—might develop into the main point of disagreement between the NAB and the subcommittee. This recommendation would urge ratings services to publish all audience figures in ranges instead of precise figures. Ranges would serve as a constant reminder that ratings informa-

tion is only estimated material, Mr. Richardson said.

The trouble with ranges, he said with a small smile, is that "you can't feed ranges to a computer."

Mr. Richardson, who plans to open a law office in Oklahoma and may run for Congress next year (CLOSED CIRCUIT, June 24), had praise for Governor Collins, too. "Personally, I think he is very sincere on this [improving ratings]. Time is going to tell."

The subcommittee staff also has been meeting with the Federal Trade Commission, checking into what the agency is doing about broadcast research. The FTC announced jointly with the FCC in June that broadcasters would be held responsible for ratings reports used in advertising or sales presentations (BROADCASTING, June 17).

Mr. Richardson said he told the FTC that "it's a shame broadcasters don't know a little more about what the FTC wants." The first time they will know, he said, "is when one of them gets slapped."

Mr. Richardson has been told by Representative Harris that he is welcome to return to the subcommittee.

of the rights of minority political parties."

Government restrictions on broadcasters should be kept to a minimum, Mr. Rice wrote. ". . . Networks should not be subjected to restrictions greater than those imposed upon the press unless those restrictions are necessary for the protection of the public. . ."

"The protection of the equal opportunity requirement. . . is illusory," Mr. Rice said. "About all it accomplishes is the substitution of an inflexible rule for good programing judgment and the inhibition of campaign coverage which cannot be forced into an 'equal time' straight jacket."

## Metropolitan attacks Justice's comments

The Justice Department's comments on the FCC's rulemaking to curtail the broadcasting of horse races and racing information came under sharp attack last week from Metropolitan Broadcasting division of Metromedia Inc.

The comments filed by Herbert J. Miller Jr., head of Criminal Division of the Justice Department, said that the commission did not need to go as far as it did to prevent the airing of information that could be of use to illegal gamblers (BROADCASTING, July 15). The comments called for balance of law enforcement and free broadcasting.

Metropolitan said the comments were presumably filed with the official ap-

The effect was dramatic. A strong NBC outlet became all-powerful. The second station became the first.

What happened? A new 1523-foot tower happened, to replace the old 919-foot tower. A new transmitter happened. A new \$100,000 Telemobile happened. New tape facilities happened. An enlarged studio building happened.

The call letters are WITN-TV, Channel 7, NBC for the Washington-Greenville market.

The facts are these: ARB\* now reports a 36.5% increase in WITN-TV able-to-receive television homes in a two year period. A 41.3% increase in net-weekly-circulation total homes. A 38.1% increase in average-daily-net-circulation total homes.

## IT'S AS IF A NEW VHF STATION WENT ON THE AIR IN EASTERN NORTH CAROLINA

And this:  
NET WEEKLY CIRCULATION—  
WITN-TV —194,600 HOMES  
STATION Z—185,100 HOMES  
ABLE TO RECEIVE—  
WITN-TV —215,000 HOMES  
STATION Z—199,000 HOMES

\*Complete ARB Coverage Study for 28 days ending March 14, 1963 available on request. Call Venard, Torbet & McConnell; in the Southeast, James S. Ayers.



NBC TELEVISION FOR EASTERN NORTH CAROLINA  
STUDIOS AND OFFICES AT WASHINGTON, N. C.



# No escape hatches for the accused

## FCC POLICY ON SALE OF 'CLOUDED' STATIONS COMES TO FORE

With the FCC cracking down harder, and more often, on broadcast licensees who violate commission rules, a hitherto little-noticed commission policy is beginning to get more attention from broadcasters—that of refusing to permit a station operator whose character qualifications have been questioned to sell out while charges against him are pending.

This has been commission policy for a long time. It is based on the theory that anyone who isn't qualified to hold a license shouldn't be permitted to profit from its sale. But with the number of revocation proceedings and license-renewal hearings increasing sharply in the past few years, the effect of the policy is to keep a growing number of allegedly undesirable operators on the air for at least a year and often longer, while commission hearings and court appeals are in progress.

In fiscal 1963, which ended June 30, 12 licenses were revoked or denied renewal, while another 21 were the subject of revocation or license-renewal hearings. In the previous year, six licenses were revoked or denied renewal, while 20 others were

involved in hearings.

Considering the fact that there are more than 5,000 broadcast licenses, the number of death sentences meted out in the last two years is relatively small. The 18 issued in those years, however, is half the total handed down between 1934, when the FCC replaced the old Federal Radio Commission, and 1961. During that period, according to an informal compilation made by the commission's Office of Information, 36 licenses were revoked or denied renewal.

**Other Sanctions** ■ This commission toughness takes on added significance in view of the "middle-ground" weapons that the agency has had for the last three years. Congress in 1960 gave the FCC authority to impose fines and issue short-term renewals on the ground that the only sanction then available—revocation or denial of renewal—was so drastic that it was seldom used.

In discussing commission policy on transfers or assignments of licenses that are under a character-qualification cloud, an FCC official last week, asked, "What kind of a sanction would we have if we permitted a li-

censee who had violated the rules to sell out?" He added that if licensees knew they could always sell, they might "take chances"—that is, violate the rules—that they otherwise wouldn't take.

An additional legal argument in the case of licensees in renewal hearing is that the operator doesn't actually have anything to transfer—his license has expired and he is operating on an extension of authority.

**Landmark Case** ■ According to one veteran commission official, the policy became firmly established in 1947, when the old WOKO Albany, N. Y. was denied renewal because the ownership interests of Sam Pickard, a former Federal Radio Commission member and one-time CBS vice president, had been concealed. A transfer application filed by the company while the case was in court on an appeal was rejected.

There were reports about that time, however, that some licensees were being given an opportunity to sell before charges were filed against them. But the late Albert Wayne Coy, FCC chairman from 1947 to 1952, is said to have put a stop to that practice.

proval of the attorney general, but that no such endorsement appeared on the document itself. Metropolitan said the comments appeared to be the "personal views of Mr. Miller" since only his name was on the document.

The company also said that the comments were only "mere opinion or hearsay" lacking any substantial evidence which is required for comments under the Administrative Procedure Act.

Metropolitan claimed that Mr. Miller's views as expressed in his filing were contradictory to those he has made in the past and quoted some of his statements before the House judiciary subcommittee, during its illegal gambling investigation in May 1961. At that time, Metropolitan noted, he said broadcasters were not of great aid to gamblers and that the FCC has the necessary control through its power to revoke licensees. Metropolitan also noted that Attorney General Robert F. Kennedy had told the subcommittee that the FCC should be left to govern broadcasts of racing information.

Metropolitan also thought it is

strange that the head of the Justice Department's Criminal Division didn't call attention to the violations of constitutional freedoms inherent in the rulemaking.

### WHO'S ON FIRST? Ignorance of law may cost WXFM (FM) license renewal

A series of unauthorized transfers of control of WXFM(FM) Elmwood Park, Ill., created one of the most unusual cases in FCC history, Hearing Examiner Isadore A. Honig said last week in issuing an initial decision recommended denial of the station's renewal application.

The case began in 1953 when Evelyn R. Chauvin Schoonfield, owner of WXFM, met James Day, a former automobile salesman in Detroit. A friendship was struck that eventually led to Mr. Day borrowing large sums of money for various business ventures, both in Detroit and Chicago, the last being a tape recorder manufactured to

sell to clergymen so that they could build a tape library of their sermons. This plan was later changed to sell the machines to retail businesses to be used in conjunction with background FM music.

In September 1956, Mrs. Schoonfield visited Chicago and Mr. Day raised the possibility of buying WXFM (then WLEY [FM]) if she invested about \$6,000. This she felt could be a good chance to recover the more than \$27,000 Mr. Day owed her by that time. In November Mr. Day put the then dark station on the air but the commission was only told that WLEY had resumed operation, not that it also was under a new owner. Examiner Honig said Mrs. Schoonfield was not aware that commission approval was needed, in fact Mr. Day had informed her to the contrary, she said. Approval was ultimately obtained.

WXFM proved to be a money-losing operation and Mr. Day finally said he had a buyer, Tri-State Broadcasting Corp. Mrs. Schoonfield didn't know who the principals were but accepted a \$1,000 down payment and considered

The present commission generally supports the policy of prohibiting the sale of stations whose licenses are under a character-qualification cloud. As a result, few operators facing revocation or renewal hearings even go through the motions of looking for a buyer.

**Counter Argument** ■ An argument occasionally raised against the policy is that if licensees alleged to be undesirable by the commission were permitted to sell, the commission would be rid of them that much faster. It's not unusual for license-renewal or revocation proceedings to last a year or more. And court appeals can keep an operator in business even longer.

KRLA Pasadena, Calif., for instance, in June 1960 was ordered into a renewal hearing on charges that included conducting rigged contests and making misrepresentations to the commission. The renewal was denied on March 15, 1962, but the case was appealed. The U. S. Court of Appeals upheld the commission last month, but the station is now preparing an appeal to the U. S. Supreme Court.

Another example is WDKD Kings-tree, S. C. On March 15, 1961, the commission set that station's license for a renewal hearing, largely because of the gamey comments broadcast by WDKD air personality, Charlie Walker. The commission denied renewal of WDKD on the grounds that the Walker broadcasts were coarse and vulgar

and that the licensee, Palmetto Broadcasting Co., filed false statements with the commission. Renewal was denied on July 25, 1962, but the case has been appealed to the U. S. Court of Appeals. (See story, page 49).

In the meantime, both KRLA and WDKD are still on the air.

**Another Argument** ■ The added longevity the policy gives licensees the commission considers undesirable isn't the only argument made against it. Some commissioners question the wisdom of invoking it automatically. One case cited is that of WGMA Hollywood, Fla. Because the station's principals, Daniel Enright and Jack Barry, had been involved in the TV quiz scandals in the late 1950's, the commission two years ago set WGMA's license-renewal application for a hearing and, in the process, blocked the proposed sale of the station. (A hearing examiner three months ago recommended renewal [BROADCASTING, May 6]).

A commissioner last week said that since the character-qualification issues involved in the renewal hearing didn't relate to the principals' operation of the station, the sale should have been permitted. That, he said, would have been a better way of removing Messrs. Barry and Enright from the list of commission licensees. Besides, the commissioner added, "We shouldn't demand 'a pound of flesh' in every case."

wx\_fm sold. Mr. Day continued operating it as manager for Tri-State. This action was the second unauthorized transfer of control.

Mrs. Schoonfield received no further payments for the station and discovered from Mr. Day that she was still responsible for its operation. This led to the third illegal transfer which was in October 1958 to Edward Krupkowski. Examiner Honig found that although a transfer application was filed with the commission Mr. Krupkowski took over the actual operation.

**Still More To Come** ■ In March 1959 two applications for the wx\_fm facility were filed by the original owner, Elmwood Park Broadcasting Corp., and Blue Island Community Broadcasting Co. to compete with the station's pending renewal application. Mrs. Schoonfield was then informed by Mr. Krupkowski's Washington attorney that she must consider herself to be the licensee and to have been responsible for wx\_fm's operation. Mr. Krupkowski failed to continue payments for the

station and in September 1959 Mrs. Schoonfield decided to repossess it.

Examiner Honig said that the involvement with Mr. Krupkowski made Mrs. Schoonfield aware for the first time that commission approval was needed for the sale of wx\_fm.

The last unauthorized transfer took place as a result of Mrs. Schoonfield's attempt to continue operation of wx\_fm. Robert Victor and Howard Grafman were interested in buying. Mrs. Schoonfield explained that she couldn't sell at that time but needed management for wx\_fm. Messrs. Victor and Grafman began to manage the station with an option to buy 40% interest. They then lent money to Mrs. Schoonfield as an advance on the purchase price and as a result soon gained financial control of the operation and actual control of wx\_fm, Examiner Honig ruled.

Examiner Honig said that he found Mrs. Schoonfield lacked the character qualifications to be a licensee due to the unauthorized transfers of control, no matter how unknowingly they were made. He pointed out that the charac-

ter qualification refers only to her dealings with the commission, not her general character.

The examiner further doubted that Mrs. Schoonfield could financially continue operation of wx\_fm since this is one of the reasons she sought to sell it so often.

Examiner Honig also dismissed the application of Elmwood Park Broadcasting, for failure to prosecute, but no decision was made as to Blue Island due to its involvement in other proceedings.

## 'This is the news:' Murrow to stay at USIA

Edward R. Murrow, director of the U.S. Information Agency, last week denied rumors that he was leaving that post to return to commercial broadcasting and said instead he was preparing to ask the Senate to restore \$15 million that the House cut from the USIA's 1964 appropriation.

Mr. Murrow, a former CBS vice president, told reporters: "I have absolutely no intention to do anything other than what I am—with the provision that I always had when I was in radio and television—that I could never see beyond a 90-day horizon."

It had been rumored that Mr. Murrow was going to leave the government to join ABC News or, depending on whose rumor you heard, return to CBS.

Mr. Murrow's plan to ask the Senate for more money than the House offered received support from Senator Kenneth B. Keating (R-N.Y.) and WBBF Rochester, N.Y., which editorialized in favor of more funds for the USIA.

## TV costs aren't oats

A senator who frequently criticizes television programming used the high costs of television campaigning as a justification for proposing legislation last week that would require more prompt and detailed reporting of campaign expenditures in federal elections.

Senator William Proxmire (D-Wis.) announced Wednesday (Aug. 21) that he would introduce legislation to "make it possible for the first time for the voter to know before he votes just what interest groups are contributing how much to each candidate."

"Laws regulating campaign spending in federal elections, however, are still back in the preradio days," the senator said in a statement prepared for delivery on the Senate floor. "They are pitifully inadequate for the expensive marvels of a television era."

The senator proposed a cutoff on campaign contributions five days before an election and public reports of \$100 and up contributors within 24 hours of contribution.

## LOWER FILLS TOP NEWS POST AT ABC

Successor to Hagerty leaves NBC News after 4 years

ABC last week filled the upgraded vacancy at the top of its news division by appointing Elmer M. Lower president of ABC News, Special Events and Public Affairs (see WEEK'S HEADLINERS, page 10).

The post had been vacant since late July when James C. Hagerty, then vice president of the department, was promoted to an executive position with the parent company as vice president in charge of corporate relations for American Broadcasting-Paramount Theatres.

Mr. Lower moves over to ABC after serving for the past 10 years in news capacities with both CBS and NBC. Most recently he was vice president and general manager of NBC News, where he had supervised for the past four years that network's coverage of such major events as the conventions and elections of 1960, Soviet Premier Khrushchev's visit to Washington in 1959, and President Kennedy's inauguration in 1961.

Prior to joining NBC in 1959, Mr.



Mr. Lower

Lower served for six years with CBS. He has been a newsman for 30 years, during which time he has served with

newspapers, magazines and wire services both in the U. S. and abroad.

In announcing Mr. Lower's appointment, AB-PT President Leonard Goldenson called him "an able administrator and a top newsman whose global experience in all news media will make him extremely valuable to us in our program of continued expansion in the news, special events and public affairs area."

## New York next stop on NAACP schedule

Drive of the National Association for the Advancement of Colored People to get more employment for Negroes in television will move next week from the Hollywood film studios where many of the TV programs and commercials are produced to the New York advertising agency offices where the programs are bought and the commercials ordered for the nation's top advertisers.

James Tolbert, president of the Hollywood-Beverly Hills chapter of the NAACP, said last week that following the Aug. 28 demonstration in Washington, he will go to New York for meeting with agencies there. The American Association of Advertising Agencies said last Thursday (Aug. 22) that a representative group of agencies would meet with the NAACP officials Sept. 5. Herbert Hill, labor secretary of NAACP, and Thomas Neusom, Los Angeles attorney, will accompany Mr. Tolbert to these agency meetings.

A Tuesday evening meeting with the Screen Producers Guild in Hollywood was described by Mr. Tolbert as "very

*Return to Elegance*  
WITH HERNANDO COURTRIGHT

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy. Make your next visit to Los Angeles verily a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

HERNANDO COURTRIGHT'S  
*Beverly Wilshire Hotel*  
BEVERLY HILLS, CALIFORNIA

### NYC commission, too

A probe of advertising agencies' employment practices may be undertaken if the New York City Commission on Human Rights can obtain the necessary investigative force.

Stanley Lowell, chairman of the commission, interviewed on the *Barry Gray Show* on WMCA New York, said the Urban League in New York had tried for two or three years to break barriers he maintained exist at "some of the major advertising agencies" in the employment of "qualified" Negroes and Puerto Ricans, but he charged, the league "found the door slammed in its face. It finally gave up and sent the report to us."



## Radio-TV 'guidelines' for Cincinnati lawyers

The Cincinnati Bar Association has released a statement to Cincinnati area broadcasters advising them of newly adopted guidelines to be used by lawyers appearing on radio and television programs. Although the association designed the guidelines as protective measures for the public, and not for lawyers themselves, Lawrence H. Rogers II, executive vice president of Taft Broadcasting Co. (licensee of WKRC-AM-FM-TV Cincinnati), objected to them because of the "implication that the appearance of a member of the bar . . . upon informational radio and television programs constitutes, per se, a violation" of professional ethics.

The association guidelines were designed to prevent (1) improper advertising of services, (2) the giving of legal advice to persons with whom there has been no personal

contact, (3) the exploitation of the services of an association member and (4) starting of illegal law practice, that is, the giving of legal advice by a program sponsor. Association members are prohibited from appearing on programs sponsored by others than the bar association and its affiliates.

Mr. Rogers wrote Robert Houston French, president of the bar association, saying "It seems to us that your committee [which adopted the rules] is saying to your membership 'These are the standards of ethics, but you cannot be trusted to adhere to them. Therefore, you must not subject yourself to public view.'" Mr. Rogers also asked how broadcasters are to provide information to the public concerning the government if every official who is a lawyer is banned from public discussion.

productive." He and Mr. Neusom, together with Maurice Johnson and Charles Evers, met with more than 50 members of the SPG and secured assurance that the guild and its individual members will do everything within their power to obtain more jobs for Negroes.

## Radio-TV plans D.C. march coverage

More than six hours of television coverage of the civil rights march in Washington Wednesday (Aug. 28) has been scheduled by the three networks.

ABC-TV will have a minimum of two-and-one-half hours coverage: 9:30-9:45 a.m., five minutes every half hour from 10 a.m. until noon, 12 noon-12:30, 2-2:30 and 4:30-5 p.m. The regular Ron Cochrane newscast will originate from Washington for broadcast between 6-7 p.m., and a special wrapup will be aired 11:15-11:45 p.m.

## Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

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CBS-TV also will have a minimum of two-and-one-half hours coverage including *Calendar* (10-10:30 a.m.), 12 noon-12:25 p.m., a half-hour report from the Lincoln Memorial and 7:30-8:30 p.m. wrapup with Walter Cronkite.

NBC-TV is planning 100 minutes of coverage: 2-2:25 p.m., 4:30-5 p.m. and an 11:15-12 midnight wrapup.

In addition to the pool coverage announced Aug. 14 (BROADCASTING, Aug. 19), the networks report increasing requests for audio pool feeds to independent stations, group stations and audio news services.

Radio Press International will augment its Washington staff with reporters from New York who will accompany the New York delegation. RPI says it will feed more than 120 stations in the U. S. and Canada.

Radio Pulsebeat News will send three reporters and a mobile unit from New York to aid its Washington staff.

Several Chicago area stations are planning direct coverage. WVON Cicero will send its news director and mobile unit and WMPP Chicago Heights, which went on the air Aug. 16, will send a newsmen.

The AT&T long lines division, which has received a request for facilities from only the Canadian Broadcasting Corp. to date, expects an influx of line orders today (Monday) and tomorrow.

Most Washington stations are planning live coverage and several will be feeding other stations in the U. S. and Canada.

The Washington committee coordinating the march opened its office last week at WUST Washington.



