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BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

DECEMBER 2, 1963

Loevinger, Bryant take different same target-TV's big boys 27

Gillette using its old friend, TV, to push new stainless steel blade 30

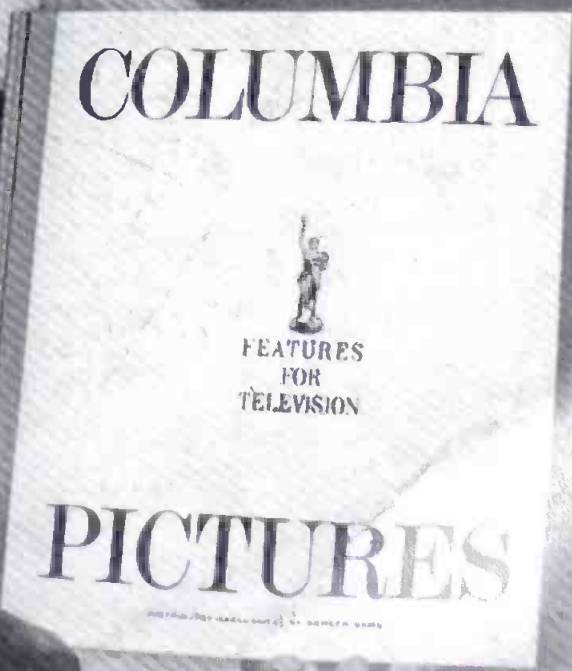
Civil rights march gives radio-TV another notch on public service gun 46

lect their 68

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Library
 SEP 4 1963
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**San Francisco's
 two*
 greatest
 crowd
 pleasers!**



Mays
Candlestick Park
COLUMBIA
IS
NO-TV!

exclusively by
GREEN GEMS, INC.

GREATER *

Wheeling-Steubenville
Ohio Valley Market

* GREATER
because WTRF-TV's
NEW TALLER TOWER
has replaced our
old smaller tower.
Note these
impressive NEW
WTRF-TV market
area figures . . .

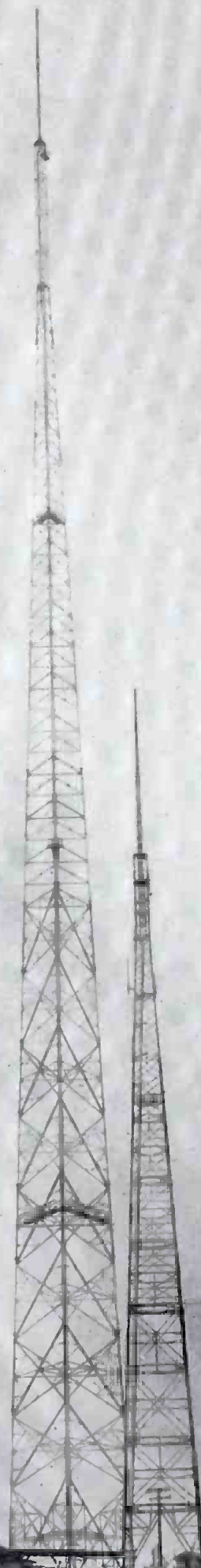
**529,300
TV HOMES**

**\$5,369,000,000
TOTAL SALES**

It all adds up
to profitable
results for
advertisers.
For WTRF-TV
availabilities,
call VP Bob
Ferguson or SM
Cy Ackermann,
Area Code 304,
232-7777.
National Rep.,
George P.
Hollingbery Co.



Equipped for network color
WHEELING, WEST VIRGINIA





6:00 and 10 p.m.
each day - channel



CONAWAY NEWS EVANS WEATHER SAVAGE SPORTS

VITAL NEWS

across the board • KTRK-TV • HOUSTON



GET MORE ON FOUR

From 6:30 p.m. to 10:00 p.m. Sunday thru Saturday, KRLD-TV delivers 55.4% more homes per average quarter-hour than Station B, 102.7% more than Station C, and 333.2% more than Station D.*

Why not invest your advertising dollar in a schedule designed just for you on Channel 4? See your ADVERTISING TIME SALES representative.

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

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Newspapers please copy

So convinced are some FCC members of government's authority to regulate "fairness" in broadcast news and editorializing that they think Congress, if so minded, could pass law requiring fairness in print media. And they think that kind of law would stand up in court. It's their view that government's authority to regulate interstate commerce is broad enough to give it jurisdiction, and also that government has regulatory justification in its power to grant or withhold second-class mailing privilege for newspapers and magazines. So far there's no evidence of congressional sentiment in that direction.

GOP tunes in

Activities of government in regulating broadcasting may become issue in next year's political campaign. Newly created Task Force on News Management of Republican congressional committee is evincing interest in administration crack-down and last week did fine-tooth comb job on maiden speech (since joining FCC last June) of Commissioner Lee Loevinger (see story page 27; editorial page 86).

States' rights and NAB

National Association of Broadcasters will add staff man whose sole duty will be to deal with state associations of broadcasters. (NAB was criticized at annual conference of state association presidents last winter for allegedly ignoring state activities [BROADCASTING, March 4]). Staff addition is not connected with current NAB jurisdictional dispute with Georgia Association of Broadcasters (see page 54). New man will probably report to NAB vice president for station services, Bill Carlisle, and job will pay approximately \$12,000 with considerable travel involved.

Since criticism of NAB at Washington conference last February, President LeRoy Collins has considerably stepped up his appearances at state association conventions. He has made 10 speeches to state groups this year and plans two more this month—in Arkansas this week and Nevada.

Free time to be 'fair'

Rude awakening may be in store for broadcasters who think they are meeting requirements of FCC fairness doctrine by offering to sell time for reply to partisan views broadcast in sponsored programs. Question of whether licensees must give free time, if asked, to answer paid broadcasts has never been met head-on by commission. But some commissioners and staff members express private view

CLOSED CIRCUIT®

that it may be necessary in many cases for broadcasters to do just that. One knowledgeable staffer with considerable experience in fairness-doctrine matters put it this way: "Fairness doctrine is based on the public's right to be informed. It can't depend on who has the buck." Broadcasters, he said, can attempt to sell time for reply. But, he added, inability to find buyer doesn't free broadcasters from responsibility to present both sides.

It's believed commission will consider question and issue formal ruling on it. Issue has come to fore in connection with requests from committee supporting nuclear test ban treaty for free time to reply to paid broadcasts opposing Senate ratification of pact (see story page 61).

Cox to sit on drop-ins

FCC Commissioner Kenneth A. Cox is virtually certain to be on hand Oct. 4 when commission holds oral argument on its decision to deny short-spaced VHF drop-ins for seven markets. Commission's Office of General Counsel is drafting opinion on pleading by Association of Maximum Service Telecasters that Commissioner Cox, who favors drop-ins, refrain from further participation in case (BROADCASTING, July 22). And betting around commission is that opinion, due shortly, will hold that, contrary to AMST view, Mr. Cox's prior connection with case as Broadcast Bureau chief presents no legal barrier to his consideration of matter now. Commissioner Cox isn't likely to disagree, and six other commissioners wouldn't be expected to reject counsel's views.

Church council

In planning stage is church-broadcasters conference as outgrowth of recent pronouncement of National Council of Churches calling for stricter government controls on television and radio. National Association of Broadcasters, through its public relations director, John Couric, it was learned last week, had contacted church council which reportedly was thinking along same lines. Discussion centers around agreement on date, participants and scope.

Reaction to right wing

There's deep concern in high administration circles over use of radio (and some TV) by right-wing groups such as H. L. Hunt's Life Line, John Birch Society and Rev. Dr. Carl McIntire, of Collingswood, N. J., who keys his programs from WGSB Red

Lion, Pa., station owned by Rev. John M. Norris, for what FCC understands to be 450-station hook-up, aside from shortwave. Contention is that these groups are using media, albeit on paid-time basis, for political purposes. President Kennedy reportedly made mention of Life Line at his August 22 luncheon with 19 prominent broadcasters (BROADCASTING, Aug. 26).

Johnston's successor

Who will succeed late Eric Johnston in his \$150,000-a-year job as president of Motion Picture Association? Probably no one immediately. Best bet is that association, which has as big a stake in television as in motion picture theater exhibition, will carry on with present executive staff in New York and Washington, now headed by Executive Vice President Ralph Hetzel. MPA board, at recent meeting, decided against selection of immediate successor to Mr. Johnston.

On the list

LeRoy Collins, National Association of Broadcasters president, is one of score of persons under consideration for appointment as postmaster general to succeed J. Edward Day who resigned last month to return to practice of law. Authoritative word at week's end was that Collins appointment was possible but unlikely.

RAB-FCC tete-a-tetes

Schedule of FCC commissioners' attendance at Radio Advertising Bureau fall management conferences this month and next is beginning to shape up. One or two FCC members were invited to each meeting, to listen, learn about broadcasters' problems, ask questions—but not make speeches (unless they want to). Chairman E. William Henry and Commissioners Rosel Hyde and Fred Ford probably won't go, but others are tentatively set to attend as follows: Kenneth Cox (and Charles Sweeney of Federal Trade Commission staff), Hot Springs, Va., Sept. 9-10; Robert T. Bartley, Dallas, Sept. 16-17; Lee Loevinger, Palo Alto, Calif., Oct. 3-4, and Robert E. Lee, Detroit, Oct. 14-15.

RAB, which started accepting associate members few weeks ago, has quietly expanded that classification to include state broadcaster associations. First association accepted as associate is one that originated idea and sold it to RAB—Georgia Association of Broadcasters, which coincidentally has been feuding with National Association of Broadcasters lately (page 54).



TV2 HAS A WAY WITH WOMEN

WJBK-TV is just your dish to clean up with the 18 to 39 year olds in the Detroit market! And, with our sparkling new Fall line-up, we'll rate higher than ever with these big-buying gals. Two top favorites are back . . . the Morning Show, 9 to 10:30 a.m., and the Early Show, 4:30 to 5:55 p.m., plus great new syndicated shows and the best of CBS. Even a bright new on the air identification for our new TV2 season. Call your STS man for details.

TV2

WJBK-TV
DETROIT



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

IMPORTANT STATIONS
IN IMPORTANT MARKETS

STORER
BROADCASTING COMPANY

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

WEEK IN BRIEF

Loevinger espouses freedom from program control for broadcasters but counters this with proposal for greater diversity of ownership. He thinks present multiple ownership rules too lax. See . . .

FORMULA FOR FCC ACTION . . . 27

Back to school for the FCC and it faces momentous issues, among them: that networks' influence over programming be pared, that commission reverse itself on drop-ins, that 500 more channels be added to UHF. See . . .

FCC SQUEEZE ON TV INTERESTS . . . 28

On 25th anniversary of its first broadcasting advertising, Gillette announces plan to plow bulk of \$4 million stainless steel blade campaign into radio-TV, with special World Serles promotion. See . . .

RIDES TV IN BLADE RACE . . . 30

Petry Co. is sold to employees, but founder-chairman Petry and president Voynow remain as salaried employees. Group of 26 pays \$2 to \$4 million, with Nierman as chief of purchasing men. See . . .

EMPLOYEES BUY PETRY FIRM . . . 32

Norge, with \$1.6 million allocated for introducing its new washer in both print and broadcast, tells distributors to check ratings and engender competitive bidding for radio-TV spots. See . . .

HOW TO BUY TIME . . . 34

Angry GAB officials let NAB know they don't like tone of Bell's chastisement of their activities in the editorial field. Collins backs his vice president but urges moderation and cooperation. See . . .

GEORGIANS BLAST BACK . . . 54

Congress readying varied hearings on broadcasting, with FCC's fairness doctrine and editorializing policies due to be given a going over. Other items: commercial time limits, license fees. See . . .

OPEN SEASON ON FCC . . . 58

There's an FM station that is in heap big trouble with FCC. Broadcast Bureau claims station hasn't programed as it promised, has turned over 12 hours to storecasting firm, multiplex service aids bookies. See . . .

ONE MAN'S FAMILY . . . 64

Landrum proposes to strip adjudicatory functions from NLRB, give them to courts. Cites Chattanooga case involving secondary boycott as example of deliberate action to repeal Landrum-Griffin Act. See . . .

ACT WOULD SHIFT NLRB POWER . . . 62

Give the ladies something more substantial than cream puffs in daytime programming—like news and "how to" shows—and we'll buy time, says trio of distaff agency men at San Francisco forum. See . . .

PLAY UP TO WOMEN IN DAYTIME . . . 50

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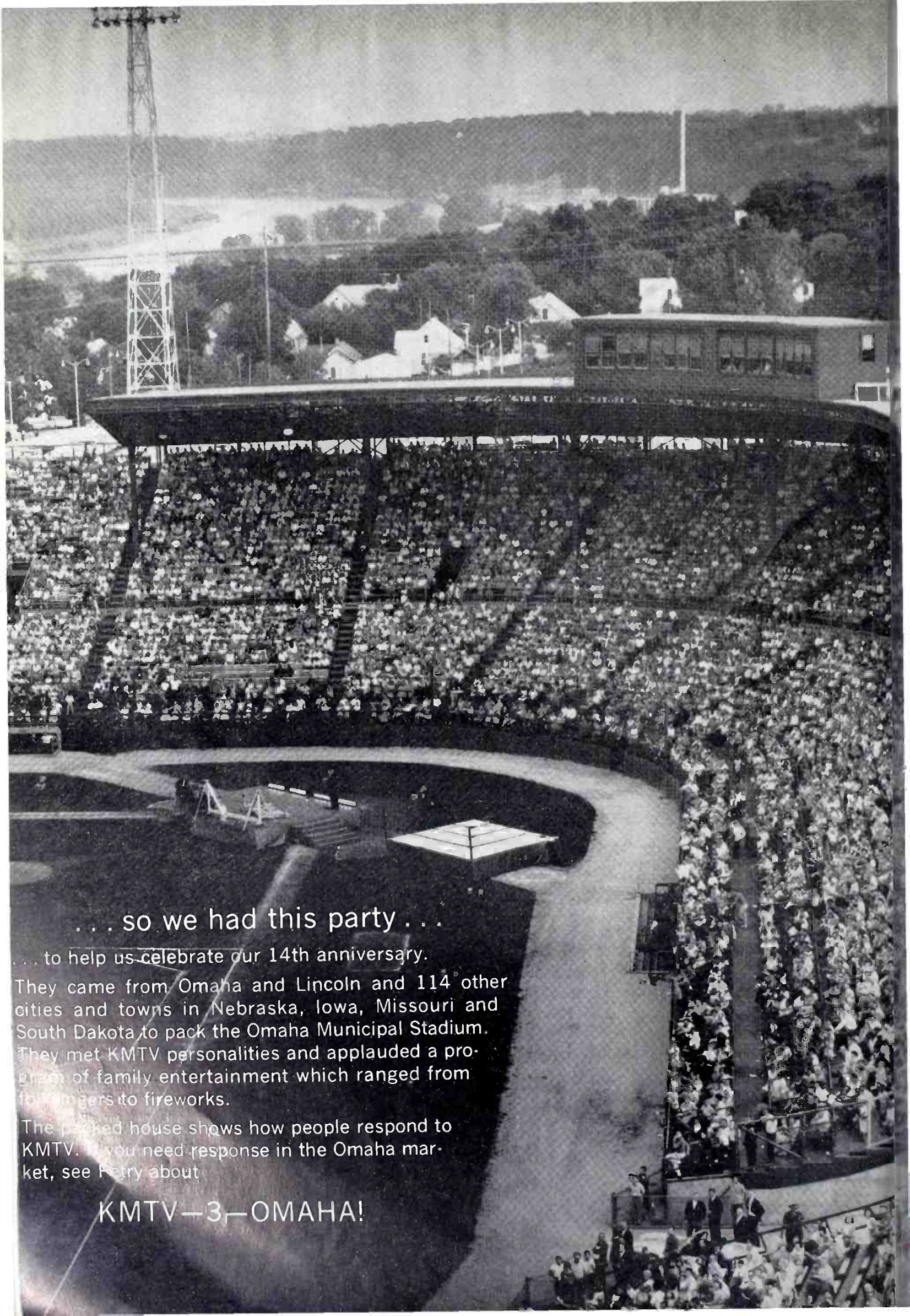


BROADCASTING

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... so we had this party ...

... to help us celebrate our 14th anniversary.

They came from Omaha and Lincoln and 114 other cities and towns in Nebraska, Iowa, Missouri and South Dakota to pack the Omaha Municipal Stadium. They met KMTV personalities and applauded a program of family entertainment which ranged from finger-painting to fireworks.

The packed house shows how people respond to KMTV. If you need response in the Omaha market, see Petry about

KMTV-3-OMAHA!

Loevinger news idea smacks of curb: GOP

Chairman of Republican House Task Force on News Management yesterday (Sunday) blasted FCC Commissioner Lee Loevinger's proposal that broadcasters set up their own news service in competition with Associated Press and United Press International.

Representative Glenard P. Lipscomb (R-Calif.) said "next step is federal control of the broadcast wire service and eventual control of the news content of the service."

Speech by Loevinger last week contained "thinly-veiled threat" of FCC reprisal if suggestion was not put into effect, Representative Lipscomb charged. (See speech story, page 27.)

Proposal to set up competing service "to replace AP and UPI has neither need nor merit," congressmen said. "The Kennedy administration [which appointed Commissioner Loevinger] should keep out of the news-gathering and transmission business and permit the independent news media to gather and disseminate news without federal threat or dictation."

Last month a group of Republican congressmen attacked Department of Agriculture's new free leased wire service that would provide agriculture news in competition with a private service (see page 62).

FCC gives approval to Fine station buys

Sale of KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri, by Jesse Fine and associates to Mid-State Broadcasting Corp. for \$1,750,000 was approved by FCC Commissioner Robert E. Lee, acting for commission, Friday (Aug. 30).

Mid-State group is headed by John P. McGoff, and owns FM stations

SOP in reverse

In unusual twist, WPIX(TV) New York, which acquired rights to feature film on Benito Mussolini (BROADCASTING, July 22), is releasing it to theaters in United States and abroad before showing it on air. WPIX(TV) edited more than 10 hours of raw film to create one-hour version for television and two-hour version for motion picture theaters.

WABX Detroit, WSWM East Lansing and WQDC Midland, all Michigan.

KFEQ is fulltime on 680 kc with 5 kw; KFEQ-TV is on channel 2 with CBS and ABC affiliations. KLIK is 5 kw daytimer on 950 kc.

Also announced Friday was sale of KKHI-AM-FM San Francisco by Frank Atlas to Buckley-Jaeger interests for \$750,000 subject to usual FCC approval.

Buckley-Jaeger group owns WHIM Providence, R. I.; WDRC Hartford, Conn., and KGIL San Fernando, Calif.

KKHI operates fulltime on 1550 kc with 10 kw. KKHI-FM is on 95.7 mc with 10.5 kw. Buyers intend to continue quality music format. Broker: Blackburn & Co.

Auto spot buying picking up speed

Detroit automotive accounts stepped up broadcast spot buying Friday (Aug. 30) and continue this week as Cadillac through MacManus, John & Adams selects radio schedule in about 150 markets. United Motors Service Division (Delco) this week starts heavy radio drive for 13 weeks through Campbell-Ewald and Harrison Radiator Division through D. P. Brother & Co. plans 10-week radio campaign in 91 markets starting Oct. 14.

Buick, which pioneers heavy TV spot drive in 31 markets for initial six-week flight Oct. 3 through McCann-Erickson (BROADCASTING, Aug. 5), plans second six-week TV flight later. Buick also is buying three one-week radio flights in 50-60 markets starting Oct. 3.

Dodge is using TV spot in 35 markets for three weeks starting Sept. 12 through BBDO while both Pontiac and Chevrolet are buying one-week radio drives. Pontiac, through MacManus, John & Adams, plans 150 markets Oct. 2-8. Chevrolet, via Campbell-Ewald, is to use about 400 stations Sept. 23-Oct. 1. Young & Rubicam still has not disclosed Chrysler spot plans but TV is expected.

Time is given parties to file WRCV briefs

FCC's Chief Hearing Examiner James D. Cunningham Friday (Aug. 30) granted requests by Broadcast Bureau and interested parties to extend time for filing briefs in WRCV-AM-TV Philadelphia renewal case (see story, page 61), but at same time foreclosed hope of further delays.

Examiner Cunningham said due to "exigencies" of case no more extensions

of time for submission of pleadings can be allowed. NBC is under Justice Department decree to get out of Philadelphia by June 30, 1964.

Bill to hobble FCC introduced by Rogers

Representative Walter Rogers (D-Tex.), chairman of House Communications and Power Subcommittee, introduced bill Friday (Aug. 30) to bar FCC from making rules limiting commercial time.

Representative Rogers said earlier last week that he hoped to be able to conduct hearing on legislation before year ends (see story, page 58).

Congressman said "imposition of these rules would have drastic consequences on the economic vitality of the broadcast industry. . . . It should not be the function of government to dictate a set of rules which in many cases could threaten many broadcasters with financial ruin."

His bill, HR 8316, would amend Communications Act Section 303 on general powers of FCC and would provide that commission "may not by rule prescribe standards with respect to the length or frequency of advertisements which may be broadcast by all or any classification in the broadcast service."

Examiner supports WTSP-TV CP grant

Grant of construction permit to WTSP-TV Inc. for television station on channel 10 Largo, Fla., should be affirmed, FCC hearing examiner said in initial decision issued Friday (Aug. 30).

Award, issued Jan. 19, 1962, was stayed and record reopened for examination of changes in programing of WLCY Tampa-St. Petersburg, owned by major stockholders of WTSP-TV.

Losing applicants for channel 10 had charged that WLCY added public affairs programs to improve WTSP-TV's chances in comparative hearing but, when hearing record was closed, dropped them.

In his decision, Examiner Millard F. French said there was no question programing was changed but, he said, revised format "more than fulfilled" station's promises to FCC in seeking renewal in 1960.

He also concluded reason for change was station's dissatisfaction with response to original programing and its determination "to increase its service area audience and its service to public service organizations throughout its entire regional area."

Consequently, examiner said, grant

WEEK'S HEADLINERS



Mr. Landow



Mr. Madden

Stanley Landow named VP and comptroller of Metromedia Inc. and **Joseph J. Madden** elected VP and comptroller of Metropolitan Broadcasting, a division of Metromedia. Mr. Landow, who has been senior VP of Foster and Kleiser, Metromedia outdoor advertising subsidiary, is former comptroller for Trans Ocean Airlines of Oakland, Calif. Currently resident of San Francisco, he will assume his new duties at Metromedia's New York headquarters. Mr. Madden has been Metromedia comptroller. Previously, he served as comptroller, assistant comptroller, and accountant for broadcast division of Allen B. DuMont Laboratories which he joined in 1952.

Marcus Bartlett, general manager of WSB-TV Atlanta, appointed general manager in charge of all community antenna TV operations for Cox organization, and **Frank Gaither**, general manager of WSB-AM-FM, named general manager in charge of all Cox radio-TV stations (CLOSED CIRCUIT, Aug. 26). **Don Elliot Heald**, WSB-TV sales manager, and **Elmo Ellis**, WSB-AM-FM program manager, promoted to managerial posts at their respective stations. Mr. Bartlett joined



Mr. Bartlett



Mr. Gaither

WSB radio in 1930. He served in various capacities including radio production manager and radio-TV program manager until being named WSB-TV general manager in 1958. Mr. Gaither joined WSB radio in 1946 as sales manager. He

was appointed WSB station manager in 1951 and general manager in 1958. All appointments became effective Sept. 1.

Thomas A. McAvity, VP in radio-TV programming department of J. Walter Thompson Co., New York, rejoins NBC-TV as general programming executive, reporting directly to Mort Werner, program VP. His appointment will not affect other positions or responsibilities in program department. Mr. McAvity will be starting his third span at NBC, having served with network in 1929-32 and 1951-57 in major program and sales posts. In 1955 he served as VP in charge of NBC-TV network and in September 1956 was elected executive VP in charge of NBC-TV programs and sales. Mr. McAvity has also held executive positions with Lord and Thomas (now Foote, Cone & Belding), CBS, Famous Artists Corp. and McCann-Erickson.



Mr. McAvity

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

should be affirmed and stay blocking construction permit should be lifted.

But examiner also recommended that station's programing should be "closely surveyed" at license-renewal time to determine whether program promises made in TV application have been kept.

Principal owners of WTSP-TV are Sam G., N. Joe and Farris E. Rahall.

Losing applicants for channel 10 were Florida Gulfcoast Broadcasters Inc., City of St. Petersburg (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc. and Bay Area Telecasting Corp.

Leaders in the stretch

Reportedly front runners for next Golden Mike Award presented by Broadcasting Foundation are Westinghouse's, KDKA Pittsburgh and Storer's WHN New York. Winner is expected to be chosen at foundation's board meeting Sept. 12. Foundation is offshoot of Broadcast Pioneers, gives annual award at banquet from which proceeds go to foundation's fund for needy persons who are or have been in broadcasting.

HEW hands out first grants to 5 ETV's

First grants of federal funds for improvement or construction of educational TV stations were announced Friday (Aug. 30) by Anthony J. Celebrezze, secretary of Health, Education and Welfare.

Of 24 applications pending for federal funds under 1961 law, HEW granted five totaling \$858,152. Congress has authorized \$32 million for federal ETV grants but to date has appropriated only \$1.5 million for the program. Senate has approved additional \$7 million in fiscal 1964 HEW appropriation while House passed only \$5 million (BROADCASTING, Aug. 12). Final figure is awaiting conference committee agreement.

- Chicago Educational TV Association, \$299,619 to build new station on channel 20, pending grant of construction permit by FCC.

- Hampton Roads (Virginia) ETV Association, \$129,143 to improve facilities of WHRO-TV (ch. 15) there.

- Utah State University, \$99,865 to build new station on channel 12 in Logan.

- South Carolina ETV Commission, \$270,303 to establish new station on

channel 29 in Greenville.

- South Carolina ETV Commission, \$59,222 to build new station on channel 7 in Charleston.

HEW spokesman said it would be several weeks before additional applications are granted.

Landis gets 30 days

James H. Landis, former dean of Harvard Law School and presidential adviser, was sentenced Friday (Aug. 30) to 30 days in prison for "unlawfully, wilfully and knowingly" failing to file and pay income taxes on time.

Mr. Landis pleaded guilty Aug. 2 to charge he failed to file on time tax returns for 1956-1960.

In a special report to President Kennedy in 1961 on operations of administrative agencies, Mr. Landis was particularly harsh on FCC.

WCFL fires Sorkin

WCFL Chicago late Friday (Aug. 30) said it has fired veteran disc jockey Dan Sorkin as result of policy dispute over type of material aired by Mr. Sorkin who protested "censorship." WCFL indicated Lennie Bruce albums and certain other material not in good taste. Chicago Federation of Labor station also has been having tax troubles.