## can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

### Crosley Color TV Network

<b>WLW-C</b> Television Columbus	<b>WLW-T</b> Television Cincinnati	<b>WLW-D</b> Television Dayton	<b>WLW-I</b> Television Indianapolis
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**WLW** Radio—Nation's Highest Fidelity Radio Station

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

CROSLY BROADCASTING CORPORATION  
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## Praise and criticism for civil rights coverage

Two Southern newspaper editors last week found broadcast journalism slightly less guilty than Northern newspapers of misrepresenting the racial story in the South.

Appearing on CBS-TV's *The Press and the Racial Issue*, Wednesday (Aug. 21), James J. Kilpatrick, editor of the *Richmond* (Va.) *News-Leader* and Grover Hall Jr., editor-in-chief, of the *Montgomery* (Ala.) *Advertiser* had both praise and criticism for television coverage of the race story. However, newspapers of the North were scored by both men for attacking the South and playing down the racial troubles of the North.

Defending broadcasters was Richard S. Salant, CBS News president, and supporting the newspapers' role was Louis M. Lyons, curator of the

Nieman Fellowships in Journalism at Harvard University.

Mr. Kilpatrick charged that since 1954 the "communications media have misrepresented the South" and the networks "have forgotten their rules of fair play."

He cited the exchange of comments between Senator Strom Thurmond (D-S. C.) and CBS Inc. President Frank Stanton at a Senate hearing on Section 315, when the senator accused the network of playing up the slaying of Negro leader Medgar Evers and playing down the slaying of a white man, Fred Link, in North Carolina (BROADCASTING, July 1).

Evers 'Unusual' ■ Mr. Salant, who cited the CBS News tradition of "fairness, accuracy and balance" which "we try to live by," said the

Evers story was "unusual" and defended the coverage it received on CBS.

Mr. Salant, who faced a battery of statistics from Mr. Kilpatrick, produced some of his own.

The Richmond editor claimed the CBS News policy didn't seem evident on May 10 when he appeared on CBS-TV's *Eyewitness* and received only 35 seconds on the air compared to the 110 seconds for Negro author James Baldwin.

After complimenting Mr. Kilpatrick on his brevity and thus the need for less air time, the CBS News president noted that on network news shows in the last six weeks, CBS has presented 3 hours and 22 minutes on the racial troubles in the North and 1 hour and 49 minutes on Southern racial disturbances.

Further attacks on television from Mr. Kilpatrick included criticism of NBC-TV's special on the Nashville, Tenn., situation on Dec. 20, 1960 and an overall complaint that radio and television hand picks their participants on news shows. As a result, he noted, "practically no Negro ever makes a mistake in grammar," but many white persons appear using ungrammatical language.

Defends NBC ■ In defense of NBC, Mr. Salant praised the network for its news coverage and said the show in question "fulfilled the NBC policy . . . and was told fairly with balance."

On the subject of grammar, Mr. Salant said "television does not select the people. It follows the news." He also cited CBS-TV specials on Oxford, Miss., and Tuscaloosa, Ala.,



Participants on CBS-TV's 'The Press and the Race Issue' (l-r): James Kilpatrick, editor, Richmond, Va., 'News-Leader'; Louis M. Lyons, curator of the Nieman Fellowships in Journalism, Harvard University;

Dean Edward Barrett, Graduate School of Journalism, Columbia University; Grover Hall Jr., editor-in-chief, Montgomery, Ala., 'Advertiser,' and Richard S. Salant, president, CBS News.

## SPOTS FOR SINNERS

### St. Louis Presbyterians start jingle test on radio

Churchmen and radio people alike will keep a close watch on the commercial experiment of the United Presbyterian Church, U. S. A., which this week begins a six-week "spot advertising" test campaign in St. Louis.

One-minute announcements prepared by humorist Stan Freberg will be aired over four and possibly five St. Louis stations, and the Rev. Charles Brackbill, interim executive director of the church's radio and TV division, is already braced for a controversy.

Mr. Brackbill said in an interview last week that "it may well be necessary to lower our dignity, but we are not trying to reach church people. We

are trying to reach those people outside the church, and to do that, we feel we must speak a language they will be able to hear."

The announcements have all the trappings of an ordinary commercial message — with the brief dialogue, bouncy musical jingle and rhymed verse.

Stations which have agreed to carry the messages so far are WIL, KWK, KSD and KXOK. Campaign leaders were hopeful last week that a fifth station would join the group, giving the campaign an estimated near 90% coverage of the market.

A schedule of 80 to 100 messages a week is expected to be broadcast on the stations, with each of three messages prepared by Mr. Freberg running for two weeks. The campaign will be researched by C. E. Hooper, and William T. McKibben of WIL said

last week he is hopeful of achieving a 75% awareness among listeners.

Should the program in the St. Louis area prove successful, Mr. McKibben said, "there is every reason to think it will go national." (The United Presbyterian Church, U.S.A. does not include Presbyterian churches in the South.)

The announcements are being carried on a public service basis by the participating stations, and have received approval of the St. Louis presbytery.

One of Mr. Freberg's jingles goes in part:

"Doesn't it get a little lonely sometimes,

Out on that limb without Him? . . . . . Why try and go it alone?

The blessings you lose may be your own."



where Governors Ross Barnett (Miss.) and George Wallace (Ala.) were "the chief actors. No deliberate attempt was made to promote one side or the other."

Acknowledging Mr. Kilpatrick's comment that TV and radio newsmen have "tremendous responsibility," Mr. Salant said that at CBS News, "alone among the three networks we have a fixed policy against comment by our newsmen. We report the news and views of others, not our views."

NBC-TV's *Meet the Press* received general praise as having been quite fair in presenting both sides of the racial issue. The lone other agreement came as both Northern and Southern participants found coverage by Associated Press and United Press International generally satisfactory.

**Local Vs. National** - Northern newspapers were defended for the most part by Dr. Lyons, who noted the changing patterns of the story in the two sections of the country. Dr. Lyons said the racial story was a "local one that has become national." He noted its similarity to labor coverage a few generations ago.

Both Mr. Kilpatrick and Mr. Hall continually attacked the *New York Times* and used it as an example of all they were criticizing in the Northern press.

The moderator of the program, Dean Edward Barrett of Columbia Graduate School of Journalism, said in closing that "those of us who observe journalism feel the journalism of today, including broadcast journalism, has achieved a general degree of fairness and balance not had 20 years ago."

## Film sales ...

*The Detectives* (Four Star): Sold to WISH-TV Indianapolis; WRCB-TV Chattanooga; WBRZ-TV Baton Rouge; WJXT (TV) Jacksonville, Fla. and WNBE-TV New Bern, N. C. Now in 71 markets.

*Bat Masterson* (Economee): Sold to WAVY-TV Norfolk, Va.; WLWI (TV) Indianapolis; WTVN (TV) Columbus, Ohio; WRGP-TV Chattanooga; CKLW-TV Windsor, Ont.; WKJG (TV) Fort Wayne, Ind.; KTVT (TV) Fort Worth; KATU (TV) Portland, Ore.; WSJS-TV Winston-Salem, N. C.; KXLY-TV Spokane, Wash.; WBEN-TV Buffalo; KCTO (TV) Denver; WSLS-TV Roanoke, Va.; WBTW (TV) Florence, S. C.; KOLD-TV Tucson, Ariz.; WLOS-TV Asheville, N. C.; WCVI (TV) Charleston, S. C.; WTVW (TV) Evansville, Ind.; KZTV (TV) Corpus Christi, Tex., and

WHEN-TV Syracuse, N. Y. Now in 115 markets.

*Films of the 50's* (Seven Arts Productions Ltd.): Sold to CFTM-TV Montreal; CFCM-TV Quebec City; CJBR-TV Rimouski, Que.; CKPR-TV Port Arthur, Ont.; CFQC-TV Saskatoon, Sask.; CFPL-TV London, Ont.; CFCF-TV Montreal; 48 *Bowery Boys* features sold to CJAY-TV Winnipeg, Manitoba; and 337 Warner Brothers cartoons and 234 original *Popeye* cartoons were sold to CKOS-TV Yorkton, and CHAB-TV Moose Jaw, both Saskatchewan.

## Houston firm gets HECA cable franchise

Home Entertainment Co. of America has granted its first franchise for use of the HECA cable pay TV system to the Home Entertainment Co. of Texas, new corporation headed by C. J. Tacconelly, Houston businessman. Initial installation is planned for Houston, where preliminary population and area studies are now being completed. Similar studies are also under way in Dallas, Fort Worth and Austin. Three demonstrations of the HECA system will be held in Houston in October, where operations of the new pay TV system are slated to begin in mid 1964 (CLOSED CIRCUIT, Aug. 19).

Announcement of the franchise agreement was made jointly by Oliver A. Unger, board chairman and chief executive officer of HECA; H. W. Sargent Jr., vice president, and Mr. Tacconelly president of HECT. Leonard Keating is acting as business and investment consultant to the new corporation.

Three major companies will be involved with the development and installation of the HECA system. They are: the General Electric Co., developer of the home meters and program selector units; RCA, to install the studio equipment, and American Electronic Laboratories, building the special equipment needed to transmit signals to the homes of subscribers.

A similar installation is planned for Santa Monica, Calif., where HECA headquarters are located.

## AP country & western series draws praise

The Associated Press has reported enthusiastic response from station officials and announcers to its recently-inaugurated broadcast wire series, "Music, Country Style."

The series was begun several weeks ago and contains news about country and western music and performers in the field. Series writer Joe Sweat, of the AP's Nashville staff, said the series is being developed with the notion that "far more country music records are sold in cities" than in rural areas.

LOS ANGELES

KFI

50,000 WATTS AM



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"...and required highest quality signal... obtained by installing the Type 317B... equipment delivers exceptionally clean and clear on-the-air sound."

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*D. W. Mason*  
co-chief engineers

Continental  
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WHY SALES CLIMB  
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Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOOK Billings / KFBB Great Falls / KXLF Butte  
KID Idaho Falls / KMVT Twin Falls





### The biggest 'eye' on television

WCHS-TV Charleston, W. Va., which claims it has the "biggest CBS eye in the network," uses the trademark as an outdoor background

for such live programs as the fashion-horse show, pictured above. The 35-foot concrete permanent patio is on the station's front lawn.

## NBC-TV turns publisher with 'Star Time'

### SELLS VIEWERS PREVIEW MAGAZINE FOR 25 CENTS

An unusual magazine is proving the power of television and promoting it at the same time. NBC television, that is.

The magazine is *Star Time*, a colorful souvenir magazine put out by NBC-TV and being used as the centerpiece of that network's fall advertising for the new 1963-64 season. *Star Time* is offered to viewers for 25 cents—less than production and distribution costs—in the closing seconds of a series of one-minute on-air promotional films that describe NBC-TV's coming season. In a report, NBC-TV said that thus far more than 700,000 orders had come in.

Lawrence K. Grossman, director of

the NBC advertising department, is credited as originator of the concept for *Star Time*. Its purpose was both to develop a new way to introduce NBC-TV's new season and to take advantage of the power of television to get maximum response.

*Star Time* is 40 pages, printed on glossy paper, and presents a behind-scenes view of NBC-TV's new fall schedule in 45 color and 175 black-and-white pictures and 12,000 words of text. It was designed by John Graham, art director, NBC advertising department, and the editorial content was supervised by Mr. Grossman and David Bellin, manager of special projects.

## Now TV previews in movie houses

Many motion picture companies have used TV to publicize their new movies. Now, a TV producer is using movie theaters to tell their audiences about his new program series. The Funny Company is the producer and *The Funny Company* is the program, cartoon juvenile series to start this fall on 85 stations, including KHJ-TV Los Angeles, which has the series scheduled Monday-Friday, 5:30-6 p.m., starting Sept. 9.

To herald this premiere, the Funny Company has rented 20 Fox West Coast theaters for two off-hour showings of a special half-hour show of *Funny Company* episodes plus a PTA-approved feature motion picture. Tickets for these special shows, at 10:30 a.m. and 1 p.m. on Sept. 6, will be available without cost at retail neighborhood stores where toys are sold. (Mattel is a participating sponsor of the TV series.)

Mattel had originally set Jan. 13, 1964 as the date it would start using the *Funny Company* as an advertising vehicle (BROADCASTING, Feb. 11). However the company said station demand to begin the program with the new school season had pushed the premiere up to Sept. 6.

## Affiliates promoting ABC-TV fall lineup

ABC Television's 1963-64 program schedule is receiving extensive promotional-publicity-advertising support from affiliated stations with campaigns closely coordinated to the network effort in those areas.

ABC-TV officials reported last week that affiliates are utilizing a variety of projects, including state fairs, parades, autograph parties, contests and newspaper supplements, to promote and publicize the network's programs for the upcoming season.

Among the specific affiliate projects in preparation: KMSP-TV Minneapolis will be a participant at the Minnesota State Fair, Aug. 24-Sept. 3 and is promoting the entire network schedule; KOCO-TV Oklahoma City will be active in its state fair Sept. 22-29, and will use closed-circuit TV and distribute copies of advance program schedules at the fair; WAST-TV Albany, is planning a mammoth parade, and WOKR-TV Rochester, N. Y., is arranging a major tie-in with local merchants.

ABC-TV's own fall promotion efforts include 10 advertising pages in the September *Readers Digest* at a cost estimated unofficially at about \$385,000 (CLOSED CIRCUIT, Aug. 12).

## R. C. CRISLER & CO., INC.

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## DESILU'S FIRST QUARTER UP 44%

Operations at 90% of capacity for coming TV season

Reports of good first-quarter profits, operations set for 90% of capacity for the coming TV season and eight pilots, all financed by outside money, in preparation for 1964-65 made a happy session of the annual stockholders meeting of Desilu Productions, held Tuesday morning (Aug. 20) at Desilu-Gower studios in Hollywood. Lucille Ball, who conducted the meeting, her first as Desilu president, quieted rumors that she was planning to sell her extensive stock in-



For the first time since becoming president of Desilu Productions, on Nov. 7, 1962, Lucille Ball presides at the annual meeting of the stockholders at Desilu Gower Studio in Hollywood. With Miss Ball on the dais is Edwin E. Holly, vice president, administration and finance, secretary-treasurer and director.

terest and let new owners take over the company's management. Miss Ball announced that she looked forward to her first full year as chief executive as "an exciting challenge." Only a few of the 61 stockholders attending the meeting complained about the absence of dividends.

Jerry Thorpe, program vice president, reported that Desilu will have three series of its own on the networks this season: two half-hour comedies, *Glynis* and *The Lucy Show*, on CBS-TV, and the one-hour *The Greatest Show on Earth* on ABC-TV. For the

year after this, he said, Desilu has eight pilots in the works (see page 24). Last year, GAC, which handles the network sale of Desilu properties, sold two of the three pilots the studio had developed. If GAC does as well for 1964-65, Desilu will have six of eight new shows on the networks next season, Mr. Thorpe noted.

Miss Ball reported news just received that morning that tentative agreements had been concluded with Robert Saudek Associates for Desilu to provide facilities and production services for a TV series based on President John F. Kennedy's book, *Profiles in Courage*. NBC-TV has contracted with Mr. Saudek for a minimum of 26 one-hour programs for this series, which is to go into production early next year for broadcast starting in the fall of 1964, she said (BROADCASTING, June 10).

Desilu's own shows plus those of outside producers using Desilu facilities have 25 of the 33 sound stages on the three studio lots permanently tied up for the coming TV season, when "we'll be operating at 90% of capacity," W. Argyle Nelson, vice president in charge of production and studio operations, reported.

During the first quarter of fiscal 1964, the 13-week period ending July 27, Desilu's gross income was up 44% over the like quarter of last year and the net was nearly six times as large, E. E. Holly, vice president for administration and finance, told the meeting. The comparison did not include any of the extraordinary losses of \$1,857,006 written off during fiscal 1963, he said, assuring the stockholders that no such writeoff is anticipated for this year, which he predicted could well be the company's best year to date.

Desilu Sales, organized in January 1962 as a syndication arm of the company, has been an outstanding success, Miss Ball said, bringing in \$6 million since its inception, plus another \$2.7 million not yet entered on the books in line with a policy of not counting on income from foreign sales until it actually has been received. Richard Dinsmore, head of Desilu Sales, reported almost universal sales for *The Lucy Show* and good sales for other Desilu properties. He expressed himself as feeling "very bullish" about the company's syndication prospects for the year ahead. A *Lucy Show* as broadcast in Japan, with dubbed-in Japanese dialogue, was screened at the conclusion of the meeting, to show stockholders

what happens to a program when it has been exported.

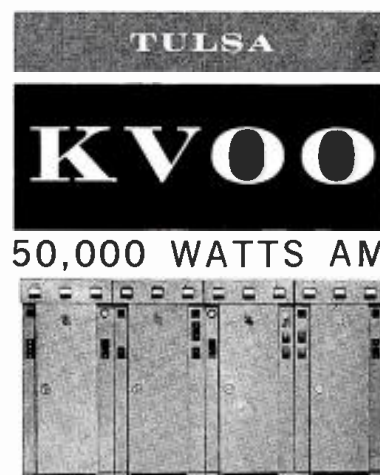
The first quarter report for Desilu Productions:

	1963	1962
Gross income	\$4,877,369	\$3,377,845
Net income	84,875	14,305

## Cowles reports radio-TV income up; 'Look' down

Cowles Magazines & Broadcasting Inc. reported substantial gains in the first six months of 1963 for KRNT-AM-TV Des Moines and WREC-AM-TV Memphis. But there was a decline of about 7% in gross advertising by *Look* Magazine. *Family Circle* Magazine had an advance of about 25% in gross advertising compared to the same period last year. Also showing gains in gross advertising were the Cowles owned Gainesville (Fla.) *Daily Sun* and the San Juan (P.R.) *Star*. All of the Cowles publications showed gains in circulation, with *Look* (averaging 7.47 million copies per issue) and *Family Circle* (7.22 million) reaching all-time highs.

In the last year Cowles bought WREC-AM-TV from Hoyt Wooton for \$8 million, the *Family Circle* magazine, the



## GOES CONTINENTAL

"...over 13,000 hours of operation logged on the Type 317B with many of the original tubes still in use, we feel our decision has been well founded with performance."

*John M. Bushnell*  
chief engineer

*Continental Electronics*

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Subsidiary of Ling-Temco-Vought, Inc.

Gainesville Sun and San Juan Star Cowles also owns the Des Moines Register and Tribune.

The net income of the Memphis stations, from Jan. 1 to April 29 when Cowles assumed ownership, amounted to \$125,974, Gardner Cowles, president of the company, reported. He also stated that because of the acquisitions during the past year, a comparison with the first six months of 1962 would not be meaningful.

Six months ended June 30:

	1963	0.44
Earned per share (2,950,501 shares)	\$	
Revenue	58,193,578.00	
Earnings before federal and Canadian taxes	3,172,342.00	
Net earnings	1,319,623.00	

## Chris-Craft Industries' TV stations show profit

KCOP(TV) Los Angeles and KPTV (TV) Portland, Ore., both operated profitably, John G. Bannister, president of Chris-Craft Industries Inc., said in reporting earnings for the six months of 1963.

Chris-Craft also has boat, carpet and automotive divisions, as well as oil and gas investments. The report:

	1963	1962
Earned per share* \$	1.00	1.04
Revenues	39,055,529.00	38,402,528.00
Earnings before federal income tax	2,277,127.00	2,641,152.00
Federal income taxes	900,000.00	1,205,000.00
Net earnings	1,377,127.00	1,436,152.00

\* Based on 1,376,672 shares outstanding as of June 30.

## Reeves shows increase in broadcast earnings

An increase of 75% in earnings from its broadcast division for the six months ended June 30 was reported by J. Drayton Hastie, president of Reeves Broadcasting & Development Corp. Other improvements mentioned by Mr. Hastie: the studio division produced a substantial profit in place of a previous deficit, the real estate division moved back into the black and the recently acquired production organization has become profitable.

On a sales increase of 20%, Mr.

Hastie noted, net profits before taxes reached \$230,700, compared to \$12,100 in the same period last year. Net after taxes amounted to 7 cents a share, compared to less than 1 cent a share for the same six-month period in 1962. Cash earnings, minus a "substantial" amount of cash generated by the real estate division, rose to 26 cents a share.

Other financial improvements: working capital, up from \$137,500 to \$466,600; long term debt reduced from \$3,617,300 to \$3,474,700. The company has secured a five year bank loan of \$500,000 at 5½% and has purchased \$78,000 of 6% convertible debentures on the open market at prices not exceeding \$85.

## FC&B: SECOND AGENCY TO GO PUBLIC

Had \$73 million in radio-television billing in 1962

Foote, Cone & Belding, one of the 10 largest advertising agencies in the country, has filed a registration statement with the Securities & Exchange Commission in Washington, proposing to offer 500,000 common shares to the public.

The 33½ cents par shares, to be marketed through Merrill, Lynch, Pierce, Fenner & Smith, will be sold at an estimated \$17 a share to bring in \$8.5 million.

Sellers consist of 12 stockholders, including Fairfax M. Cone, Gertrude Cone, Robert F. Carney, Rolland W. Taylor and Robert J. Koretz. Mr. Cone, who is chairman of the agency's executive committee, is selling 38,000 shares of common stock, will retain 1,663 after the offering; Gertrude Cone, selling 68,152, retaining 6,848; Mr. Carney, who is chairman of the board, selling 83,041, retaining 24,380; Mr. Taylor, who is president of the agency, is selling 46,313, retaining 47,250; Mr. Koretz, senior vice president, is selling 44,762, retaining 5,764.

After the sale of this stock, the total

## Financial notes . . .

**Decca's income** ■ Decca Records Inc. reported consolidated net earnings for the six months ended June 30 of \$2,625,372 (\$1.72 a share) on 1,527,401 outstanding shares. For the corresponding period in 1962, Decca had earnings of \$3,313,972 (\$2.17 a share). Earnings include results of subsidiary Universal Pictures Co.

**Storer dividend** ■ Storer Broadcasting Co. has declared a regular quarterly dividend of 45 cents a share on common stock and 12½ cents a share on Class B common stock, both payable Sept. 9 to stockholders of record Aug. 23.

management ownership, now 75.6% of the common stock, will be 67.8% of the combined common and Class B stock.

All the stock to be sold is common stock; principal stockholders and management group also own 74.2% of the Class B common shares.

**FC&B's Billings** ■ FC&B is the seventh largest American advertising agency, the prospectus says. In 1962, the agency had gross billings of \$135,274,370; operating income of \$19,818,502 and net income of \$1,414,109.

For the first six months of 1963, gross billings were \$76,863,882, operating income \$11,327,964 and net income \$973,343, equivalent to 56 cents a share. This compares to the \$64,528,707 gross billing, \$9,441,664 operating income, and \$642,131 net income (37 cents a share) for the same 1962 period.

In 1962, the document states, FC&B was responsible for \$67 million of billings in TV (49.5% of its total billings); \$6 million in radio (4.5%); \$58.3 million in newspapers and magazines (43.1%), and \$2.8 million in outdoor (2.1%).

The SEC filing shows that Mr. Carney received \$100,000 in 1962; Mr. Cone, \$95,000, and Mr. Taylor \$100,000. Three executive vice presidents and 12 senior vice presidents received total remuneration ranging from \$40,000 to \$80,000 each.

The FC&B offering will make it the second advertising agency to go public. The only other publicly held agency is Papert, Koenig, Lois Inc., New York, which went public last year.

There have been reports that Interpublic Inc. is considering a public offering, but there has been no confirmation of this report.



## Former NBC head to lead Geneva delegation

### PARLEY WILL SEEK AGREEMENT ON SPACE ALLOCATIONS

Joseph H. McConnell, president of Reynolds Metals Co., Richmond, Va., and former president of NBC (1949-53), will be chairman of the U. S. delegation to the international radio conference on space allocations in Geneva this fall. He will hold the rank of ambassador.

President Kennedy announced on Aug. 16 that he intends to name Mr. McConnell to the job.

Mr. McConnell served in various capacities with RCA, including that of executive vice president, from 1941 when he joined the legal department. He succeeded Niles Trammell as president of NBC when Mr. Trammell retired in 1949.

The Geneva conference is scheduled to run from Oct. 7 to Nov. 8. It is sponsored by the International Telecommunications Union, an agency of the United Nations. Its purpose is to secure international agreement on frequencies for use in space communications—earth to spacecraft, space satellite to space satellite and spacecraft to earth.

Other members of the American delegation, all so far tentative:

FCC—Chairman E. William Henry as senior adviser; Harry Fine, William H. Watkins, S. Meredith Myers.

National Aeronautics and Space Administration—John Kelleher and Paul A. Price.

Federal Aviation Agency—Charles A. Brooks.

Department of Commerce—Allen Barnabei and David W. Holmes.

Department of Defense—Wilfred Dean Jr., Lieutenant Colonel James P.



Mr. McConnell

West (Air Force) and Nathaniel White.

Office of Emergency Planning—Lyman G. Hailey and Paul D. Miles.

National Academy of Science—George W. Swenson Jr.

Department of State—Carl W. Loeber and William G. Carter.

Communications Satellite Corp.—Dr. Joseph V. Charyk and Leonard H. Marks.

AT&T—H. W. Wepp'ler.

RCA—James P. Veatch.

IT&T—Fred Altman.

Still to be named are two vice chairmen (one of whom is expected to be former FCC Commissioner T. A. M. Craven) and two members of Congress, presumably representing the Senate Commerce Committee. Secretary of the delegation is Bernard J. Rotklein, State Department.

### ATV says it's sorry for uncut comments

Associated Television Ltd. has apologized to U. S. Ambassador to England David Bruce for references to President and Mrs. Kennedy's baby in a Bob Hope show which was originated by ATV and broadcast over most of Britain's commercial network.

An apology has also been sent to Mr. Hope.

ATV managing director Lew Grade explained that the taped program had been received from America on May 10 and had been edited two days later to remove material unsuitable for Brit-

ish audiences.

"Before it was finally screened it was tested again for quality, but no further cuts were made." He added that ATV is taking steps to prevent anything similar occurring again with taped programs.

ATV and the Independent Television Authority received many phone complaints about the wisecracks.

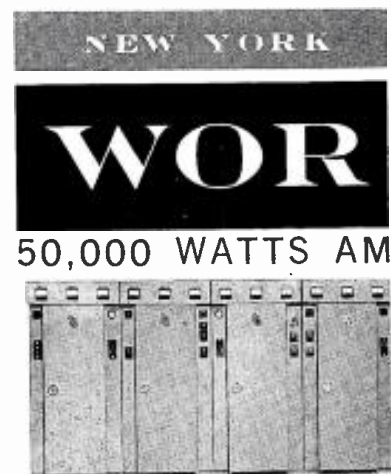
At the end of the show an announcer gave an apology, saying, "The program you have just heard was recorded some weeks ago in America. We very much regret certain untimely references which occurred."

ITA is holding a full investigation of how the show was broadcast without any censoring of the offending jokes.

### Marx toys buys time on shortwave station

An international broadcast advertising campaign through Radio New York Worldwide's WRVL shortwave station has been scheduled by Louis Marx & Co., New York, to promote its toys overseas during the Christmas season.

Marx has purchased sponsorship of



### GOES CONTINENTAL

"... screen modulation gives us highest fidelity with less than 1% carrier shift... entire installation operates at half the cost of our old AM transmitters."

Harvey H. Tilley  
chief engineer

Continental  
Electronics

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LTV Subsidiary of Ling-Temco-Vought, Inc.

### Mobile sales approach

Instant advertising has been developed this summer by CJCH Halifax, N.S. The station's mobile equipment has been cruising city streets with announcers and salesmen and stopping at retail stores thought to be potential advertisers. When salesmen were successful in selling spot announcements to a merchant, they reached the station from the mobile equipment and asked for time for the 30-to-60-second commercial. Then the station played appropriate music and in many cases the merchant himself ad-libbed or read his spot from the mobile studio equipment.

## CBS Films' Canadian sales up 35%

Ralph Baruch, vice president, international sales, CBS Films has announced a sales pace in the Canadian market is 35% ahead of last year.

Leading the list of Canadian purchases for the fall season is Canadian Broadcasting Corp. which has bought *The Beverly Hillbillies*, *Perry Mason* and *The Defenders* for its 43-station lineup. CBC O&O stations have purchased *The Nurses* and *Candid Camera*.

*Petticoat Junction*, being sold on a national spot basis, has been purchased by American Home Products

through Young & Rubicam for use on 16 stations.

In reporting the sales, Mr. Baruch noted that syndication in Canada has essentially been a buyer's market this year but listed the following CBS Films sales and Canadian market counts to date: *Trackdown*, 20; *Candid Camera*, 21; *Whirlybirds*, 23; *Have Gun, Will Travel*, 27; *Amos 'n' Andy*, 28; *Wanted—Dead or Alive* 34; *The Phil Silvers Show*, 35; *Gunsmoke*, 38; *Our Miss Brooks*, 39; *San Francisco Beat*, 39 and *The Honeymooners*, 40.

*American Portrait*, a new series of radio programs beginning Sept. 1, as well as more than 200 spot announcements on five different shows.

Sponsorship of *American Portrait* by Marx will continue through Nov. 3. The spot campaign will begin about Sept. 1 and continue through Dec. 15.

The spot campaign will increase in number until a high point of Christmas buying interest is reached during the first week in December.

Louis Marx and its agency, Ted Bates, were said to have decided on the campaign after finding that more overseas families wanting American toys could be reached through overseas radio than any other medium.

## Advertising revenue drops for British TV

Television advertising in Britain declined for the first time last year. A report of the Institute of Practitioners in Advertising shows that newspapers with nationwide circulation increased their advertising income.

Commercial television companies received \$231 million in 1962 compared with \$232.4 million in 1961. The figure for last year includes time sales tax of

\$21,280,000 compared with \$12,040,000 in 1961 when the tax was levied for only part of the year.

Advertising revenue in national newspapers totaled \$212.8 million against \$204.4 million in 1961. An estimated total of \$1.344 billion was spent on all forms of advertising in Britain in 1962.

## Abroad in brief...

**TV company buys radio spots** ■ Granada TV Network Ltd. has become the first British television company to advertise on radio. It has bought several 30-second spots on Radio Luxembourg to promote a series of plays about World War I. Radio Luxembourg broadcasts in English to Britain and has a large audience.

**New B&B account** ■ Potter & Moore Ltd., manufacturer of perfumes and toilet preparations in England, has appointed Benton & Bowles Ltd. as its advertising agency. The assignment begins Nov. 1.

**New K&E accounts** ■ Wallace Arnold Tours, British travel organization, has appointed Kenyon & Eckhardt Ltd. as its advertising agency. Novas-Criswell-Kenyon & Eckhardt, Caracas, Venezuela, has been named agency for Toddy,

chocolate drink manufactured by Venezuela Trading Co. The Caracas office has also been assigned the advertising account for Bufferin in Venezuela effective immediately.

**CBC at the fair** ■ More than a score of CBC radio and television programs for a total of over 50 productions are being aired from the Canadian National Exhibition grounds at Toronto. Fair opened Aug. 16, runs to Sept. 2. National radio and television network as well as local programs are broadcast from portable studios erected at the exhibition, with opportunity for large audiences of fair visitors to see the shows being broadcast. An average of four shows are carried daily.

**United effort** ■ Advertising executives from Europe, Asia, Africa and Latin America will join their U. S. counterparts in judging entries to this year's International Broadcasting Awards Competition, through the cooperation of the International Advertising Association. Robert L. Dellinger, executive vice president of Grant Advertising, in charge of the agency's office in Los Angeles, and president of the IAA chapter in that city, has accepted the responsibility for lining up the foreign members of the two seven-man panels who will assemble in Hollywood next February for the final judging of the radio and TV commercials entered in the worldwide competition.

## Welsh TV firms considering merger

Television Wales and West Ltd., the commercial television company which covers south Wales and the west of England, has made a takeover bid for Wales West and North Ltd., which covers sparsely populated northern and central Wales.

WWN began operating last September with capital of \$840,000. In April the company said it had lost almost \$448,000 and was stopping all local programming. It has been without a chairman since Dr. B. Haydn Williams resigned in May.

TWW last month announced net profits of \$814,511 for the six months to June 30.

Company representatives have recently met to discuss a possible merger. This would need Independent Television Authority approval and ITA has already indicated that it would approve.

## Britain to get 'Burke's Law'

The sale of *Burke's Law* to three TV program contractors in Britain is being announced today (Monday) by Manny Reiner, vice president and general man-

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to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

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ager of Four Star Television International. The series, which will begin in the U.S. on ABC-TV on Sept. 20, will start in England on Oct. 1. The sales were made to Granada Television Network Ltd., Associated Rediffusion Ltd. and Associated Television Ltd.

## Agencies announced for Ontario election

Candidates for the Ontario provincial election, scheduled for the end of September, are expected to spend close to \$1 million on radio, television and print advertising. The Ontario Conservative party, which is in power at present and has the option of announcing the date of the election, has appointed four agencies to handle advertising, McConnell-Eastman & Co., London, Ont.; James Lovick Ltd., Mc-Kim Advertising Ltd. and Foster Advertising Co., all Toronto. The opposition Liberal party has appointed MacLaren Advertising Co. and Tandy-Richards Advertising Ltd., both Toronto. The New Democratic Party (labor) has appointed Pennell Advertising Co., Toronto.

Advertising agencies have been busy this year with elections, a federal election having been held in April and a few provincial elections early this summer.

## CBC, performers agree

After months of negotiation a settlement has been reached between the Federation of Authors and Artists of Canada and the Canadian Broadcasting Corp. in line with recommendations

made by Judge Jules Poisson at Montreal. The contract, covering the French-speaking performers of the CBC and applying to its French-language networks, provides for a substantial increase in fees, guarantees concerning payments to artists for reruns and jurisdiction on certain categories of employment in television. It is the first collective agreement signed between both parties and assures the federation jurisdiction on the CBC's French networks.

## Judge rules that BBC is not a Crown function

A high court judge has ruled that the BBC, which has paid tax on its annual surplus under protest since 1927, has to pay income tax. The BBC had challenged its 1958-59 tax assessment claiming that it was entitled to the same immunity from tax as the Crown (the government) since it performed a Crown function and therefore its surplus was not a taxable profit.

The judge decided that the BBC was liable to income tax. He said that in 1958-59 the BBC received \$70 million from the government for broadcasting in Britain and \$14 for external broadcasting. It had a \$4.2 million surplus. The BBC had very wide powers, not only in broadcasting but in associated activities. In this context the grant of money from the Crown was "insufficient to attach the character of Crown function or Crown purpose to these activities or part of them."

The BBC had hoped for tax exemption to help finance its planned major expansion in radio and television.

## EQUIPMENT & ENGINEERING

### More consumers plan to buy color sets

Three out of ten people who buy a new television set during the next 12 months will buy a color set, according to a consumer survey conducted for Kimble Electronic Products, Toledo, Ohio, a part of Owens-Illinois Glass Co.

The survey, one of a series periodically made by Home Makers Guild of America for Kimble, found that 9.3% of the consumers are going to buy a new TV set during the next year and of these 29.3% intend to buy color. The survey panel is comprised of 1,000 consumer consultants representing a cross-section of American homes. Of the total, 903 answered the TV survey.

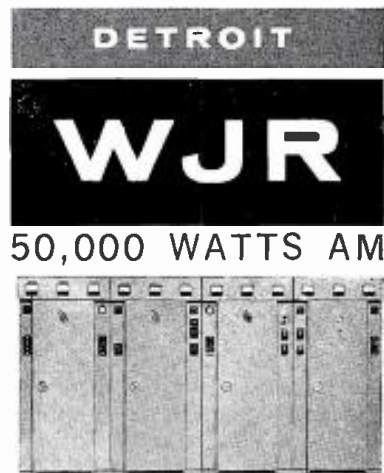
Why have they delayed buying a color TV set? Out of 878 replies to this query, 58.6% said the price was too high. Another 18% felt color hadn't been perfected yet and 10.2% said they thought it would cost too much to main-

tain and operate a color receiver. Other percentage fragments said they were satisfied with their present monochrome set, had poor reception in their particular area or thought there were not enough color shows to be seen on the air.

### RCA chops color TV price

RCA announced last week that it has knocked about \$45 off the lowest base price of its color TV sets. RCA Sales Corp. said its new base price is \$449.95, optional with dealer, compared to a previous base of \$495. The set is a table model (Radnor) which has carried a \$495 price tag since 1956.

With the price change seen as new stimulant to color sales, RCA Sales' president, Raymond W. Saxon, predicted new "record TV sales . . . with well over one million color and black-and-white receivers produced and sold this year." He said color accounted for a greater proportion of total than it did in 1962.



## GOES CONTINENTAL

"... Type 317B is simplicity itself . . . in operation . . . all of the requirements necessary for our method of operation . . . are fully satisfied.

*Andrew Friedenthal*  
chief engineer

*Continental  
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## FATES & FORTUNES

### BROADCAST ADVERTISING

**Donald J. Dolen**, creative director for Detroit office of Young & Rubicam, elected VP. Mr. Dolen rejoined Y&R earlier this year after nine years with BBDO. He was at Y&R in 1949 as trainee and later served as merchandising writer. **Richard P. Monley**, for past year in New York office of MacManus, John & Adams, joins Y&R's Detroit office as account executive. Mr. Monley assumes contact duties of **James L. Rast**, who moves to New York office.



Mr. Dolen

**Jack Tanzer**, formerly associated with Reinsurance Investment Corp., Jacob Ruppert and New York Giants baseball club, elected president and general manager of Robert Adv. Agency, North Bergen, N. J.

**Norman Gorbaty**, art supervisor, and **Gene Schinto**, creative supervisor, elected vice presidents of Benton and Bowles, New York.

**Norman Danoff** and **Jerry Sachs** have formed their own advertising agency, Danoff & Sachs Inc., with offices at 3006 Wilshire Blvd., Los Angeles 5. Telephone: 382-1357. Mr. Danoff recently resigned as president of Galaxy Adv. Mr. Sachs was plans director at Carson/Roberts, Los Angeles.

**William Shay**, VP of TV and marine division of Wrather Corp. and a direc-

tor of A. C. Gilbert Co., New Haven, Conn., toy manufacturer of which Wrather owns majority interest, elected to Gilbert's executive committee.

**Roger Hanson**, formerly with Campbell-Mithun, joins Gardner Adv., St. Louis, as account executive.

**William M. Tipping**, account executive at Campbell-Mithun since 1955, joins Lennen & Newell, New York, as executive on Best Foods division of Corn Products Co. account.

**Warren R. Deasy**, for past five years with Wade Adv., joins Los Angeles office of Donahue & Coe as radio-television director.



Mr. Rolfe

**John M. Rolfe** joins Needham, Louis & Brorby, Chicago, as vice president and copy supervisor. Mr. Rolfe formerly was with Compton Adv., Chicago, and before that with Foote, Cone & Belding.

**James Kerr**, formerly of Allied Public Relations Inc. and Ruder & Finn Inc., joins public relations department of Doherty, Clifford, Steers & Shenfield.

**Peter Praed**, former advertising production manager of Great Universal Stores of Canada, joins Los Angeles office of Foote, Cone & Belding as production supervisor.

**D. Edward Weston Jr.**, marketing director of Dura Corp., parts and

equipment supplier to automotive industry, appointed merchandising manager for automotive division of Studebaker Corp., South Bend, Ind.

**Vina C. Ruggero**, account executive at Ted Bates & Co., New York, elected VP and account supervisor. Miss Ruggero, former account executive at Shaller Rubin Co., joined Bates in 1961.



Miss Ruggero

**James R. Hill**, VP and account supervisor at Leo Burnett Co., Chicago, named a VP in charge of client service. He has been with agency since 1955 and before that was with Earle Ludgin & Co.

**Robert W. Brooks**, formerly with National Tea Co., joins Chicago office of Foote, Cone & Belding as merchandising supervisor.