Presenting
WARNER BROS. ONE

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

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD □
THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING □
THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND
DOROTHY McGUIRE □ THE DESERT SONG, KATHRYN GRAYSON
AND GORDON MacRAE □ THE FBI STORY, JAMES STEWART AND
VERA MILES □ THE HANGING TREE, GARY COOPER AND MARIA
SCHELL □ ICE PALACE, RICHARD BURTON AND ROBERT RYAN □
LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM □
MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ
□ THE MIRACLE, CARROLL BAKER AND ROGER MOORE □ THE
NUN'S STORY, AUDREY HEPBURN AND PETER FINCH □ BLACK
PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER □ PETE
KELLY'S BLUES, JACK WEBB AND JANET LEIGH □ RIO BRAVO, JOHN
WAYNE AND DEAN MARTIN □ THE RISE AND FALL OF "LEGS"
DIAMOND, RAY DANTON AND KAREN STEELE □ THE RISING OF
THE MOON, NOEL PURCELL AND DENIS O'DEA □ SERGEANT
RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS □ SO BIG,
JANE WYMAN AND STERLING HAYDEN □ THE SUNDOWNERS,
DEBORAH KERR AND ROBERT MITCHUM □ TALL STORY, ANTHONY
PERKINS AND JANE FONDA □ —30—, JACK WEBB AND WILLIAM
CONRAD □ UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN
□ WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO □ YEL-
LOWSTONE KELLY, CLINT WALKER AND EDWARD BYRNES □ THE
YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.

Available for fall start in individual markets

Burton

Cooper

Hepburn

Kerr

Newman

Stewart

Wayne

Wood

What makes a great salesman?

A hawk swooping down on an English queen was shot in the eye by a sharpshooting page before it could strike, according to medieval legend. As a reward, the boy and all his descendants were dubbed "Birdseye" and received the motto *Stay Right on Target*. None followed this royal decree more faithfully than Clarence Birdseye, who through dogged persistence perfected a new freezing system for fish, fruit, and vegetables that sold America on frozen foods.

The idea for quick freezing came to Birdseye in sub-zero Labrador, where he kept cabbages frozen by placing them outdoors in a barrel of water. During World War I he began a patient search for a practical method of chilling fish. By the mid-twenties Birdseye had developed a commercial belt freezer that instantaneously froze pre-packaged foods into hard, square bricks at a very low temperature. Today the frozen foods industry does \$2½ billion worth of business annually!

Birdseye's restless, probing mind and insatiable curiosity changed America's grocery-buying habits. The same kind of determination characterizes the Storer stations. For 36 years Storer has diligently studied its markets and their consumers to create programming keyed to community preferences . . . and develop more capable selling tools for Storer advertisers. In Philadelphia, Storer's great salesman is WIBG, an important station in an important market.

LOS ANGELES KTLA-TV	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJLB
MIAMI WGBS	MILWAUKEE WILL-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJLB-TV



STORER
BROADCASTING COMPANY



BIRDS EYE

FROZ



DATEBOOK

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

*Indicates first or revised listing

SEPTEMBER

*Sept. 1-7—Seminar for Women Executives, co-sponsored by the Executive Development Center, College of Commerce and Business Administration, University of Illinois, and the Business and Professional Women's Foundation. University of Illinois at Champaign. Marion Stephenson, vice president for administration at NBC Radio network, will speak Sept. 3 on "The Art and Science of Management."

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

Sept. 6—Screen Extras Guild, annual membership 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, and Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be principal speakers.

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 Com-

munications Bar Association. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 13—ABC Radio regional affiliate meeting, Fontainebleau motel 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 Broadcasters 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 Adant, 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 WNBW 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 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. 18-20—House Communications and Power Subcommittee to resume (tentatively) hearing on broadcast editorializing. Broadcasters to testify.

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

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

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.

1+4+5+0
equals

WVON



... All Negro air personalities

... Strong Hooper ratings

... Merchandising plan that creates sales

1.2 Million Negroes in Chicagoland

Represented by Bob Dore Associates or Lloyd Webb 312-847-2600

TRUST

News Specials

The Fourth Dimension of WBRZ Channel 2

Beyond sight, sound and action there is a 4th dimension of television: trust. WBRZ-TV News Specials are one way the station builds trust through truth. During the past 12 months, WBRZ-TV News produced 16 Special News Reports in prime nighttime slots.

WBRZ Channel 2 BATON ROUGE

The
**CANADIAN BROADCASTING
CORPORATION**

announces the appointment of

WEED AND COMPANY

NEW YORK · CHICAGO · DETROIT · BOSTON · ST. LOUIS · ATLANTA · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

*as selective sales representatives in the
United States for their owned and operated
English language television stations...*

**CBLT
CBMT
CBUT
CBOT
CBWT
CBXT
CBHT
CBYT**

TORONTO, ONT.

MONTREAL, QUE.

VANCOUVER, B.C.

OTTAWA, ONT.

WINNIPEG, MAN.

EDMONTON, ALA.

HALIFAX, N.S.

CORNER BROOK, NFLD.

GLOBE-TROTTER

One picture is worth 10,000 miles.

We believe. That's why our news directors from Grand Rapids and San Diego flew to Baghdad for the first film report out of Iraq on how communism was handed one of its rare defeats. Their handiwork is called MISCHIEF IN THE LAND. It will be shown on all five Time-Life Broadcast stations. So will another exclusive: the fast-moving COMMON MARKET OF SPEED, produced by our man from Indianapolis, where they know something about auto racing. It stars Jimmy Clark as he wins two Grand Prix races in Europe and very nearly upsets the "500." Our audiences get this unique mix of far horizons and local impact because we planned it that way, and because we're lucky enough to have expert guidance from the Time-Life News service around the world. We may rack up many tens of thousands of miles for that picture.

PULSE-TAKER

Mrs. McGrath wants a program about parakeets.

She may not get it, but at least we know about Mrs. McGrath. She was one of many thousands who submitted to lengthy interviews by sleuths from the Magid Company. The Magid surveys are marked TOP SECRET-FOR MANAGEMENT USE ONLY, and guide our managers in assessing the community's needs and desires in television and radio service. Who knows—there might be a good show in parakeets.

WASHINGTON

If you can't join 'em, beat 'em.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts and Coleman, Norris Brock file radio and TV reports daily to our states on matters of area importance. They're backed by more than 20 of Washington's top special-reporters, the bureau men of TIME and FORTUNE. Thus we join the world's most important city to our audience. To put it another way, Washington comes our local beat.

BUILDER

INTERNATIONAL FORUM

OWNER- OPERATOR

پاکستان tv the best station in town. No argument. The town was Karachi, Pakistan, and the station built by Time-Life Broadcast and Philips of Eindhoven was the only one in the country. It went up in 46 days for the Pakistan International Trade Fair, then stayed on the air months after the Fair closed, demonstrating the ability of commercial television to inform, instruct and entertain a new-to-TV country. Our International Division has substantial interests in Latin America, travels half a million miles a year servicing them and searching out new opportunities in what is surely the wave of the future: world television broadcasting.

We introduced Sir Zafrulla Khan to Mrs. Martin in Grand Rapids, and to our stations' neighbors in Indianapolis and Minneapolis as well. The UN General Assembly President was one of a number of distinguished statesmen we brought to the cities where our television and radio stations serve the community. These face-to-face confrontations, we believe, deepen our own and our audiences' understanding of the world's peoples and problems. Part of our definition of a broadcaster's responsibility.

Our managers manage. They make decisions on the spot, they editorialize vigorously, they serve the community in person as well as on the air. They're board members and committee chairmen and workers for virtually every civic organization in town, and so are their staffers. New York group headquarters support all this wholeheartedly and wholebudgetly. New York also initiates projects like our summer series of spots on civil rights featuring President Kennedy and a host of the nation's leaders. Mainly, our stations in five states try to be good citizens. Awards and citations indicate they are. Balance sheets indicate they're good managers.

CALIFORNIA—KOGO-TV-AM-FM SAN DIEGO
COLORADO—KLZ-TV-AM-FM DENVER
INDIANA—WFBI-TV-AM-FM INDIANAPOLIS
MICHIGAN—WOOD-TV-AM-FM GRAND RAPIDS
MINNESOTA—WTCN-TV-AM MINNEAPOLIS/ST. PAUL

**TIME
LIFE
BROADCAST**

DELTA for those who want to Jet ahead



They're on their way up... making the most of their time, flying most times on Delta... because they have come to prefer the personal, thoughtful service that has become a Delta tradition.



General Offices:
Atlanta, Georgia

DELTA

the air line with the **BIG JETS**

OPEN MIKE

Romance, but no proposal

EDITOR: I call your attention to a front-page article [quoting Sears, Roebuck & Co.] expounding the merits of newspaper advertising and also a copy of a recent letter [from Sears] subtly offering an "opportunity" to promote their retailing operation free, if you will.

Over the years this approach would seem to make radio the whipping boy. This is true on the local scene as well as the national. In many instances local business heads run to radio when they want a free promotion, which would indicate their belief in the productivity of radio. However, when it comes to spending money for good hard-hitting radio results, they change their color faster than a chameleon.

This attitude is also true in many so-called public service campaigns. The sponsoring organization pays the talent for their material, pays the recording company for pressing the transcription, pays the government for postage, but when it gets to radio—it's for free.

Roy E. Alexander, vice president and general manager, WLSI Pikesville, Ky.

[Enclosed was an Aug. 13 newspaper clipping reporting on Sears' plans to raise its newspaper ad budget from \$58 million to \$60 million and quoting a Sears spokesman on the value of that medium. Also forwarded was a mailing piece from Sears' production information division offering a free series of 13 three-minute shows by the firm's women's commentator.]

Agency man with writer's cap

EDITOR: How thoughtful and intriguing of you to have qualified me as an official BROADCASTING correspondent. I was flattered to do a MONDAY MEMO (Aug. 19). My thanks to you for all the help and kind treatment you have already extended to my new agency.—*Mel Helitzer, president, Helitzer, Waring & Wayne, 261 Madison Avenue, New York 16.*

Case of the borrowed news

EDITOR: . . . On page 54 of BROADCASTING, July 15 . . . you refer to the Associated Press vs. the International News Service case, stating that it was in 1935. Actually the case was decided in 1918 in an opinion by Mr. Justice Pitney in which Justice Clarke took no part, and Mr. Justice Brandeis dissented, as did Mr. Justice Holmes; Mr. Justice McKenna concurring with Mr. Justice Holmes.

The other case, kvos Bellingham [Wash.] vs. Associated Press was decided by the Supreme Court Dec. 14, 1936, Mr. Justice Roberts delivering the opinion to which there was no dissent; although Mr. Justice Stone took no part in the consideration or decision of the case.

You state that the "use of news

BROADCASTING PUBLICATIONS INC.

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TREASURER B. T. TAISHOFF
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Sol Taishoff

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, September 2, 1963



munch
munch
yakyak slurp slurp
OH Yawn
ZZZZZZZZZZZZZZZZZZZZ
slump
slump

Nightmares of a sponsor

Humanly, a sponsor dreams his doubts at times.

In these worrisome dreams, some viewers yawn or z-z-z. Others yak, munch, slurp, slump or switch off the set—do anything but watch his expensive commercial.

These nightmares needn't come true.

They won't—when the agency remembers that you have to grip and move people before you can make a sale. The success of the whole venture depends largely upon what you say about the product.

This, we're sure, is the golden key to television sales and profits. And that's what we're here for.

N. W. AYER & SON, INC. The commercial is the payoff

WIBC The Friendly Voice of Indiana

Aim—Serve a major industry!



LEADS IN PROGRESS

Agriculture in the WIBC area is an \$812 million industry with 71,000 farms and a farm population of 280,000. Hogs, beef cattle, dairying, soy beans and corn are vital in the Indiana farmers' year-long activities.

LEADS IN SERVICE

High point of the year in Indiana agriculture is the state fair. Farmers and urbanites alike converge on Indianapolis to see what's new for the farm and the home. WIBC takes this opportunity to meet its listeners by broadcasting more than 70 hours from the fair, including the noon-day farm show of Harry Andrews, the only full-time farm director in Indianapolis radio.

LEADS IN AUDIENCE

Agriculture is but one of the areas served by "the Friendly Voice of Indiana." News, weather, sports, public affairs and music with general appeal have joined agriculture to maintain for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

* Pulse Metropolitan Area Survey, April, 1963.
Pulse 46-County Area Survey, October, 1962.
C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

stories by competing media without authority is unfair competition." This substance may have applied to the *AP vs. INS* case, but is just the opposite to what the Supreme Court held in the *kvos vs. AP* case in 1936. The court reversed the Circuit Court of Appeals holding, which gave an injunction against the employes of *kvos* reading excerpts from copies of the *Bellingham Herald*, *Seattle Post-Intelligencer* and the *Seattle Daily Times*.

This practice, which the Supreme Court refused to prevent, distinguished the 1918 case of *AP vs. INS*. The citations on these cases are:

Associated Press vs. International News Service, 248 U. S. 215; 63 L.Ed. 211; 39 S. Ct. 68; 2 ALR 293.

Kvos vs. Associated Press, 299 U. S. 269; 81 L.Ed. 183, 57 S. Ct. 197.

We have not analyzed the Pennsylvania or Ohio decisions, but we know of no decision overruling the *kvos vs. Associated Press* 1936 decision. *Joseph T. Pemberton*, attorney, *Bellingham Wash.*

[Mr. Pemberton is correct on his dates, not quite correct on the outcome of the *KVOS* case. *Associated Press vs. International News Service* was decided in 1918 (248 U. S. 215). *AP vs. KVOS* was decided in the U. S. Appeals Court in 1935 (80 Fed 2nd 575), but was reversed by the U. S. Supreme Court in 1936 on the ground the monetary damages were below the minimum required for federal jurisdiction (299 U. S. 269)].

A tool for FM pioneering

EDITOR: Please send 30 copies of the Special FM Report reprints (*BROADCASTING*, July 29).

We are in the process of applying for a Class C station to open a virgin FM territory in Arkansas and eastern Oklahoma. This comprehensive report will, in all probability, become one of our most valuable tools in pioneering.—*Joe F. Wheeler*, manager, *The Valley Corp.*, 1780 Tower Bldg., Little Rock, Ark.

Called the shots squarely

EDITOR: This is just a note to express my appreciation for the completely fair and objective way you handled the Aug. 12 article in *BROADCASTING* concerning the settlement of the pending legal differences between myself and Representative Bob Wilson.—*Lionel Van Deerlin (R.-Calif.)*, House of Representatives, Washington.

Overpriced

EDITOR: Reading the "Bible" [July 29], I noted that you were accusing us of being spendthrifts to the point of paying \$6.25 million for the KOGO stations. I hope you will adjust your records so that all future references will show the actual \$6.125 million.—*Andrew J. Murtha*, *Time Inc.*, Rockefeller Center, New York 20.



RCA-6166A/7007

New Design...New Performance

Improvements in RCA-6166A/7007 practically make it a new tube. This is the result of thorough evaluation of design, materials, and techniques—continuing process at RCA. This relentless march to improve tubes has increased the life expectancy and provided new performance capability for this grooved ceramic tetrode—outstanding for medium and high power VHF-TV.

RCA-6166A/7007 includes significant improvements in exhaust vacuum firing, screen support structure, and filament processing. The tube is easier to drive. Moreover, with less load on the



driver, you can expect better-than-ever performance and longer tube life.

Designed by tube engineers working with transmitter designers, RCA-6166A/7007 operates on all channels, fits into the driver stage without modifications in the transmitter. Try it next time you have need of tubes for radio or TV.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.
SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.



The Most Trusted Name in Television

Name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office.
New York, N. Y.: 36 W. 49th St., MUrray Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hillcrest 4-8480; Washington 7, D. C.: 1725 "K" St., S.W., FEderal 7-8500;
Atlanta, Ga.: 131 Peachtree St., N.W., JAckson 4-7703; Cleveland, Ohio: 1621 Euclid Ave., CHerry 1-3450; Chicago, Ill.: Merchandise Mart, 467-5900; Dallas 7, Texas: 7901
Denton Freeway, MElrose 1-3050; Kansas City 14, Mo.: 7711 Stato Line, EMorson 1-6462; Los Angeles 22, Cal.: 6801 E. Washington Blvd., RAYmond 3-8361.

Who ever said television spot lacks flexibility?

Television spot has more flexibility than a lot of people realize. But it was this new-found degree of flexibility which enabled us to introduce one of our clients to this medium for the first time.

Within an hour after Jack Nicklaus dropped his final putt on the 18th green to win the PGA tournament in Dallas on Sunday afternoon, July 21, he appeared in a spot television campaign across the country announcing his victory. In the spot, a pre-recorded locker room interview, Mr. Nicklaus extolled the merits of MacGregor golf equipment and DX Tourney golf balls manufactured by the Brunswick Sports Division of the Brunswick Corp.

Just how do you prepare a commercial in advance to tie-in with a spot news event that hasn't happened yet? We think our technique will be used more on television as the result of cooperation between agency media departments and station representatives.

Why Not TV? • Credit for the idea for such a TV "win" commercial goes to a member of Brunswick's board of directors. Having previously seen a drop-in style newspaper ad run a year ago following a Nicklaus victory, he wondered if it could be done on TV.

While such an approach was new for this particular type of use, we felt that with the proper encouragement and cooperation from interested stations, it could be done. One big hazard was the danger of losing the spot schedule at the last minute. Another was in skeleton staffs at stations over the weekend. If our golf star lost they still might mistakenly run the spots that had been scheduled on an "only-if-Jack-wins" basis.

Although we felt the idea would work, there was no way of guaranteeing (1) that stations would cooperate until we were in a position to place a definite order or (2) that Mr. Nicklaus would win. But we decided to go ahead with the spot.

Early in May we filmed the spot with Mr. Nicklaus demonstrating his famous swing, preceded by a strip lead-in of sportscaster Jack Brickhouse announcing, "Jack Nicklaus has done it again!" A drop-in slide to be superimposed over the action shot named Jack Nicklaus "PGA champion for 1963!"

Reps' Reaction • In our initial approach to station representatives there was a general reaction of enthusiasm, a feeling of confidence that their stations would work out an arrangement. About 20% of the reps, however, didn't think

it would work but said they would let us know station reaction. A number of stations were not interested at all.

The stations used, selected two weeks in advance of the tourney, agreed to run spots on an "if" basis—if Jack Nicklaus won. As replies to the plan came in, it became apparent the stations were suggesting one of two approaches: (1) definite fixed spots to choose from (subject to prior sale right up to the last minute), or (2) completely run-of-schedule spots which we would buy based on some indication of what was available in advance.

Enough stations in each selected market offered the first approach (fixed spots) so that we were able to get definite availabilities and make comparisons as to the most efficient buy in advance. Contingent orders then were placed in each market subject to change. Some stations confirmed all spots without subsequent change as early as 10 days preceding the tournament; others made changes as late as 48 hours prior to the end of the tournament.

In a few cases some availabilities were withdrawn by the stations and there were not enough other spots open to accommodate us. It also was too late to secure an alternate station because we didn't have time to get the film there.

20's Plentiful • The stations not interested at all generally were network-owned although in some cases these stations offered excellent 20-second spots. Another station offered four good spots immediately and the station manager said he personally would watch the situation to be sure all went according to plan. Generally, more good 20-second spots were offered than minutes.

Another "bonus" we looked for in scheduling was news and sports program adjacencies. These were rather scarce on Saturday and Sunday since

there are not many news shows in all markets over the weekend. The spots that do exist usually are sold out. We found later, though, that many people first learned of the Nicklaus victory when they saw our commercials.

Film and slide were shipped to each station prior to the tournament weekend. The moment Jack Nicklaus became champion, we began telephoning all stations on the schedule as a double-check. They, in turn, began scheduling the minute and 20-second spots using a combination of prime and fringe time.

An average of five to ten spots appeared per market that same Sunday night and the following Monday night. In all, 20 top TV markets were used plus Columbus, Ohio, Mr. Nicklaus' home town.

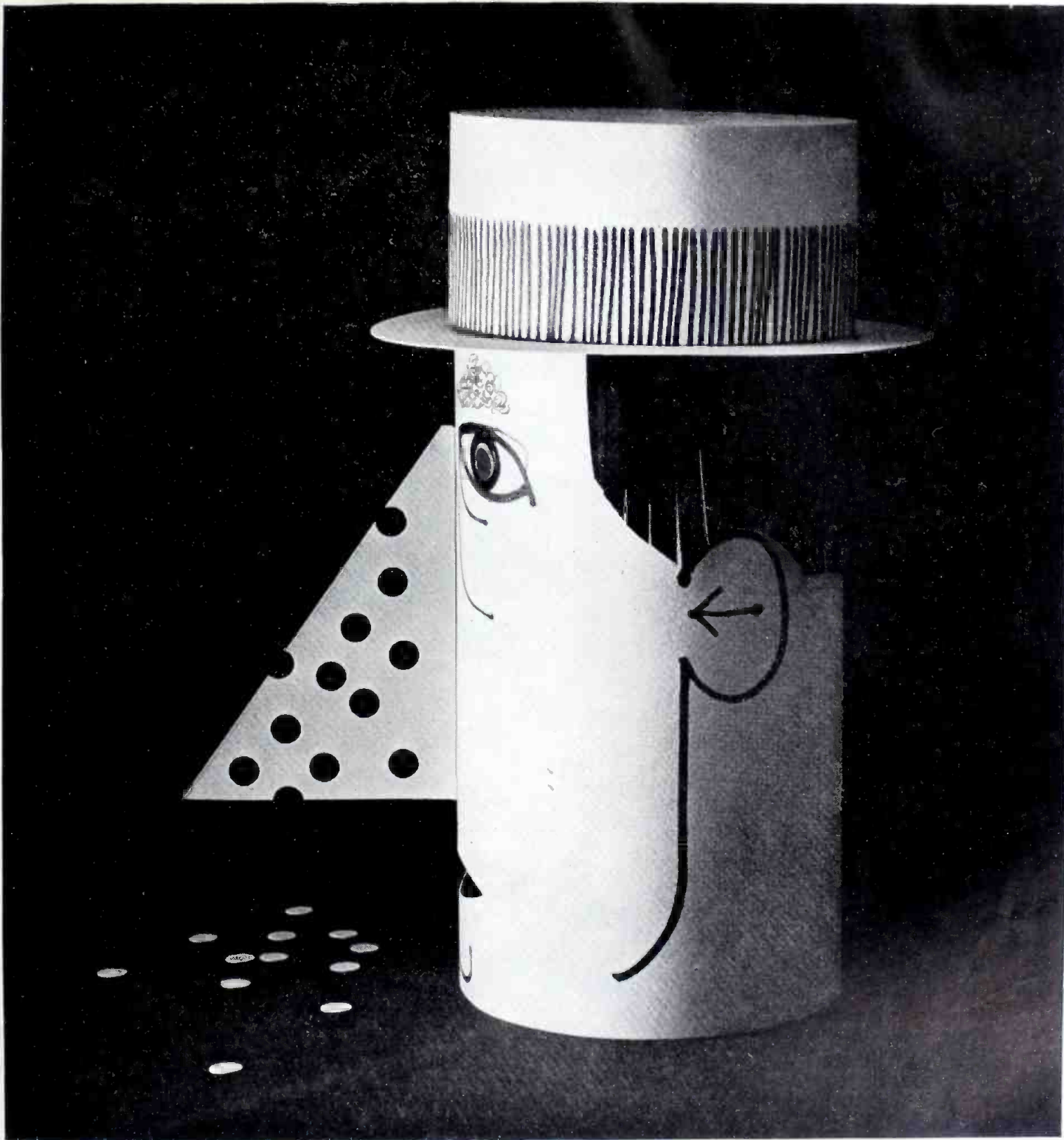
TV's High Score • Our conclusions have been that the stations leaned over backward to accommodate our client. So did the representatives. They were especially careful in making arrangements on technical aspects of either scheduling or withdrawing the film from their projectors in time for the Sunday spots.

Our experience is an outstanding example of the flexibility of spot TV today as well as of the cooperation and service that stations and their representatives are able and willing to give an advertiser. For our client, Brunswick Sports, successful TV timing was important too.

Brunswick Sport's merchandising-advertising services director, Mark Cox, told us the company has heard from golf pros and consumers all over the country about the timely Jack Nicklaus spots. "This was our first time on television," he said, "and we found spot TV well worth while because it allows us to tailor-make our coverage to fit our budget and to carefully select a complete market."



Isabel McCaulay joined Roche, Rickerd, Henri, Hurst, Inc., Chicago, as broadcast media director last Jan. 1. Previously she was media buyer for seven years with John W. Shaw Adv. Before that she was assistant media director for Aubrey, Finlay, Marley & Hodgson and was with McCann-Erickson as account group assistant and plans board coordinator. A graduate of DePaul University, she also attended the University of Chicago and Northwestern University.



How many times has Clyde Barnstable's nose been counted?

Meet Clyde Barnstable of Pugg's Junction, North Carolina. He owns one of the most counted noses in North America.

You see, Clyde receives five television stations. Including two CBS affiliates and two NBC stations. And all four of these stations

include Clyde in their nosecount.

Which station does Clyde watch for CBS shows? Which station for NBC shows? We can't be sure. Neither can you.

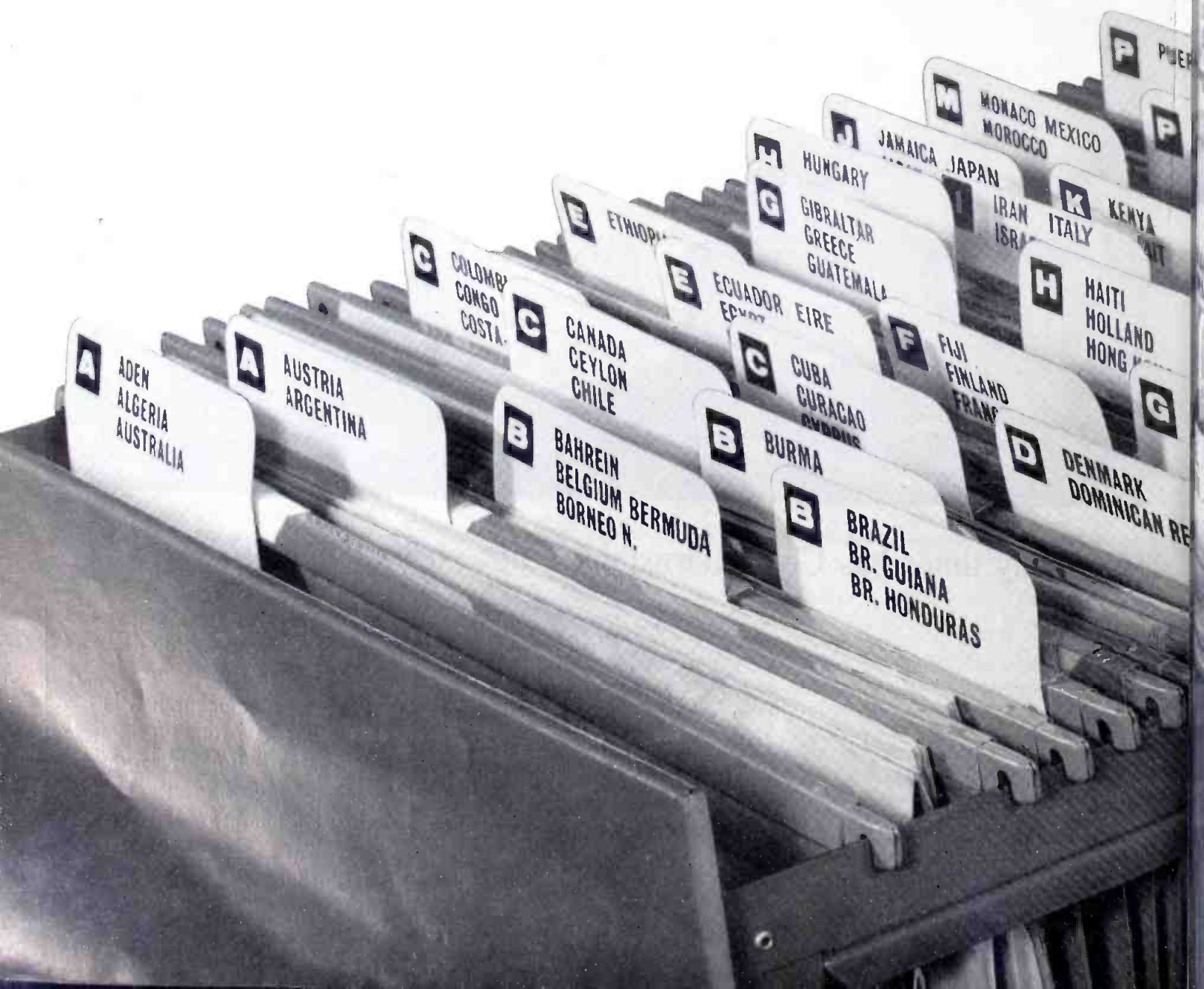
But there's no doubt about Clyde's source for ABC-TV programming. WRAL-TV, Raleigh. For

Clyde (and 442,000* television homes), we're the only ABC-TV station in sight.