Mr. Kemm

**Thomas R. Kemm**, senior project director for W. R. Simmons & Associates Research Inc. and formerly with Alfred Politz Research, joins C. J. LaRoche & Co., New York, as director of research. **Patricia**

**Caldwell**, of Norman, Craig & Kummel, New York, joins LaRoche as media analyst.

### THE MEDIA

**Robert A. Dettman**, chief engineer, and **John Grandy**, sales manager, both of KDAL-TV Duluth-Superior, elected VP's of KDAL Inc. Mr. Dettman has been with KDAL since 1936. Mr. Grandy first joined KDAL radio sales in 1948 and became sales manager of KDAL-TV in 1954.



Mr. Dettman

**Earle H. Rast Jr.**, manager of KBUZ-AM-FM Phoenix, appointed managing director of Gordon Broadcasting Co., responsible for general management of KBUZ and KSDO San Diego, Calif. **Edward J. Marssett** replaces Mr. Rast as KBUZ station manager. Before joining Gordon Broadcasting, Mr. Rast was sales manager of KOGO-TV San Diego.



Mr. Grandy



Mr. Kabaker

Mr. Mitchell

Mr. Cross

Mr. Cooke

Mr. Burns

### Compton elevates five to senior VP posts

Compton Adv., New York, last week announced appointment of five senior VP's—**Peter Burns**, **Paul D. Cooke**, **John H. A. Cross**, **C. S. Mitchell Jr.**, and **Alvin Kabaker**. Announcement was made by Barton A. Cummings, agency chairman who was elevated in earlier top management reorganization (WEEK'S HEADLINES, Aug. 12).

Four of senior VP appointments

involve specific accounts—Mr. Burns on Alberto-Culver account in Chicago, Mr. Cook on Procter & Gamble soap and detergent brands, Mr. Cross on Gleem toothpaste and Crisco shortening, and Mr. Mitchell on Procter & Gamble soap and detergent accounts. Mr. Kabaker is general manager of Compton's West Coast operations, with offices in Los Angeles and San Francisco.

**Boyd Porter**, formerly of sales department of KTEM Temple, Tex., promoted to general manager, succeeding **J. Ralph Burgess**, who resigned to join PR staff of KLBK Lubbock, Tex.

**Ron Bayton**, former manager of WTLB Utica, N. Y., joins KBYR Anchorage, Alaska, as general manager. **Larry Wood**, air personality at KWAC Bakersfield, Calif., to KBYR in same capacity.

**Wells Bruen**, formerly with Official Films, joins Dallas office of Roger O'Connor Inc. as sales manager.

**Robert F. Stearns**, account executive for past nine years at WEZE Boston, joins WMEX, that city, as assistant sales manager.

**Dan H. Kirchgessner**, account executive, named local sales manager of KSTP Minneapolis-St. Paul, Minn. **David Spiker**, account executive at KFML-FM Denver, joins KSTP in same capacity.

**Gerry and Chuck Velona**, both formerly of KTTV(TV) Los Angeles, join KTLA, Paramount Television Productions, that city, as account executives.

**Jack A. Graham**, VP and director of San Francisco office of J. A. Lucas Co., radio station representatives, joins KFRC, that city, as account executive.

**Eugene S. Werman**, general agent with Fidelity Interstate Life Insurance Co. and sales manager of Inst-o-matic Corp., joins KDKA-AM-FM Pittsburgh as account executive.

**Dean Behrend** appointed sales proposals manager for sales planning department of NBC-TV network, New York, succeeding **Ronald J. Pollock**, who resigned. Mr. Behrend has been client presentations administrator for sales planning department since joining NBC in 1961.

**William Gittler** named account executive in New York office of Prestige Representation Organization. Mr. Gittler was salesman for WGLI Babylon, N. Y. **Marianne Webb** appointed traffic director. She was formerly with WSB Atlanta.

**William H. Clarke** named national sales coordinator of KEX Portland, Ore., replacing **Bruce C. Blevins**, who moves to sales staff of KSFO San Francisco. Both stations are owned by Golden West Broadcasters Inc.

**Malcolm Kahn**, assistant account executive at Norman, Craig & Kummel, joins radio sales staff of George P. Hollingbery Co., New York.

**Hal Fuller** joins WTAN-AM-FM Clearwater, Fla., as announcer-salesman.

**J. E. Vaughn**, formerly general manager of WMBM (now WFUN) South Miami, Fla., becomes stockholder and

VP of Community Cable Corp., a CATV system serving Northeast Arkansas communities of Walnut Ridge and Hoxie.

**John King**, formerly of WEEZ Easton, Pa., joins WNNJ-AM-FM Newton, N. J., as chief engineer and air personality.

**Robert McLaughlin**, disc jockey at KLAC Los Angeles, joins KBMS-FM, that city, as operations manager.

**Ben Strouse**, president and general manager of WWDC-AM-FM Washington, named chairman of Radio Free Europe Fund for Washington, D. C., metropolitan area. Mr. Strouse succeeds **William J. McManus**, VP in charge of public relations for Chesapeake and Potomac Telephone Co.



Mr. Keeling



Mr. Murphy

**Marshall Keeling** appointed TV sales manager, and **John Murphy** named radio sales manager of Chicago office of Advertising Time Sales Inc., radio-television station representatives. **Carl Kiefel**, member of Chicago office of Metro TV Sales, the spot sales subsidiary of Metromedia Inc., joins ATS's Chicago TV sales staff. Mr. Keeling joined ATS in 1961 from ABC. His previous associations include NBC and TV division of Paul H. Raymer Co., station representatives. Mr. Murphy has been with ATS since its founding in 1961, and had also been associated with The Branham Co.'s broadcast division and Weed representative companies.

**Robert R. Pauley**, president of ABC Radio, joins board of advisors of Bed-side Network of Veterans Hospital Radio and Television Guild. New members on board also include **Bud Collyer**; **W. R. Higginbotham**, VP, Fox-Movie-tone News; **Harold Hoffman**, executive secretary, Screen Actors Guild; **Julius Joseph Jr.**, media director, Bruck & Lurie; **Gwen Verdon**, actress-dancer and **Norman E. Walt Jr.**, general manager of CBS-TV.

**Bill Corsair** appointed program director of WKFD Wickford, R. I.

**Robert Jones**, air personality at WMMW Meriden, Conn., assumes added duties as program manager.

**Richard F. Stuck**, for past 10 years with Midwest Radio-TV Inc., joins WCCO-TV Minneapolis-St. Paul, Minn., in newly created position of director of talent and programing development. **Gwen Harvey** named director of wom-

en's activities and public service, succeeding **Arle Haeberle**, who died last June. As part of her duties Miss Harvey becomes permanent hostess of WCCO-TV's *Around The Town* and *What's New* programs.

**Martin Wark**, staff producer at KTLA (TV) Los Angeles, assigned to production staff of station's new audience participation program, *Addograms*, which makes its debut today (Aug. 26) at 7:30-8 p.m.

**Richard K. A'Hearn**, producer-director at WKBW-TV Buffalo, N. Y., named production coordinator. **Donald E. Kline**, producer-director, appointed film coordinator.

**Jim Riegert**, program director at WCNR Bloomsburg, Pa., appointed program coordinator at WNLC New London, Conn. Mr. Riegert replaces **Dick Patz**, who moves to WDRG Hartford, Conn., as disc jockey-newsman.

**Robert F. Oakes**, formerly technical systems director on Dick Clark radio show at Mars Broadcasting Inc., named Mars production director.

**William Babcock**, former program manager of WLEU (now WWGO) Erie, Pa., and WJAS Pittsburgh, joins WNEP-TV Scranton-Wilkes-Barre, Pa., as promotion manager. Mr. Babcock suc-

SAN FRANCISCO

**KFAX**

50,000 WATTS AM

**GOES CONTINENTAL**

"... the Type 317B has been in service over a year... Frequency response is excellent, and overall distortion averages less than 2%..."

*Roger L. Roberts*  
chief engineer

**Continental Electronics**  
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ceeds **Dorothy Mugford**, who has joined Cox Stations group as CATV liaison.

**Frank Barron**, publicity-promotion director of KHJ-AM-FM Los Angeles, assumes added duties as publicity director of KHJ-TV, succeeding **Tony Arnone**, who was recently promoted to assistant director of programming.

**Ted Hardy** named merchandising director of KXTV(TV) Sacramento, Calif.

**Dave Martin**, sports director at WZOK Jacksonville, Fla., joins KWK St. Louis, in same capacity.

**Charles R. Dailey Jr.**, formerly of KVOO-AM-TV Tulsa, joins WSAZ-TV Huntington, W. Va., as announcer.

**G. Michelle**, formerly of WILZ St. Petersburg, Fla., joins WSUN-AM-TV, that city, to report on fishing news.

**Jack Hunter** and **Roberta Nixon** appointed to public affairs department of WBNS-TV Columbus, Ohio. Mr. Hunter was producer-director; Mrs. Nixon was with station's traffic-operations section.

**L. P. Gonneau**, air personality at KSON San Diego, named music director.

**Jerome Greenberg**, formerly of sales promotion department of ABC, named promotion manager of WQXR-AM-FM, that city.

**Frank Malone**, formerly of WGH Newport News, Va., joins WKLO Louisville, Ky., as air personality.

**James K. Buckalew**, staff producer at WTHI-TV Terre Haute, Ind., named radio-TV journalism instructor and news director of WSUI and KSUI(FM) Iowa City, Iowa. Stations are licensed to State University of Iowa.

## INTERNATIONAL

**James A. MacLeod**, CKBW Bridge-water, N. S., elected president of Atlantic Association of Broadcasters, succeeding **Marvin Nathanson**, CJCB-AM-TV Sydney, N. S., who was appointed representative of AAB on national Canadian Association of Broadcasters. **Robert J. Wallace**, CKMR Newcastle, N. B., elected first VP; **Willard A. Bishop**, CKEN Kentville, N. S., second VP; **James M. Cameron**, CKEC New Glasgow, N. S., secretary-treasurer.

**Tom Reynolds** appointed general manager of TV sales for Canadian office of 20th Century-Fox Television. Mr. Reynolds was previously with CFTO(TV) Toronto as national sales manager.

**John Roberts**, program organizer of music department of Canadian Broadcasting Corp., Toronto, named director of music, succeeding **Dr. Geoffrey Waddington**, who has been appointed music consultant and director of symphonic services.

**John Reeves Haggan**, program organizer on public affairs for Canadian Broadcasting Corp., Toronto, appointed general supervisor of public affairs broadcasting, succeeding **Bernard Trotter**, who resigned to become assistant to principal of Queen's University at Kingston, Ont.

**John Robertson**, formerly with special events department of Canadian Broadcasting Corp., Vancouver, B. C., to public relations manager of British Overseas Airways Corp., Montreal.

**Peter Thomson** and **Durnford E. King** appointed to radio-television production staff of McKim Advertising Ltd., Toronto.

**Ernest Bartlett**, travel editor of *Toronto Telegram*, starts this fall half-hour weekly travel program with interviews and films on CFTO-TV Toronto, owned by *Toronto Telegram*.

**Beverly Dales**, formerly of CFTO-TV Toronto, to promotion and merchandising department of CKEY, that city.

## PROGRAMING



Mr. Reinheimer

**Peter Reinheimer**, eastern sales manager of ABC-TV network, joins Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., New York, as national sales manager. He will work directly with national sponsors, agencies and networks in behalf of SG's 1963-64 network series. Mr. Reinheimer, with ABC for past three years, joined network as assistant daytime sales manager. Previously, he was with BBDO for seven years, first in TV department and later as executive on Lever Brothers and U. S. Steel.

**Al Lohman Jr.**, air personality at KLAC Los Angeles, signs with KTTV (TV), that city, as host of *Wonderama*, new children's program which begins Sept. 15 and will host KTTV's new *Cartoon Playtime* show beginning Sept. 2. Mr. Lohman will also continue his disc jockey show on KLAC.

**Mack Bing** appointed associate producer of *Jerry Lewis Show*, two-hour Saturday night (9:30-11:30 p.m.) series to start on ABC-TV this fall. He was associate director of CBS-TV *Garry Moore Show* and Carol Burnett specials during past season. **Adrian Samish**, previously director of TV programming for MGM in Hollywood where he also served as producer of *Northwest Passage*, named commercial producer for *The Jerry Lewis Show*.

**Dorothy Kelly**, production assistant at John Guedel Productions, assumes similar position with five game and panel show pilots being developed by

Jack Barry in association with Paramount TV Productions for CBS-TV.

**Thomas Thompson**, associate producer on *Bonanza* last season, joins NBC-TV's *Temple Houston* crew as story consultant and head writer.

**Ernesto Caparros** signed as director of photography at Rose-Magwood Productions Inc. Mr. Caparros has filmed such television series as *Naked City* (ABC-TV) and *Route 66* (CBS-TV).

## NEWS



Mr. Mitchell

**William F. Mitchell** appointed director of news, programming and public affairs for WESH-TV Daytona Beach-Orlando, Fla.

**William O. Bryant**, member of United Press International's Nashville, Tenn., bureau, appointed manager of UPI's Birmingham, Ala., bureau. **Eugene S. Harris**, UPI's Philadelphia bureau, named New Jersey and Northeastern Pennsylvania regional executive.

**Edward J. Gough**, with NBC News in New York since 1950, joins WRC-AM-FM-TV Washington (NBC-owned stations) as news correspondent, with principal responsibilities for WRC-TV's early evening news program, *News 4, Washington*, which will premiere Sept. 9, 6-6:30 p.m. Mr. Gough is former reporter for *Providence (R.I.) Journal* and *Cape Cod Standard Times*.

**Coy Watson**, cameraman, joins news staff of KTLA(TV) Los Angeles.

**Larry Miller**, news director of WORC Worcester, Mass., joins WTAO Cambridge, Mass., in similar capacity.

## EQUIPMENT & ENGINEERING



Mr. Severdia

**Anthony W. Severdia**, 15-year veteran of television broadcasting industry and broadcast equipment manufacturing, appointed manager of manufacturing for Machtronics Inc., Mountain View, Calif. Mr. Severdia formerly was associated with KGO-TV and KPX(TV), both San Francisco, and video instrumentation products division of Ampex Corp., Redwood City, Calif. Machtronics manufactures portable closed-circuit TV tape recorder, provides consulting services and produces radio-TV broadcast equipment.

**Dr. Frederick E. Terman**, VP and provost of Stanford University, awarded 1963 Western Electronic Medal of Achievement for "distinguished service



to the electronics industry as scientist, educator and counselor." Award was presented Aug. 21 at annual corporate luncheon of Western Electronic Manufacturers in San Francisco.

**Thomas R. Hays**, formerly manager for marketing department of RCA semiconductor and materials division, appointed sales manager for newly created RCA commercial receiving tube and semiconductor division. Mr. Hays joined RCA in 1937 and in his new post will be responsible for sale of receiving tubes, consumer semiconductors, computer semiconductors, memory products, and TV picture tubes.

**Arthur T. Cestaro**, designer of GEL autolog automatic transmitter recording system, appointed broadcast product manager for General Electronic Laboratories Inc. (GEL).

## ALLIED FIELDS

**Philip J. Hennessey Jr.** and **Howard J. Schellenberg Jr.**, together with **Charles W. Steadman** and **George Stephen Leonard**, have announced formation of new Washington law firm of Steadman, Leonard & Hennessey for general practice of law. Offices are at 1730 K St., N.W., Washington 6; telephone: 333-8000. Also associated with firm is **Joseph Dinsmore Murphy**, formerly with FCC's renewal and transfer

division (1961-63) and since then with Steadman & Leonard, and **Philip J. Hennessey III**, who has been associated with law firm of Hennessey & McDonald since February 1963. **Harold G. Cowgill**, one-time chief of FCC's Broadcast Bureau, and since then associated with Hennessey & McDonald, has retired.

## DEATHS

**Robert Foster**, 45, former account executive with CBS-TV, died Aug. 19 at his home in New York City. Mr. Foster joined CBS-TV's production sales department in 1959 and was named eastern sales manager for network's production sales in 1960.

**Cecil C. Pangman**, 86, who was with D'Arcy Adv., St. Louis, from 1911 until his retirement in 1946 as secretary-treasurer and director, died Aug. 14 at Charles the First Geriatric Medical Center, Normandy, Mo.

**Oakley Dalgleish**, 53, editor and publisher of morning *Toronto Globe and Mail* and director of Shoreacres Broadcasting Co., owner of CKEY Toronto, died Aug. 15 following heart seizure at his office. He was working newspaperman who had been foreign correspondent throughout Europe and Asia, and became editor and publisher of morning daily in 1957.

**Louis Abrams**, 68, a founder and director of Emerson Radio and Phonograph Corp., died Aug. 15 at Doctor's Hospital in New York. Mr. Abrams came to U. S. from Rumania in 1907 with his two brothers, Benjamin and Max, who are now president and secretary-treasurer of company. They borrowed \$250 in 1915 to begin phonograph manufacturing. The corporation now has annual sales volume of \$100,000,000.

**Ed Gardner**, 62, creator of *Duffy's Tavern* on radio and TV and voice of bartender, Archie, on that series, died Aug. 17 at Good Samaritan Hospital, Los Angeles, following brief illness. Mr. Gardner left J. Walter Thompson Co., New York, to become an NBC director. He handled such shows as Rudy Vallee, Burns and Allen, Bing Crosby, Al Jolson, Fanny Brice before originating *Duffy's Tavern* in 1939.

**Bruce N. Bauman**, 43, manager of WFBD Bedford, Pa., died July 5 of heart attack. Before joining Bedford outlet, Mr. Bauman operated his own public relations firm in Harrisburg, Pa.

**Scott E. Shoemaker**, 21, announcer with KCAP Helena, Mont., died Aug. 17 of lung ailment. Mr. Shoemaker had served as page in U. S. House of Representatives on appointment by late Speaker Sam Rayburn.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 15 through Aug. 21 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New TV stations

##### APPLICATIONS

\*Calais, Me.—University of Maine. VHF channel 13 (210-216 mc); ERP 79 kw vis.. 40 kw aur. Ant. height above average terrain 426 feet, above ground 190 feet. P.O. address c/o John W. Dunlop, Alumni Hall, Orono, Me. Estimated construction cost \$176,790; first year operating cost \$44,000. Studio location Orono, trans. location Meddybemps, Me. Geographic coordinates 45° 06' 44" north latitude, 87° 19' 18" west longitude. Type trans. RCA TT5BH, type ant. RCA TF-6AH. Legal counsel Dow, Lohnes & Albertson, Washington; engineering consultant Terry R. Spearen, Orono. Principals: board of trustees. Ann. Aug. 19.

Staunton, Va.—Shenandoah Valley Broadcasting Inc. UHF channel 36 (602-608 mc); ERP 26 kw-DA vis.. .026 kw-DA aur. Ant. height above average terrain 358 feet, above ground 317 feet. P. O. address c/o Hamilton Shea, Rawley Pike, Harrisonburg, Va. Estimated construction cost \$63,885; first year operating cost \$30,424; revenue \$21,250. Station and trans. locations both Staunton. Geographic coordinates 38° 09' 07" north latitude, 79° 04' 45" west longitude. Type trans. EMCEE TRU-100, type ant. EMCEE 6-DGA-10. Legal counsel Hogan & Hartson, consulting engineer Jansky & Bailey, both Washington. Principals: Evening Star Broadcasting Co. (51%) and Hamilton Shea (49%). Evening Star is same ownership as WMAL-AM-FM-TV Washington and Washington Evening Star and

*Sunday Star*, Shenandcah is licensee of WSWA-AM-FM-TV Harrisonburg, Va. Ann. Aug. 20.

#### Existing AM stations

##### APPLICATIONS

KGLN Glenwood Springs, Colo.—CP to increase power from 1 kw to 5 kw and install new trans. Ann. Aug. 20

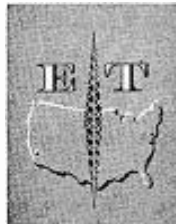
KSKI Sun Valley, Idaho—CP to change ant.-trans. location to 2.2 miles north of Hailey, Idaho, change studio location to same as trans., delete remote control, change hours of operation from SH to unl. and change station location from Sun Valley to Hailey, Idaho. Ann. Aug. 20.

KRMD Shreveport, La.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 20.

WFGW Black Mountain, N. C.—CP to increase power from 10 kw to 50 kw-10 kw critical hours, change from DA-D to

## EDWIN TORNBURG

### & COMPANY, INC.



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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

DA-D(2); install new DA system and install new trans. Ann. Aug. 21.

WWBD Bamberg, S. C.—Mod. of license to change station location from Bamberg to Bamberg-Denmark, S. C. Ann. Aug. 21.

## New FM stations

### APPLICATIONS

Osage Beach, Mo.—Central Missouri Broadcasting Co. 93.5 mc, channel 228, 2.45 kw. Ant. height above average terrain 300 feet. P. O. address Box 125, Osage Beach. Estimated construction cost \$14,407; first year operating cost \$10,000; revenue \$12,000. Principals: James L. Risner Jr. and Ella Mae Risner. Applicant owns KRMS Osage Beach. Ann. Aug. 21.

Las Vegas—B.L.T. Inc. 93.1 mc, channel 226, 27 kw. Ant. height above average terrain minus 80 feet. P. O. address c/o Thompson Magowan, Suite 1, 1030 South Third Street, Las Vegas. Estimated construction cost \$22,377; first year operating cost \$16,800; revenue \$28,000. Principals: William N. Willard (51%) and Thompson Magowan (49%). Mr. Willard owns public relations agency; Mr. Magowan is account executive at Mr. Willard's agency. Ann. Aug. 15.

Corvallis, Ore.—Radio Broadcasters Inc. 101.5 mc, channel 268, 27.72 kw. Ant. height above average terrain 100 feet. P. O. address 351 Madison Street, Box 689, Corvallis. Estimated construction cost \$19,979; first year operating cost \$8,600; revenue \$9,000. Principals: James L. and Cecil C. Hutchens (each 50%). Ann. Aug. 20.

Spearman, Tex.—Coy C. Palmer. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 217 feet. P. O. address 603 East Kenneth Avenue, Spearman. Estimated construction cost \$4,525; first year operating cost \$15,000; revenue \$25,000. Mr. Palmer is sole owner. Ann. Aug. 21.

Yakima, Wash.—Cascade Broadcasting Co. 107.3 mc, channel 297, 29.3 kw. Ant. height above average terrain 908 feet. P. O. address Box 702, Yakima. Estimated construction cost \$13,250; first year operating cost \$1,500; revenue \$10,000. Applicant is licensee of KIMA-AM-TV Yakima. Ann. Aug. 21.

## Existing FM station

### APPLICATION

WDUN-FM Gainesville, Ga.—CP to change frequency from 106.7 mc, channel 294, to 97.1 mc, channel 246; increase ERP from 14.1 kw to 100 kw, install new trans. and new ant., decrease ant. height above average terrain to 537 feet and increase trans. output power to 9.46 kw. Ann. Aug. 15.

## Ownership changes

### ACTIONS BY FCC

KJAX Santa Rosa, Calif.—Granted assignment of license from John Withers (100%), d/b as KJAX Inc., to Producers Inc. (100%), large corporation owned 50% by Polaris Corp., 50% by Ferris E. Traylor and family. Consideration \$2,500. Producers is majority owner of KCND-TV Pembina, KNOX-TV Grand Forks, KXGO-TV Fargo, all North Dakota, WTVW(TV) Evansville, Ind., and WKYW Louisville, Ky. Action Aug. 20.

WKLY Hartwell, Ga.—Granted assignment of license from Max G. Pfaender (50%) and Edna M. Pfaender and Sue M. Hudson (each 25%), d/b as WKLY Broadcasting Co., to Mr. and Mrs. Pfaender (each 50%), tr/as company of same name. Consideration \$12,500. Action Aug. 20.

KWIK Pocatello, Idaho—Granted assignment of license from John W. Lewis, Marvin M. Mollring and Marshall True (each 33 1/3%), d/b as Pocatello Radio Inc., to Carl S. and Frances B. Goodwin (each 40%) and Richard W. Miner (20%), tr/as KWIK Broadcasting Inc. Consideration \$88,000. Mr. and Mrs. Goodwin own KTRC Santa Fe, N. M.; Mr. Miner is general manager of KYVA Gallup, N. M. Action Aug. 16.

WABW Annapolis, Md.—Granted assignment of license from Lester J. Grenewalt, Samuel R. Youse and John H. Norris (each 33 1/3%), d/b as ABW Broadcasting Inc., to Ernest Tannen (50%) and Marvin Mirvis and Martin Fox (each 25%), tr/as Radio Chesapeake Inc. Consideration \$125,000. Mr. Tannen owns WDMV Pocomoke City, Md.; Mr. Mirvis is general sales manager of WITH Baltimore; Mr. Fox is half owner of biscuit company. Action Aug. 16.

WGUY Bangor, Me.—Granted transfer of control of licensee corporation, Bangor Broadcasting Corp., from Louis J. Borgatti (50%) and Melvin L. Stone and David Royte (each 25%) to Mr. Stone (66 2/3%) and Mr. Royte (33 1/3%). Consideration \$75,000. Action Aug. 16.

WLLH Lowell, Mass.—Granted assignment of CP's from Merrimac Broadcasting Inc. to Radio Station WLLH; corporate change only, with ownership remaining same. No financial consideration involved. Action Aug. 20.

WVOC Battle Creek, Mich.—Granted assignment of CP from Don F. Price (100%) to Mr. Price (75%), Evangeline and B. Burdette Price (20% and 5% respectively), tr/as WVOC Inc. No financial consideration involved. Action Aug. 15.

KOLM Rochester, Minn.—Granted assignment of CP from Howard G. Bill (100%), d/b as WBIZ Inc., to Mr. Bill (100%), tr/as Olmstead County Broadcasting Co. No financial consideration involved. Action Aug. 16.

KREK Sapulpa, Okla.—Granted acquisition of negative control of licensee corporation, Creek County Broadcasting Co., from Melwyn E. Klar and William E. Minshall (each 25%) by R. B. and Bernice Bell (each 50% after transfer, 25% before). Consideration \$29,500. Action Aug. 20.

KHEY El Paso—Granted transfer of control of licensee corporation, KHEY Broadcasting Inc., from Nancy W. Sleighel (52% before transfer, 42% after) to Edward M. Sleighel (42% before, 52% after). Consideration \$17,500. Action Aug. 15.

KILE Galveston, Tex.—Granted assignment of license from David Nathan (19.05%) and others, d/b as Island Broadcasting Inc., to Frank Junell and Dossie M. Wiggins (each 35%), T. D. Wiggins (20%) and George N. Atkinson Jr. (10%), tr/as Galveston Radio Inc. Consideration \$165,000. Mr. Junell is part owner of KUNIT Abilene, KBYG Big Spring, KEYE Perryton and KSTB Breckenridge, all Texas; D. M. Wiggins is part owner of KEYE and KSTB; T. D. Wiggins is part owner of KEYE. Action Aug. 20.

### APPLICATIONS

KBHS Hot Springs, Ark.—Seeks assignment of license from B. P. Timothy (100%), d/b as Resort Broadcasting Inc., to Mr. Timothy (100%), tr/as Tim Timothy Inc. No financial consideration involved. Ann. Aug. 21.

WNRK Newark, Del.—Seeks assignment of CP from Louis Handloff, executor of estate of Herman Handloff (100%), deceased, to James G. Smith (100%), tr/as Radio Newark Inc. Consideration \$67,200. Mr. Smith is local businessman. Ann. Aug. 20.

WPAX Thomasville, Ga.—Seeks acquisition of negative control of licensee corporation, Radio Thomasville Inc., from Donald C. Price (33 1/3%) by Hurley W. Rudd and Frank W. Hazelton (each 50% after transfer, each 33 1/3% before). Consideration \$7,500. Ann. Aug. 19.

KRPL Moscow, Idaho—Seeks transfer of control of licensee corporation, KRPL Inc., from Gale L. Mix II and wife, Shirley Mix (51% together), and Gale L. Mix and wife, Doris Mix (49% together), to John P. Mix II and wife, Shirley Mix (60% together), and Tom Neal and wife, Marilyn C. Neal (40% together). Consideration \$90,320. Ann. Aug. 21.

KCLN Clinton, Iowa—Seeks assignment of license and CP from Russell G. Salter, Stanley B. Noyes and Robert O. Moran (each 33 1/3%), d/b as Valley TV & Radio Inc., to Robert Z. Morrison (51%), Cecil Hamilton (15%), William H. Moore III (20%) and Dorothy M. Moore (14%), tr/as Valley Broadcasting Co. Consideration \$140,000. Mr. Morrison is sales manager of WKET(TV) LaCrosse, Wis.; Mr. Hamilton is sales manager of KCLN; Mr. Moore is investor; Mrs. Moore is housewife. Ann. Aug. 19.

WMNB North Adams, Mass.—Seeks relinquishment of positive control of licensee corporation, Northern Berkshire Broadcasting Inc., by Robert Hardman (51.7% before transfer, 36.7% after) to James A. Hardman Jr. (33.7% before, 6.7% after) and Transcript Publishing Association (15% before, 26.7% after), Consideration \$9,000. Messrs. Hardman are brothers and principal owners of Transcript. Ann. Aug. 15.

WMBC Macon, Miss.—Seeks assignment of license from Frederick A. W. (90%) and Janola B. (10%) Davis, tr/as Radio Macon

Inc., to J. W. Furr (100%). Consideration is cancellation of debt. Mr. Furr is businessman and past broadcaster. Ann. Aug. 19.

WEMJ Laconia, N. H.—Seeks assignment of license from Albert F. Orlandino (51 2/3%), Martin J. Ciatelli (33 1/3%) and Samuel Kassel (15%), d/b as New Hampshire Broadcasting Corp., to Albert L. Auclair (52%), David F. Shurtleff, Joseph C. Maltais (each 20%) and Talbot R. Hood (8%), tr/as Belknap Broadcasting Corp. Consideration \$80,000. Belknap is subsidiary of Monadnock Broadcasting Corp., licensee of WKBK Keene, N. H. Ann. Aug. 20.

WTIK Durham, N. C.—Seeks transfer of control of licensee corporation, W & W Broadcasting Inc., from C. H. Wentz, Harry L. Welch and E. L. Sherman, d/b as Mid-Carolina Broadcasting Co., to same persons as individuals. Consideration \$31,500. Ann. Aug. 21.

WATS Sayre, Pa.—Seeks assignment of license from Thompson K. Cassel (100%) to Murrelle Printing Inc., tr/as WATS Inc.; Murrelle is owned by Harlan G. Murrelle (55%), Carleton W. Kent (25%), Allan P. Furman and Joseph H. Murrelle (each 10%). Consideration \$150,000. H. G. Murrelle is stockholder in WOND Pleasantville, N. J., and WENY Elmira, N. Y., will sever connections with WENY on grant of above application. Ann. Aug. 20.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Blue Ridge Mountain Broadcasting Inc. for new daytime AM on 1500 kc, 1 kw, 500 w (CH), at Ellijay, Ga.; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Aug. 21.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application by Hudson Valley Broadcasting Corp. to relocate trans. site of WEOK Poughkeepsie, N. Y., and to continue from new site (a) present daytime directionalized operation on 1390 kc with 5 kw and (b) to operate nighttime, directionalized, with power of 1 kw; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. In so doing, granted Hudson Valley's motion to accept supplemental proposed findings. Action Aug. 21.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of K-FIV Inc. to increase daytime power of KFIV Modesto, Calif., on 1360 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-N to DA-2; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Aug. 21.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward (1) denying application by Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (FM) Elmwood Park, Ill., for not being financially qualified and not possessing requisite licensee qualifications arising from unauthorized transfers of control, and (2) denying, for lack of prosecution, application by Elmwood Park Broadcasting Corp. for new FM in same community. No decision was made on remaining applicant in consolidated proceeding—Blue Island Community Broadcasting Inc. for new station at Blue Island, Ill.—because it is involved in further proceedings. Action Aug. 20.

■ Commission gives notice that June 25 initial decision which looked toward granting application of WSVI Inc. to increase power of WSVI Pekin, Ill., on 1140 kc, from 1 kw-D to 5 kw-D, maintaining present power of 1 kw during critical hours; conditions including pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Aug. 14 pursuant to Sec. 1.153 of rules. Action Aug. 16.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of K BAR J Inc. for new daytime AM on 1550 kc, 500 w in Hastings, Neb.; conditioned pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Aug. 15.

### OTHER ACTIONS

■ By order, commission modified CP of Robert E. and Marcella Podesta to specify operation of KREP(FM) on channel 289 instead of channel 277 at Santa Clara, Calif.,

# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4800 <i>Member AFCEE</i></p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J. <i>Member AFCEE</i></p>	<p><b>GEORGE C. DAVIS</b> CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. <i>Member AFCEE</i></p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. <i>Member AFCEE</i></p>	<p><b>A. D. Ring &amp; Associates</b> 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFCEE</i></p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington 4, D. C. <i>Member AFCEE</i></p>
<p><b>L. H. Carr &amp; Associates</b> Consulting Radio &amp; Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. <i>Member AFCEE</i></p>	<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8360 <i>Member AFCEE</i></p>	<p><b>GUY C. HUTCHESON</b> P.O. Box 32 CRestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</p>
<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 1405 G St., N.W. Republic 7-6646 Washington 5, D. C. <i>Member AFCEE</i></p>	<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D. C. Federal 3-1116 <i>Member AFCEE</i></p>	<p><b>WALTER F. KEAN</b> CONSULTING RADIO ENGINEERS Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) <i>Member AFCEE</i></p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208 <i>Member AFCEE</i></p>
<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> 9th Floor, Securities Bldg. 729 15th St., N.W., 393-4616 Washington 5, D. C. <i>Member AFCEE</i></p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p><b>J. G. ROUNTREE</b> CONSULTING ENGINEER P.O. Box 9044 Austin 56, Texas Glendale 2-3073</p>
<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering 232 S. Jasmine St. Phone: (Area Code 303) 333-5562 <b>DENVER 22, COLORADO</b> <i>Member AFCEE</i></p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 5-3100</p>	<p><b>PETE JOHNSON</b> Consulting am-fm-tv Engineers Applications—Field Engineering Suite 601 Kanawha Hotel Bldg. Charleston, W.Va. Dickens 2-6281</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</p>
<p><b>WILLIAM B. CARR</b> Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas BUtler 1-1551</p>	<p><b>RAYMOND E. ROHRER &amp; Associates</b> Consulting Radio Engineers 436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCEE</i></p>	<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> A Division of Multronics, Inc. Multronics Building 5712 Frederick Ave. Rockville, Md. (a suburb of Washington) Phone: 301 427-4666 <i>Member AFCEE</i></p>

## Service Directory

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, LaClede 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone TRowbridge 6-2810</p>	<p>contact <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: ME 8-1022</p>	<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Wabash 2643</p>
<p><b>BARKLEY &amp; DEXTER LABS., INC.</b> Donald P. Wise Consulting, Research &amp; Development for Broadcasting Industry &amp; Government 50 Frankfort St. Fitchburg, Massachusetts</p>	<p>James M. Moran Consulting, Research &amp; Development for Broadcasting Industry &amp; Government Diamond 3-3716</p>		



## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 21

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,824	36	158	336
FM	1,100	20	90	197
TV	522 <sup>2</sup>	53	86	116

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 21

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 <sup>a</sup>

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 <sup>1</sup>
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

<sup>1</sup>Does not include six licensed stations off air

<sup>2</sup>Includes three stations operating on unreserved channels

subject to condition that permittee submit to commission by Sept. 20 all information necessary to comply with applicable technical rules, executed in triplicate, for preparation of modified authorization; further ordered that upon completion of construction of new facilities, permittee shall submit usual application for license and for program test authority on channel 289; and terminated proceedings in Doc. 15143. By separate order, modified table of assignments released Aug. 1, by third report, memorandum opinion and order in Doc. 14185, to change Santa Clara assignment to channel 289. Action Aug. 16.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend time to Aug. 28 to file response to

North Alabama Broadcasting Co. petition to enlarge issues in proceeding on application of Arthur D. Smith Jr. for new AM in Murfreesboro, Tenn. Action Aug. 20.

■ Granted petition by Broadcast Bureau to extend time to Sept. 3 to file exceptions to initial decision in proceeding on AM application of People's Broadcasting Co. (WPBC), Minneapolis. Action Aug. 15.

#### ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Greene County Radio to extend time from Aug. 19 to Sept. 3 to file opposition to petition by Spedel Broadcasting Corp. of Ohio for stay of final decision in proceeding on AM applications. Action Aug. 19.

■ Commission, by office of opinions and review, granted petition by Greene County

Radio for extension of time from Aug. 20 to Sept. 3 to file opposition to petition by Spedel Broadcasting Corp. of Ohio for reconsideration and rehearing in proceeding on applications for new AM stations in Xenia and Kettering, both Ohio. Action Aug. 16.

■ Commission granted request by Pennsylvania State University and Pennsylvania Dept. of Public Instruction to extend time to Aug. 26 to file oppositions to petitions by Rivoli Realty Co., Storer Broadcasting Co., American Broadcasting Co. and Penn Traffic Co. for partial reconsideration of July 3 report and order in TV rulemaking proceeding involving Allentown, Altoona, Clearfield, Harrisburg, Scranton, and Shamokin, all Pennsylvania. Action Aug. 15.

■ Commission, by office of opinions and review, granted petition by Portage County Broadcasting Corp. to extend time to Sept. 3 to file opposition to joint petition to reopen record and enlarge issues filed by Kent-Ravenna Broadcasting Co. and Joseph P. Wardlaw Jr. in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action Aug. 14.

By Acting Chief Hearing Examiner  
Jay A. Kyle

■ By order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, in Docs. 15008-8, granted motion by Harry Wallerstein, receiver, Television Co. of America Inc. and Arthur Powell Williams to extend time from Aug. 22 to Aug. 29 to respond to petition by Broadcast Bureau to change place of hearing. Action Aug. 21.

■ Granted request by Broadcast Bureau to extend time from Aug. 15 to Aug. 30 to file proposed findings and from Sept. 3 to Sept. 16 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Aug. 15.

■ Granted petition by Broadcast Bureau to extend time from Aug. 12 to Aug. 22 to file proposed findings and from Sept. 9 to Sept. 16 for reply findings in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Aug. 14.

■ Granted request by CBS to extend time from Aug. 19 to Aug. 21 for exchange of rebuttal exhibits and from Aug. 21 to Aug. 23 for notification of witnesses for cross-examination in proceeding on application of Big Bear Broadcasting Co. for new AM at Big Bear Lake, Calif. Action Aug. 14.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Salina Radio Inc., Salina, Kan., for leave to amend AM application to reflect proposed merger of Kansas Broadcasters Inc. and Salina Radio Inc., which merger agreement was approved by Review Board Aug. 7, and to update financial and programing proposals. Action Aug. 16.

■ Granted motion by WKYR Inc. (WKYR), Cumberland, Md., for corrections in various respects to transcript in proceeding on AM application. Action Aug. 16.

■ Granted petition by Broadcast Bureau to extend from Aug. 18 to Aug. 30 date to file proposed findings and from Sept. 6 to Sept. 20 for replies in proceeding on AM application of 1360 Broadcasting Inc. (WEBB), Baltimore. Action Aug. 14.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to further extend time from Aug. 19 to Sept. 10 to file proposed findings and from Sept. 3 to Sept. 24 for replies in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action Aug. 16.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ Granted motion by Gordon County Broadcasting Co. to extent of correcting transcript as proposed, except for correction sought to page 457, line 9, which correction is subject of discussion in initial decision to be released in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga. Action Aug. 16.

■ Granted request by Golden Triangle Broadcasting Inc. (WEEP), Mt. Oliver, Pa., and extended time to Sept. 3 to file reply findings in proceeding on AM application. Action Aug. 16.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Beamon Advertising Inc. to further extend time from Aug. 16

# SUBSCRIPTION APPLICATION

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 Home

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state \_\_\_\_\_

zip code \_\_\_\_\_

company name \_\_\_\_\_

\*Occupation Required

to Aug. 30 to file reply to proposed findings in proceeding on application for new AM in Daingerfield, Tex. Action Aug. 16.