Wanna sell your product in the 50th tv market? Ring up the boys at H-R. Ask 'em about the unduplicated coverage of WRAL-TV.

Just tell them Clyde sent you.

Estimated tv homes in survey area, ARB—Nov/Dec '62; market ranked 50th by *Television Magazine*. WRAL-TV Raleigh/Durham, North Carolina



A ADEN
ALGERIA
AUSTRALIA

A AUSTRIA
ARGENTINA

C COLOMBIA
CONGO
COSTA

C CANADA
CEYLON
CHILE

B BAHREIN
BELGIUM
BERMUDA
BORNEO N.

B BURMA

B BRAZIL
BR. GUIANA
BR. HONDURAS

E ECUADOR
EGYPT

C CUBA
CURACAO
CYPRUS

E ETHIOPIA

G GIBRALTAR
GREECE
GUATEMALA

H HUNGARY

F FIJI
FINLAND
FRANCE

M MONACO
MEXICO
MOROCCO

J JAMAICA
JAPAN

I IRAN
ISRAEL

H HAITI
HOLLAND
HONG KONG

K KENYA

D DENMARK
DOMINICAN REPUBLIC

P PUERTO RICO

P

BBC TV
enterprises
CURRENT
WORLD
SALES
(Television and
Non-Theatric)

- V** VENEZUELA
VIETNAM
- Z** ZANZIBAR
- Y** YUGOSLAVIA
- T** U.S.A.
- U** UGANDA
URUGUAY
- T** TRINIDAD
TUNISIA
TURKEY
- T** TANGANYIKA
THAILAND
TANZANIA
- S** SIERRA LEONE
SINGAPORE
SOMALIA
SPAIN
- S** SUDAN
SWITZ.
SWEDEN
- S** SOUTH AFRICA
SOUTH KOREA
- R** RHODESIA
RYUKYU IS.
- P** PHILIPPINES
POLAND
PORTUGAL
- N** NORWAY
NYASALAND
- N** NEW ZEALAND
NIGERIA
- L** LEBANON
LIBYA
LUXEMBURG
- I** INDIA
INDONESIA
IRAQ
- S** SALVADOR
SARAWAK
SAUDI ARABIA
- M** MALAYA
MALTA
MAURITIUS
- E. W.**

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WSYR GANG

Carol Johnson
WOMEN

Ed Murphy
MUSIC

Fred Hillegas
NEWS

Joel
Mareiniss
NEWS

Elliot Gove
TIMEKEEPER

Richard Hoffmann
BUSINESS NEWS

Alan Milair
MUSIC

John Gray
MUSIC

Deacon Doubleday
FARM

Bill O'Donnell
SPORTS

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

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Personality Power = Sales Power for you in the 18-county Central New York area. Instant friends for what you have to sell.

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FCC squeeze on big TV interests?

A movement was taking shape last week to break up concentrations of program control in television. The movement came from two directions within the FCC: from the commission's newest member who was formerly the government's chief antitrust prosecutor and from the head of the commission's network study staff which has originated many of the agency's harshest policies.

Commissioner Lee Loevinger proposed that the FCC encourage diversity of programming by diversifying sta-

tion ownership. He said the agency's present multiple ownership rules were too liberal and their enforcement too lax (see story below).

Ashbrook P. Bryant, chief of the network study staff, urged a different approach toward the same general objective. He proposed consideration of a rule that would prohibit television networks from controlling more than 50% of their prime-time programming and would take them entirely out of syndication (see story page 28).

The Loevinger formula for FCC action

SCRAP PROGRAM CONTROLS, DIVERSIFY OWNERSHIP, URGE EXPERIMENTS

The late summer calm of FCC commissioners and broadcasters alike was shattered last week by the commission's newest member, Lee Loevinger. In his first major speech as a commissioner, Mr. Loevinger took issue with established FCC policies and practices, and urged the agency to adopt new techniques to stimulate diversity in broadcast programming.

The commission, he said, in a statement placing him at odds with most of his colleagues, should not try to improve programming by adopting standards. Such an exercise, he said, is not only wrong but futile.

Instead, he said, casting a critical eye on the commission's multiple ownership rules and the manner in which they are administered, the FCC should promote diversity of ownership of stations. The different public tastes can best be served by a multitude of voices, he said. It follows from this, he added, that newspaper owners should, in general, be barred from broadcasting.

He also suggested other means by which he said the commission could try to improve broadcasters' public service:

Require an "adequate performance of the journalistic function by all broadcasters." Specifically, he would require broadcasters to devote as much air time to news as to commercials.

"Encourage enterprise, experimentation and innovation." One innovation he suggested was the creation by broadcasters of a broadcast news service that would compete with AP and UPI and, he said, tailor its material for radio and television.

Talk To Journalists ■ The commissioner's speech, delivered before the

Association for Education in Journalism at the University of Nebraska, in Lincoln, was widely regarded as one of



Commissioner Loevinger

the most provocative delivered by an FCC commissioner in some time. But with most commissioners away from their offices during the August hiatus, it was difficult to assess its impact.

Commissioner Loevinger's position on multiple ownership is not unique within the commission. Commissioner Robert T. Bartley has long opposed automatic

commission approval of station purchases by substantial multiple-owners. And at least two other members, Chairman E. William Henry and Kenneth A. Cox, are reported to favor a review of commission practices in this area (CLOSED CIRCUIT, Aug. 5).

FCC-requested legislation would give the commission greater flexibility in passing on applications for transfers or assignments of license and would be a handy tool in implementing Commissioner Loevinger's proposal. Senate and House bills (S 2052 and HR 7477) would remove the present statutory prohibition against the commission's considering whether someone other than the proposed purchaser could best serve the public interest.

But in his speech, Commissioner Loevinger, who until June headed the Justice Department's antitrust division, has provided the philosophical underpinning for a tougher policy. "The growing concentration of control of broadcasting stations and among all the mass media is cause for grave concern," he said.

Opposes Programming Control ■ At the same time, however, he tied his views on multiple ownership to his ideas on commission control over programming—ideas sure to be anathema to most of his colleagues who have long maintained that the commission has the authority and duty to examine a licensee's performance.

Since his appointment, Commissioner Loevinger has on several occasions indicated an aversion to government intrusion in programming (BROADCASTING, Aug. 26). But his speech afforded him his first opportunity to state his position in detail. He said the commission has the obligation to prevent the airing of

A way to weaken TV network power

UP FOR FCC ACTION: RULE TO CUT BACK THEIR PROGRAM CONTROL

The FCC will begin coming to grips later this month with a staff recommendation that the agency attempt to stimulate competition among television programming sources by curbing network control over programming.

The recommendation, advanced by the commission's office of network study, proposes a rule that would:

- Prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operations of others.

- Restrict networks' ownership or first-run rights of entertainment programs to 50% of those shown in prime time.

The rule would also require the networks to supply the commission with information it might request on the production, exhibition and distribution of programs offered as regular network shows.

This was one of a number of proposals contained in a report the staff submitted last winter (BROADCASTING, Dec. 3, 1962), following the commission's lengthy inquiry into network programming practices.

Scheduled Sept. 18 ■ It is now embodied in a 74-page document scheduled for commission consideration at its meeting Sept. 18. It is understood

that, besides explaining and back-grounding the proposal, the document recommends that the commission institute a rulemaking proceeding.

In its report last winter, the network study staff, under the direction of Ashbrook P. Bryant, said that the market for television program producers is shrinking because of network practices.

The report cited the networks' policy of buying exhibition rights from producers and supplying part if not all of the financing of independently produced programming. As a result, the report added, the market for programs, "as a practical matter," has narrowed down to the managers of the three networks.

The report also noted that the networks syndicate programs after they have completed their network runs. And in their original negotiations for the programs, the report said, the networks usually acquire profit-sharing rights in syndication. Consequently, it said, there are "compelling" economic reasons for networks to choose for network exposure, "and thus to popularize" those programs in which they have syndication rights.

Although the commission has no direct authority over networks, the

report suggests that the agency can exercise the necessary control through its control over the chains as broadcast licensees.

Proposed Rule ■ It is understood that proposed rule now before the commission follows the language of the one contained in the report submitted in December. That one said "no television licensee or any person controlling, controlled by or under common control with any television licensee shall offer any program through interconnection . . . to other television licensees as part of a regular business of network broadcasting if such licensee or other person" syndicates programs in the U. S. or arranges to share in revenues from the domestic syndication activities of others.

The rule would also ban licensees engaged in networking from pursuing "policies or practices of a course of business in the procurement of programs for television broadcast which the commission . . . determines to have resulted in or to be likely to result in an undue concentration of control of network program production or substantially to lessen competition in the business of television program production contrary to the public interest."

The rule says the commission will

"positively objectionable matter," such as lotteries, frauds, obscenities and incitements to riot.

But, he added, "I do not deem it the proper role of government in a democracy to establish standards of taste or to dictate intellectual or cultural level of expression of the mass media."

He made it clear that, as a viewer, he doesn't care for television. "Much television programming is trash by my standards," he said. "But I would not ban all trash from the air if I could. That which I disdain is esteemed by others. One man's trash is another man's treasure; one man's vast wasteland," he said, alluding to former FCC Chairman Newton N. Minow's celebrated description of television programming, "is another man's verdant vineyard."

He said this view implies the public must be given a choice. And it is the government's responsibility, he added, to insure a "wide range of choice adequate to provide for all tastes."

FCC Technique ■ It is in this area, he said, that the FCC has failed. The

commission, he said, "ostensibly" seeks to secure variety in programming by reviewing a licensee's performance at renewal time to determine whether he has provided sufficiently balanced programming. But the commission, he said, lacks the necessary "operational criteria" to make this judgment.

He said the information supplied by applicants regarding categories of programming doesn't help because "there are no standards whatever as to the quantitative proportions that are desirable, or even permissible, among such categories of programming classification." In addition, he said, the classification technique gives no information about "the most important aspect of programming, which is quality."

He added that the commission's requirements that broadcasters seek out and meet community needs and tastes, and that they perform in accordance with their promises don't provide much of a basis for commission decisions. He said the agency has no way of knowing whether a licensee's effort to determine needs is effective. And the standard of

compliance with representations isn't helpful either, he said, "until we are prepared to say which deviations may be an improvement and which a degradation of the promised service."

Rather than concern itself with programming, Commissioner Loevinger said, the FCC should apply the brakes to the acquisition of new broadcast properties by multiple owners and newspapers.

Rule Too 'Lax' ■ The commission rule permitting an enterprise to own seven AM, seven FM, five VHF-TV and two UHF-TV stations, he said, is "too liberal" and its application by the agency "too lax." He didn't suggest any revision in the rule or recommend that present group owners be stripped of any properties. "There are practical and legal difficulties with divestiture," he said.

But he said that in considering competing applications for a new facility, the commission should favor the applicant with the fewest "other interests in the field"—including newspapers. He said it's just as undesirable for a person to own the local newspaper and television station as it is to control two TV



Mr. Bryant

consider a network to be in violation if it has "the license, option or other exclusive right for television network exhibition" in more than 50% of the shows, "exclusive of news and public affairs programs," it offers for broadcast between the hours of 7 p.m. and 11 p.m., New York time, during any calendar week, Sunday through Saturday.

Networks—in their role as licensees—would also be in violation if they failed to submit information requested by the commission "on the creation, production, selection, distribution and exhibition of programs which are offered as a part of regular television network operations. . . ."

stations in one market—"and for the same reason."

He called the "journalistic function" one of broadcasting's most important. As a result, he said, "any reduction in the number of independent enterprises serving that function within the national community is an injury to the public interest." He said he would "oppose any significant increase in the concentration of control of the mass media . . ."

He noted that in the top 25 television markets, containing 40% of the nation's population, about one-third of all TV stations are affiliated with newspapers.

Diversity vs. Quality ■ Commissioner Loevinger indicated he was unimpressed with the frequently made argument in favor of multiple owners—that such companies provide the best programming. "If we must choose between program quality and diversity," he said, "I would choose diversity without hesitation."

Furthermore, he said, "the economic spur of competition" is more likely than "exhortation" or any other course to

induce broadcasters to produce programs that will please such minority groups as intellectuals, college graduates, drama and music lovers and others who seek literate entertainment."

But increased competition by itself, Commissioner Loevinger said, would not "insure adequate performance of the journalistic function" which he called the most significant public interest served by broadcasting and the end that "most clearly justifies the spectrum allocations made to it."

He said broadcasters, therefore, should be required to devote at least as much time to news as they do to commercials. He called this a "crude measure." But, he added, it is "clear and definite" and would, in effect, require "each broadcaster to pay for the time he takes from the public domain for his own commercial use by devoting an equal amount of time to public service."

Check On Over-commercialization ■

This proposal, he said, would have the "incidental" effect of providing "a check on over-commercialization." The commissioner made no reference to the commission's proposal to consider the NAB codes as a basis for devising limitations on commercials. But he said his suggestion "avoids a purely arbitrary limitation on commercials" and assures that "a reasonable amount of time" will be devoted to broadcasting's "most important social use."

He did not attempt to define what he meant by news. Asked later, during an appearance on KOLN-TV Lincoln, Neb., what his definition of news would cover, Commissioner Loevinger said "any experienced newsman knows what hard news is."

He capsuled his position with the quip: "Equal time for hard news and soft soap."

A check of Washington, D.C., stations indicated what the Loevinger proposal might mean for broadcasters. One AM station said it programs a maximum of 18 commercial minutes an hour. This is six minutes more than it normally devotes to news in one hour. But an official said that, with specials and bulletins, the station probably averages as much news as commercial time. An official of a TV station said the outlet in June broadcast 960 locally originated spots of 10, 20 and 60 seconds duration. However, no breakdown of the spots was available.

News Broadcasts Criticized ■ Commissioner Loevinger, who is a member of the professional journalistic society Sigma Delta Chi, was also critical of the manner in which broadcasters handle the news shows they produce. "So far," he said, "broadcasting has largely relied on newspaper resources and newspaper techniques for its operation in

this field . . . Broadcasting," he added, "must develop its own news sources and news presentation techniques."

It was in this connection that he recommended that broadcasters create their own news service, rather than rely on AP and UPI. He said there have been "widespread and vociferous" complaints among broadcasters about both news services.

"It is clear," he said, "that both organizations are, must and should be, devoted primarily to serving newspapers. They do not and should not secure and disseminate news in a form that is adapted primarily to broadcasting."

He said the broadcasting business could afford to set up an independent news gathering service "to become truly competitive with newspapers, and to utilize the magnificent modern techniques of electronic communications to expand the intellectual horizons and extend the intelligence sources of the public it is supposed to serve."

Collins lauds groups

LeRoy Collins, president of the National Association of Broadcasters, took "sharp issue" with two of the recommendations made last week by FCC Commissioner Lee Loevinger (see story page 27).

Governor Collins said multiple owners of broadcast stations have made "splendid contributions" to the service of the public and that the practice should be encouraged rather than condemned. It is an inherent right of our free enterprise system to become "big," the NAB president said, in urging that multiple groups be strengthened rather than weakened.

The commissioner's recommendation that stations be required to devote as much time to news programming as to commercials is not relevant to a licensee's service to the public, Governor Collins said. Such concrete rules should not be adopted, he said, because there already are times when stations and networks devote much more time in a given day to news than to commercials. Broadcasters are charged with knowing and meeting their responsibilities to their audiences, he pointed out.

The NAB president said he could agree with much of the rest of Commissioner Loevinger's Nebraska speech. "It was very thoughtful and thought-provoking" and undoubtedly will be discussed both pro and con for some time, Governor Collins said. He predicted the Loevinger recommendations will play a major role in the eight upcoming NAB conferences.

Gillette rides TV in blade race

IT ENTERS THE NEW STAINLESS MARKET WITH \$4 MILLION CAMPAIGN

Early last week one of broadcasting's oldest and best customers gave television a resounding vote of confidence.

Gillette Safety Razor Co. announced that it was entrusting the bulk of its \$4 million promotion for the introduction of its stainless steel razor blade to television (CLOSED CIRCUIT, Aug. 26) in a move that raises the company's special fall advertising spending well over \$8 million.

A previously announced \$4.25 million allocation is earmarked for the 25th anniversary of Gillette's *Cavalcade of Sports*, to be observed with a special razor-lather promotion in connection with the World Series in October. (Gillette's agency is Maxon).

Thus, Gillette, though far from putting all its eggs in one basket, nevertheless reaffirms a belief in the broadcast media that it expressed 25 years ago by spending \$100,000 for radio rights to carry the World Series of that year. Since that time, it is estimated that the company has spent some \$150 million on *Cavalcade of Sports*, approximately \$25 million of which has gone into World Series rights fees. A five-year contract signed in 1960 gave Gillette broadcast rights to the Series until 1966 for \$18,750,000, of which \$3.5 million went for 1963 World Series rights, and \$250,000 for the game rights to this

year's All-Star baseball game.

All of this represents a vast departure from the day in 1939 when the late Judge Kenesaw Mountain Landis, then commissioner of baseball, told Gillette Advertising Director A. Craig Smith that the World Series was Gillette's at \$100,000 per year for as long as he (Judge Landis) lived. The baseball commissioner died shortly thereafter.

The Right Weapons ■ But Gillette braced for the spiraling prices, and expanded its *Cavalcade* to the point that it has achieved a high degree of identity between itself and the program type it sponsors. That's one of the reasons that this week, when Gillette armed itself for what may be its toughest marketing battle yet, it called upon radio-TV and the *Cavalcade of Sports* to bear the brunt of the attack.

Gillette found itself in the unusual and uncomfortable position of following, rather than leading, its competitors, into battle, and as one rival blade company official expressed it, "We're meeting them on our battlefield this time, not theirs."

He was referring to the fact that other domestic blade brands, notably Schick, Personna and Pal, had gotten a several months jump on Gillette, and threatened to weaken Gillette's hold on 70% of the market. The move to stainless

steel, spurred by the popularity of the English Wilkinson Sword Edge blade, not only presented Gillette with the obvious production problems, but also caught the company at a time when it was constructing a \$10 million addition to its Boston plant. Production of the stainless steel blade had to await completion of the plant.

In addition, Gillette not only had to develop the blade itself, but also had to solve the problem of producing the blade with quality on a volume that would surpass that of any of its competitors. With such complicated factors involved it wasn't surprising that speculation was raised as far back as March concerning a target date for marketing of the blade. Last week the announcement came, and with it the disclosure that a heavy concentration in broadcast advertising was planned.

Wall Street Effect ■ Announcement in early August that the stainless steel blade would not be a part of Gillette's annual World Series promotion touched off belief that the blade wouldn't be marketed until after the October promotion and did nothing to firm up the prices of Gillette stock, which was already running below its 1962 levels. Anticipation of the stainless blade's introduction last week, however, caused the stock to rise, and when the an-

What sports have done for Gillette

SINCE ITS FIRST WORLD SERIES, A 1,500% RISE IN SALES

Given the luxury of 24 years' hindsight, Gillette's decision to embark upon the *Cavalcade of Sports* in 1939 can be called historically justified.



Mr. Smith

The advertising campaign has accompanied and doubtless contributed in no small measure to Gillette's acquisition of a commanding hold on 70% of the razor blade market. Between 1939 and 1962, the company's sales have risen some 1,500% from \$18 million to \$276.2 million, and net income has risen almost as sharply, from \$3.3 million

to \$42.3 million.

On the occasion of the beginning of Gillette's silver anniversary year of the *Cavalcade*, however, the man instrumental in its inception could remember when the climate for sports broadcast advertising was not so appealing.

In an interview with BROADCASTING, A. Craig Smith, Gillette's vice president and director of advertising, recalled that the company actually purchased radio rights to the Series in 1937 and 1938 and never used them. Ford Motor Co., he said, which had sponsored the series from 1934 to 1936, paid the \$100,000 purchase price for rights the following two years, but didn't even use the broadcasts for advertising messages.

This was the status of sports broadcasts when Mr. Smith sat down

with the late Kenesaw Mountain Landis, then commissioner of baseball, and negotiated for the first of Gillette's 24 consecutive years of sponsoring the World Series coverage.

How It Began ■ "At the time," Mr. Smith said, "Mr. Landis insisted that all networks carry the World Series, but we convinced him to carry it on one network only, and Mutual beamed the series that year.

"The price was \$100,000, and Mr. Landis promised me that would be the price for as long as he lived. Unfortunately he died soon afterward."

Ford re-entered the picture almost a decade later, Mr. Smith said, when it co-sponsored with Gillette the first televising of the World Series in 1947. But it withdrew again the following year, and since that time has



An old Gillette symbol, the talking parrot, will introduce the new Gillette stainless steel blade in television commercials that will begin appearing in a spot campaign that will break

announcement was made last Monday (Aug. 26), Gillette stock rose to its 1963 high.

Specifically, the Gillette strategy for marketing the blade, necessitated by its market-by-market introduction, will involve spot television advertising, with cut-ins on such *Cavalcade of Sports* features as the World Series, *Fight of*

as distribution is opened market by market. The commercials for the new blade will also appear on Gillette's network programs, including World Series broadcasts.

the Week, American Football League games and *Wide World of Sports*. Distribution of the blade to all the company's 500,000 national outlets is expected to be completed by October. In addition, during this period, there will be a nationwide sampling program in progress.

The strategy combines the two tech-

not participated in World Series telecasts. Two of its rivals, General Motors and Chrysler, have.

The 1939 World Series was not Gillette's first entry into sports, however. The company sponsored, with what it admits was an ulterior motive, the 1935 heavyweight championship fight between Jimmy Braddock and Max Baer.

"We sponsored that fight because we were trying to get Max Baer to appear in a radio detective series for us, and we figured it might help our cause with him if we sponsored the fight," said Mr. Smith. "We got him for the detective series all right, and I must say, sponsoring that fight influenced our later decision to try the World Series."

Fast, Fast Results ■ Whatever disenchantment may have surrounded sports advertising in those days, Gillette found it to be a profitable venture immediately. Although the Series lasted only four games (the New York Yankees routed the Cincinnati Reds), thus affording Gillette

minimum exposure, sales rose two-and-a-half times over what they had been in the same period the year before. The Gillette *Cavalcade of Sports* was launched.

Since that modest beginning, Gillette has expanded the *Cavalcade* into virtually every major sporting event, and this spring even began sponsoring its *Fight of the Week* broadcasts in Japan, thus becoming the first American advertiser to present on Japanese television the same programs it sponsors in the U. S., according to Mr. Smith.

The World Series has become the vehicle by which Gillette has introduced to the public such new products as its adjustable razors, slim adjustable razor and other products. Today, Gillette stands as the oldest continuing sponsor on television, and its weekly fights are TV's oldest feature.

Through it all, Mr. Smith, the man behind the *Cavalcade of Sports*, maintains that he's "just an average sports fan."

niques used earlier by two rival companies in introducing their stainless steel blades. Schick Safety Razor Co., a division of Eversharp Inc., resorted heavily to direct mail and hand sampling for the introduction of its Krona stainless steel blade. Philip Morris Inc.'s, subsidiary, American Safety Razor Co., which began marketing its Personna double edge and Pal injector blades in the spring, used television primarily.

Battle Lines Drawn ■ Gillette plans to use both, and, as one competitor put it, "they can do it because they're powerful." Robert G. Urban, president of American Safety Razor Co., said he welcomed Gillette's entry into the field, which he hailed as a boon to the stainless steel blade business in general. Another company official optimistically welcomed Gillette's competition, saying, "For the first time, we have a good entry in the double-edged blade market."

The Gillette stainless steel push comes almost simultaneously with the beginning of its World Series promotion, scheduled to run from Aug. 31 to the conclusion of the Series, Oct. 12. The company estimates it will spend \$4,245,000 on promotion of a special discount package deal involving its slim adjustable razor and Foamy instant lather. In addition to the World Series itself on NBC-TV, the campaign will include *American Football League* games, *Wide World of Sports*, *The Fight of the Week*, and *Wagon Train* on ABC-TV and television spots in selected markets.

Business briefly . . .

Lumbermens Mutual Casualty Co. and affiliated or associated insurance companies of the Kemper Group will participate in sponsorship of *Sing Along with Mitch* (NBC-TV, Monday 10-11 p.m.) for 15 weeks—Sept. 23 through Dec. 30. Agency: Clinton E. Frank.

Pontiac Division of General Motors Corp. will sponsor *Today* show and *The Tonight Show Starring Johnny Carson*, Thursday, Oct. 3, on NBC-TV. Pontiac, through McManus, John & Adams, is first advertiser to buy total sponsorship of both programs for one day.

Hazel Bishop will begin a saturation campaign Sept. 3 in New York to introduce its new "Fantastick" lipstick line. The 60-second commercials have been scheduled on WCBS-TV, WNBC-TV, WNEW-TV and WOR-TV. At least one radio station will also be used, along with less intensive schedules in other markets.

Kellogg Co., Battle Creek, Mich., has bought sponsorships in six NBC-TV programs during September, consisting of *Ensign O'Toole*, *The Virginian*, *Wide Country*, *The Jack Paar Program*, *International Showtime*, and a repeat of a special, *The Circus*. Agency: Leo Burnett Inc., Chicago.

EMPLOYEES BUY PETRY FIRM

Petry and Voynow get \$2 million to \$4 million; will stay on payroll in current positions

Edward Petry & Co., the first, and still one of the leading station representation companies, has been sold to a group of its employees headed by Martin L. Nierman, executive vice president.

Edward Petry, the founder and principal stockholder, and Edward E. Voynow, the other stockholder, disposed of all of their stock interests in the firm but continue—in the role of salaried employees—as board chairman and president, respectively, and as directors.

No change in the management, policies or name of the 31-year-old company is contemplated, according to Mr. Nierman, who owns the largest but not a majority block of the stock under the new ownership.

A total of 26 employees own 100% of the stock issued. The deal, completed last Thursday (Aug. 29), includes provisions under which other employees may acquire shares. It also requires that a shareholder leaving the company must sell his shares back to the treasury.

In The Millions ■ The purchase price was not disclosed. Unofficial estimates placed it between \$2 million and about \$4 million.

The announcement said the company bought the 100% interest of Messrs. Petry and Voynow and their families for "a substantial down payment" and

an obligation to pay "a further sum" to Messrs. Petry and Voynow "over a number of years."

Both of the owners were said to have been seeking for some time to find a way to accomplish substantially what they accomplished last week. Although they plan no curtailment in their management activities, Mr. Petry is 67 and Mr. Voynow is 60.

The way for the changeover in ownership was cleared as a sort of byproduct of the recent contract for the sale of Transcontinent Television Corp.'s properties at prices expected to total about \$38.5 million (BROADCASTING, April 15, et seq.). The Petry company owns 12.6% of Transcontinent stock.

Messrs. Petry and Voynow said in announcing the disposition of their interests in the Petry firm:

"Both of us have a basic pride in the Petry company and have long sought a way to insure that its traditions of service to the stations it represents would be perpetuated. Certainly the best way to achieve this is by transferring the control of the company to people who are serving the stations and advertisers now.

"The Petry company's operating staff now has a double stake in its future, both as employees and as stockholders, and the combination of their enthusiasm and our own continuing efforts will

guarantee vigorous, loyal and devoted service to the stations on the Petry list."

Company Spirit ■ Sale of the company to its employees appeared to be without precedent in the station representation field, but its spirit was not unprecedented within the Petry organization. The company has an enviable reputation in its employee relations. During World War II, for example, all Petry employees in military service received full pay from the company for the full terms of their military duty.

Mr. Petry, whose firm is generally acknowledged to be the first exclusive national representative in broadcasting, opened the company Feb. 1, 1932—a time when national advertising time sales were generally a hit-or-miss affair handled by brokers operating on a non-exclusive basis.

The firm opened with 13 radio stations on its list—a list that soon became known, because of the prestige of the stations, as "the Tiffany list" among station representatives. The company set up its television division in 1947.

Today the Petry list consists of 26 radio and 31 television stations. The radio division is under Vice President Ben H. Holmes, while the television division is directed by Mr. Nierman. The company has offices in nine major cities.

At least three other exclusive national representatives have stock-participation or stock-option plans. John Blair & Co. has minority stock available to all employees. Harrington, Righter & Parsons and Adam Young Co. authorize stock options to key employees.



The new stockholders of Edward Petry & Co.: Seated (l to r): Joseph H. Sierer, radio sales manager, Atlanta office; Martin Percival, eastern radio sales manager; Bob Lewis, radio group sales manager, New York office; Mrs. Dorothy Ross, assistant to Edward E. Voynow, president; Ben H. Holmes, vice president of radio; Martin L. Nierman, executive vice president of the company; Edward C. Page, vice president and eastern sales manager for TV; Louis A. Smith, vice president and TV sales manager, Chicago office; Miss Bette Doyle, secretary-treasurer; Roger LaReau, vice president in charge of client relations, and Malcolm B. James, television group sales manager, New York office.

Standing (l to r): William B. Rohn, vice president, mar-

keting-sales development; Keith E. Lewis, TV salesman, Chicago office; David Milam, TV sales manager, Dallas office; L. D. Larimer, TV sales manager, Los Angeles office; Robert L. Hutton Jr., vice president, TV promotion; William F. Hegman, radio salesman, Chicago office; John P. McWeeny, TV salesman, Chicago office; Junius J. Zolp, TV sales manager, St. Louis office; Richard W. Hughes, TV sales manager, Atlanta office; William Bee, TV salesman, New York office; Bill Cartwright, radio sales manager, Detroit office; Lloyd McGovern, radio sales manager, San Francisco office; William P. Pipher, radio sales manager, Chicago office; Alfred M. Masini, television group sales manager, New York office, and William Steese, promotion manager of the radio division.

Who's generous to a fault?

(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday – practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events.

Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

ANOTHER VALUABLE
ADVERTISING
OPPORTUNITY
ON WNBC-TV
NEW YORK



Delivers identifica-
tion with five differ-
ent prize-winning
programs—and the
chance of reaching
an influential audi-
ence at modest cost.

HERE'S HOW THEY WORK

YOU BUY a share in WNBC-TV's unique "Pathways" concept, which provides rotating participation in these widely varied prestige programs: "Youth Forum," "Direct Line," "Dialogue," "Recital Hall"—for \$25,000 per year (less than \$500 a week).

YOU GET, each week, a minute institutional message in a different "Pathways" program and visual identification as a series subscriber at the beginning and end of all of them . . .

. . . invaluable association with an entire group of opinion-molding informational and cultural programs.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

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

WNBC-TV 4 NEW YORK

Norge tells dealers how to buy radio-TV
SHORT COURSE IS PART OF SATURATION CAMPAIGN

The degree of importance advertisers place upon broadcast ratings and how they endeavor to get the best possible rates by encouraging competitive bidding among stations at the local level may be seen in radio-TV buying instructions which Norge Sales Corp. is sending to its distributors.

A record \$1.6 million will be spent in print and broadcast media this fall to introduce the new Norge 14-pound capacity automatic washer, the Norge division of the Borg-Warner Corp. announced. Heavy magazine and newspaper schedules have been bought and distributors are to negotiate for saturation radio and TV spot schedules in about 120 markets which Norge's advertising department must approve.

Norge agency is Clinton E. Frank Inc., Chicago.

J. D. Dougherty, Norge Sales Corp.'s vice president for sales, wrote distributors Aug. 21 about the advertising plans. After outlining the strong newspaper and magazine schedules, he said that "to give event added emphasis at local level, we have developed a local radio and TV spot saturation campaign to run within the period covered by the newspaper campaign."

With underscored emphasis, Mr. Dougherty noted that "of course" these spots are to be run "at the lowest rate available to the distributor." He urged distributors to contact stations immediately so they could get the "strongest possible combination of announcements available."

Plan Outlined ■ Norge said it will pay for two-thirds of the total cost of the radio-TV spot campaign in each market. The remaining one-third will be charged to co-op or Norge's "in-

market" fund "and whatever dealer participation is received may be deducted from this one-third."

Buying instructions were attached to Mr. Dougherty's letter and disclosed that the broadcast campaign will consist of about 50 one-minute TV spots and 100 one-minute radio spots per market during the period Sept. 17-Oct. 31. The "prime objective" is to reach housewives between the ages of 18 and 45.

"Daytime radio and television and late evening TV reaches this audience most efficiently," the guide advised distributors. "Of course, if you are also able to purchase reasonably good positions during prime TV viewing hours of 7-10 p.m. your program can be strengthened considerably."

Quality First ■ Norge declared that usually "the NBC, CBS and ABC stations or affiliates of these networks have the best programming and therefore the best coverage" but pointed out that "quality of availabilities should be the determining factor in choosing between the leading stations."

The guide explained that "you may find availabilities poor on the leading station and much better on the second station and the ratings should then determine your selection. Your program may be stronger using two stations and the cumulative rating points should then be the determining factor."

Norge told its distributors to "get proposals from more than one station because the sale of radio and TV time is very competitive and often you can improve your program by pitting one station against another. Also, this is a good way of checking the validity of ratings given by each station, especially in radio."

The guide noted that it is sometimes hard for a man to evaluate radio or TV programs "liked by housewives, who are our target, so make the stations give you statistics measuring the audience of each program so you can buy the strongest campaign."

Report to Norge ■ When the distributors get the best proposals possible, they are to send a copy to their Norge regional manager and another to Paul Pavlinek, Norge advertising manager for laundry equipment. After the proposal is approved by Norge the distributor then may sign contracts with the stations.

The Norge guide advised distributors in further detail about buying radio and TV, including ratings. Respecting TV, the guide urged distributors to "buy on the basis of ratings—not personal preferences. Strive to attain 100 gross rating points per week, using one or

Wade gets a radio show

Wade Advertising, Chicago, which last year claimed to be the first major agency to sponsor a regular series of weekly TV programs on marketing carried on WGN-TV there, now turns to radio and business news. Next Monday (Sept. 9), Wade begins Monday-Friday 29-week series on WBBM Chicago.

Although Wade will identify itself as sponsor on the new show, *Business Day*, the agency said it will not use any commercials as such to "sell" itself. The program, scheduled in the 6:10-6:15 p.m. period, features Ed Cooper with business news and late market reports.



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

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



a very special corner...

we think so!...because our studios and offices are located here...from 3RD and CHURCH we originate local shows such as Profile, voted Virginia's best women's show by A.P. (two years in a row!)...plus our honor winning editorials...we sell our clients' products and service their accounts from here...and we inform and entertain 327,100 TV homes in Virginia's number one market...*

special corner?

call Katz...see how 3RD and CHURCH can be your special corner!

* Source - Television Magazine

WSLS-TV^{NB} ROANOKE, VA.

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

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

two stations to achieve the cumulative rating points."

Ratings for radio "are not as reliable as for television," Norge cautioned, stating that "ratings for various programs should be analyzed and evaluated in terms of your knowledge of the station and program."

The Norge guide told distributors to buy class C time or better in television between noon and 4 p.m. weekdays and said morning shows and late evening shows generally are good adult-viewing periods. "But any spots after 11 p.m. are usually poor," it said.

In TV buy soap operas, homemaker shows, audience participation shows, newscasts and popular local personality shows which appeal to women, distributors were advised, but afternoon and late evening movies should be "carefully evaluated" as to the quality of the movies shown and the number of times they have been aired previously.

The washer distributors also were told to avoid buying TV or radio programs catering to teenagers or special interest groups since these are not important to their market.

In radio buys the distributors were warned to avoid stations whose coverage "extends considerably beyond your distributor area" unless such coverage is better than any other station.

"The waste coverage should be used as a factor in arriving at a reasonable cost," the Norge guide suggested.

TV-minded Folger becomes part of P&G

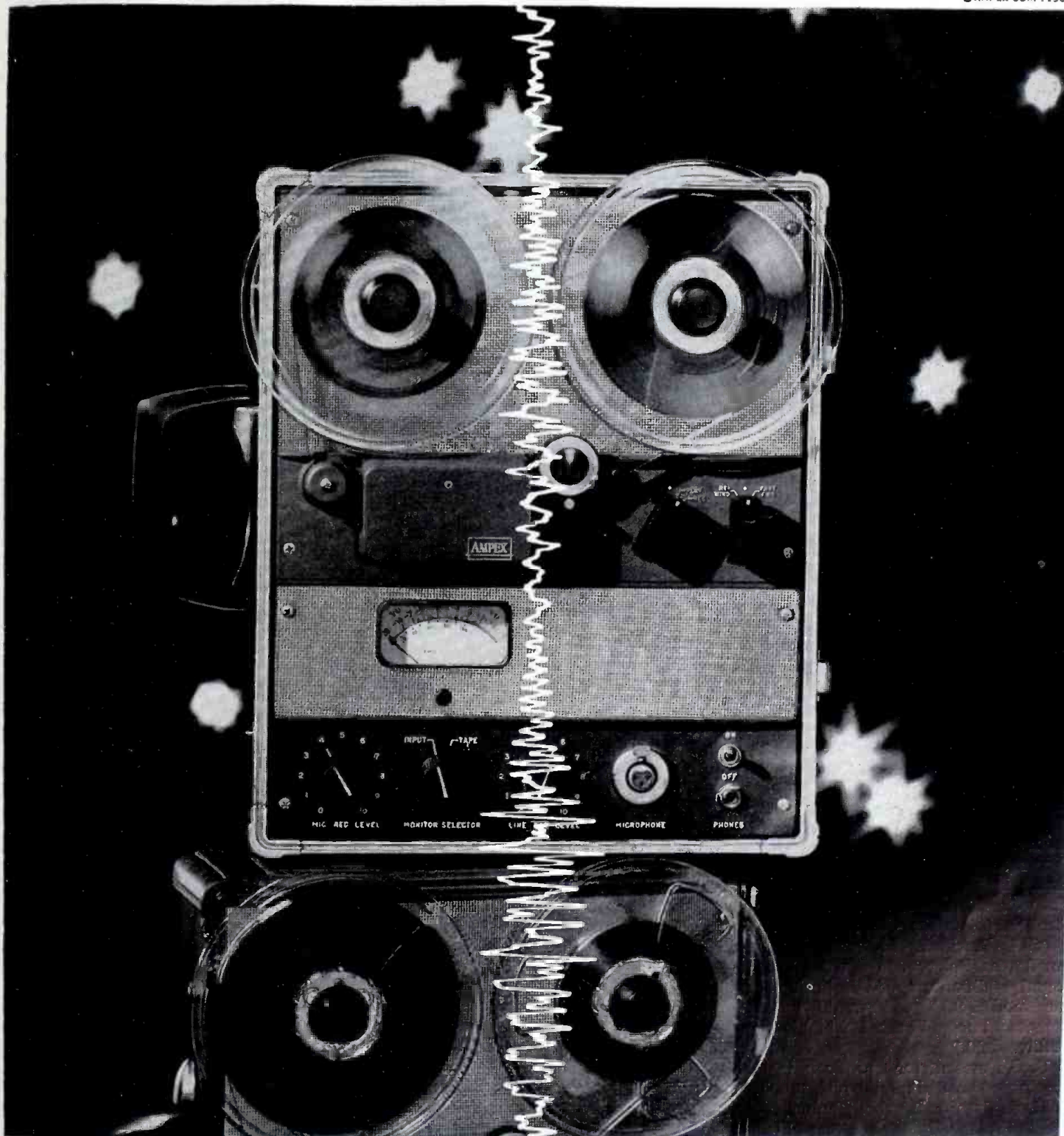
Agreement was reached last week for J. A. Folger & Co., second largest television advertiser among coffee companies, to become a subsidiary of Procter & Gamble Co., largest television advertiser of all.

The agreement, signed by officers of both companies but still subject to approval by the companies' boards of directors and Folger's shareholders, would transfer assets of the Folger Co. to P&G in exchange for common stock in the latter firm.

The Folger acquisition by P&G would seem to herald an imminent skirmish in the coffee field between two of television's giants—P&G and General Foods. Last year, Procter & Gamble ranked first among tv spenders with \$111.9 million billings, and General Foods was third with \$41.4 million.

General Foods spent more than one-quarter of its budget on three coffee products—Maxwell House, Sanka and Yuban—spending some \$13.3 million in total television advertising for those products.

Folger's \$4.7 million spent in television ranked it second behind General Foods in corporate TV spending for



What can possibly follow the 601?

AMPEX 602

It's quite a number, the 602. A lightweight, low-cost, true professional field recorder made, of course, by Ampex. It's built on the foundation of the Ampex 601 (the recorder that was the workhorse of the entire broadcast industry), and the new Ampex 602 promises even to outdo the 601. Here's why. The 602 features completely new electronics circuitry. It has new solid-state rectifiers to keep the chassis cool, helping to prolong the life of the other components. It has XL type connectors for all line inputs. A built-in low



impedance mike transformer. A higher power balanced or unbalanced 600 ohm output. And improved signal-to-noise ratio. These are just some of the advancements. The 602 is portable—ideal for field applications. Or it can be rack mounted. And it comes in a one-channel or two-channel model. Both backed by the Ampex "Four Star" One-Year Warranty. Both built to be extremely reliable—to follow and outdo the 601. For more information write Ampex Corp., Redwood City, Calif. Worldwide sales and service.

RAB plans stronger pitch to agencies

Radio Advertising Bureau is implementing a campaign to sell the values of radio to advertising agency executives at the account, media and creative levels.

Robert H. Alter, vice president and director of national sales for RAB, said the effort is aimed at the three agency areas which most directly affect radio billing. He added that the project stems from a policy of more direct agency contact and service instituted by Edmund C. Bunker when he assumed the RAB presidency last spring.

Account and media executives will receive presentations in which data learned in RAB's Radio Test Plan will be incorporated. RTP, a marketing and media research program for individual advertisers, has already induced more than 30 national and regional advertisers to test radio on a large scale, many for the first time, an RAB spokesman said.

Creative personnel at agencies will have the opportunity of listening to RAB's "Road Show," a collection of 50 outstanding radio commercials. The collection will remain at agencies over a period of time so that agency men may absorb and study the approaches and techniques.



Mr. Alter

Other features of the RAB project: account-level presentations tailored to specific marketing and media problems of the account involved; exposure by media personnel to the bureau's quintile study, which documents radio's strength among brand decision-makers in several product categories; constant consultation with agency media planners.

coffee companies, and also ranked the Folger brand second only to Maxwell House in TV expenditures per brand. Maxwell House TV advertising was placed at \$8 million for 1962.

P&G President Howard Morgens noted that Folger coffee would be "a sound addition to P&G's business in the food field," and would put the company into "still another highly competitive field."

P&G's present food products include vegetable shortening and oils, prepared baking mixes, and peanut butter.

The Folger Co., a 113-year-old firm which markets vacuum-packed and instant coffees under the Folger brand name in the Midwest, West and South, has headquarters in San Francisco and Kansas City. Under terms of the agreement with Procter & Gamble, the Folger management would be retained, and headquarters would remain at the current sites.

Lestoil expands

Lestoil Products Inc., Holyoke, Mass., announced last week it has acquired control of the Bon Ami Co., New York, through a cash purchase of the majority of stock for approximately \$4.2 million.

Lestoil obtained more than 60% of

the 538,000 shares of stock at \$11.50 per share, according to Daniel E. Hogan Jr., Lestoil president. A merger of the two companies, both detergent manufacturers, is being studied.

A heavy spot TV user in the late 1950's Lestoil is still a substantial TV advertiser, having spent more than \$3 million in the medium in 1962. Bon Ami invested in the neighborhood of \$100,000 in television last year.

'Nit-picking projects' draw fire from Hurleigh

Advertising researchers were criticized last week by Robert F. Hurleigh, Mutual president, for their insistence on what he called "tangible proof" of listener loyalty and audience empathy in addition to standard research data.

Mr. Hurleigh, in an editorial in the network's monthly newsletter, distributed widely among advertisers and agencies, claimed that an examination of the majority of products that use network or national spot radio would show "how extraneous and wasteful some of these nit-picking projects really are." With the exception of automobile and appliance advertising, he said, "probably 95% of all goods offered on

the air sell for less than \$2."

"In this light, what does 'audience composition' really mean?" Mr. Hurleigh asked. "Does a man who earns \$50,000 a year smoke ten times as many cigarettes as the fellow who earns \$5,000? What does 'empathy' mean? Will a woman pick up a cereal the youngsters do not want to eat? What does 'loyalty' mean? Will a buyer go without if he cannot find your product on the shelf or the price is out of line?"

What an advertiser has to know, Mr. Hurleigh concluded, is "simply when, where, how often and to what call letters most audiences listen and what it costs to reach them regionally or coast-to-coast."

TV ad criticism answered by Tower

Charges that television advertising contributed to racial unrest were denied last week by Charles H. Tower, executive vice president of Corinthian Broadcasting Corp.

The charges had been leveled by Dr. S. I. Hayakawa, noted semanticist and professor at San Francisco College. In a speech a few weeks ago at the 1963 International Conference on General Semantics Dr. Hayakawa said racial demonstrations in many cases were being conducted by young people who had grown up with TV, who had been led by TV advertising to believe that the products are for all Americans, but who had discovered that often this isn't the case.

Obviously referring to this accusation, Mr. Tower declared in a speech that "there is very little advertising on television which involves products or services which are distributed on a discriminatory basis." He spoke Wednesday before the Kiwanis Club, Brooklyn.

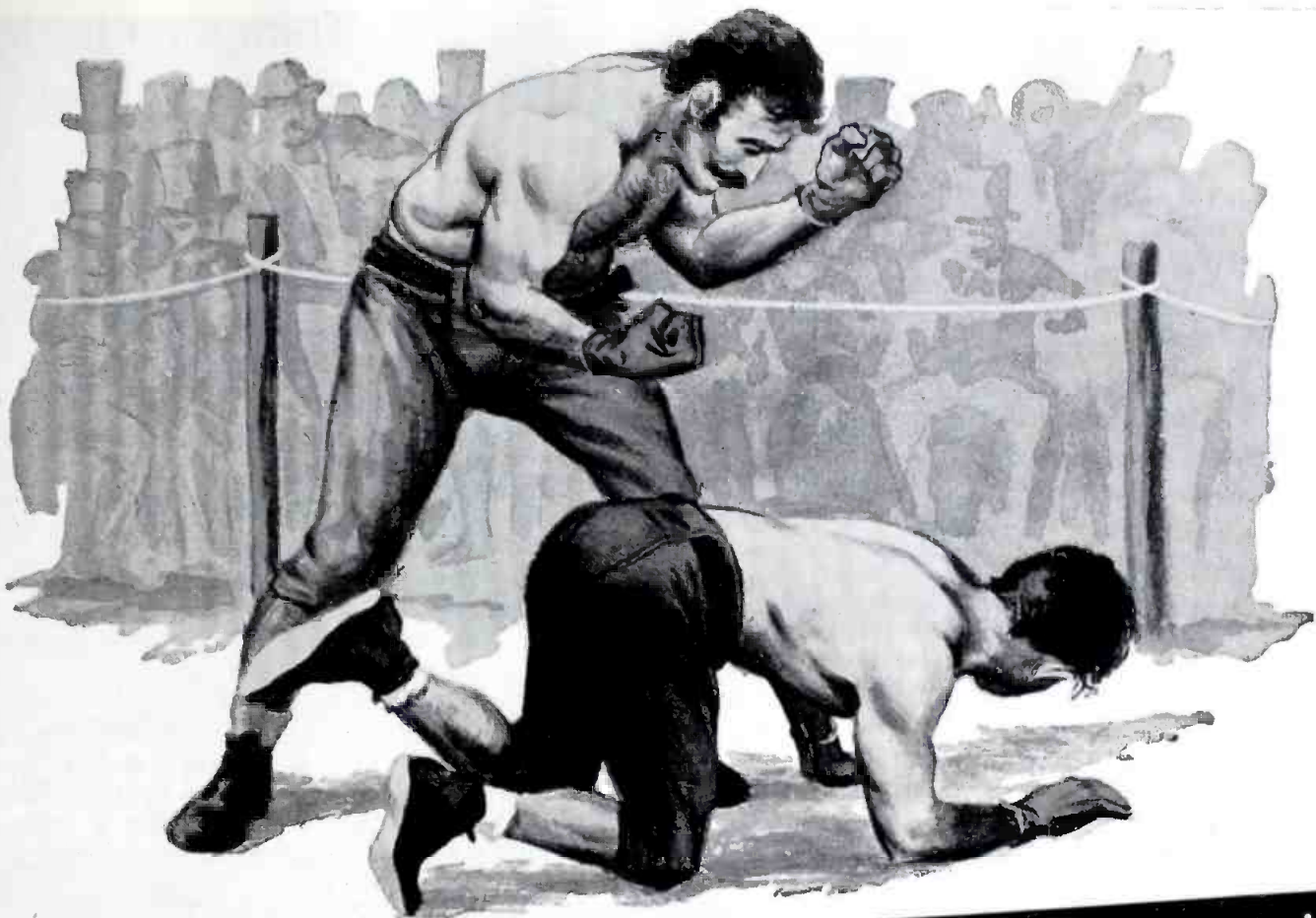
The bulk of TV advertising, Mr. Tower noted, falls into two categories—"high-turnover items such as food, cigarettes, gasoline, toiletries and the like" and "mass-distributed hard goods such as refrigerators, television sets and automobiles."

Both categories, he continued, are equally available to Negroes and whites.

Television, he said, should be praised rather than blamed for its performance in the civil-rights situation. Its news coverage, documentaries, discussions and interviews, he said, have contributed "in a major way" to better understanding of the problem.

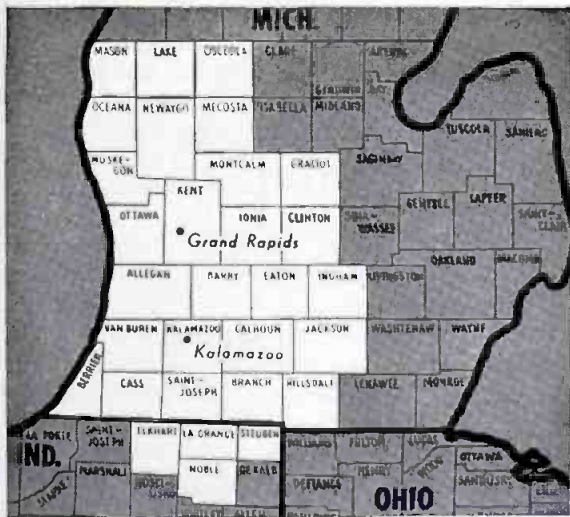
Strong ad campaign to launch new Lark

The Liggett & Myers Tobacco Co. has placed its new Lark cigarette into national distribution and is beginning a heavy advertising campaign this month on network TV, spot TV in major mar-



YOU MAY NEVER SEE THE LONGEST FIGHT* —

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



*Andy Bowen and Jack Burke fought 7 hours and 19 minutes on April 6, 1893.

BUT... WKZO-TV Slugs The Hardest in Greater Western Michigan!

WKZO-TV has the most potent Sunday punch (weekdays, too) in Michigan outside Detroit.

(1) It packs a heavyweight wallop in prime time. NSI (March '63) credits WKZO-TV with an average of 39% more homes than Station "B," 7:30-11 p.m., Sunday through Saturday.

(2) And ARB (March '63) shows WKZO-TV's fancy footwork also dazzling the *daytime* opposition, averaging 75% more homes than Station "B," 9:00-noon weekdays.

See Avery-Knodel for the blow-by-blow account! *And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*



The Feltzer Stations

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

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

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



A prodigal advertiser comes back

The John Oster Manufacturing Co., Milwaukee, will return to network television for the first time since 1959 with participating sponsorship on NBC-TV's *Today* show and *The Tonight Show Starring Johnny Carson*. Participation on *Tonight* is scheduled for Nov. 20 through Dec. 17. The *Today* sponsorship will run Nov. 25 through

Dec. 13. The new Osterizer electric blender and Oster's combination automatic can opener, knife and scissor sharpened will be featured.

Merits of the new blender are discussed by (l. to r.) G. W. Orr, Oster sales vice president; Ed McMahon, *Tonight* announcer, and Larry Kabins, Oster advertising and sales promotion manager.

kets, and in national magazines. J. Walter Thompson Co., New York, is the agency.

The Lark is said to be the first three-piece filter cigarette. It will be advertised on five network programs—NBC-TV's *The Virginians*, *The Mitch Miller Show*, and *Saturday Night at The Movies* and ABC-TV's *Arrest and Trial* and *The Farmer's Daughter*, and in a substantial but undisclosed number of spot TV markets. Lark has been tested and introduced via spot TV in more than 20 markets from coast to coast.

Agreement ties RAB with Canadian stations

Radio Advertising Bureau has entered into an agreement whereby "most" of the radio stations in Canada and nine leading representative companies there will become full members of RAB.

The agreement on behalf of 84 Canadian radio stations and the representatives was made with Charles C. Hoffman, president of Radio Sales Bureau, the Canadian equivalent of RAB. The RAB-RSB agreement, which will run for two years, provides for Canadian stations which are RSB members to receive the same materials as RAB members. RSB, in turn, will make available its promotional materials to the RAB.