■ Granted petition by Esquire Inc. to extend time from Aug. 16 to Sept. 16 to file initial proposed findings and from Sept. 4 to Oct. 7 for replies in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga. Action Aug. 15.

#### BROADCAST ACTIONS by Broadcast Bureau Actions of Aug. 20

WAJM-FM Montgomery, Ala.—Granted SCA on sub-carrier frequency of 87 kc.

WVCG-FM Coral Gables, Fla.—Granted mod. of SCA to delete sub-carrier frequency of 42 kc (retain authorized use of sub-carrier frequency of 87 kc).

#### Actions of Aug. 19

WIGO Indianapolis—Granted license and specify type trans.

WCJU Columbia, Miss.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WGWC Selma, Ala.—Granted license covering increase in daytime power.

WGAU Athens, Ga.—Granted license covering installation of new alternate main trans.

WIZE Springfield, Ohio—Granted license covering change in ant.-trans. location, changes in ant. system and specify type trans.; redescribe main studio location same as trans.; and delete remote control.

WDVA Danville, Va.—Granted license covering installation of alternate main trans. as alternate main nighttime and aux. daytime trans.

■ Granted licenses covering installation of new trans. for following: KSD St. Louis; WHCO Sparta, Ill.

#### Actions of August 16

WNAV-FM Annapolis, Md.—Granted SCA on sub-carrier frequency of 87 kc.

\*KXXX(FM) San Francisco—Granted SCA on sub-carrier frequency of 87 kc.

\*WNMR(FM) Marquette, Mich.—Granted license and specify ERP as 275 w and type trans.

KRAD East Grand Forks, Minn.—Granted license covering change in hours and installation of DA-N; delete remote control nighttime.

WPME Punxsutawney, Pa.—Granted license covering increase in power to 5 kw (except during critical hours 1 kw) and installation of new trans.; specify type trans.

WKPT Kingsport, Tenn.—Granted license covering increase in daytime power.

KVON Napa, Calif.—Granted license covering increase in daytime power and make changes in DA system and ground system; specify geographic coordinates.

WCRB Waltham, Mass.—Granted license covering installation of new aux. trans.

WTAG Worcester, Mass.—Granted license covering installation of aux. trans. at main studio location.

KMNS Sioux City, Iowa—Granted license covering installation of new trans.

WCAM Camden, N. J.—Granted license covering use of old alternate main trans. as aux. trans. at main trans. site; remote control permitted; specify trans. and main studio locations and remote control point.

WKKW Troy, N. Y.—Granted license covering changes in ant. system.

KGON Oregon City, Ore.—Granted license covering change in ant.-trans. and studio locations.

\*WHA-FM Madison, Wis.—Granted license covering change in ant.-trans. location, ant. height, ant. system, trans. equipment and type ant.; redescribe trans. location.

KWBE-FM Beatrice, Neb.—Granted license covering change in ERP and installation of new trans.

KYFM(FM) Oklahoma City—Granted license covering change in ERP, ant. height, ant.-trans. and studio locations and remote control point, changes in ant. system, and installation of new ant. and trans.; remote control permitted.

WBIR-AM-FM-TV, Knoxville, Tenn.; WFGC-AM-FM-TV, Greenville, S. C.; WMAZ-AM-FM-TV, Macon, Ga.; W11AH, Tryon, N. C.; (WMRC, Inc.)—Granted mod. of licenses and mod. of CP's to change name to Southeastern Broadcasting Corp.

KSL-AM-FM (Radio Service Corp. of Utah) Salt Lake City—Granted mod. of li-

censes to change name to KSL Inc.

WBIR-TV Knoxville, Tenn.—Granted CP to install aux. trans. at main trans. site.

KDRO Sedalia, Mo.—Granted CP to change trans. and studio location just west of city limits.

\*WECI(FM) Richmond, Ind.—Granted CP to replace expired permit for new FM.

WJOL-FM Joliet, Ill.—Granted CP to install old main trans. as aux. trans.; ERP 570 w.

\*WECI(FM) Richmond, Ind.—Granted mod. of CP to change type trans. and type ant.

WAVI-FM Dayton, Ohio—Granted mod. of CP to move ant.-trans. location and decrease ant. height to 420 feet; specify geographic coordinates; remote control permitted.

KTHE Thermopolls, Wyo.—Granted extension of authority to operate with signoff at 7 p.m. for period ending Nov. 15.

■ Granted licenses for following: KLEB Golden Meadow, La., and specify type trans. and redescribe trans. and main studio location; KCAT Pine Bluff, Ark., and specify type trans.; KRWB Roseau, Minn., specify type trans. and studio location same as trans. and delete remote control; KABI Abilene, Kan., and specify type trans.; KAPS Mount Vernon, Wash., redescribe trans. location and specify main studio location same as trans.; condition; KQCY Quincy, Calif., and specify type trans.; WEDR (FM) Miami and specify type trans.; WFEA (FM) Waukegan, Ill.; WVCB (FM) Rochester, N. Y., and specify trans. and studio location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WCAM Camden, N. J., make changes in ant. system and specify type trans., trans. and main studio locations and remote control point; KRLN Canon City, Colo.; WAML Laurel, Miss., and specify type trans.; WGRM Greenwood, Miss.; KASL Newcastle, Wyo., and specify type trans.

■ Granted licenses covering increase in power for following: WBRX Berwick, Pa.; KLTR Blackwell, Okla., and installation of new trans.; WIRD Lake Placid, N. Y., and installation of new trans.

■ Granted licenses covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site for following: KWNO Winona, Minn., remote control permitted; WBET Brockton, Mass.; WOTR Cory, Pa.; remote control permitted.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. location for following: KXIV Phoenix, Ariz., remote control permitted; KRLN Canon City, Colo.; KQEO Albuquerque, N. M., with DA-N.

■ Following stations were granted extensions of completion dates as shown: WAVI-FM Dayton, Ohio, to Feb. 15, 1964; KLHS Lordsburg, N. M., to Feb. 1, 1964.

#### Actions of Aug. 15

WTPA-FM Harrisburg, Pa.—Granted license.

WFFF Columbia, Miss.—Granted license covering change in frequency, increase in power, changes in ground system, and installation of new trans.

KDIX Dickinson, N. D.—Granted license covering increase in daytime power.

WDBF Delray Beach, Fla.—Granted license covering change in hours of operation

(1420 kc, 500 w-N, 5 kw-D) and change from DA-D to DA-2; redescribe trans.-studio location.

WINN Louisville, Ky.—Granted license covering use of old alternate-main trans. as aux. daytime and alternate-main nighttime trans.; remote control permitted.

WDUN Gainesville, Ga.—Granted license covering change from DA daytime (DA-D) to non-DA.

WEAW Evanston, Ill.—Granted license covering installation of aux. trans.

KIQS Willows, Calif.—Granted license covering changes in ground system.

WIVY Jacksonville, Fla.—Granted license covering change of ant. site 460 feet east of present site.

WEAT West Palm Beach, Fla.—Granted license covering changes in ant. system.

KCKG Sonora, Tex.—Granted license covering installation of new trans. as aux. daytime and alternate-main nighttime trans.

KQV-AM-FM Pittsburgh—Granted mod. of licenses to change name from Allegheny Broadcasting Corp. to KQV Inc.

KMCS(FM) Seattle—Granted mod. of license to change studio location and remote control point.

WCSC-TV Charleston, S. C.—Granted CP to modify type trans. by installing new exciter unit; condition.

\*KCSB-TV Kansas City, Mo.—Granted CP to change ERP to 209.5 kw vis. and 105 kw aur., type trans., make changes in ant. system and change ant. height to 510 feet.

WSEI(FM) Olney, Ill.—Granted CP to increase ERP to 50 kw.

WATR-FM Waterbury, Conn.—Granted CP to install new antenna.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KOCA Kilgore, Tex., and specify type trans.; KLWW Cedar Rapids, Iowa; KSMA Santa Maria, Calif., and specify type trans.; KVAS Astoria, Ore., and change trans. and studio location.

■ Following stations were granted extensions of completion dates as shown: KBVU Bellevue, Wash., to Dec. 1; WHEB-FM Portsmouth, N. H., to Feb. 5, 1964; WABA-FM Mayaguez, P. R., to Feb. 8, 1964; KLVN-FM Lawrence, Kan., to Sept. 30; KADM (FM) Golden Valley, Minn., to Nov. 1.

■ Granted renewal of licenses for following: KASM Albany, Minn.; WGHM Skowhegan, Me.; KSAL Salina, Kan.; WRUN Utica, N. Y.

KNEZ Lompoc, Calif.—Granted change in remote control authority (using non-DA).

#### Actions of Aug. 14

WJCO Jackson, Mich.—Granted license, specify main studio location and redescribe trans. site.

WREX-TV Rockford, Ill.—Granted license covering changes for TV station.

KFXM San Bernardino, Calif.—Granted mod. of license to change main studio location; remote control permitted; conditions.

KDLO-TV Florence, S. D.—Granted CP to increase ant. height and make changes in ant. system; change ant. height to 1,390 feet.

## Rulemakings

### PETITIONS FOR RULEMAKING FILED

■ Plainfield, Ind.—James T. Barlow. Petition for amendment of rules to include Plainfield, Hendricks county, Ind., in FM table of allocations. Received Aug. 12.



## NEW...PEAK LIMITING AMPLIFIER!

The Bauer "Peak Master" is the smallest, completely self-contained limiter available that can be used in critical broadcast, recording and motion picture audio applications • 3½" of Rack Space • Vernier Input—Output Controls • Switchable VU Meter • Fast Attack Time • Adjustable Release Time • \$440.00 • Send for Complete Details Today!

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1663 Industrial Road, San Carlos, California  
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# 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 or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

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.

Wanted: Asst. manager, radio station KVOU, Uvalde, Texas. Sales experience necessary and must have 1st engineer license. E. J. Harpole.

### 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.

Salesman/only. Real opportunity for young man with radio experience. Salary plus commission. Young organization heading for the top. If you can sell—contact Tom Ehke, WCNT, Centralia, Ill. 532-1885.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt. 802-295-3167.

Need salesman-announcer combination man, or full time sales. Excellent position for man wishing to get into sales. Manager's opening now available. Send full information first letter airmail. Box 993, Eureka, Calif.

Immediate opening experienced, ambitious radio time salesman. Unlimited earning potential in thriving market! Exclusive country and western station. Send resume and qualifications. Contact M. Z. Moore, 2714 W. McDowell, Phoenix, Arizona.

Southern group—5 Top-rated stations located in metro markets seeking 2 pro type executive salesman with excellent background and experience. High guarantee—insurance—moving expenses—opportunity for management. Send complete resume, late photograph, references, in confidence. McLendon Broadcasting Co., General Offices, suites 960-980 Milner Bldg., Jackson, Mississippi.

Opportunities for producers in sales and management. Get details. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis Minnesota. 55417.

## Announcers

Classical music man with solid combo operate-annouce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, BROADCASTING.

Top rated station in eastern Pennsylvania with heavy accent on news, sports, special events and specialized programming has an immediate opening for topnotch announcer with solid experience authoritative voice and ad lib ability. Excellent salary and talent. Send resume tape and picture to Box K-1, BROADCASTING.

September opening for staff announcer for upstate New York collegetown station. dj and news experience a must. Send tape and resume. Box K-11, BROADCASTING.

Bright lively morning man. Experience necessary. Warm the year round. Send tape and resume immediately. State salary requirements, Box K-185, BROADCASTING.

Middle of the road radio personality, live sound, sharp production, good judgment on amount of talk. Start at \$115 weekly, fringe benefits. Great Lakes medium large market. Photo and tape required for consideration—will return. Box K-199, BROADCASTING.

Classical music man for San Francisco station with solid combo operate-annouce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box K-274, BROADCASTING.

FM announcer-major market—southwest. 100 kw stereo-multiplex operation. Latest Gates-Collins equipment. Independent. (No simulcast—no tape—no automation). Absolute financial stability. Interested in two announcers, preferably with FM experience. Some music education or background essential. No floaters. Interested only in applicants who have genuine enthusiasm for the future of FM. Please send voice tape and complete background resume. Tape will be returned promptly. Interviews southwest or New York our expense. Box K-250, BROADCASTING.

Major mid-west market wants you. Benefit loaded station wants mature, bright, ladies home companion, for smart middle-of-the-road operation. Rush tape, resume and salary range to Box K-298, BROADCASTING.

Immediate opening for strong c&w morning man, first phone, experience, 5000 watt CBS affiliate in major southwestern city. Also for announcer-salesman. Good salaries and working conditions. Send tape resume and references to Bob Smith, Manager, KCIJ, Shreveport, La.

KDON, Salinas, California auditioning good voice, first phone personalities. Tape returned.

Announcer, first phone . . . resume, photo, tape and salary requirements to WABD, Ft. Campbell, Ky.

Announcer-salesman. Immediate opening for experienced man. WAIK, Galesburg, Ill.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for good morning man. Send tape, resume & salary requirements: WASA, Havre de Grace, Md.

## Announcers—(Cont'd)

WCUB, Manitowoc, Wisconsin has opening for versatile announcer. Salary open, depending upon ability and experience. Send tape and resume to Jack Severson.

Wanted 2 mature announcers, good voices and refs. One for possible pd position. Prefer married men. A lot of sports—news & remotes, college town. Contact Al Weaver, WEKY, Richmond, Ky. Phone 623-1340.

Experienced afternoon man wanted for pop music station in medium Michigan market. Fast paced but no screamers. Send tape resume & photo to John Moss, WIBM, Jackson, Mich.

WILO-AM-FM in the heart of Hoosierland needs an experienced announcer-salesman or announcer with first phone who knows good music—We're heavy on sports, special events, production. Write V. J. Kaspar, Manager, WILO-AM-FM, Frankfort, Indiana.

The Palm trees are calling you if you're the right "professional" dj who wants to feel at home with other "swinging jocks" WIRK Radio wants you, you will be judged by your air check. Airmail photo resume to WIRK, W. Palm Beach, Fla.

There are several openings in our established chain for aggressive, fast paced personalities. First class ticket desirable but not necessary. Send tape and resume to Chuck Mefford, WISM, Madison, Wis.

Experienced announcer for morning show. Must have good voice, good personality and be civic minded. Good salary, excellent working conditions, many fringe benefits. Contact WLOH, P. O. Box 1011, Princeton, W. Va.

Excellent opportunity for experienced morning man. Immediate opening radio staff with television opportunities. Send snapshot resume and off-air check stressing music and commercials, no news. Program Director WOC-AM-FM Davenport, Iowa.

Experienced newsman-deejay for Illinois good-music kilowatt. Excellent opportunity—gather, write, broadcast news and present music programs. Send tape, full resume to WSOY, Decatur, Ill.

All night first phone announcer wanted by modern central New York operation. Contact Bill Quinn, WTLE, Utica, N. Y.

Wanted immediately a salesman/announcer who is capable of selling good radio in medium competitive market. We want you to make a career of our operation. Lee Nolan, WVTR, White River, Vt., 802-295-3167.

Top opportunity for top man for southeast. Send tape, resume, references and photo immediately to: Cullen Zethmayr, WWNS, Statesboro, Ga.

Top-rated negro group—needs r&b man with teenage appeal immediately. If you are a real swinger—stuck in a small market and want to move up—send tape—resume—to Program Director, Box 197, Jackson, Miss. Preference to area applicants.

It's a fact—first phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free placement for graduates of Radio Engineering Institute of Florida, Inc., 13 Pineapple Ave., Sarasota, Fla.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.



## Help Wanted

### Announcers—(Cont'd)

First phone combo man . . . married . . . good pay . . . free hospital plan . . . regular pay raises . . . write Box 310, Jerseyville, Ill. . . . include tape and resume.

New station in Salisbury, Md., desires combination program director and announcer. Some knowledge of making production sports. Seventy dollars a week to start. Send tape and other information to Mort Hayes, Box-M, Ocean City, Md.

Swinging morning man needed for outstanding 10,000 watt top 40 operation. Must have deep, resonant voice with production ability. Only top format jocks will be considered for this opening. Send tape and resume to Ron Curtis, P.O. Box 1, Arvada, Colorado. Don't apply unless you are really great, sober and stable.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

### Technical

Alert, responsible engineer-announcer-citizen. Small market, Kansas am/fm station. Good job. Send complete application. Box K-36, BROADCASTING.

Chief engineer for long-established Virginia fulltime station in small market. Position offers security and many benefits. Announcing or sales ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard working, friendly operation, and we want a man with the same qualities. Box K-169, BROADCASTING.

Experienced chief engineer for Alaska am-tv. Light announcing. Send resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Engineer: strictly maintenance, construction & things technical. Two-station operation looking toward expansion wants competent 1st class man, 40 miles west of Philadelphia. Paid vacation, profit sharing and other fringe benefits. WCOJ, Coatesville, Penna.

Modern "middle-of-the-road" station needs young, production-minded engineer with some experience. New York city suburban area. WVIP Radio, Box 608, Mt. Kisco, N.Y.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Engineers needed, all broadcast categories. Jobs countrywide. Write: Broadcast Employment Service, 4825 10 Ave. S. Minneapolis, Minn. 55417.

### Production—Programing, Others

News editor wanted for Ill. 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.

## Help Wanted—(Cont'd)

### Production—Programing, Others

Network affiliated station, medium metro/eastern market, needs newsmen/director who can dig out the stories, write, compile, deliver newscast with authority and personality. Send resume, picture, references and tape. Prima donnas need not apply. Box K-122, BROADCASTING.

Virginia radio-tv station needs manager for news department. Must be 35 or over and have radio—not necessarily tv—experience. Write Box K-125, BROADCASTING.

Major station on NYC fringe—We concentrate on news, are looking for experienced man to do same. Must have polished, authoritative delivery, must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Only replies which include audition tape, not less than 5" reel and preferably air check, will be considered. Complete resume to Box K-141, BROADCASTING.

A genius-of-all-trades: a creative production man with first phone license and ability to handle personality format with middle-of-the-road music. Starting salary \$127.50 per five-day week with excellent opportunities for advancement. Here's your golden opportunity to locate permanently in one of California's choicest cities. Please send air-check or audition tape sample copy, and taped production spots. Box K-156, BROADCASTING.

News director—Don't write unless you are capable of taking complete charge of news department and are interested in a permanent job at a realistic salary. Furnish full details. Box K-256, BROADCASTING.

Sales-announcer-morning man-news-sports-promotion. Any combination needed by middle road station in Florida's golden triangle. Experienced, reliable adults only will be considered, age no barrier. Live in Florida and earn good pay. Future profit sharing or ownership participation. Send resume, tape, photo, Box K-257, BROADCASTING.

Sold western New York radio opportunity for experienced program, idea man, self starter with good voice, appearance and habits. Box K-283, BROADCASTING.

Immediate opening for experienced newsmen with ability to gather, write and make strong presentation of local news. Play-by-play sports experience desirable but not necessary. KAOR Radio, Oroville, Calif.

Experienced copywriter, three in department. Write KSAL, Box 180, Salina, Kansas.

Copywriter wanted for immediate employment. Must be experienced female age to 35. Radio WBIG, Box 1807, Greensboro, N.C.

Come blow your horn . . . I'm looking for my own replacement. Have just moved into radio pd spot in top quality, dominant 5 kw CBS affiliate in northeast. Want a heads-up, creative, polished pro—one who can produce solid commercial work on the air—experienced in tight production—and not afraid of six-day week. There's a future here—and money, too. Our TV operation will welcome this pro with open accounts. Must be available for on-camera audition. Send tape, full resume, pix and sof, if available, to: Tom Whalen, P.D., WBNF Radio, Binghamton, New York.

News director for good music station. Top salary and benefits for experienced man. For interview contact WNNJ, Newton, N. J.

### Situations Wanted—Management

General manager, former owner, strong sales, top announcer, 20 years broadcasting, can invest. Box K-177, BROADCASTING.