Edmund C. Bunker, RAB president,

and Mr. Hoffman expressed the view that the agreement would help radio broadcasters in both countries to sell the medium more effectively.

Rep appointments . . .

- WATR-AM-FM-TV Waterbury, Conn., and WNAB Bridgeport, Conn.: Kettell-Carter Inc., Boston, as New England representative.
- WJAB Portland, Me., and WEXT Hartford, Conn.: Eckels & Co., Boston, as New England representative.
- WIGL Duluth, Minn.-Superior, Wis.: Bernard Howard & Associates, New York, as national representative.

Dr. Pepper's push for the calory-conscious

New 26-ounce family size dietetic Dr. Pepper is being introduced to Southern California with a "Hello, Weight Watchers" mass media campaign that started last week on radio and TV, in newspapers and at point of sale, through Grant Advertising, Los Angeles.

Robert L. Dellinger, executive vice president of Grant, said that the California campaign is the first for the new size bottle and its results will be carefully studied for possible extension to the rest of the country

'Things go better' in new Coke drive

The Coca-Cola Co. will implement new advertising theme—"Things go better with Coke"—next month on radio and television and in print.

J. Paul Austin, president of Coca-Cola, revealed details of the new concept at a special Coca-Cola bottle meeting in Chicago Monday (Aug. 26).

Describing the campaign as "completely unified," he stated: "The company will launch a one-sight, one-sound one-sell approach. The new theme was evolved after more than two years of intensive market and consumer research."

Coca-Cola, which spent more than \$40 million in advertising in 1962, allotted more than \$18 million to TV and is highly active in spot and network radio. A Coca-Cola spokesman said plans call for placing more radio and TV advertising—national and local—behind the new campaign than has ever before been used for a single product.

Advertising begins Sept. 12 with 60-second participations on CBS-TV's *Perry Mason* and on Sept. 13 on CBS-TV's *Rawhide*. The broadcast effort will be widespread in local areas where bottlers are heavy investors of cooperative funds in radio and television.

Agency is McCann-Erickson, New York.

Rep firms to work together

Two Pacific Northwest regional radio-TV representative firms, Day-Wellington Inc., Seattle, and Charles L. Burrow Co., Portland, Ore., last week announced the formation of a working agreement.

Day-Wellington is Seattle representative for 33 radio and 10 television stations, and is West Coast representative for the Midnight Sun Broadcasters Inc. of Alaska. The Burrow company represents 11 radio and three TV stations and added Portland representation of the Midnight Sun Network Sept. 1.

as distribution is nationalized. Broadcast schedule includes heavy use of one-minute and 20-second spots on three TV stations—KTTV, KNXT and KNBC-TV—in prime time, and radio spots on KFWB and KNX (all Los Angeles), using a humorous approach.

A typical announcement extolls the taste and low number of calories in the product and winds up with this exchange:

She And I can get it?
He At your favorite store.
She TIFFANY'S?
He No, grocery.

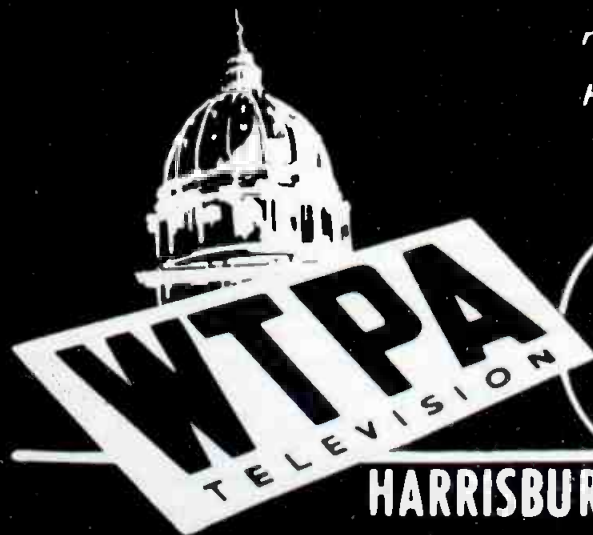


HARRISBURG'S NO. 1 STATION

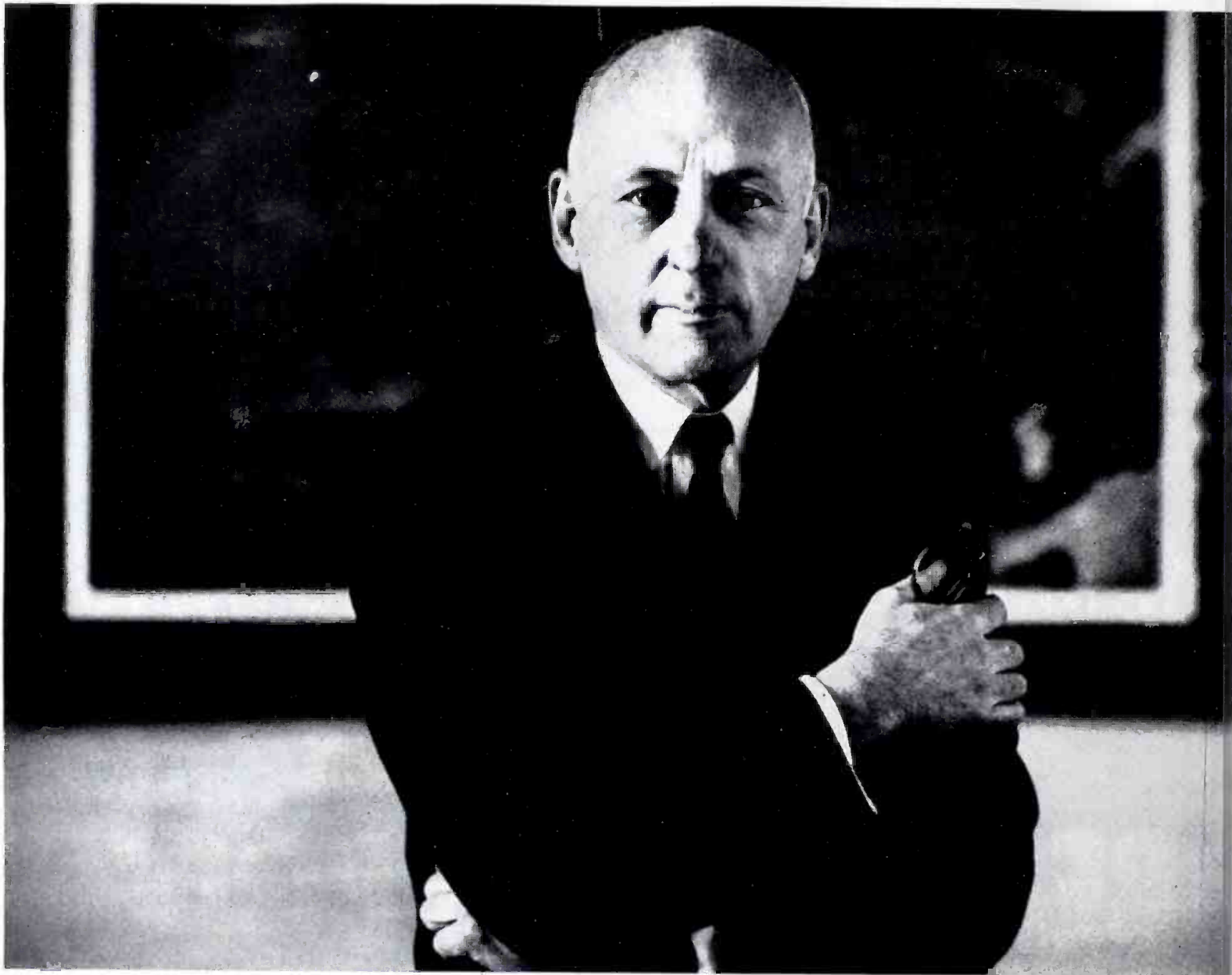
BEATS EVERYBODY

(MONDAY THRU SUNDAY, 6:00 P.M. TO 10:00 P.M.)*

represented by
HARRINGTON, RIGHTER & PARSONS



*ARB FEBRUARY AND MARCH 1963



What you should know about the Independent Telephone Industry

by ALBERT H. GORDON*
SENIOR PARTNER
KIDDER, PEABODY & CO.**

The United States has achieved under the competitive enterprise system the largest and best communications system in the world.

With only 6 per cent of the world's population, the U. S. has 52 per cent of all the world's telephones.

The U. S. telephone industry is made up of the Bell System and 2,800 other (non-Bell) telephone operating companies. These 2,800 companies are called Independents.

All telephone equipment is compatible, permitting instant interconnection of Independent and Bell lines on long distance calls. There are cross-licensing agreements between Bell and Independent industry manufacturers.

The American business and financial community can profitably learn more about the exceptional growth and stability of the Independent segment of the telephone industry and its vital role in national security. Independents are participating in the creation of the Communications Satellite Corporation.

Independents provide jet-age com-

munications systems for satellite and missile ground control stations, radar warning networks, military bases in this country and abroad, atomic production and research centers.

On December 31, 1962, Independents had assets of \$5 billion, annual gross revenues of \$1.2 billion, 100,000 employees, and 600,000 shareowners.

In 1962, 126 Independent companies had annual gross revenues ranging from more than \$1 million to \$579 million.

Thousands of Independent telephone companies serve the suburban and rural areas where the nation's greatest indus-

OPERATING REVENUES
(Index: 1956 = 100)

	Gross National Product	Bell System	Independent Tel. Industry
1962	132	157.9	187.2
1961	124	144.4	172.8
1960	120	136.0	158.7
1959	115	126.9	140.3
1958	106	116.3	123.3
1957	106	108.4	111.0
1956	100	100.0	100.0

Source: U.S. Department of Commerce;
Bell System; USITA

trial and population growth is taking place.

Independents are growing faster than the rest of our economy because they serve the growth sector of the nation.

The 2,800 Independents range in size from companies with less than 100 telephones to one with nearly five million. The leading Independent is the fifth largest in the number of shares traded on the New York Stock Exchange with more than 400,000 shareowners.

Independents operate 10,700 telephone exchanges, or 61 per cent of the country's total of 17,400 exchanges.

Independents provide service in every U. S. state, except Delaware.

INDEPENDENT SERVICE AREAS SHOWN IN WHITE



During the last 75 years, Independents have contributed much to major telephone inventions, including automatic dialing.

If automatic dialing had not been invented, subscriber rates would have to be high enough to hire all females over

** Albert H. Gordon was born in Scituate, Mass., in 1901. He is a graduate of Harvard College and holds a Master's degree from the Harvard Business School. He has been active in Wall Street investment banking since 1925, has been a partner of Kidder, Peabody for 32 years, and the senior partner since 1957. He is also chairman of the board of Kidder, Peabody & Co. Incorporated. He is a former governor of the New York Stock Exchange (1941-44), and has served three terms as vice president of the Investment Bankers Association of America. His directorships include Burlington Industries, Collins Radio Co., Commercial Credit Co., Container Corp. of America, FMC Corp., Harris Intertype Corp., Rath Packing Co., Raymond International Inc., and Textile Banking Co.*

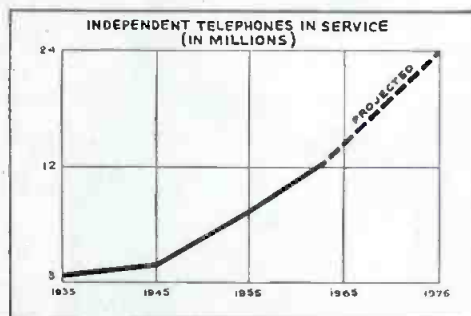
*** Kidder, Peabody & Co., established 1865, and its affiliate, Kidder, Peabody & Co. Incorporated, have arranged the financing of many independent telephone companies. During the past several years they have ranked among the leading investment banking organizations in the number of public offerings in which they were manager or co-manager and have been leaders in negotiating private placements.*

the age of 14 in this country to operate the manual switchboards needed to handle today's volume of telephone calls.

Use of the telephone is stable, affected little by economic fluctuations.

Telephone growth has continued without interruption since 1933, despite the recessions of 1957 and 1960.

The chart below shows Independent growth in number of telephones.



New factors indicate even more accelerated growth in the years ahead. According to the U.S. Department of Commerce and leading business economists, these are some of the trends that spell more growth for Independent telephones:

Sophisticated new services such as communication by satellite, faster push-button telephones, closed-circuit television for schools and industry, and business data transmission put the telephone industry on the brink of its greatest era of expansion.

Business data has been transmitted to Europe via satellite at speeds equal to 1,500,000 words per minute.

"Talk" between machines in machine language code is expected to surpass the volume of voice communications in the not too distant future.

The baby boom after World War II will put a bulge of 50 per cent in the 18-to-24 age group by 1970. In this group occur most marriages, new households and business starts.

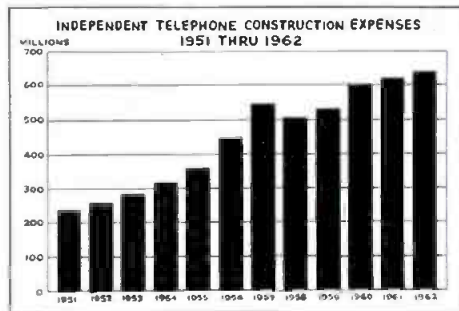
Rising levels of personal income will lead to increased use of telephones. Long distance toll traffic, for instance, is expected to more than double.

Steadily increasing growth by the Independent telephone industry requires increasingly large amounts of capital for expansion. In 1951, Independents spent \$230 million improving their exchanges,

network of wires, circuits, underground and undersea cables. In 1962, this sum increased to \$625 million. This year, Independents are investing \$635 million for improvement, modernization of equipment and new services.

Almost no other industry requires as much investment as the telephone industry. The average plant investment for all the U.S. manufacturing industries, for instance, is \$8,500 per employee. The average for Independents is \$49,800 per employee.

The competition for money—investment money—is the toughest kind of competition. Independents have been coming to market successfully for years in direct competition with some of the nation's biggest and best-known corporations.



Ability of Independents to raise \$350 million to \$400 million a year on the average during the past 10 years through the sale of bonds, debentures, common and preferred stocks is a noteworthy performance.

Because of exceptional growth prospects, Independents undoubtedly will be coming to market even more frequently than in the past.

It is my contention that the background, reputation, achievements and growth potential of the Independent telephone industry merit consideration of the national business and financial community as a medium for profitable investment.

It is also my personal conviction that securities of some of the Independents are today's undiscovered little "Blue Chips" that will become the recognized investment-quality issues of tomorrow.

Albert H. Gordon

This message was prepared for the U.S. Independent Telephone Association by Mr. Gordon. It is part of a four-point USITA program to focus the attention of the business and the financial community, and the general public on:

- 1) the dynamic growth and stability of the Independent telephone industry
- 2) the importance of maintaining adequate earnings in order to attract new investment capital
- 3) employment opportunities for talented youth in the telephone industry
- 4) the contributions of the Independent telephone industry to the philosophy of free enterprise in a free economy.

For further information, please communicate with USITA, 438 Pennsylvania Building, Washington 4, D. C. Telephone: Area Code 202 628 6512.



UPI TAKING OVER NEWSREEL SERVICE

12-year tie with Movietone dissolves on Oct. 1

United Press International and Movietone News will end a 12-year association in the production and distribution of television newsfilm on Oct. 1, at which time UPI will inaugurate its

said that his company has decided to discontinue the servicing of newsreels for exhibition in the U. S. because of a change in the emphasis of its production program. He added that Movie-



Mr. Varian

Mr. Reinhardt

Mr. Coleman

own service to TV stations.

Mims Thomason, president and general manager of UPI, announced that the news agency has completed plans to produce as well as distribute newsfilm to TV clients throughout the world.

W. R. Higginbotham, vice president in charge of production for Movietone,

tone, owned by 20th Century-Fox Corp., will continue to produce documentaries and short subjects for theaters and TV in the U. S. and abroad and newsreels for TV and theaters abroad.

UPI has named Harry Varian, former assistant general manager of UPI

Newspictures, as general manager of the new UPI newsfilm service. Burt Reinhardt, managing editor of Movietone since 1951, has joined UPI newsfilm as managing editor. Bert L. Coleman, a TV producer and a former UPI member, is returning as executive producer for commercial and industrial films.

Headquarters of the new service will be at 448 West 56th Street, New York, with bureaus and processing facilities in major cities in the U. S. and overseas.

The new UPI newsfilm service will continue to serve present clients. These include TV stations and networks in 45 countries and more than 100 TV stations in the U. S.

Bingo show in 23 markets

The live syndicated show *TV Bingo* has now been sold in 24 markets, according to Idea Research and Development Corp., Santa Rosa, Calif., which handles the series. Latest to sign contracts are WPTA-TV Fort Wayne, Ind.; WTTV(TV) Indianapolis; KPRC-TV Houston; KPAR-TV Sweetwater, Tex.; KLBK-TV Lubbock, Tex.; KMID-TV Midland, Tex.; KGNC-TV Amarillo, Tex.; WKRC-TV Cincinnati; WTVM(TV) Columbus, Ga.; WTVN(TV) Columbus, Ohio; WAII(TV) Atlanta; KONO-TV San Antonio, Tex.; KOIN-TV Lincoln, Neb.; KLZ-TV Denver, and KEZI-TV Eugene, Ore.

Will it be 'Bunsen Burner, Boy Scientist'?

"E = MC²," murmurs the hero.

There's a possibility this may be the next big wave in TV programing, with the scenes laid at the Massachusetts Institute of Technology in Cambridge or the California Institute of Technology at Pasadena—or Stevens Institute located in Hoboken.

At least this is the earnest desire of E. G. Sherburne Jr., director of studies on the public understanding of science for the American Association for the Advancement of Science, who feels that the momentous Einstein equation can be just as dramatic as Dr. Ben Casey's "Suture, nurse."

Mr. Sherburne not only wishes for this, he recommends it in the Aug. 28 issue of *Journalism Quarterly*, published by the Association for Education in Journalism.

There is drama in the Rad lab [MIT radiation laboratory] as much as in the city hospital. For in the Rad lab, the youthful physicist or graduate student, gifted in music

or drawn to other fields, faces the same struggle, thinking, despair and challenge that Jim Kildare and his intern friends receive from Dr. Gillespie and their world. At the Rad lab there are tense moments where risk of life is great, and there is the joy of success and discovery," Mr. Sherburne, who before joining AAAS in 1961 worked in educational television, says in his article, "Science on Television: A Challenge to Creativity."

"A class of engineers and scientists in Cal Tech or in MIT," Mr. Sherburne concludes, "have their romance, struggle, glamour, just as at Annapolis and West Point."

Watch And Learn ■ Basically, Mr. Sherburne's article is a report on a study of science information garnered from one month's prime-time programing of San Francisco's five TV stations (including one ETV outlet).

In this time, Mr. Sherburne found, there were 47 programs in which

science in a broad sense was involved. This amounted to 35 hours of TV time.

An interesting aspect of this, Mr. Sherburne points out, was that 76% of all prime time "science" programs are devoted to either medicine or psychology.

Analyzing the programs by topic and format, he found that 22 programs (19 hours) were in drama form; 11 (eight and a half hours), interviews or discussion; 12 (six hours), demonstration or lecture; one (half hour), news report, and one (one hour) cartoon.

Twenty-six programs (20½ hours) were on medicine; five (six hours), psychological; five (two-and-a-half hours), science fiction; four (two hours), nature of science, and seven individual programs (all half-hour except one which ran 60 minutes) on human behavior, laws of motion, underwater research, Project Apollo, air defenses, a scientist's biography and electronics.

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TOP ACHIEVEMENTS

of the 1962-63 Broadway season in the

CRITICS' POLLS



SATURDAY REVIEW and VARIETY

BEST COMPOSER

First Choice:

Jerry Bock—"She Loves Me"

Runners Up:

Lionel Bart—"Oliver"

Anthony Newley and Leslie Bricusse—"Stop the World—I Want to Get Off"

BEST LYRICIST

First Choice:

Sheldon Harnick—"She Loves Me"

Runners Up:

Anthony Newley and Leslie Bricusse—"Stop the World—I Want to Get Off"

Lionel Bart—"Oliver"

BMI salutes these talented award winners and takes great pride in the fact that their music is licensed for performance by BMI.

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*

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MUSIC, INC.**

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MONTREAL



Senator Strom Thurmond (D-S.C.) has a one-word comment on the radio-TV coverage of the march: "Atrocious." One of the most outspoken critics of the networks' coverage of the racial situation (BROADCASTING, July 1), the senator said last week on the subject of NBC-TV's civil rights program tonight (Monday), "I would be amazed and

pleased, in view of the networks past performance on this issue, if this program showed objectivity and fairness in its presentation." From Senator Hubert Humphrey (D-Minn.) in praise of radio, TV "and the news media of America. I wish to thank them—yes, generously thank them—for what they did today . . . fine public service."



It was heard around the world. The audio multiples for the pool are in the foreground, with the live and tape equipment for MBS, Westinghouse, UPI, Radio Press International, RKO General and other groups.



Richard Bate, anchorman for ABC-TV at the Lincoln Memorial, checks in with the network's downtown headquarters. Assisting him is Howard K. Smith. For CBS-TV Roger Mudd and Marvin Kalb are on the scene.



Facing the 50-foot high Greek Ionic columns outside the Lincoln Memorial the NBC-TV camera crew prepares to cover an interview with the network's men on the scene, Ray Scherer and Merrill Mueller.

BIG MARCH, BIG COVERAGE

A massive demonstration for civil rights is also a massive exercise for radio-TV news operations

Whatever had been superlative in the past became comparative last week as radio and TV converged on Washington to describe the civil rights march.

More than 1,900 police passes were issued for the march, with about 800 for radio and television personnel. The 1,900 were in addition to the 1,200 passes accredited this year by the Metropolitan Police Department; more pass requests than the department had ever received for one event.

ABC, CBS, MBS and NBC had more than 460 people in Washington plus hundreds more in New York.

The march cost network news organizations about \$400,000, not counting program pre-emptions.

There were 49 television cameras in use by ABC-TV, CBS-TV and NBC-TV, including the 23 pool cameras. In

addition four cameras were used by the Canadian Broadcasting Corp.

AT&T said radio-TV coverage almost equalled an inauguration from its point of view. More than 50 technicians worked six days to provide 52 video pickups, 133 radio circuits, 54 private lines and more than 100 direct lines.

Two transmissions of the march were sent to Europe via Telstar and carried live by six countries—all members of the Eurovision network. Most of the Communist nations, members of the Intervision network, accepted and taped the program—but it was not shown live in Russia. BBC-TV carried an excerpt and had a team of sound-on-film photographers on the scene. TV film crews from Japan, France and the two West German networks also covered.

COVERAGE SIDELIGHTS page 48



CBS-TV, with eight pool cameras at the Lincoln Memorial, finds the 16th President a cooperative, uncomplaining, cool subject in his 58-foot by 74-foot marble chamber, while the sun beat down on crowd outside.



William Small, CBS News Washington bureau manager, at the briefing session on the eve of the march. Similar

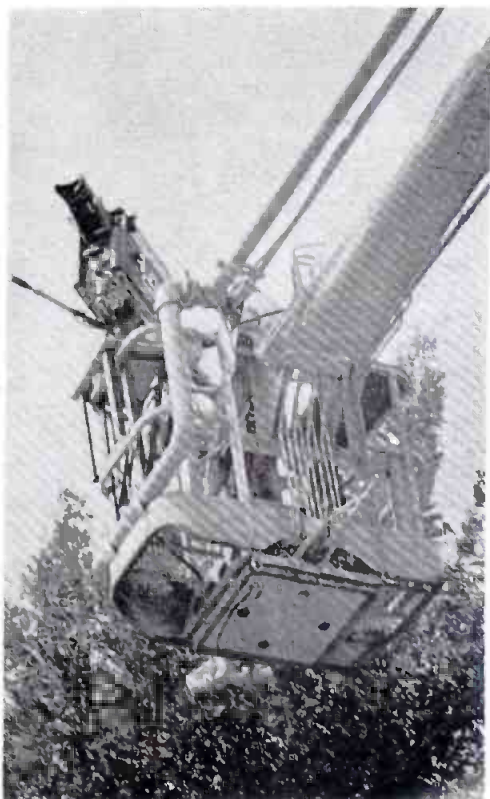
briefings were held by Lawrence Beckerman, ABC News, and William Munroe, NBC News.



One of the marching delegations from Cleveland comes down Constitution Avenue echoing the call of the National Association for the Advancement of Colored People: integration on-camera and behind-the-scenes.



If it was a pool picture, it emanated from the long, narrow room in the catacombs of Capitol Hill, where pool producer Art Kane of CBS-TV made his selection from the 23 camera positions available to him.



From high above Constitution Avenue, NBC-TV utilizes a cherry picker to show the march route. Covering the scene: Roger Sharp and Ed Silverman, ABC-TV; Paul Niven and Dave Dugan, CBS-TV; Herb Kaplow, NBC-TV.



BIG MARCH, BIG COVERAGE continued

The civil rights march on Washington last week became an exercise in moving men and material to a site where a last-minute change in plans by the march committee, city police, park police, or Interior Department could take place. Only one 11th hour switch was called, however, and it entailed the moving of TV trucks from a location at the Washington Monument, where they were too close to the speakers stand.

The network producers were:

- ABC Radio—Tom O'Brien; ABC-TV—Lawrence Beckerman, under supervision of executive producer Robert J. Quinn.

- CBS Radio—John Merriman; CBS-TV—Bill Crawford, under supervision of William Small.

- MBS—Charles Warren, under supervision of Stephen McCormick.

- NBC Radio—Jim Holton; NBC-TV—Chet Hagen.

Other events of the day:

- MBS reported requests for use of its coverage by KTRG Honolulu. The station carried the network feed via AT&T overseas lines at \$2.50 a minute.

- WwDC Washington, which used a staff of 30 to cover the activities, supplied gratis hourly reports to more than 100 stations from coast-to-coast. The 60-second to 90-second spots were put on cartridge tape and fed through a special phone line put in the station.

- The Voice of America, radio arm of the U. S. Information Agency, carried live segments of the program in English and three half-hour programs using actualities, all with a special emphasis on the background and preparations for the march especially tailored for its foreign audiences. The agency's television service was preparing a special program available on both film and tape for overseas use. The march was the lead story on VOA newscasts in all 36 languages in which it broadcasts. Radio Free Europe also gave full coverage to the march.

- The Educational Radio Network

began uninterrupted coverage of the march at 9 a.m., continuing until midnight. Six ERN stations in the Northeast and the Canadian Broadcasting Corp. took this feed which originated through WAMU-FM Washington.

- WMAL-TV Washington added film coverage from two helicopters to its ABC-TV pickup.

- A problem in logistics was handled successfully by CBS Films when within 17 hours, it managed to accomplish the following: convert to 625-line standards a one-hour tape of CBS News' *Special Report—The Great March*; place it on a BOAC flight from New York to London where it was picked up and flown to Copenhagen; from that city it was flown to Stockholm.

Meanwhile, in Washington, a Swedish translation of Walter Cronkite's commentary was prepared and broadcast via shortwave to Stockholm by journalist Bjorn Ahlander for use with the tape. The program was carried on Nordvision, a network of TV stations in Sweden, Denmark, Norway and Finland on Thursday (Aug. 29) at 6:30 p.m. (Sweden time), 17 hours after it was carried on CBS-TV.

- WLIB New York, which programs primarily for Negro audiences, got a new ID out of last week's civil rights march on Washington. The phrase "let freedom ring," from the peroration of the Rev. Dr. Martin Luther King's address, was picked up and added, in Dr. King's voice, to the station's standard identification to form a new one which station officials said would be used henceforth: "Let freedom ring—this is the voice of liberty, WLIB. . ."

- The McLendon stations, which have no outlet in Washington, took a full page in the *Washington Post* and *Evening Star* to present an editorial by Gordon McLendon, president of the stations, supporting passage of the President's civil rights bill.

- In New York, A. C. Nielsen Co. reported viewing during the day of the

march averaged about 15% heavier than normal, with an average quarter-hour rating of 24.0 compared to 19.2 on the preceding Wednesday. This average covered the full period from 9:30 a.m. to 7 p.m.

The high point in the day came at 12:15 p.m., when the rating reached 33.9, or 61% higher than the 21.0 recorded for the same time a week earlier.

Agencies, producers get SAG contract end notice

Screen Actors Guild has served on all producers and advertising agencies which signed its television commercials contract, an official contract termination notice effective midnight, Nov. 15, 1963. The notice is a legal requirement to enable SAG freedom to act as its members see fit, according to John L. Dales, national executive secretary.

The notice states "We desire to enter into negotiations with you for a new collective bargaining agreement, and we will notify you in the near future of a suggested time and place for the holding of such negotiations." Existing TV commercials contract has been in effect since Nov. 16, 1960.

M&K Program Sales syndicates 'Ski Scenes'

M&K Program Sales Inc., a new firm with offices in Beverly Hills, Calif., and Denver, is syndicating *Ski Scenes*, a series produced by Warren Miller, a ski photographer and lecturer. The color series, was filmed in various parts of the world and is available in both 15 and 30 minute segments.

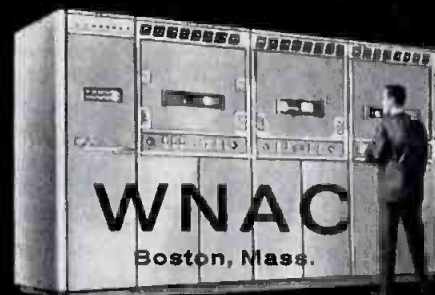
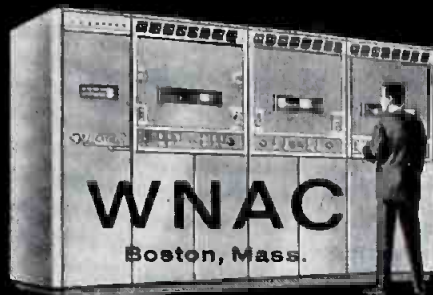
In addition to the ski show, M&K also sells the Bishop Sheen show in the western states and distributes Telehue, which simulates color for black-and-white tape sets.

The Beverly Hills address of the firm is Suite 203, 233 South Beverly Drive, and the Denver office is in the American National Bank Building.

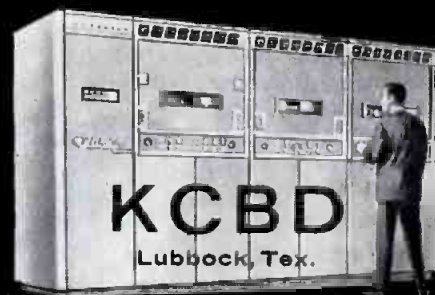
NBC-TV plans 'moon' special

NBC-TV will present an hour color study of the planning for a U. S. manned mission to the moon Tuesday, Oct. 1 (10-11 p.m. EDT), with 16 U. S. astronauts participating.

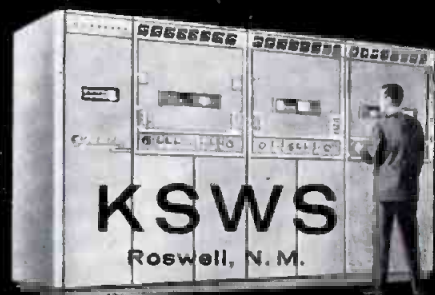
The program, titled *Apollo—The Lunar Mission*, will be produced and directed by James Kitchell of NBC News, and will feature newsmen Merrill Mueller and Roy Neal. The network describes the program as designed to define the reasons behind the project, identify the people and agencies involved and describe the project itself.



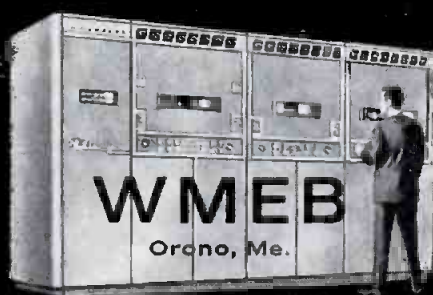
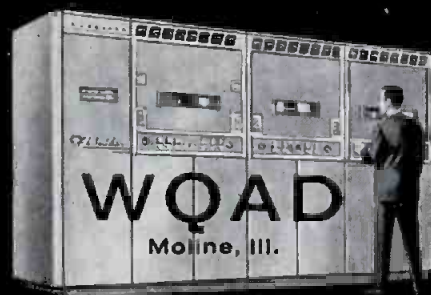
PREFERRED BY THE NATION'S



FINEST TELEVISION STATIONS



FOR HIGH-BAND OPERATION



It's the new RCA 25-kw TV Transmitter (Ch. 7-13) offering new excellence of performance, reliability and low operating cost

The popularity of this modern 25-kw transmitter stems from its fine performance for high-band VHF service. That's why so many TT-25DH's have been ordered since first shown at the 1962 NAB Convention.

This transmitter is capable of full 316-kw ERP when coupled with a modern high-gain antenna such as the RCA "Traveling Wave."

WNAC will be using two of these operating in parallel to produce 50-kw for its new transmitter installation.

The TT-25DH transmitter is completely modern, using silicon rectifiers, and a minimum number of operating tubes. It is designed for remote control operation. Small space requirements, low power cost, and high reliability are among its many other modern features. It is an ideal transmitter for the high-quality, maximum-power VHF station. It will add prestige to yours.

For more facts about this new transmitter, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



The Most Trusted Name in Television

Play up to women in the daytime

TAC PROGRAM DIRECTORS GET THE WORD FROM FEMALE TIMEBUYERS

Brighten up your daytime programs if you want to win the woman who now thinks daytime television is pretty much a waste of time.

That's what a trio of feminine San Francisco agency media directors told a dozen TV station program directors at the Tuesday luncheon session of a two-day conference held in that city by Television Affiliates Corp.

Specifically, the lady timebuyers recommended a daytime news program that would interpret and explain the news for women, "to give them something to say at the barbecue that night," and how-to programs that would help the housewife fix a leaky faucet, paint a kitchen wall or otherwise make things easier for her around the house. These are program areas largely ignored by the networks and offer an opportunity for local programming that would attract both viewers and advertisers. The success of KPX(TV) San Francisco with its noontime news program, which has been sold out for four years, was cited as an example of what can be done.

Frances Lindh, media director of Garfield, Hoffman & Conner, noted that all women are not alike, and when buying a female audience she likes to know what kind of women it contains. For Saffola, she said, she wanted to reach the woman in the 35-50 age bracket. "Her kids are in high school or junior college and she has time to take a look at her husband. He's paunchy and balding and she digs out the insurance policy and finds it's worthwhile keeping him alive for another 10 years and that's where Saffola comes in. This gal is selective; she wants adult programming and in some markets where I can't find it on TV I'm using radio."

For Vano, Miss Lindh said she wants a different kind of woman viewer—the young suburban housewife who after a few years of college or office work is tied down with two or three kids and a not-too-big income. "She's still in love and sure her husband is going places and meanwhile she washes and irons his shirts, so Vano is just what she wants if I present it to her in the right way. Here, togetherness is the clue. She watches with her husband evenings, or with her kids in the afternoon, and I buy accordingly. I don't buy the same kind of programs for Vano that I do for Saffola; they both sell to women, but to different women."

Another Situation ■ With Folger's, the situation is different, Doris Williams, media director of Fletcher Richards, Calkins & Holden, stated. Women

of all ages and income groups buy coffee and women of all ages pay attention to what their husbands and sons like. Accordingly, a decision was made to try sports—a field traditionally monopolized by beer, cigarettes and gasoline—for Folger's coffee. "They thought we were crazy when we started with baseball about six years ago," Miss Williams said, but the experiment was so successful that today Folger's uses a heavy schedule of sports of all kinds on radio and television. "The man of the house watches and tells his wife to try Folger's and she does. It's as simple as that."

Betty Share, of BBDO, made a strong appeal for better women's programming on daytime television. The networks pretty much monopolize the evening hours, she noted, but in the daytime there's a potential audience waiting for programs that will stimulate them. Daytime news, she stated, does an incredible job of reaching women, yet very few TV stations do any daytime news-casting. "We buyers might forget to demand numbers if you gave us this kind of programming," she told the program executives.

Last Stronghold ■ The chief reason an agency would recommend sponsorship of a public affairs program to one of its clients would be that this kind of programming represents the last chance to obtain the identification that only full program sponsorship makes possible, Rod MacDonald, vice president and media director of Guild, Bascom & Bonfigli, San Francisco, said at the luncheon.

Once exclusive sponsorship was the norm in television, Mr. MacDonald noted, but rising costs and the growth of the magazine concept have made it a rarity for most network advertisers, who are now content with participations in TV's more popular programs as the most feasible way for them to reach a satisfactory number of viewers at a reasonable cost with their commercial messages. The locally-produced public affairs program, he said, offers the chance to buy, not numbers but intense local interest.

To make the public affairs show a good buy, the agency executive said, it has to be worth doing, have high production quality and good taste and it should also be scheduled in a logical time period, be well promoted, have a format that permits a logical introduction of commercials, be smartly sold and deliver its audience at a fair price. "There's no reason an advertiser should be asked to pay a hellish premium for

sponsoring a public affairs program," he stated.

Local Problems ■ Aside from the luncheon sessions, the two-day conference comprised a series of roundtable discussions among the dozen program directors of TAC West Coast member TV stations on the problems of their trade, chiefly that of producing locally, with a small staff and small budget, programs that will outpull the competing network or syndicated shows.

One workshop session, on children's programs, reached agreement that broadcasters are not educators and should try to present the entertainment their young viewers are after rather than program after-school classes. "The PTA members may protest when you run *The Three Stooges*," one programmer reported from personal experience, "but after you've replaced it with the educational show they're touting you'll find their children along with all the others watching *The Three Stooges* on another station."

"Education must be sneaked into a show that is primarily entertaining if it's going to get any attention," another program director commented.

For the teen-agers, the on-camera dances with groups invited from different high schools each week have faded from their popularity of a couple of years ago, the station men reported. Group discussions, allowed to run for a couple of hours and taped, then edited to half-hour shows, have proved popular with viewers and have been easy to sell to local advertisers in several markets. One station, noting the success of a charm school for teen-age girls held by a newspaper, is preparing a TV series on the same theme, with experts advising the girls on proper procedures for such things as make-up and clothes selection.

A Two-Way Street ■ The best road to profitable sports telecasting is a sports-minded advertiser, ready and able to pay to see his favorite sport on TV, the programmers agreed. And one of the worst detours is the sports promoter with an exaggerated idea of the value of his team's TV rights. One station, after three years of successful broadcasts of the local college football games, lost them this year when last year's price was more than doubled. The reverse is sometimes true: a golf tournament, which last year priced itself out of the market, did so poorly that this year it is asking stations to carry it without charge. "They need us worse than we need them, and if we can sit still long enough we'll come out all

Radio-TV again on top of the news

Radio and television turned in its usual around-the-clock spot reporting during the mine rescue operations near Hazelton, Pa. News teams from stations and networks converged on the scene after first word of the entombment of the miners Aug. 13. By last Friday (Aug. 30), several dozen stations had already reported their coverage to BROADCASTING.

From then on through the rescue of miners Dave Fellon and Henry Thorne last Tuesday morning (2:45 a.m.) newsmen kept a 24-hour vigil. Coverage continued during subsequent rescue attempts for Lou Bova, the third trapped miner.

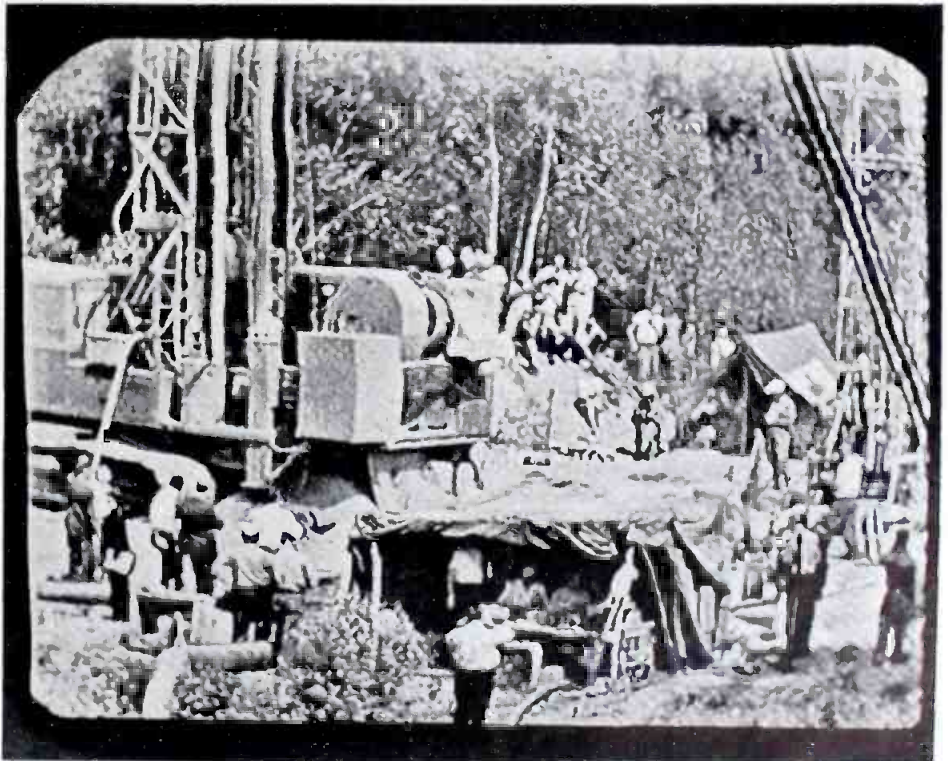


This mobile unit of WFIL-TV Philadelphia played an integral part in WFIL-AM-TV's coverage. Video

tapes of the take-out were quickly flown to Philadelphia and immediately put on the air.



WNEP-TV Scranton-Wilkes-Barre, Pa., as part of its 24-hour coverage, carried an interview by Program Director Bill Williams with John Bova, brother of one of the trapped miners.



WRCV-TV Philadelphia's video tape of the rescue operation showed

cameraman Houston Hall (in foreground) at the press tent.

light," one veteran broadcaster counseled. Sports personalities can provide salable reports of five or 10 minutes once or twice a day, but they've got to be carefully developed, the broadcasters agreed.

Editorializing is valuable in creating interest in a station among influential citizens, but it can also create trouble if it is not carefully handled, in the opinion of those conference members with experience in this type of programming. Don't rush into it, they agreed, and research a subject thoroughly before views are put on the air.

George Whitney, vice president of KFMB-AM-FM-TV San Diego, who started the session with a historical view of broadcast editorializing and a report on the current Washington climate towards it, said he is always prepared for legal action and ready to substantiate in court what he has said on the air. The safest way to editorialize, he counseled, is to broadcast a half-hour discussion of a subject, with all points of view presented, and conclude it with their station's point of view (BROADCASTING, Aug. 26).

He and the others who are editorial-

izing agreed that copies of what will be said on the air should be sent well in advance to spokesmen for opposing viewpoints, with a letter stating when the editorial is to be aired so that they can read it and watch it and then ask for time to answer it if they wish. "Don't talk about equal time; that applies only to political candidates. Just offer a chance to reply," was the experts' advice. They also agreed that it is safer not to schedule editorials regularly, lest air time arrive with nothing worth editorializing, although noting that some stations have done quite well

with editorials on a regular basis.

There was no general agreement whether editorials should always be broadcast by the station manager or rotated among various spokesmen of the station, but there was agreement that by and large stations should confine their editorial endeavors to local topics and leave national and international matters to the networks.

Robert Weisberg, TAC vice president, moderated the program, assisted by Joseph Schackner of TAC.

Station program executives attending the sessions included: Robert Glassburn, KRON-TV San Francisco; Ray Hubbard and Paul Turner KPIX(TV) San Francisco; Hal O'Donnell, KEYT (TV) Santa Barbara; Dean Borba, KXTV (TV) Sacramento; Bill Hopkins, KVIE-TV Sacramento; Bob Hosfeldt, KNTV (TV) San Jose; Pack Phillips, KFRE-TV Fresno (all California); Bob Ellis, KKTU(TV) Colorado Springs; Bob Marich, KPRC-TV Houston; Jerry Kelly, KBES-TV Medford, Ore.; Tom Rogstad, KOMO-TV Seattle, and Doug Elleson, KCPX-TV Salt Lake City. Jim Joyella, a student at Fordham University who is spending the summer at KXTV on a scholarship from Corinthian Broadcasting Corp., was an interested observer.

News services point to special efforts

Commissioner Lee Loevinger's contention that the major wire services do not provide the kind of service broadcasters need (see lead story, page 27) was challenged last week by officials of United Press International and the Associated Press.

The officials also expressed the view that the commissioner's suggestion that broadcasters establish their own news-gathering service is impractical.

UPI's views were contained in a statement issued by Mims Thomason, president and general manager. The AP's position was given in an interview by an official of that organization.

Both stressed that, contrary to the commissioner's comments, the two services make special efforts to meet broadcasting's particular needs. They said that both UPI and AP have special circuits serving radio and television stations with material prepared by staffs working full time on radio-TV service.

Mr. Thomason also noted that UPI covers news of the world on film for television, and is enlarging this service beginning Oct. 1 (see page 44). He added that the agency's audio voice report service is also being expanded.

"I do not comprehend [Commissioner Loevinger's] reasoning that 'broadcasting should establish its own independent news resources,'" Mr. Thomason said. UPI and AP, he said, "have devoted millions of dollars and their

full talents, resources and world-wide facilities" in meeting broadcasters' needs "at reasonable costs."

He estimated an independent broadcast news service would cost more than \$40 million annually, the amount he said AP and UPI each spend. Such an independent service, he added, would "simply weaken the existing major news agencies and seriously damage all forms of communications."

The AP official did not put any dollar figure on what he thought a broad-

casting-only news service would cost. He said only such a service "would simply be out of reach."

He also said that Commissioner Loevinger overlooked the history of Trans-Radio Press, which was established to operate in the broadcasting field only. That service went out of business some 30 years ago after being subjected to competition from the then three national print wire services—AP, United Press and International News Service.

NAACP making headway at film studios

TOLBERT GIVES INTEGRATION PROGRESS REPORT

Substantial progress in Negro employment has already been made in Hollywood, James Tolbert, president of the National Association for the Advancement of Colored People Beverly Hills-Hollywood branch, said last week.

"At Revue Studios," he said, "almost every office and technical department is now operating on an integrated basis. NBC-TV has just hired a Negro newscaster. KABC-TV (Los Angeles) has a Negro cameraman. The Association of Motion Pictures Producers has a Negro receptionist. Screen Gems has a Negro in the tabulating department. Two Negro women are extolling the merits of a washday detergent, another did a Linkletter show commercial, and Maury Wills is recommending razor blades—all on network programs. Negro actors and actresses report they, too, are being assigned more and better roles in both motion pictures and TV."

With his progress report, Mr. Tolbert attempted to clarify what he said were some misconceptions about some of the NAACP demands, such as the one that every studio crew be enlarged by one man—a qualified Negro technician. "Anyone familiar with the definition of the word 'negotiation' knows that the first idea advanced in such a framework is a necessary starting point for discussion and counter-proposals—which is precisely what we anticipated. We were encouraged when Mr. Flaherty endorsed the additional man concept and recommended the practice for adoption by IATSE unions," Mr. Tolbert explained. "Since they decided it was impractical, we do not feel IATSE integration is impossible, but that they should now proffer another method.

"Our singling out the *Hazel* series as an example of 'lily-white' technical crew hiring has been ballyhooed to the extent that the show's star, Shirley Booth, apparently felt compelled to take time out from her vacation to make a public statement that she is not racially prejudiced. We never mentioned Miss Booth, nor do we dislike *Hazel* or its sponsors. The dates just happened to

be right. The coming season's crew was not due to be hired until fall, and we arbitrarily—and reasonably, I believe—chose that date as the one by which we would ask all crews to integrate. This demand has been so distorted that the NAACP has even been accused of resenting Caucasian women taking domestic employment.

"Finally, there seems to be some confusion about the NAACP's not being after star parts and mainly concerned with character and bit roles. That is not true! The NAACP is mainly concerned with fair employment opportunities at every level of motion picture, television and radio production."

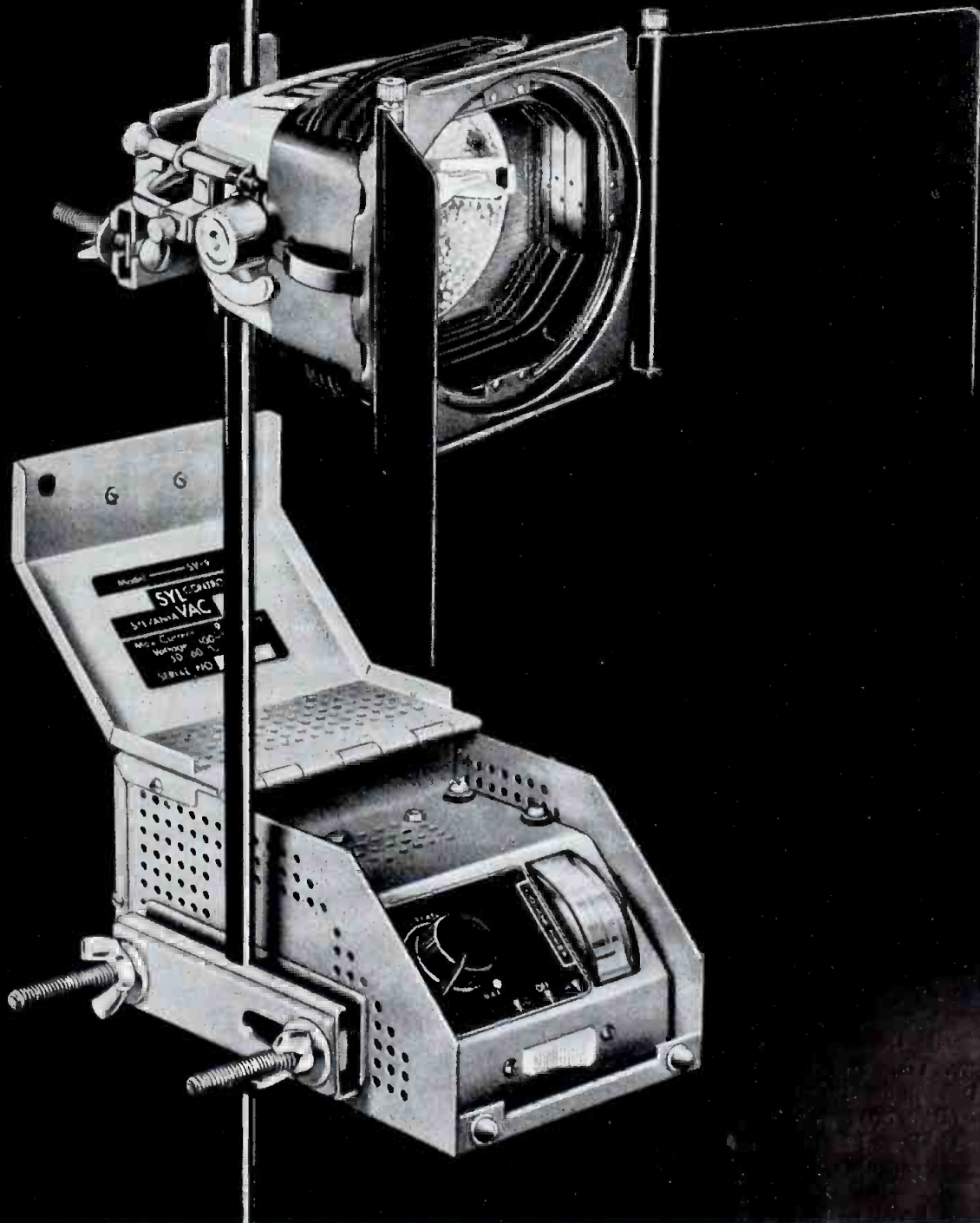
Morris T. Johnson, legal counsel of the NAACP branch, pointed out that there has also been widespread misunderstanding about demands for a "quota system" in motion picture, TV and radio employment. This idea, he commented, stemmed from a statement made by Herbert Hill, NAACP labor secretary, during a visit to Hollywood, to the effect that one of every nine Americans is a Negro and this percentage should be reflected in Hollywood employment. "Mr. Hill followed every such reference with a clear and immediate statement that the NAACP does not believe in quotas but in realistic representation," Mr. Johnson pointed out.

Program notes...

Distaff golfers on network ■ NBC-TV will present the first network coverage of a women's professional golf tournament Sunday, Oct. 13, when it televises the final holes of the Ladies Professional Golfers' Association championship from Las Vegas (4-5:30 p.m., EST).

Classroom syndicated ■ NBC Films is offering the *Continental Classroom* series "The Structure and Functions of American Government" for syndication on a market-by-market basis. The series was presented by NBC-TV in 1961, and repeated last year. The se-

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ries, which consists of 150 half hours, was presented in cooperation with the American Association of Colleges for Teacher Education, the American Political Science Association and the National Council for Social Studies.

Corporate culture ■ The Princeton Television Center, Princeton, N. J., is producing and distributing a one-hour film, "The Good Corporate Citizen," which dramatizes the way in which corporate officials advance the social and cultural life of the country. It uses as an example the activities of Bart Lytton, president of the Lytton Financial Corp., Los Angeles, who conducts the Lytton Center of the Visual Arts at which Marlon Brando, Lana Turner, Hugh O'Brien, Charlton Heston and other well-known personalities have appeared. The film is scheduled for TV and theater release in October.

Travelog ■ The three-year, 83-country,

expedition of two American youths who circled the globe in a special truck, is being made into a five-episode color TV show by Bill Burrud Productions for use on the syndicated *True Adventure* series. Joble Trenham, former Navy jet pilot who made the global trip, took the pictures—50,000 feet of film. Bill Lieb, producer, is now editing the film into five half-hour programs, which will be narrated by Mr. Trenham and Bill Burrud. Gene McCabe is executive producer.

Radio drama—on the move? ■ To test audience reaction to a revival of dramatic radio programs—*Gunsmoke*, *Suspense*, *Johnny Dollar*—KIRO Seattle presented two half-hour dramatic programs Aug. 17 and 24, written by KIRD early morning personality, Jim French. The two "test" programs, a western and a suspense-type drama, were aired to evaluate audience interest with the hope

that if listener response was good enough, the station would attempt to produce a pilot series for commercial sponsorship. The two initial dramas were produced under the auspices of the local community theater, the Bellevue Playbarn.