Aggressive manager—with successful record also handles top flight play-by-play, news & special events and programing. \$200 minimum, plus moving expenses. Can invest. Prefer New England, Missouri or Illinois, but will consider others. Box K-195, BROADCASTING.

## SITUATIONS WANTED

### Management—(Cont'd)

Pair of aces. Top manager, 1st phone. Available now. Top announcer, not frantic, twenty years experience. Box K-251, BROADCASTING.

Can you use a "radio wise" man with over 8 years experience? Looking for position as station manager. Good references, family man, 1st class ticket. Box K-279, BROADCASTING.

Manager—13 years AM, FM, TV. Good record as assistant manager. Sales manager, program and news director. Dependable family man. Prefer smaller market, western U. S. Box K-300, BROADCASTING.

Manager—small, medium market, south. Mature, proven. For personal interview: Box K-301, BROADCASTING.

Sales manager-asst. manager 8 years at KNEM, Nevada, Mo. News gathering, reporting, 11 years play-by-play . . . all three sports, married, 48. Inquiries welcome to general manager, KNEM, Virgil S. Dachel, 113 S. Clay, Nevada, Mo.

15 years experience all phases radio-TV. Proficient in operations—production—supervision, (union-management relations), air, including children, sports, news, music, mc. Available due de-emphasis live, plus economy cuts which included my position of Production Director. References good. Desire job with professional broadcaster. People, not location important. J. Herrington, 438 Jameson, Saginaw, Mich. SWIFT 2-8871.

Manager. 15 years radio sales at one station. Creative, with imagination. Twelve thousand or more. Merlin H. Smith, 3014 Barnhart, Fort Wayne, Ind. Phone 483-3861.

### Announcers

First phone—young announcer, limited experience, 6 to midnight shift only. Box J-346, BROADCASTING.

Attention: Tennessee and Kentucky! Announcer, dj-combo: Three (3) years experience. Presently employed, but would like to relocate within 150 miles of Nashville, Tenn. Good references including present employers. Veteran, married and reliable. Good board, cut all shows. Available: Dec. 1st. Box K-149, BROADCASTING.

Mature voice, 31, 5 years experience. Family man, northeast. (dj-announcer). Box K-165, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Box K-172, BROADCASTING.

Disc-jockey—experienced, looking to settle. Can do play-by-play baseball. Box K-186, BROADCASTING.

Are you looking for a fast pace wild top 40 dj—"Dick Bianti the second?" Write today. 3rd class ticket. Box K-236, BROADCASTING.

Major-market newsmen would be bigger fish in smaller pond. Am quite good, but audition-tape won't show it. Hire me anyhow, you'll be glad you did. Box K-264, BROADCASTING.

Night personality: Not a prima donna or rock and roller. Can deliver mature audience. Proven past performance. Backed by years of good experience. Off the cuff delivery. Highly identifiable voice. Box K-267, BROADCASTING.

Experienced personality dj. Wants Los Angeles or San Francisco. Box K-268, BROADCASTING.

Creative personality. College grad. 23, excellent voice. Four years commercial experience disc jockey, news, and sports. Now summer man with number one in 800,000 market. Want large metro middle road. Box K-270, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers—(Cont'd)

Part time radio announcer would like full time job. Prefer Wisconsin, Minnesota or upper Michigan. Box K-281, BROADCASTING.

Team, 2 combo, personality jocks, first and third phones, good! Desire professional station, stable operation. Write copy, news, production, both presently employed. Available. Box K-289, BROADCASTING.

Experienced, excellent voice, diction, news, music, all formats. New England, Connecticut, New York only. Box K-273, BROADCASTING.

Quality, mature newsmen-announcer, presently with outstanding metropolitan AM/TV outlet, seeks news or entertainment position in medium or major market. Quality craftsmanship offered. Box K-275, BROADCASTING.

Want a real personality? Pro comic jock. Talent galore. Young. Grad. Four years experience. Unlimited creativity. Large metro, please. Box K-269, BROADCASTING.

Announcer/dj. Experienced personality, tight production, fast board. Strong sell, authoritative news. Married, will settle. Box K-285, BROADCASTING.

DJ wants position with security, 3 years experience, married, dependable, \$125.00, willing to relocate. Box K-287, BROADCASTING.

Bright air personality, 3 years experience. Married. Authoritative news, not a floater or prima donna. Box K-288, BROADCASTING.

Immediately! Experienced swinger/crack newsmen. Bright, tight, modern professional sound. Will telephone upon receiving reply. Box K-291, BROADCASTING.

So my mother doesn't like me . . . my listeners do . . . \$o will yours. Fast, original comic. Young, no problems except I'm boxed in where I am. Unc' doesn't want me. Format. Major market. Box K-293, BROADCASTING.

Announcer—6 years experience—prefer northeast coast states. Married man. Box K-295, BROADCASTING.

DJ/newscaster, young, single, reliable, 1 year experience, best references, youth award winner based on leadership and civic activity, authoritative news, bright happy commercials. Available immediately. Box K-296, BROADCASTING.

How can you tell if you have an elephant in your bathtub? You can smell the peanuts on his breath! You need an exceptionally clever early morning personality! I'm he. First phone, college degree and 3 years commercial radio. Prefer southern California. Box K-304, BROADCASTING.

DJ, experienced, college, vet, family. Talented, dependable. Prefer midwest, modern format. Box K-307, BROADCASTING.

Looking for play-by-play opportunity. Announcer—first phone experienced on network affiliate, tight board. Box K-309, BROADCASTING.

DJ-announcer. Authoritative newscasting. Board operator, no prima donna. Family man. Will relocate. Box K-310, BROADCASTING.

Air personality. Bright sounding dj with tight board. Also mature newscaster, with crisp authoritative delivery. Experienced selling sound. Want to settle—not a prima donna or floater. Box K-311, BROADCASTING.

Ten years solid references. Finest background. Know music news. Standard and formula. Veteran with college. \$110 minimum. Box K-312, BROADCASTING.

Combo man needs experience and enough cash to keep wolf away from the door while studying for 1st phone. Part-time weekends 12-6. Los Angeles area. 28, married, reliable. Box K-313, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers—(Cont'd)

Overwhelming number one, all surveys, seven station market. Sparkling humorous morning personality, different approach. Box K-314, BROADCASTING.

Bright announcer/pd. 10 years. Want to settle with growing outfit. Brad Harris, 277 Van Sicken Ave., Brooklyn 17, N. Y. HY 8-5479.

Announcer, first phone, two years experience, small stations. Well rounded, board, news, weather, sports. Looking for small community, permanent home. Presently employed on Gold Coast of Fla. Contact Larry Lewin, 915 Angela St., Key West, Florida, 305-296-2923.

Fully seasoned announcer-dj. Single-32-no car. \$85 minimum. Anywhere northeast. Bob Cole 234 Crescent St., New Haven, Conn. UN 5-3528.

Pick a pair. Be wise bud. Pop the top off your present numbers. Put us back to back, a.m. or p.m. Two major market pros, production our forte. Now working, mkt. size not important, but bread and challenge are. Call 816-931-8259.

Top notch jock/chief engineer combination. Major market experience, draft free, available immediately. Call Jim Meeker after 5 cst. at 913-843-7291 or write Box 1321, Topeka, Kan. \$650 minimum.

### Technical

First phone, some experience, age 19, available immediately. Box H-245, BROADCASTING.

First phone. 13 years experience am-fm 2 3/4 years as chief engineer. Maintenance. Construction. Production. Box K-219, BROADCASTING.

Competent chief engineer with broad experience both high and low power AM/FM seeks permanent position. Top references. Available mid-September. Box K-245, BROADCASTING.

Chief engineer: Experienced 15 years technical administrative. Can handle the tough ones. High power directional antennas and FM. Construction and installation. Technical expense department costs trimmed down with efficiency. Authoritative references available. Personal interview desired. Box K-247, BROADCASTING.

Chief engineer: 12 years all supervision of buildings and antenna construction. Complex DA systems and FM. Maintenance know how and management assistance. References can verify ability. Will also consider buying into station to help you crack that nut. No triflers please. Want personal and confidential interview with owner only. Box K-248, BROADCASTING.

1st class commercial license, graduate of technical school—diploma in communications electronics, diploma—electronics, technician. Desire broadcasting work, no announcing. Ambitious but lacking experience. Box K-272, BROADCASTING.

Engineer, strong on construction, installation and maintenance. 8 years experience, all phases of AM, 5 kw directional and as chief. No announcing. Box K-276, BROADCASTING.

Experienced announcer-chief engineer. Immediately. \$100. Tapeless. Box K-299, BROADCASTING.

Engineer, production, tape editing, supervision, construction and maintenance. Some TV. 22 years experience. Box K-305, BROADCASTING.

First phone—seven years, four as chief. Experience includes installation, proofs, maintenance, and DA. Some announcing. Box K-306, BROADCASTING.

Experienced engineer-announcer seeks permanent position western market. Joe Lundy, Box 525, Okanogan, Washington.

Chief engineer/personality jock, with directional experience and all types of am maintenance and installation. Available immediately. Minimum \$650. Call Jim Meeker for full details after 5 cst. at 913-843-7291 or write Box 1321, Topeka, Kan.

## Situations Wanted—(Cont'd)

### Production—Programing, Others

Newsman. Announcing school and college graduate, 28. Year experience. First phone, no maintenance. Box K-53, BROADCASTING.

News minded stations would appreciate this employed two man news team. We will produce in market over 300,000. Write Box K-178, BROADCASTING.

Newsman's newsman: Top stations East. I report with a fair—intelligence—sincerity, few match. Journalism background. Eleven years broadcasting. Box K-207, BROADCASTING.

College grad. radio tv broadcasting. Graduate electronics. First phone, microwave experience. Want start in production, engineering. Box K-215, BROADCASTING.

I've been successful sports director seven years, not interested in programing or combination. Box K-246, BROADCASTING.

Farm director—Time salesman. Former radio farm director. Past advertising manager for agricultural manufacturer. Agency background. Excellent record. Ambitious and aggressive. Interested in returning to radio or television. B.S. Agriculture. B.A. speech. Family, 33. Box K-255, BROADCASTING.

I know news. Good digger, writer, airman. 25, college grad., \$125, major markets late September. Box K-260, BROADCASTING.

Twentieth century—space age and moon tours. High time to cut out discrimination against female personalities. Well, here's your chance. I write my own script, interpolate ad lib to eliminate trite static. Can jerk a tear or produce a laugh with equal ease. Can sell anything from baby bibs to Cadillacs—give advice on romance—marriage and how to make it work—politics—and or sin and salvation, but I am a woman. Box K-278, BROADCASTING.

Production manager 14 years experience wants to relocate metropolitan market. Can handle live-tape-remote and personnel. Now employed—married. Box K-282, BROADCASTING.

Wanted: (by veteran negro dj) A general audience appeal show. Have highest ratings in current market. Now on staff at CBS affiliate in east. First phone. Box K-286, BROADCASTING.

## TELEVISION

### Help Wanted—Management

Group owner seeking S.M. No. 2 position at WPTZ-TV. Contact George BarenBregge, V.P. Television division, P.O.B. 2167, Wilmington, Del.

### Sales

Executive position as sales manager in mountain states television station, fast growing, progressive communities serving over sixty thousand homes. Salary guarantee with unusually fine commission incentive. \$12,000 per year earnings will be no problem to right man with ideas and initiative. Adjacent to great hunting, fishing, winter sports. Excellent area for raising children. Four season climate. References, please. Write Box K-173, BROADCASTING.

Top pay in promotions. Two crew leaders, three salesmen needed immediately. Minimum travel. Average \$250-\$500 weekly. Rush complete resume, you will be phoned immediately for interview. Box K-254, BROADCASTING.

### Help Wanted—Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

Announcer opening in major midwest market. Experience needed in on-the-air work including commercials, news, sports. Send resume, salary requirements, photo, audio tape or film to Box K-303, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

Studio-transmitter engineer for progressive upstate New York TV station. Permanent. Must have first class license, experience preferred. Box K-171, BROADCASTING.

Have opening for first phone engineer that wants to learn TV maintenance. Western mountain installation. Send qualifications and schooling to Box K-277, BROADCASTING.

Wanted: Experienced VTR (Ampex) and transmitter (GE, UHF) engineer. Immediate employment. Please state qualifications. Send resume to WTVS, 9345 Lawton, Detroit 6, Mich.

Engineers needed by WJCT-TV Jacksonville, Fla. Interested applicants should mail resumes including salary requirements to Ross McPherson, Chief Eng., WJCT-TV, 2797 Heywood Dowling Dr.

Experienced technicians—dedicated to quality productions are always needed at the videotape center; 101 W. 67th Street, N.Y.C.—TR 3-5800—cameramen, videomen, video tape operators, audio man and maintenance men—qualified personnel may call collect—Don Collins, Chief Engineer.

### Production—Programing, Others

Newsman-legman, writer. Opportunity for airwork depends on individual. Must learn to handle 16mm camera. Will consider promising beginner. Salary open. Contact Jon Poston, News Director, KTIV-TV, Sioux City, Iowa.

### Situations Wanted—Management

Many ads have appeared in this publication for positions. Mine is no exception. Presently employed as commercial manager, I want a position as general manager . . . tv/radio or tv. Perhaps one exception. Interested only in station that has forward and positive thinking ownership, and history of good business principles and practices. Box K-221, BROADCASTING.

TV operations or program manager available. Heavy programing, production, sales, film, vtr, film buying and public affairs experience. For resume and exceptional industry references, write or wire: Box K-244, BROADCASTING.

Proven background in management and sales management in large, very competitive TV market. Facts and figures to substantiate ability. Age 36. Family. Prefer southwest. Reply Box K-284, BROADCASTING.

Professional salesman desires position as general, national, or local sales manager either in radio or television. 36, married, two children, college, employed. Want challenging situation with future potential and stability. 14 years experience. Box K-290, BROADCASTING.

Small market TV gen. mgr. with extremely heavy sales & promotion background—uhf, vhf, film, desires switch to aggressive, forward thinking station or group. Most receptive to any phase sales mgt. If potential growth exists. Have figures to document success plus excellent industry references. 36 years, college graduate, family, steady. Box K-297, BROADCASTING.

### Sales

I can sell the product on camera and I can sell the client TV advertising. Over 20 years experience radio & TV. Want a spot where I can earn a permanent berth. Box K-266, BROADCASTING.

### Announcers

Low-key, high-communication TV personality available. Have had successful variety, news, weather, special shows. Presently in major-market AM newsroom. Want medium-market TV connection. Box K-263, BROADCASTING.

Announcer, news specialist, all-round excellence, versatile, mature. Radio-TV 13 years experience. Box K-302, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

Engineer, first phone, thirteen years experience, television control, transmitter, radio. No announcing. Box K-294, BROADCASTING.

### Production—Programing, Others

Public affairs—news . . . producer, photographer, writer, 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Director of photography . . . Seeking responsible position with organization producing TV films and documentaries. Ten years TV experience, over forty documentaries, many awards. Strong production background includes editing, directing, animation, commercials. Opportunity for advancement essential. Married, age 35, degree. Samples and resume upon request. Box K-106, BROADCASTING.

Experienced. Good music, production, news, TV. Like to make move to more challenging position. Presently working in large mid-western AM/TV network station. No hurry to leave, will wait for the right position. Box K-164, BROADCASTING.

Young, willing to work to learn, graduate in radio TV film (Northwestern U. June 63). Fresh, imaginative approach to production-direction. Excellent references, for resume write Box K-189, BROADCASTING.

I'm dead. . . I'm not a specialist in this world of specialization . . . merely possess overall expert knowledge and experience in: tv, print advertising (newspaper, consumer, trade), film, radio, direct mail, research, sales promotion, public relations, plus administrative capacity to "get things done." Top univ. Degree, best references and proven success in nation's 2nd and 3rd largest markets. Resume on request. Box K-228, BROADCASTING.

One of radio's best newsmen for seven years wants to switch to tv while he has some hair left. VTR available. Box K-222, BROADCASTING.

Five years experience television announcing. 27, college graduate, married. Presently employed as television weatherman and commercial announcer at leading station in three station half-million market. Also experienced in television news and interviews, news writing, 16mm and still photography. Prefer western U. S. VTR and resume on request. Box K-258, BROADCASTING.

Looking for midwest station needing supervisory help educated in engineering and industrial management. 9½ years radio/TV, all phases, plus 4½ years test equipment design experience. Box K-259, BROADCASTING.

Art or photo with film and studio experience. First phone. Box K-262, BROADCASTING.

Copy writer—fast versatile, original. Also news, interviews and strong on-camera sales pitches. Married, mature and not a floater. Presently midwest. Will relocate. Box K-265, BROADCASTING.

Executive producer/program manager, seeks creative spot demanding responsibility and originality: TV station, production studio. Twelve years local and network TV, etc, educational films, theater: dramatic, musical, documentary program development, production, management. Widely travelled: Europe, U. S., M.A., 33, married, currently employed N. Y., will relocate for challenging opportunity. Box K-308, BROADCASTING.

15 years experience all phases radio-TV. Proficient in operations—production—supervision, (union-management relations), air, including children, sports, news, music, mc. Available due to de-emphasis live, plus economy cuts which included my position of production director. J. Herrington, 438 Jameson, Saginaw, Mich. SWIFT 2-8971.

## WANTED TO BUY

### Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

Used ATC or Collins tape cartridge equipment in excellent condition. Give price and details. Box K-261, BROADCASTING.

Surplus equipment requested. Needed for recording programs produced by Catholic seminarians in America, Thailand, Brazil. We have 5 seminaries needing donated equipment. Need full track recorders, microphones, turntables, mixers. We will pay shipping. Many thanks! Box K-292, BROADCASTING.

Westinghouse FM-3 transmitter and or spare parts. Contact Chief Engineer, station WFMF, 230 N. Michigan Ave., Chicago 1, Ill.

Used field strength meter in good condition needed by WETT of Ocean City, Maryland.

Records wanted! Top dollar for all ip's and 45's! Pop, r & r, c & w, classical, etc. Cash for all. Send approximate/library for our bid. M.T.S., 1518 Broadway, Sacramento 18, Calif.

Need 3 TK-31 (RCA) field camera control chassis. Contact WCCO-TV Eng. Dir., 50 South 9 Street, Minneapolis 2, Minn.

Wanted for ready cash—New and used transmitting tubes. Write Coloramic Electronics, 243 Harrison Ave., Garfield, N. J., 471-2022.

### For Sale

#### Equipment

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. Telephone 2-3527.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Recording/film studio equipment/parts. List. Ken-Del Productions, 515 Shipley, Wilmington, Del.

Allied 83Y297J intercom system. Already built. Complete with one master, 3 remotes and all inter-connecting cable. Make an offer. Write Chief engineer WWDS, Everett, Penna.

Gates "Yard" console M5526A nearly new—\$1,000.00. Shrader Sound Inc., 2803 M St. NW., Washington 7, D. C. 965-1300.

Used Tape-a-thon for sale. Model 702-10 agc control. "Best offer." Please contact Dynamic Broadcasting Inc., P. O. B. 860, Pittsburgh 30, Penna.

1 200' self standing Ideco tower complete. Write for information World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

2 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information, World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

RCA TT5A tuned to channel 2. Priced to sell quickly. Box K-84, BROADCASTING.

Used Collins 300 J-I transmitter with tubes and crystal, \$1250, located in Texas. Box K-252, BROADCASTING.

Collins 212Z-1 remote amplifier, like new, \$425. Box K-253, BROADCASTING.

Ampex series 300 professional tape transport—7½ & 15 ips. Up to 10½" NAB reel, ¼" tape. New condition, with manual, bulk eraser. \$650. Box K-271, BROADCASTING.

Gates one kilowatt transmitter, model BC1F. In good condition, replaced by our 5 kw. \$2,500.00 with two crystals and spare tubes. WIBV, Belleville, Ill.



## For Sale

### Equipment

Ten kilowatt Federal stereo fm with GEL exciter, stereo and SCA. Type approved, now operating. Make offer for our consideration. C. K. Chrismon, WHOO, Orlando, Fla.