New Format ■ CBS-TV's three-year-old *Sunday Sports Spectacular*, previously a 90-minute broadcast, will be reduced to 30 minutes Oct. 13 (5-5:30 p.m. EDT). Between Jan. 12, 1964, at the start of the baseball season in April it again becomes a 90-minute program from 2:30-4 p.m. EDT, then in April reverts to 30 minutes.

WLS Revamps ■ ABC-owned WLS Chicago today (Sept. 2) expands local news coverage by five minutes each hour and in addition to popular music currently played, is adding album music and daytime favorites. Revised format emphasis also will be placed upon humor.

THE MEDIA

GEORGIANS BLAST BACK

Carow, Smith, Patton lecture NAB and Bell on attitude of the association toward GAB

"The antagonistic attitude" of the National Association of Broadcasters toward the Georgia Association of Broadcasters as expressed publicly "is very disturbing and scarcely designs to improve our relationship," GAB President Raymond Carow, WALB-TV Albany, told the NAB last week.

Mr. Carow was replying to criticism of the GAB by Howard Bell, NAB vice president, because of the Georgia association's sponsorship of the National Broadcast Editorial Conference last month in Albany, Ga., and tentative plans to hold a 1964 international meeting in Atlanta (BROADCASTING, Aug. 26). Naming the GAB and its executive secretary, Jack Williams, Mr. Bell said that state associations should stick to state activities and leave national programs to NAB.

Charles Smith, vice president-general manager of WDEC Americus, Ga., and George W. Patton, vice president-general manager of WBML Macon, Ga., also slapped back at NAB and Mr. Bell while NAB President LeRoy Collins said he agreed with Mr. Bell's statement. The NAB vice president himself was on vacation last week and did not reply to the storm of protest.

Governor Collins noted that it is "difficult to respond [to the GAB] without seeming petty. We in NAB like Georgia—we like the Georgia Association of Broadcasters. I agree with Mr. Bell's statement but goodness knows

there is plenty of room for all of us in meeting the needs of broadcasting," the NAB president continued.

"Our point here is that we should work cooperatively in our common objectives and separately in our separate ones but not have head-on collisions with each other coming around the same mountain from different directions."

Applies To Both ■ "Cooperation up requires cooperation down," Mr. Carow replied to Mr. Bell. "While I might have originally been inclined to feel that you had some right in your comments about the GAB, your action in making them public certainly tended to make me feel otherwise." As a matter of common courtesy, Mr. Bell should have consulted with GAB before attacking the association and its executive secretary in the public press, Mr. Carow said.

GAB is an "extremely vital organization," its president said. He agreed that GAB's enthusiasm may be excessive at times but "this enthusiasm is directed toward benefiting broadcasting." Mr. Carow said that he firmly believes in full cooperation between state associations and the NAB. However, he said, "may I request that in the future when the NAB has what it considers to be a complaint to register with the GAB that it do so through official channels."

Mr. Smith, immediate past president of the GAB, said that if the NAB is unhappy with the activities of Georgia

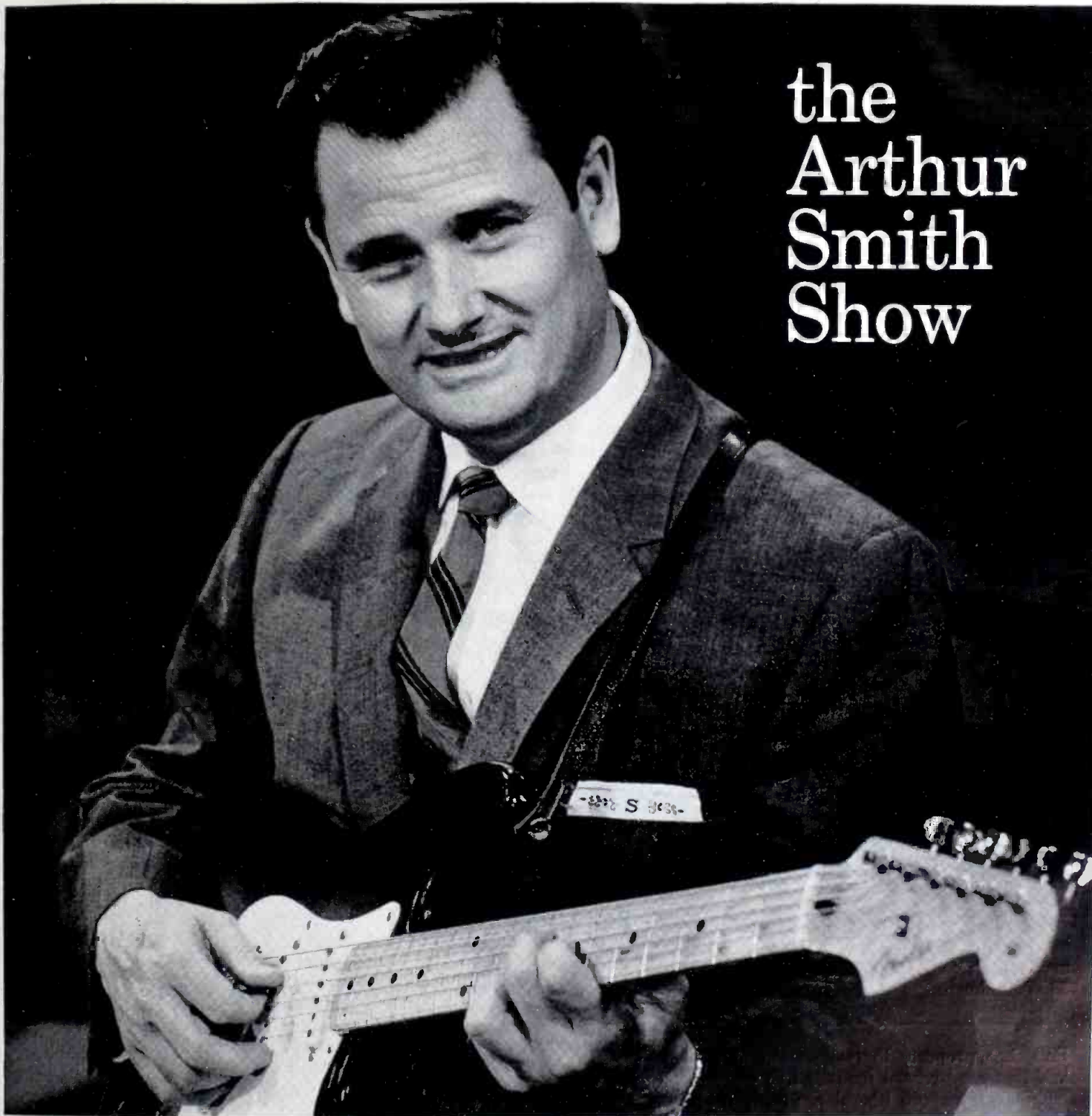
broadcasters, "I wonder when they stop dribbling and try to make a basket or two before someone ends the game."

He said any "confusion beyond description" as Mr. Bell characterized the result of state associations moving outside their boundaries, must be NAB's "because neither the planners or those who attended our recent broadcast editorial conference reported any." NAB member, Mr. Smith said the national association does not need to be concerned "with any fear of Jack Williams or GAB. . . . I do think they might concern themselves with how long NAB members will be satisfied with too little, too late."

Mr. Patton told Mr. Bell in a win-win "You as vice president of national trade association have belittled your position by publicly criticising executive secretary of GAB. . . . Suggest you either provide such meetings and services [as NBEC] or refrain from criticism of those who do. Suggest your time be devoted to fighting problems faced by broadcasters in FCC and Congress rather than fighting fellow trade organizations."

GAB Position ■ Mr. Williams also wrote to Mr. Bell last week to state the GAB's "position in regard to two recent GAB meetings that are being questioned by the NAB. He said the "title of the NBEC may be subject to argument and that GAB planned the meeting for Georgia but "saw fit to invite broadcasters from other states." Mr. Williams pointed out the conference was highly praised by Representative Orrin Harris (D-Ark.) and FCC Commissioner Kenneth A. Cox, who were there.

He said the proposed international



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symposium is a "typical Georgia idea—we want as many people as possible to visit Atlanta and Georgia and meet with our broadcasters." The Georgia governor, Atlanta mayor and many members of the state's congressional delegation have endorsed the idea, Mr. Williams pointed out.

"We are not aware of any conflict between NAB and GAB and our activity does not constitute a challenge to anyone," the executive secretary told Mr. Bell. "NAB certainly does not want to stifle state activity that benefits large numbers of broadcasters."

Mr. Williams again recommended that NAB create a new staff position for full-time liaison with state associations. He and others had made the same request six months ago at the annual NAB conference of state presidents in Washington (BROADCASTING, March 4).

GAB alienated the NAB staff, from the president on down, when it announced the July conference as the "first" national meeting on broadcast editorials. Not only did NAB think its jurisdiction was being invaded, the association was piqued because it had sponsored a public affairs-editorializing conference in Washington in 1962 in conjunction with the annual meeting of state association presidents.

Mr. Bell's criticism of the GAB was made 10 days ago at a Wash-

Bang! You're dead!

Transfer of control of a Carolina radio station took place twice within 24 hours, according to a report last week from WFAI Fayetteville, N. C. Jackson F. Lee, owner and general manager, said that during joint Army-Air Force maneuvers in the area, "Red Guerrillas" seized his station and used it for psychological warfare purposes. However, the next day "Blue Forces" liberated Fayetteville and restored WFAI to the status of "Blue Forces Radio."

ington meeting of the planning committee for the 1964 NBEC. The conference planners have divorced themselves from GAB and elected Ralph Renick, WTVJ(TV) Miami, chairman of the 1964 session. Mr. Renick said the support of the NAB and other groups would be sought.

ETV rents mobile unit

WVEC-TV Norfolk-Hampton, Va., last week agreed to rent its mobile unit to WHRO-TV, the area's educational TV outlet, for \$2,000 a month for a minimum of three months. Charge is equiv-

alent to the rental for two days in a normal commercial situation, according to WVEC-TV. The channel 15 ETV has completed a \$135,000 studio but has not yet installed equipment. For the past two years WHRO-TV has had to use the facilities of commercial TV stations in the area and the facilities of the College of William and Mary in Williamsburg, Va.

Gadsden mayor may file suit against ABC

The city attorney of Gadsden, Ala., was reported last week to have been instructed to prepare a \$1 million libel suit against ABC, on charges that an ABC newscast quoted Gadsden's mayor as saying something he didn't say.

The mayor, Les Gilliland, claimed the newscast attributed to him a statement to the effect that civil rights is a grass-roots democratic movement and that Negroes are "the heroes of this country." Mayor Gilliland said the statement was made by Marlon Brando, one of four actors who visited Gadsden in what they said was an effort to mediate racial difficulties.

ABC spokesmen in New York said they had received no notification regarding a suit and, accordingly, would have no comment on the report.

Changing hands

ANNOUNCED - The following sale of station interests was reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 74).

Wove Welch, W. Va.: Sold by South C. Bevins to Kenneth J. Crosthwait (68.33%), Harry T. Burn (16.66%), Tommie Brown and George G. Fulcher (each 7.5%), for \$18,500. Mr. Crosthwait owns WHBT Harriman, Tenn.; others are local businessmen. WOVE operates fulltime on 1340 kc with 1 kw daytime and 250 w nighttime. Broker was Chapman Co.

Radio surveys need auto figures for accuracy

Any radio rating that measures only in-home listening is seriously short-changing radio, Maurice Myers, director of Survey & Marketing Services, said last week in issuing a report on the daytime radio audience in the San Francisco-Oakland area during July. The TRACE survey (Traffic Radio Audit-Coincidental Enumeration), combining reports of listening in more than 12,000 automobiles and over 11,000 homes, shows nearly three times as many radio sets-in-use in autos than in homes between 7 a.m. and 6 p.m.

TRACE collects its information on auto tune-in by college students stationed on safety islands at intersections

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along the city streets (BROADCASTING, Aug. 27, 1962) and gets its in-home data from coincidental telephone calls. To avoid distortion, TRACE reports the number of refusals to supply information: less than 1/2 of 1% for motorists and about 1.5% for householders. For in-home use two figures are given for sets-in-use: a percentage of homes called and a percentage of homes answering the phone.

The TRACE service originated in Hawaii as an auto-listening rating service and later added in-home listening reports. The organization is now conducting regular surveys in the San Francisco-Oakland area, with rating reports issued monthly and audience analysis data quarterly. Mr. Myers is discussing with Los Angeles broadcasters the possibility of extending his service to that city.

Pay TV firm wants to buy HECA

Subscription TV Inc., pay TV company which plans to begin operations next spring in Los Angeles and San Francisco with the baseball games of the Dodgers and Giants as core of its programming (BROADCASTING, Aug. 26), has offered approximately \$1 million to Home Entertainment Corp. of America for the assets of this company and its West Coast subsidiary, Home Entertainment Corp. of Los Angeles to be merged with STV. HECA board of directors has voted favorably on the proposal and will recommend acceptance of the offer by the HECA stockholders. A special HECA stockholders meeting has been called for tomorrow (Sept. 3) in New York to consider and act on the matter. Home Entertainment Corp. of Los Angeles has a franchise for the installation and operation of a closed circuit pay-TV service in Santa Monica, Calif., suburb of Los Angeles, in which the headquarters of Lear Seigler Inc., one of the principal stockholders of Subscription TV, is located.

NBC adds research unit

NBC last week announced formation of a research department to serve its owned stations and spot sales division. Named director of the new department was William Rubens, formerly manager of audience measurement at NBC.

In announcing the new service, Raymond Welpott, executive vice president in charge of NBC-Owned Stations and Spot Sales Division, said the step was made in recognition of "the increased significance of radio and television research" and said its purpose was to serve "the diversified need and interest of the viewing and listening public, advertising agencies and clients."

CONLAN SURVEY CALLED A 'FRAUD'

Beaver county report results in \$1,050,000 suit

A Pennsylvania daytime station has filed a \$1,050,000 suit for damages against Robert S. Conlan & Associates, claiming defamation, fraud and conspiracy.

This is the second court suit against an audience survey company stemming from disclosures made before the House Commerce Committee. A third suit is being threatened.

The suit was filed Aug. 27 by WMBA Ambridge, Pa., in the Jackson county circuit court at Independence, Mo., and also names Robert E. West and Hallie Jones, officers and stockholders of the Conlan firm. The suit is based on a 1962 radio listening survey of Beaver county, Pa., made by Conlan and ordered by WBVP Beaver Falls.

WMBA is asking for \$50,000 in actual damages and \$300,000 punitive damages on each of three separate counts alleging defamation, fraud and conspiracy.

In the conspiracy count, WMBA charges that Mr. West and Mrs. Jones conspired with others in "assembling, publishing and distributing purported surveys and reports of audience participation in Beaver county, Pa. . . . with

the wilful and fraudulent intent to induce customers and advertisers then using the facilities of radio station WMBA to cancel existing contracts, refrain from renewing the same, and inducing the prospective customers from entering into advertising contracts with said radio station."

In the survey at issue, it's understood, WBVP is shown to have almost 50% share of audience, and WMBA less than 5%. Several Pittsburgh stations are shown with significant percentages of audience share.

First Suit - The first litigation involving rating services was filed several months ago by WAME Miami. It is suing The Pulse Inc. and A. C. Nielsen Co. for \$250,000 damages each resulting, it is alleged, from surveys made of the Miami audience by both companies in 1959 and 1963.

Earlier in August, the WAME suit against Pulse was dismissed from the Circuit Court of Dade county, but the station said it intends to refile the claim in U. S. District Court. It has a similar suit pending in federal court against Nielsen (BROADCASTING, Aug. 12).

The threat of a third suit was voiced

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Olympic appeals

Fund-raising appeal messages for the U. S. Olympic committee are being prepared as a public service by Dancer - Fitzgerald-Sample and will be aired by ABC-TV in conjunction with its 15-week pre-Olympic series of programs beginning Oct. 5.

The messages will be delivered by prominent national, sports, and entertainment figures and will be aired during the closing minutes of each pre-Olympic program. The committee's goal is \$2.1 million. ABC-TV will also present exclusive U. S. coverage of the Winter Olympics beginning Jan. 29, 1964.

by the Tucson Broadcasters Association against The Pulse Inc. TBA, representing nine of the 10 radio stations in that city, had asked Pulse for the questionnaires used by the research firm in putting together a March survey. Pulse

told the group the questionnaires were available under certain conditions, for inspection in its New York headquarters. TBA's counsel, in an Aug. 15 letter to Dr. Sydney Roslow, president of Pulse, stated it desires to examine the questionnaires in Tucson, and added that if this is not possible "then you leave us no alternative but to recommend the institution of legal proceedings to obtain the information we need."

At issue in Tucson is the "radical difference" in the results of the March Pulse survey and the other in October 1962 (BROADCASTING, July 1).

Triangle FM outlets complete autonomy move

The five FM stations of Triangle Publications' Radio-TV Division are now operating exclusive of, and in competition with the division's AM outlets. Each station now has its own manager and is separate from AM in programming, administration and function.

WFIL-FM Philadelphia has been in-

dependent for several years. Six months ago WFBG-FM Altoona, Pa. joined the autonomy movement, followed three months ago by WNBK-FM Binghamton, N. Y. The remaining two stations, WNHC-FM New Haven, Conn., and KFRE-FM Fresno, Calif., became independent last week.

The stations are members of the FM Broadcasters Association.

New KCOH facilities officially opened

The new office-studio building of KCOH Houston was dedicated last Tuesday (Aug. 27). Located at 501 Alameda, the \$150,000 building includes a ballroom for community events and public functions, a merchandising area for executive offices and reception area.

The ceremonies marked the opening of the station's "looking glass studio" giving a complete view of the studio to traffic coming from four directions.

Civic leaders, city and county officials attended the day-long, public dedication, according to Robert C. Meeker, president of KCOH.

GOVERNMENT

Capitol Hill declares open season on FCC

HEAVY HEARING SCHEDULE PROMISES TO KEEP COMMISSION BUSY

Plans were being made on Capitol Hill last week that could make this fall a tough season for the FCC.

The communications subcommittees of both houses of Congress were preparing hearings on a calendar of broadcasting problems that might open the FCC to a full-scale attack on mounting congressional charges that the agency is attempting a power grab under the leadership of its New Frontier chairman, E. William Henry.

The battle lines were broadly drawn—all the way from the fairness doctrine to commercial time limits.

In summary, this is what the Congress has in store for the commission in the foreseeable future:

The Senate Communications Subcommittee will start innocently enough with a grab-bag hearing scheduled for today and tomorrow on four more or less noncontroversial measures. But when Chairman Henry shows up to testify Wednesday afternoon Senator Strom Thurmond (D-S.C.), a subcommittee member with some strong thoughts on the FCC's fairness doctrine, will be waiting for him. The senator says the broadcasting networks have been slanting race news for years and the FCC has been letting them get away with it. Last Wednesday's coverage of the march on Washington, which

the senator labeled "atrocious" (see page 46), will be uppermost in his mind at the hearing, an aide confided last week.

Editorializing Next ■ Two weeks later the House Communications and Power



Representative Rogers
Congress is still FCC's boss

Subcommittee will resume its hearing on editorializing. Broadcasters, many of whom have aired their displeasure with the first round of hearings in their own editorials (BROADCASTING, Aug. 5), are being asked to go to Wash-

ington to give the subcommittee the benefit of their views.

The FCC's highly controversial July 26 statement on editorializing is expected to get a thorough going over. The National Association of Broadcasters said in a letter to the FCC last week that the standard of fairness is "difficult and impractical" and leaves broadcasters in a state of "bewilderment."

Representative Walter Rogers (D-Tex.), chairman of the House unit, has further plans for the FCC this fall. He disclosed Thursday (Aug. 29), that he was about to introduce a bill to prohibit the FCC from making rules to limit the amount of time broadcasters may devote to commercials. After dropping hints about its plans all spring, the FCC announced a proposed rule-making in May that would incorporate the commercial guidelines set down in the voluntary codes of the National Association of Broadcasters (BROADCASTING, May 20).

The NAB has stiffly opposed such a rulemaking or any legislation in this area. Last week it sent its members copies of a statement outlining its position. The association suggested licensees send the statements to newspaper editors "with whom they have rapport and at the same time have a personal discussion of the issues."

In his covering letter to the NAB

members. LeRoy Collins, NAB president, said the package was being sent, "on a highly selective basis, from Washington, to various editors." Governor Collins noted that the NAB had abandoned a plan discussed at its board meeting earlier this summer that would have sent a blanket mailing to all editors (BROADCASTING, July 1).

Meet Congressmen ■ A group from the Oklahoma Association of Broadcasters was scheduled to meet with its congressional delegation in Washington this week in another of several efforts by state broadcaster organizations to muster opinion against the FCC's proposed rulemaking.

Representative Rogers said the FCC's proposal was "unfair" and "rigid." He hopes his subcommittee will be able to conduct a hearing on the commercial time measure and on another bill he introduced that also is intended to block an FCC move. This bill, HR 6697, would bar the FCC from implementing its announced plan to institute a schedule of license fees for broadcasters effective Jan. 1, 1964 (BROADCASTING, June 10, 3).

If the Congress remains in session until Thanksgiving, Representative Rogers said, then there may be a good chance of bringing both measures to hearing this year. The Jan. 1 deadline on the license fee schedule would seem to give priority to that problem, the congressman added.

Proxmire Measure ■ This week's Senate hearing opens with Tuesday consideration of S 920, to give foreign radio amateurs privileges to broadcast in the U. S. on a reciprocal basis. On Wednesday the committee will take up three other measures. Senator William Proxmire (D-Wis.), sponsor of S 708, a measure to prohibit the FCC from considering as a favorable factor an applicant's status as a member of Congress, will testify Wednesday.

Senator John O. Pastore (D-R.I.), subcommittee chairman, said last week that Chairman Henry was expected to testify on the Proxmire measure and on two procedural bills also under consideration this week. Both were requested by the FCC: S 1005, which would authorize the FCC to grant special temporary authorizations for up to 60 days for certain nonbroadcast operations, and S 1193, which would require that petitions for intervention in certain FCC proceedings designated for hearing must be filed not more than 30 days after publication of the hearing issues in the *Federal Register*.

It is at the Wednesday hearing that Senator Thurmond is expected to confront Chairman Henry with some questions about the fairness doctrine. In a recent hearing on Section 315 the senator was sharply critical of network

coverage. He took Dr. Frank Stanton, CBS president, to task for following "the NAACP line" (BROADCASTING, July 1).

The House editorializing hearing will resume Sept. 18 and run for three days.

In July the subcommittee conducted a week's hearing and recessed for the First Annual National Broadcast Editorial Conference (BROADCASTING, July 29, 22). In the interim the FCC released its statement on the fairness doctrine, a pronouncement that restated the commission's position that broadcasters have an "affirmative obligation" to present all sides of all issues—especially when they editorialize.

Asked whether Chairman Henry would be recalled (he testified at the first round of the hearing), Representative Rogers said that the subcommittee contemplated further deliberation on editorializing after it heard from broadcasters later this month. Representative John Bell Williams (D-Miss.), second ranking Democrat on the parent Commerce Committee, has been assured by Representative Rogers that the editorializing hearing will consider what he calls the FCC's one-sided interpretation of its fairness statement as it applies to controversial programming (BROADCASTING, Aug. 26).

Commercial Limits ■ Discussing his bill to prohibit an FCC limit on commercials, Representative Rogers said "it is definitely an area in which broadcasters ought to be very realistic on what the people want and need, and in so doing they could render a great service. . . . But it is quite unfair [for the FCC] to lay down a rigid rule on this . . . where you have different needs in varying kinds of stations in different parts of the country.

"It is my feeling that advertising is a field in which bona fide discretion of the station owner is of great importance and it should be given ample opportunity to work," he explained.

"There probably could be some adjustments in the number and length of commercials on television," Representative Rogers added. But this is an area where the NAB should assume responsibility, he said.

Turning to the license fee situation, Representative Rogers said, "The main point is that the FCC is undertaking to assume a power not directly given to it by a law passed by the Congress. . . . My position is that if Congress wants the FCC to have that power, the . . . Congress should make that determination."

Asked if he would favor a bill to give

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

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Paul Bunyan Bldg., Traverse City
Network Rep. - Elisabeth Beck Jordan

the FCC this authority, Representative Rogers commented "only one that did not create an inhibition on the licensee . . . and was intended to help defray costs of running the agency."

(Senator Warren G. Magnuson [D-Wash.], chairman of the Senate appropriations subcommittee which holds the FCC's purse strings, has challenged the agency's request for \$75,000 to help collect an estimated \$3.9 million it would take in on license fee collections [BROADCASTING, June 24]. The agency faces a return appearance before that senate unit when the House finishes its appropriation chores.)

WCFL in 1951-59 took in \$10 million

The Chicago Federation of Labor's WCFL Chicago had total income of \$10,011,940 during the years 1951-59, according to papers on file with the U. S. Tax Court in Washington. The data is part of the station's petition to escape an income tax assessment of \$365,048 for that period by the Internal Revenue Service.

The labor-owned station claims exemption from the tax in view of the traditional relief granted to labor unions by the government in a letter of opinion in 1941. WCFL's exemption, however, has been in dispute for two decades and the fact that the government finally had assessed it for taxes came to light a fortnight ago during intra-union differences within the Chicago federation.

The assessment was made early last year and in May 1962 WCFL petitioned the tax court to contest it. The case is expected to go to trial about April or May 1964.

In the court papers showing WCFL's nine-year \$10 million-plus income, the station said cost of operation for 1951-59 totaled \$4,826,426. This did not include sales and publicity expenses for the period of \$2,184,209.12 and general expenses of \$1,806,578.95.

In one year, 1958, WCFL said it had an operating loss of \$40,486.88. In that year WCFL had income of \$1,040,718.96 with cost of operating taking \$594,575 and sales, publicity and general administrative expenses taking \$429,352.14.

A list termed "bonus or government bond expense" shows expenditure in 1953 of \$42,000, 1954 \$42,000, \$43,000 1955, \$44,500 1956, \$22,500 1957 and \$15,000 1958. An "executive bonus" of \$15,000 was paid in 1959. The recipient is not named on this or other cases.

If government claims that of WCFL's over-\$10 million income a net portion of \$790,755 is subject to taxation as "unrelated business income" of the normally tax-exempt labor organization. WCFL was founded in 1926.

CRITICISM APLENTY ON RACE RULES

Some stations support Justice Department suggestions

More criticism, this time in the form of reply comments, has been heaped on the FCC's proposal to limit the broadcast of horse races and racing information (BROADCASTING, April 15), but the comments also included a generous measure of support for Justice Department suggestions to modify the controversial proposal (BROADCASTING, July 15).

The Justice Department itself held to its original views and filed reply comments answering, point by point, charges leveled at the restrictions.