Special narrow base 260 foot self supporting tower, 2 feet square at top, 18 feet square at bottom, excellent condition, on the ground ready to go, all lighting and accessories available, a real buy. Homer Smith, WKOK, Sunbury, Penna.

### Business Opportunity

For sale . . . Minority interest with option to good strong time salesman-announcer. Good small market property that assures payout in less than 10 years. Population 4,000 in county of 12,000. Good staff and good living conditions in Texas market. Reply confidentially to Box K-280, 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.

20 audition tapes duplicated \$25. 100 resumes \$5. National representation. Write the mad men at Darden Associates. Box 231, Roosevelt, N. Y. 516-TN8-4912.

Comedy material. Original. Spectacular. Lists, 10 cents. Don Frankel. BC., P.O.B. 983 Chicago, Ill., 60690.

## 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 Gilham 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.

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, 2603 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, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

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. Next class Sept. 16th.

## INSTRUCTIONS

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. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

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.

Broadcast Engineering Correspondence course. Instruction in directional antenna design, theory of operation, installation procedures and maintenance. The courses are directed to broadcast station engineers and operators interested in improving their earning power as well as those facing the problems of directional antenna system for the first time. Eight week course, \$100. Enroll now for group starting October 7. Write BECC, Suite 334, Trans Lux Bldg., Washington 5, D. C.

## RADIO

### Help Wanted—Management

## GENERAL MANAGER

experienced in major market operation to head new 5 kw AM in Indianapolis. Air target date November, 1963. Send full resume to Douglas Kahle, P. O. B. 491, Pacific Grove, California. All replies kept confidential.

## Help Wanted—(Cont'd)

### Sales

## SALES ENGINEER

### Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

BOX K-322, BROADCASTING

### ACCOUNT EXECUTIVE

A MAJOR CHICAGO RADIO STATION IS LOOKING FOR A TOP FLIGHT SALESMAN. WE WOULD RATHER HE BE EXPERIENCED IN CHICAGO SALES; HOWEVER, WE WILL CONSIDER AN AREA MAN. IF YOU ARE A HARD DRIVING EXPERIENCED BROADCAST SALESMAN, YOU COULD BE THE MAN WE ARE LOOKING FOR. OUR FINANCIAL ARRANGEMENT IS ONE OF THE BEST IN THE AREA. THIS POSITION WILL BE FILLED WITHIN THE NEXT 2 OR 3 WEEKS. IF YOU ARE A SUCCESSFUL SALESMAN, WE WILL INVESTIGATE YOUR RECORD AND DESIRE TO IMPROVE YOUR INCOME. WRITE A COMPLETE RESUME TODAY.

Box K-324, BROADCASTING

### SALESMAN

to sell and service broadcasting accounts. News background helpful but not essential. Must be free to travel extensively. Salary plus bonuses and fringe benefits. Send full resume to:

BOX K-325, BROADCASTING

### Help Wanted

### Announcers

### ATTENTION WEST COAST:

If you're a radio personality with intelligence, creativity and humor looking for an opportunity to move up to a position with one of the most respected groups in the country, this is your chance. Time and temperature djs, don't waste your postage. We want an entertainer capable of commenting on current events and community affairs. Send complete tape and resume at once.

BOX K-315, BROADCASTING

### OHIO MAJOR MARKET

Are you a currently employed morning man who is ready to move up to a large market? We need a jock who can create excitement in a modern non-rock format. Salary is open and we will discuss salary and commission. This slot calls for an experienced, inventive, substantial pro who is looking for that real opportunity. All replies kept confidential. Send tape, picture and resume to:

BOX K-321, BROADCASTING

## Help Wanted

### Production—Programing, Others

**ATTENTION PROGRAM DIRECTORS**  
Broadcast group in major markets offers opportunity for radio and TV program directors. Send complete background resume, including example of work. Should be willing to relocate as needed. Must have proven record of success. Salary open. All replies will be held in confidence.  
BOX K-326, BROADCASTING

### WANTED

Professional newsmen. Pioneer, prestige radio and television NBC affiliate looking for man with fundamental qualities of honesty, integrity, sincerity, enthusiasm, and habit of working. Reporting, writing, and Broadcasting experience required. Send tape resume to:  
BOX K-327, BROADCASTING

### TELEVISION Help Wanted

### Technical

## ENGINEERS

WE SEEK AN INDIVIDUAL WHO CAN DO LAYOUT AND DESIGN OF BROADCAST CIRCUITRY WORK. SUCH AS PREPARING PRODUCTION WIRING DRAWINGS FROM SINGLE WIRE DIAGRAMS. THIS MAN MUST BE FAMILIAR WITH VIDEO SWITCHING EQUIPMENT AND PROBABLY HAS HAD EXPERIENCE AS A MAINTENANCE ENGINEER OR MAINTENANCE SUPERVISOR IN TELEVISION BROADCASTING.

BOX K-316, BROADCASTING

### Situations Wanted

### Production, Programing & Others

#### The Coming Thing—

Hour long television travel shows. Good adult audiences where running Television news veteran, Lecturer & traveler. Have know-how & contacts to set up show—act as host.

BOX K-319, BROADCASTING

### NEWS & PUBLIC AFFAIRS

director 15 years broadcasting, 12 years CBS-TV affiliate top ten market. Awards galore—news & public service. Extensive foreign travel. On air talent, plus administrative ability & experience. Highest recommendations present employer.

BOX K-318, BROADCASTING

### For Sale—Equipment

## 1300' TOWER

HEAVY DUTY—EXCELLENT CONDITION. VERY REASONABLE. D. H. SMITH, P. O. B. 10, ALBANY, NEW YORK.

## Miscellaneous

### THE BIG SOUND!!!

Forty (40) custom produced commercials . . . station breaks . . . promos . . . intros . . . etc. \$20.00. For complete information and audition tape with your station I. D. artistically produced send one dollar to: BROADCASTERS' PRODUCTION SERVICE, P. O. B. 5284, Kansas City, 12, Mo.

### WANTED TO BUY

### Stations

### QUALIFIED BUYER 23 Years Experience

Looking for Mid-West or nearby AM in reasonable market. Want fulltimer price for possible improvement. Cash or Terms-up to \$350,000.00.

Box K-323 BROADCASTING

### Midwest Fulltime Station

Adult programed network station located in large active growth market with fewer than average radio stations for its size. 1963 gross running ahead of 1962's \$250,000. Priced at \$300,000 cash plus a consultancy fee or \$400,000 on terms.

Box K-239, BROADCASTING

### RACE STATIONS

Chain operation spinning off 3 stations in metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

### New England Daytimer

Profitable Small Market 250w \$100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.

BOX K-147, BROADCASTING

Haskell Bloomberg Station broker  
208 Fairmount St.,  
Lowell, Massachusetts

MAINE—\$125,000; NEW HAMPSHIRE—\$100,000; VERMONT—\$100,000; NEW YORK—\$125,000; SOUTHWEST VEH—\$100,000; NEW YORK—\$80,000; MISSOURI—\$000,000; FM NETWORK—\$1,000,000.

PLEASE WRITE COMPLETE IDENTIFICATION.

## SOUTH-SOUTHWEST

Profitable small market . . . 250 watt daytimer . . . 4 years old . . . in area of good potential growth . . . \$60,000 CASH.

BOX K-320, BROADCASTING

### OWNER WISHES

to sell medium market West coast network television station. Principals only.

Box K-317, Broadcasting.

## For Sale

### Stations—(Cont'd)

### THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management  
Appraisals Financing  
**HOWARD S. FRAZIER, INC.**  
1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

### CONFIDENTIAL NEGOTIATIONS

For Buying and Selling  
**RADIO and TV STATIONS**  
in the eastern states and Florida

### W. B. GRIMES & CO.

2000 Florida Avenue, N.W.  
Washington 9, D. C.  
DEcatur 2-2311

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

### STATIONS FOR SALE

MIDWEST. Fulltime. Exclusive. Volume exceeded \$70,000 in 1962. Priced at \$95,000 with down payment and terms to be agreed upon.

**JACK L. STOLL & ASSOCS.**  
6381 Hollywood Blvd.  
Los Angeles 28, California

N. Y.	single	daytime	125M	terms
S. E.	small	profitable	90M	cash
Tenn.	small	daytime	48M	25M
Ala.	medium	fulltime	110M	cash
S. E.	metro	daytime	125M	50%
Gulf	large	daytime	150M	29%

And others.

**CHAPMAN COMPANY**  
2042 Poachtree Rd. N.E., Atlanta 9, Ga.

## NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

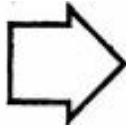
For Best Results

You Can't Top A

CLASSIFIED AD

in

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



**SEND  
THIS  
COUPON  
NOW!**

**1963 INTERNATIONAL BROADCASTING AWARDS**

P.O. BOX 38909 • HOLLYWOOD, CALIFORNIA 90038, U.S.A.

NAME.....

COMPANY.....

POSITION.....

STREET.....

CITY.....ZONE.....

STATE.....COUNTRY.....

We estimate we will be sending approximately.....radio entries  
and/or.....television entries. Please send full information plus  
sufficient forms and mailing kits.

*This is your chance to enter your work in the*

**4th Annual IBA Awards**

Honoring the world's best Television and Radio Advertising of 1963 • Entry deadline Dec. 1, 1963

*Sponsored by the Hollywood Advertising Club*

● Get your entry forms now. Send in your best work early. The purposes of the IBA are to focus attention on the broadcast media . . . to give credit to creative ingenuity plus honesty, propriety and taste in these media . . . to encourage continued improvement . . . to promote the values of the broadcast media so as to gain wider use by advertisers . . . to recognize the international aspects of advertising and to honor outstanding work wherever produced. The 1962 competition drew more than 1400 entries. This year will be still bigger. You can help make it so by getting your entry forms now!

**TV CATEGORIES**

● Live action 60 seconds, over 60, under 60 • Animation 60 seconds and over; under 60 • Combinations any length • Stop-motion • ID's • Video Tape • Local (1 market) • Integrated • Humorous • Public Service • Series.

**AM/FM RADIO CATEGORIES**

● Open (including dramatic) • Musical • Humorous, over and under 60 seconds • Local (1 market) • Public Service • Series.

*Mail coupon today for your entry forms — entry deadline is Dec. 1*

**INTERNATIONAL BROADCASTING AWARDS**

Hollywood Advertising Club • P.O. Box 38909, Hollywood, Calif. 90038





## OUR RESPECTS to Robert Merwin Light

### Radio's spokesman in Southern California

As president of the Southern California Broadcasters Association, Robert M. Light functions as manager of a radio chamber of commerce whose primary goal is to present an image of radio as a fine advertising medium. He organizes and supervises the preparation of promotional booklets, brochures and slide film presentations telling the Southern California radio story and personally delivers this message to advertisers and agencies on annual cross-country tours.

Each month, Bob plans the regular SCBA luncheon meeting, at which agency speakers report on their radio successes and failures and discuss with the station executives ways in which the medium can be more effectively used. He maintains an active membership (and the adjective is literally true in his case) in such diverse groups as the Governor's Advisory Committee for Public Information of the California Disaster Office and the Sales Promotion Executives Association. He is vice president of Advertising Association of the West and has just completed a year as president of the Hollywood Advertising Club. He has also served on the board of the Los Angeles Advertising Club.

Through Mr. Light's office on Hollywood Boulevard funnel requests for public service time from assorted civic, charity and welfare organizations. The office also serves as an employment clearing house for western radio, helping stations throughout the entire West (including Hawaii and Alaska) to fill vacancies and aiding former employes of eastern stations to establish themselves in the West.

**40 Bosses** ■ The fact that in his performance of this rather lengthy list of duties he must satisfy 40 individual bosses (each a radio station manager) seems to be the least of Bob Light's worries. The SCBA members who pay his salary seem more pleased than worried, too.

"He's so dedicated in all kinds of situations, so ready to help at any hour of the day or night that he's 'Mr. Radio' in Southern California to a great many people and organizations," one board member said last week.

But Hollywood was not always like this, Bob recalls. "My first visit was in 1934. I'd been doing a Broadway play. Warner Brothers had a script for a picture called 'Happiness Ahead.' They wanted Jimmy Cagney, but he said no, so they signed me to a studio contract. But when I got to Hollywood they decided it would be too risky to make the picture with a relatively unknown male lead, so they remade it into a musical with Dick Powell.

"My first picture work was in 'Gentlemen Are Born,' the story of a college graduate unable to find a job in those Depression days, which had the dubious honor of winning a Moscow award as the best American picture of the year."

**Stage, Screen, Radio** ■ Other pictures followed, among them "Shipmates Forever," "Reckless" and "My Man Godfrey." Mr. Light's performances of the mid-1930's in them may frequently be seen by today's *Late Late Show* audiences. Then it was back to Broadway, with lots of work in radio ("acting in a radio soap opera was the easiest way of making a living ever devised by man") between plays. In 1938, NBC allocated \$1 million to TV program experimentation and Bob made his TV debut as actor-writer of the first video daytime serial.

A writer friend had created a series about a New York policeman, *One of the Finest*, and he asked Bob to write a couple of scripts. Bob did; his friend, who was busy with other things, asked him to write all the scripts for the twice-weekly series, so Bob found himself in a new career in radio as a writer rather than an actor. Then the owner of the program decided he'd rather live in California than New York and Bob as writer had to go along, so it was back to Hollywood again. This time he ignored the movies and concentrated on radio. He had an interview program, *Guess Who?*, and a quiz show called *The Program You've Dreamed About* (a title explained by the show's subtitle: "The program with no commercials").

With radio as the magic catalyst, Bob and Hollywood were beginning to get along just great when World War II came along and the writer-actor-pro-

ducer became a buck private in the Army Signal Corps. Some 18 months later, First Lieutenant Light was reporting for duty to Captain John S. Hayes, a prewar executive of MBS (and now president of the Post-Newsweek Stations, Washington), at the London headquarters of the Armed Forces Network, which was providing entertainment and information to U. S. military personnel stationed in the British Isles. With D-Day, Major Hayes was transferred to Allied headquarters and Captain Light became head of the Armed Forces Network, which shortly added a Paris outlet and went on expanding until it had eight stations in France and five in Germany, as well as mobile stations with the First, Seventh and Ninth U. S. Armies, in addition to its 65 United Kingdom transmitters.

**AFN To AFRS To AFRA** ■ With the end of the war, Major Light was transferred to Armed Forces Radio Service in Hollywood, where he served until his separation from service in October 1946 with the rank of lieutenant colonel. Next, Bob became executive director of a refresher course in radio put on by the American Federation of Radio Artists. He and some other veterans organized a program company, Command Radio Productions, whose most successful product was the *Voyage of the Scarlet Queen* series on MBS.

In 1949, Mr. Light joined the Los Angeles office of Abbott Kimball Co. as radio-TV director. He stayed in that position until 1953, when he became director of promotion for the Don Lee Network and its owned stations—KFRC San Francisco, KGB San Diego, KHJ-AM-TV Los Angeles. The Don Lee Network dissolved at the end of 1957 and Mr. Light became producer of *Quizdown*, Saturday morning competitive program for grade school pupils sponsored by the *Los Angeles Herald-Express*. In January 1959 he assumed his present position with SCBA.

Born in Denver, June 23, 1916, Bob Light spent his boyhood commuting between that city, where his father was part owner of a department store, and New York, where the stock market was the senior Light's main interest. At 16 Bob started attending a theatrical school sponsored by The Theater Guild and his first stage appearances were in "Marco's Millions" and "Volpone," both Theater Guild productions.

Today, he lives in a home in the Hollywood Hills with his wife, the former Julie Fraser, and three children: Robert, 16 (Bob's son by a former marriage), Jonathan, 6½, and Lisa, 4. His hobbies are gardening and golf.



Mr. Light

Luncheon with the President

LAST Thursday 19 of the country's leading broadcasters were luncheon guests at the White House. It was an informal gathering during which ideas were freely expressed and interchanged. The luncheon was the 22d that President Kennedy has held with leaders representing the mass media. All of the others were with editors and publishers of newspapers and magazines.

Because it was off-the-record, the broadcaster guests could not, with propriety, discuss what transpired. But each had the opportunity to unburden himself on his trials and tribulations with government.

All broadcasters obviously benefit in prestige because this representative group broke bread with the President. They might benefit in more tangible ways if their representatives managed to inculcate in the chief executive the urgent need for greater rapport between the regulators and the regulated.

We hope last week's luncheon becomes just the first of a series with broadcasters toward the common goal of mutual interchange of ideas and information that will inspire broadcasters to even greater achievements and persuade government, from the chief executive down, that broadcasting is journalism and is entitled to the full freedom that should be accorded all segments of the "free press."

Happy talk, hard facts

FROM this distance the story of Shell Oil Co.'s 1961 newspaper fling can be reviewed dispassionately and with a clearer view of the historical detail—as, indeed, it was in this publication last week. The story had its bizarre qualities when it was still in the headlines, and even at this late date it retains unusual features.

Everybody involved, for instance, seems pleased with the way it came out. Both television and newspapers are still claiming victories, while Shell and its agency, Ogilvy, Benson & Mather, take the position that they never intended to pit one medium against another, and in any case are happy with the outcome.

We are delighted that everybody is delighted, but when confronted by so many Pollyannas we instinctively seek refuge. In this case the 1962 media budget figures of the 15 leading petroleum companies provide the shelter and support we need. Right there, one year after committing the bulk of its budget to newspapers, we find Shell putting more money into TV than into newspapers and magazines combined—enough to rank it No. 2 among oil companies in total TV investment and No. 1 in spot TV.

When all the sweet talking's done, what it means is that if you're in a tough competitive market, you've got to have television to get along.

Sleeper

CONTAINED within an omnibus crime bill that has been passed by the House and now awaits action in the Senate is a section that ought to be vigorously opposed by every broadcaster in the country. The section is intended to discourage the dissemination of indecent materials—an objective with which broadcasters are in sympathy—but the means proposed to attain that objective are so broad that they could easily be used as a weapon to coerce broadcasters into programing only to the likes of government authorities.

So far the bill has aroused little interest among broadcasters outside the District of Columbia. If passed, it would become the law of the district and nowhere else. But it could become a precedent for the adoption of similar legislation in other communities, as indeed its author hopes it

will. Representative John Dowdy (D-Tex.), who sponsored the indecency section of the bill, has said he wrote it as a model for municipal governments throughout the country.

Under terms of the proposed law, the District of Columbia government could obtain restraining orders of 10 days duration against the broadcast of "indecent" matter. The broadcaster against whom the order was issued would have no representation in court unless the district government sought to extend the restraint into a temporary injunction. The potential for abuse is evident. If the government got wind of an impending program that someone feared would be "indecent," a restraining order could be issued and the program aborted. By the time broadcasters went through that procedure a few times, the next step would be inevitable. To avoid the ever-present threat of last-minute injunctions, they would begin to clear all programs with district authorities in advance of broadcast.

Once this system of censorship began working handily in the District of Columbia, municipal officials in other localities could hardly resist the temptation to get into the act. If broadcasters throughout the United States wish to avoid that unattractive possibility, they had better get their licks in with the Senate now.

The bill will be given a public hearing by the Senate District Committee, perhaps after Labor Day. This is one time broadcasters had better send some men to do a man's job.

One side

IN a popular column written by Don MacLean for the Washington Daily News, a Scripps-Howard paper, the following item appeared Aug. 16:

"Sony (TV set manufacturers) is giving TV sets to the writers of the best letters on 'What's Wrong with Television.' Write: Sony, 580 Fifth Avenue, New York."

We were on the verge of leaping to an unflattering conclusion about a set manufacturer that was idiot enough to encourage adverse criticism of the medium that makes its business possible when it occurred to us we had better check the source. It turned out that Sony is offering prizes for letters on either of two subjects: what's wrong with television and what's right with television.

Now we can conclude only that Mr. MacLean has been on the job long enough to know how to write a television item that will get by a Scripps-Howard desk.



Drawn for BROADCASTING by Sid Hix  
 "When I said, 'Why not put some of that TV money back into newspapers?' he just pointed to that damned sales chart and smiled!"





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