WTOW Inc., licensee of WAQE Towson, Md., said "This brief comment might well be entitled, 'Discrimination Against Broadcasters,' with the subtitle, 'If a Person Wants to Bet, His Best Bet is with the Newspapers.'" The comment cited figures which it claimed proved that newspapers gave far more race information than radio-TV, whose time devoted to such programs is "infinitesimal" in comparison.

The Thoroughbred Racing Association of the U. S. Inc. said the Justice Department's discussion of the FCC's proposal proved that the restrictions aren't needed. It also claimed that the evidence cited by the department did not lend sufficient credence to its contention that illegal gamblers get requisite information from radio, but the group strongly supported Justice's suggestion that the FCC should set up geographic provisions to govern the horse racing broadcasts. The Justice Department had recommended that stations be forbidden to broadcast races taking place more than 100 miles from the station. The racing associations group, however, scored this proposal as too limited citing a 500-mile limit as more realistic.

The FCC's proposed rules were flatly opposed by the National Association of State Racing Commissioners, which accused the FCC of arbitrarily picking on racing instead of other sports. The racing commissioners group claimed the FCC mustered no evidence to back its allegations that broadcasting could serve as a special tool of bookmakers.

Little Used ■ The Justice Department's concise rebuttal of criticisms said that if the ban on the broadcast of racing information only drives bookies to illegal wire services, at least then the gamblers can be prosecuted as lawbreakers.

The argument that newspapers carry racing news holds no water, Justice claimed, because the papers can't carry last-minute changes as can radio-TV. Those who say that all that is needed is an FCC policy statement are right,

the department said, and that is exactly what the new rules will be: a definition of what racing news stations can and cannot carry. The clause in the proposed rulemaking which would exempt all races with purses of \$25,000 or more from the rules was also defended by Justice. The object of the rules is not to censor the news, the department said, just to cripple the power of the bookies. This is the reason, Justice said, why it would allow stations to carry one race a day from any track in the country, explaining that bookies usually need a whole slate to carry out their illicit activities.

Among stations generally supporting the Justice Department's proposal were KIEV Glendale, Calif.; WFTL Fort Lauderdale, Fla.; WEHT(TV) Evansville, Ind.; WKYT(TV) Lexington, Ky. and KPAM and KPFM(FM), both Portland, Ore. In all, well over 100 stations signed reply comments in the proceeding.

NAB asks revision of fairness policy

The National Association of Broadcasters last week asked the FCC to rescind its July 26 policy statement delineating broadcasters' responsibilities on controversial issues under the fairness doctrine (BROADCASTING, July 29).

Douglas Anello, NAB general counsel, said in a letter to the commission that the statement has caused "widespread bewilderment" among licensees and that, unless the FCC renounces its notice, stimulation of discussion will be inhibited. Mr. Anello charged that the FCC's implication that "responsible broadcasters seek to suppress contrasting viewpoints . . . is unwarranted."

Broadcasters have been placed in a "legal strait jacket" by the policy statement where previously they had been permitted to exercise "sound discretion and judgment as responsible journalists," the NAB general counsel said. Additionally, he said, the NAB pointed out the "difficulty and impracticability of attempting to delineate specifically a standard as vague as fairness."

No Sure Method ■ There is no one method for achieving fairness, Mr. Anello said, with different issues requiring different techniques of presentation. He said the three cases cited by the FCC in its statement (Mapoles, Billings and Times-Mirror, all involving FCC rulings on controversial broadcasts) involved peculiar and unusual facts and cannot be applied to all situations.

"It is our view that ad hoc decisions

in specific situations should not be used as the basis for the promulgation of standards to be applied indiscriminately, without regard to varied sets of circumstances," Mr. Anello told the commission. Disputing the FCC's contention that the statement contains nothing new, he said it actually is an extension of previously announced commission policy. This is particularly true under the language which requires a station to inform all persons attacked during a paid political broadcast, he said.

The NAB request did not mention a current controversial issue facing the FCC—whether a station, under the fairness doctrine, is required to give free time to answer controversial matters discussed on a commercially sponsored program (BROADCASTING, Aug. 26).

Shift in Philadelphia filing schedule asked

All interested parties in the renewal application of WRCV-AM-TV Philadelphia have asked the FCC to shift the schedule for the filing of comments.

First the commission's Broadcast Bureau asked Chief Hearing Examiner James D. Cunningham to extend the bureau's deadline for a statement from Aug. 26 (last Monday) to Sept. 23. The bureau said the postponement was necessitated by the busy schedule of its counsel and declared that the initial decision wouldn't be delayed by the wait.

Then the other parties to the proceeding—RCA, Westinghouse Broadcasting Co., RKO General and Philco—last Thursday (Aug. 29) asked for a further shuffle. Sept. 4, the original deadline for filing by the parties, would be designated the date to file the replies to proposed findings with the examiner, as before, but not with other parties. The Broadcast Bureau would file its statement Sept. 23, and on Oct. 20 the other parties would file replies to the bureau and rival comments with each other. They also claimed that the proposed schedule would not delay the initial decision.

Cape Girardeau grant now in appellate court

The economic injury issue has been laid before the U. S. Court of Appeals again—this time by a station which claims the FCC is not being consistent in its approach to the problem.

KGMO Cape Girardeau, Mo., asked the appeals court to reverse the FCC's refusal to grant it a hearing against the grant without hearing of a third station in Cape Girardeau (BROADCASTING, Aug. 5).

The commission said, in denying the KGMO petition against the grant to Missouri-Illinois Broadcasting Co. (KZIM), that KGMO did not present specific facts

on its argument that Cape Girardeau cannot support another radio station.

Both Chairman E. William Henry and Commissioner Kenneth A. Cox dissented.

In its appeal, KGMO claimed that the FCC "arbitrarily treated KGMO differently than it has treated petitioners in similar situations. . . ." The Cape Girardeau station said that it would have presented factual evidence in support of its claims if the commission had asked for it, but that the "sudden imposition of this new and changed requirement [by the commission] was arbitrary and capricious."

KGMO also asked the court to stay the KZIM grant until the case is heard.

The Cape Girardeau action sparked an internal legal controversy between Commissioners Cox and Lee Loevinger on the question of precedent. In his dissent, Commissioner Cox claimed that the FCC in similar cases granted requests for hearing without requiring the specificity called for by the commission majority in the KGMO case. Commissioner Loevinger, in a concurring majority opinion, criticized this view, and amplified his concept of the principle of *stare decises* (controlling precedent).

The other Cape Girardeau station is KFVS.

Equal time requests follow Manion show

Fresh broadcast attacks on the nuclear test ban treaty have resulted in new requests for free time for reply by the citizens committee organized to support the pact, it was learned last week.

A spokesman for the Citizens Committee for a Nuclear Test Ban Treaty said the requests were sent Aug. 23 to over 300 stations that carried two programs opposing the treaty. The programs were provided by the conservatively oriented Manion Forum.

As of Thursday (Aug. 29) he said, replies had been received from about half the stations. And although Manion Forum programs are normally sponsored, most of those responding offered free time for the airing of a 15-minute tape prepared by the committee, the spokesman said.

This was virtually a rerun of the situation a week earlier, when the committee requested time on 325 stations to reply to Life Line Inc. broadcasts. The spokesman said replies to that request were still being received, with "a high proportion" of the stations offering free time.

Meanwhile, broadcasters who were

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uncertain as to whether they were obliged, under the FCC's fairness doctrine, to make free time available for replies to sponsored programs were not getting any help from the commission.

A commission official said inquiries were being received, but not answered. He said the staff couldn't answer the question since the commission had never settled the issue.

This was the same position taken by other staff members when asked about the committee's request for free time to answer the *Life Line* programs (BROADCASTING, Aug. 26).

It appeared, however, that the question would be an early item of business for the commissioners, who return this week from their August vacation.

Music rights battle reaches Capitol Hill

Complaints by a growing number of broadcasters who operate small radio stations in Southern states prompted action by two Southern senators last week that could lead to both legislative and investigative measures directed against SESAC, a centralized licensing authority for the performance of musical works.

The company owns a catalogue of some American and mostly European compositions and, like the two major organizations in this field, the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI), charges stations that play its licensed recordings.

Senator Allen J. Ellender (D-La.) said last week he had requested Senator James O. Eastland (D-Miss.), chairman of the Senate Judiciary Committee, to authorize a public hearing on S 405. This is a bill introduced by Senator Ellender to require music licensing organizations to identify their copyright on phonograph recordings and to provide sufficient information about their lists of compositions so broadcasters could learn what pieces are copyrighted. Both ASCAP and BMI follow these practices.

Clarence Jones, owner of wqiz St. George, S. C., who has filed complaints with federal agencies against SESAC, contends that the company told him it is unable to provide an accurate listing of its compositions (BROADCASTING, July 22).

A spokesman for Senator Olin D. Johnston (D-S. C.), second-ranking Democratic member of the Judiciary Committee's Patents, Trademarks and Copyrights Subcommittee, said last week that he would request the Post Office Department to send an investigator to discuss the SESAC matter with Mr. Jones.

Senator Johnston also is chairman of the Senate Post Office and the Civil

Free news service hit by GOP congressmen

Four Republican congressmen criticized the FCC and the Department of Agriculture on the recent establishment of a news wire service that provides free government information on agriculture to news media "in bold, flagrant competition" with a private firm, the P. A. M. News Corp.

Two of the congressmen introduced legislation to bar the department from operating its Market News Service.

Representatives Craig Hosmer (R-Calif.) and Paul Findley (R. Ill.) proposed that the government be prohibited from operating any such information service which would result in reimbursement to private persons. AT&T leases the Agriculture Department wire.

Representative Findley introduced another more specific measure intended to bar only the Department of Agriculture from this practice.

Asked whether enactment of the broader bill might end the Weather Bureau's wire service to many radio and television stations, Representa-

tive Findley replied last week that he was pushing for action on the specific bill since it had been referred to the House Agriculture Committee of which he is a member. He thought, however, that the other measure as it is written might have the effect of stopping the Weather Bureau service. But this was not his intention, he said.

Other congressmen who opposed the wire service and charged it was a government venture in "news managing" were Representatives Bruce Alger (R-Tex.) and William H. Harsha (R-Ohio).

Both the Associated Press and United Press International complained to the department that the wire service set up a government censor and violated a long-standing policy that the government, to avoid implications of editorial interference, would not lend financial assistance to news media.

The congressmen took special offense at the department's reservation of the right to cancel the service "at any time."

Service Committee.

Senator Ellender said last week that he introduced his bill early this year at the request of Irving Ward-Steinman, general manager of KDBS Alexandria, La., who acted in behalf of the Louisiana Association of Broadcasters.

Mr. Jones, who persuaded the South Carolina Association of Broadcasters to endorse the legislation in July, reports that he now has complaints filed with 12 agencies, including the FCC, which

reported it has the situation under study.

In a letter to the FCC, Mr. Jones told the agency that SESAC was guilty of "tampering with a federally licensed radio station" and "has brought financial hardship" upon his operation.

He said SESAC monitored his station and charged wqiz had played 17 SESAC songs within a month. Threatened with a \$4,200 suit, Mr. Jones said, he agreed to a five-year, \$20-per-month contract with the firm.

Bill would shift NLRB power to courts

LANDRUM CITES SECONDARY BOYCOTTS TO PROVE NEED

A co-author of the Landrum-Griffin Act introduced legislation in the House of Representatives Tuesday (Aug. 27) that would first strip the National Labor Relations Board of its power to decide what is an unfair labor practice and, secondly, give that authority to the federal courts.

Broadcasters have opposed the board in several of its labor practices findings where they involve secondary boycotts; that is, in cases where labor unions have put pressure on sponsors of stations with which they have disputes.

In introducing his bill Representative Philip M. Landrum (D-Ga.), a senior member of the House Education and Labor Committee, cited such secondary boycott decisions. Representative Landrum said he believes they are part of

"the board's studied and deliberate effort to achieve administrative repeal of the . . . act—repeal by a series of decisions which not only torture the language of the statute but which also ignore the clearly expressed will of the Congress. . . ."

"In an . . . absurd holding, the board permitted a boycott by deciding that a radio station [WOGA Chattanooga] literally produces the automobiles which are advertised in its commercials. . . ."

Unfair ■ Representative Landrum said that he believes unfair labor practices are a matter of "private rights that appropriately belong in the courts." Critics of the bill said throwing all labor practices litigation into the courts would jam them. Representative Landrum said he thought this was an exag-

generation, but he added that the courts should be expanded to handle larger case loads if necessary.

The congressman said he expects the labor committee to conduct a public hearing on his bill, possibly this year.

He considers his approach "realistic" and does not go along with some elements of the business community that advocate abolition of the NLRB. "I don't know that we could do without the board," he commented. Some agency is needed to decide union jurisdiction, he said.

The National Association of Broadcasters estimated last week that about 70% of the nation's TV stations and 12% of all radio stations are involved with labor unions. The estimate did not include network personnel, many of whom are union members.

Representatives Landrum and Robert P. Griffin (R-Mich.), another senior member of the labor committee, have gone to the floor of the House several times in the past year and a half to broadly criticize the NLRB for making decisions that they say are frustrating Congress's intention in passing their 1959 amendments to the Taft-Hartley Act (BROADCASTING, April 16, 1962). A study of the board's decisions shows that it considers itself a "policy-making body," Representative Landrum said last week.

Two relatively recent NLRB cases involved secondary boycotts against broadcasters. The board upheld the action of the International Brotherhood of Electrical Workers when it threw a picket line around WOGA. The board said WAGA's advertising could be considered a product and that under the terms of the law the station was therefore a producer of the advertiser's automobiles.

Won Reversal ■ WOGA did not appeal

the decision, but KXTV(TV) Sacramento, Calif., did go to court when the board handed down a similar ruling—and KXTV won a reversal (BROADCASTING, Nov. 19, 1962).

The U. S. Court of Appeals in San Francisco said the board's definition of "producers . . . leads to the remarkable conclusion that a TV station can be a producer of automobiles, gasoline and beer." KXTV is a Corinthian station licensed to the Great Western Broadcasting Corp.

The National Association of Broadcasters filed amicus curiae briefs supporting both WOGA and KXTV. The KXTV finding by the appeals court was "a significant and important step in establishing the right of broadcast stations to be protected against illegal union secondary boycott as was intended by Congress," James H. Hulbert, NAB broadcast management director, said after KXTV won its reversal.

The KXTV case was remanded to the NLRB for further determination on questions of fact but the board has made no subsequent public statements on it.

Meanwhile, it has brought another contested secondary boycott decision (nonbroadcast) to the U. S. Supreme Court in an effort to get away from the precedent that was set in the KNXT case and subsequently referred to by the appeals court in later cases. The Supreme Court is expected to hear this NLRB appeal this fall.

Co-op ads coming up for Senate hearing

The House Small Business Committee reported Monday (Aug. 26) that it had concluded that advertisers who pool their funds to advertise cooperatively may mention prices jointly without fear of violating antitrust laws.

A committee hearing was held in May to clear up questions raised by a controversial Federal Trade Commission advisory ruling on sample newspaper ads submitted for a group of druggists (BROADCASTING, May 6).

"This ruling of the commission came as a shock and surprise to small business retailers throughout the country who had been placing such ads for many years," said Representative Joe L. Evins (D-Tenn.), chairman of the committee. "The committee's hearing, however, has cleared the air and has gone far to dispel any fear that these small business joint ads should be enjoined," Representative Evins said.

Just two days before the House report was released, the Senate Small Business Committee announced it would start a hearing on the very same issue beginning Sept. 11. The Senate hear-

ing will go further than the House's one-day session, however.

According to Senator John Sparkman (D-Ala.), chairman, the hearing will have two objectives:

"To examine the competitive and antitrust aspects of joint advertising programs by retailers and to investigate the nature and purpose of advertising allowances given to retailers by manufacturers and wholesalers."

Court backs FCC's short-spacing edict

A federal court in Washington last week upheld the FCC's right to authorize TV stations that are less than the minimum mileage from co-channel stations.

In a unanimous three-judge decision, the U. S. Court of Appeals for the District of Columbia denied an appeal by WJTV(TV) Jackson, Miss., to force the FCC to give it a hearing in its opposition to the commission grant of a transmitter site change to WVUE(TV) New Orleans. Both stations are on channel 12.

WVUE was granted a construction permit in 1961 with the transmitter located 35 miles south of New Orleans in order to meet the 190-mile minimum separation with the Jackson outlet. In



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One man's family v. the Broadcast Bureau

Reason after reason was mustered by the Broadcast Bureau last week to prove that the licenses for WCLM (FM) Chicago and its multiplex and storecasting facilities should be revoked, and the station stubbornly attempted to refute every one. The FCC started revocation proceedings over a year ago (BROADCASTING, July 30, 1962), and last week's argument was in the form of conflicting proposed findings submitted by the bureau and the station.

Carol Music Inc., licensee of the FM outlet, is owned by the wife, daughter and mother of William G. Drenthe, manager of the station at the time it first tangled with the FCC. Amplifier Service Co., which provided WCLM with its subcarrier equipment, is under the majority ownership of Mr. Drenthe's son-in-law, Newsplex Inc., which put on the programs carried by the subcarrier, was controlled by Mr. Drenthe himself.

This data was marshaled by the Broadcast Bureau in an attempt to prove that the three organizations "operated together as a unit. Mr. Drenthe was Newsplex Inc. and was the only management of Carol."

Shortly after the station's license renewal in 1961, the bureau said, Mr. Drenthe restructured its programming, in spite of renewal forms which pledged substantially the same proportion of music, news and religious programs and an emphasis

on local live productions.

Who's In Charge Here? ■ In February 1962, the bureau charged, Mr. Drenthe signed a contract with Merchants Broadcasting System, effective the next month, which signed the station's programming over to the company for piping music into stores and supermarkets. Merchants henceforth "did everything necessary to broadcast" the programs and controlled all commercial announcements broadcast over the station. "The only control Carol retained over WCLM," the bureau said, "was for those periods outside of the 9 a.m.-9 p.m. segments which Merchants, based on its agreements with supermarkets, neither needed nor desired."

"The principal ingredient of a licensee's responsibility is programming in the public interest and if a licensee surrenders this responsibility to another in return for a fixed consideration it fails in a most important aspect of its responsibility," the bureau said. It claimed the contract was "a complete surrender of control" and that Carol willfully concealed the contract from the FCC.

Guys And Molls ■ The mishandling of the subcarrier authorization was even more monumental than the FM fumbling, according to the Broadcast Bureau. The 67 kc carrier, it charged, was used every day but Sunday to carry an all-talk show put on by Newsplex. In a manner the bureau called "totally different"

from the use to which the subcarrier was pledged in Carol's application for it, it was used to beam, among other things, horse race results and parimutuels as reported by United Press International. This, the bureau said, was of substantial aid to Chicago bookmakers.

The bookies were apprised of race results with such speed that, due to the approximately 30 minute break between races, they were able to transact their business in a much more orderly fashion than if they were unaware of the results, according to the bureau. Furthermore, the bureau charged, Newsplex receivers were found in several raids on bookie joints, and Newsplex, although fully aware of the situation, was quick to replace them. "It must . . . be concluded," the bureau said, "that the dominant use of Newsplex receivers was in connection with illegal gambling activities."

The bureau continued: "It is obvious that Drenthe, the general manager of Carol acting as Newsplex placed other receivers in the gambling establishments which had been raided and thereby consciously and knowingly continued to aid in the furtherance of illegal gambling activities." That Carol allowed these Newsplex broadcasts "constituted irresponsible licensee actions . . ." the bureau charged.

Also involved in the revocation proceedings were allegations of tech-

April 1962 WVUE asked for a waiver of the minimum mileage requirements to put its transmitter about nine miles east of New Orleans and only 160 miles from WJTV. It also proposed to suppress radiation toward WJTV to the level it would have received from WVUE's original site. WJTV objected and asked for a hearing claiming its license was being amended. The FCC ruled WJTV was not entitled to a hearing and granted WVUE's request for a move of its transmitter.

Circuit Judge George T. Washington, for himself and Judges John A. Danaher and Walter M. Bastian, ruled that no evidentiary hearing was required since WJTV would be receiving no more interference than it would if WVUE operated from its original site meeting spacing requirements.

Basically the questions involved are engineering matters and, Judge Washington said, this lies "within the commission's special competence."

The party's over and now it's back to work

FCC FACES THORNY ISSUES IN MONTHS AHEAD

The seven FCC commissioners return to their offices after their August recess this week, facing in the months ahead a number of issues of critical importance to broadcasters.

The commission's agenda this week is said to be bare of any significant matters. But two weeks hence—on Sept. 18—it will begin consideration of a staff proposal to limit network control of programming (see story, page 28).

And, on Oct. 4, it will hold an oral argument on its decision to reject its own proposal to drop VHF channels at short spacings in seven two VHF-station markets.

In the next few weeks the commission is expected to ask industry comments on a proposal to add some 500 channels to the UHF allocations table.

Rulemaking proposals that are ripe

for commission action include those to permit presunrise operation by daytime only stations, to tighten up the overlap rules and to require licensees to keep on public file copies of their FCC applications and reports. A rulemaking to require stations to make public their network affiliation contracts is reportedly still being processed by the staff.

'Hot' Items ■ Comments are due Sept. 16 on two of the commission's more controversial proposals. One would limit the amount of time broadcasters could devote to commercials, the other would impose stiff birth control measures on AM broadcasting and seek to boost FM as a more independent service. Adoption of the rule would permit the lifting of the year-old freeze on AM applications.

The commission, meanwhile, is still

nical violations by Carol.

The Turned Worm ■ Carol denied the substance of the Broadcast Bureau's charges, though it acknowledged that because of insurmountable difficulties the FCC had not been fully informed. Carol claimed, however, that capital punishment was uncalled for, as the death penalty for the station would "have a most severe, adverse and lasting effect upon the three stockholders of the respondent."

Many of the difficulties of the proceeding stemmed from the fact that Mr. Drenthe suffered a heart attack during the hearing and was unable to testify. Also, Carol claimed, the ownership of the three companies was not as closely united as the bureau would have it. "Mr. Drenthe refused to make the information available in spite of repeated requests and pleas by his wife and daughter . . ." Carol said, referring to ownership reports and other information futilely requested by the FCC.

Also, according to Carol, "members of the family have disagreements and are 'rugged individuals.' . . ."

Carol claimed that the engineering deficiencies laid to the station were remedied as promptly as possible. In reference to the contract with Merchants Broadcasting System, WCLM claimed to have retained control at all times. "The contract between the respondent and Merchants did not provide for the sale of broadcast time but merely provided for the broadcast of an undetermined and variable number of commercial spot

announcements," Carol claimed. "Unlike time brokerage contracts, the licensee continued to maintain complete control over all programs, had the right to solicit and accept business from others, and was reimbursed in direct proportion to the number of commercial spot announcements placed by Merchants and actually broadcast," the station said in alleging that the contract was normal business and did not need to be filed with the FCC.

The programming of the station was changed only because its local live shows proved unsuccessful, the station said. Carol further charged that the Broadcast Bureau had failed to prove that the overall programming was not directed to the general public but to the chain grocery stores.

Sport Of Kings ■ WCLM said the broadcast of racing news on the sub-carrier frequency was a news service, and of no substantial aid to bookies. Carol rebutted bureau charges that Newsplex receivers were used by illegal gamblers, noting that "none of the 92 persons arrested for illegal gambling was convicted." And, the station said, police officials testified that the Newsplex receivers were not a determining factor in calling the raids. The short time lapse between the races and the broadcast of their results was not as important as claimed by the bureau, WCLM said, charging that the bureau had not mustered sufficient evidence to prove that the Newsplex services were of aid to bookies.

States, stations aim at code proposal

The FCC has been charged with misunderstanding the role of advertising, underrating the public it serves and even, in effect, attempting to undermine the American way of life. And all because it wants to adopt as its own the National Association of Broadcasters' radio and television code commercial time standards (BROADCASTING, May 20).

Comments on the proposed rulemaking filed by the Kansas Association of Radio Broadcasters, The Washington State Association of Broadcasters and the Susquehanna Broadcasting Co. detailed the charges. Similar objections were voiced by the Tennessee Association of Broadcasters three weeks ago (BROADCASTING, Aug. 19).

"Advertising revenue is fundamental to the American system of broadcasting," KARB said, and "profits are fundamental to the American way of life. . . . We do not believe the public interest would be served by a commission rule which precisely limits the amount of commercial time, when in fact radio commercials are vital stimulators of the economy and a fundamental ingredient in the overall pattern of economic growth in the U. S."

Subscribe Already ■ Kansas broadcasters generally subscribe to the codes already, the group said, and the proposed rules would serve "no useful purpose." in fact "the incentive for self-regulation would be destroyed."

"A flat restriction placed upon the amount of time used for sales talks without regard to the location, power and activities of stations would, in all probability, work inequitable results." This is the word from the Federal Radio Commission in 1932, and the Washington broadcasters cited it in attacking the FCC's proposed rules.

WSAB said the commission proposed rules incorporated "flagrant inconsistencies" in failing to cite legitimate evidence in support of its contentions, charged that the attempt to adopt the codes is an FCC "power-grab" and assailed the proposed rules as unconstitutional. If the commission adopts the rules it will do so in violation of the First Amendment, WSAB said.

The four stations who commented under the banner of Susquehanna—WSBA York, Pa., WHIO Akron, Ohio, and WICE Providence, R. I.—said the FCC has revealed a "lack of understanding of the function of advertising and the broadcast commercial in the American economy." Susquehanna also said the proposed rules are "inconsistent with the majority view of the public we . . . seek to serve," betray a lack of understanding of broadcasting's

faced with the task of revising its program reporting form. It may also issue a primer on its fairness doctrine.

In addition, the commission may plunge directly into the civil rights issue. Chairman E. William Henry says he thinks the commission should make clear to broadcasters its view that discrimination in broadcasting—both in employment practices and programming—is not in the public interest (BROADCASTING, July 1).

One document expected soon is Chairman Henry's report on the local television programming inquiry he conducted in Omaha last February.

VOA offers apology for 'unfortunate error'

A Voice of America news broadcast to South Vietnam that reported on Aug. 25 the U. S. would withdraw its aid from that Communist-threatened country unless the Diem government ceased attacks on Buddhists was labeled "an un-

fortunate error" last week by a VOA spokesman.

He pointed out that subsequent VOA newscasts carried reports of a State Department explanation that the first broadcast was in error, but he said the follow-up broadcasts also reported that the State Department said no decision on aid had been made and that such matters are "constantly under review."

The spokesman reported that the Voice newscast was based in part on wire service information and that such errors may happen in all news organizations.

The portion of the newscast in question: "American officials indicated the United States may sharply reduce its aid to Vietnam unless President Diem gets rid of secret police officials responsible for the attacks."

The script was broadcast in English at 7 p.m. EDT Aug. 25 and again at 12:30 a.m. Aug. 26 in South Vietnamese, the VOA spokesman said.

relationship to society and, if adopted, would "create an impossibly huge and complex administrative problem which . . . would deny broadcasters fair, equitable and consistent treatment. . . ."

Susquehanna noted that "failure by the public to subscribe to a service or medium which offends is the surest, fairest and most direct method of chastening that service or medium."

Mack reaffirms stand for broadcasting control

Reaction to a policy statement of the National Council of Churches urging tighter government control of broadcasting, including programing, has strengthened its conviction that reform is needed, according to S. Franklin Mack, executive director of the council's broadcasting and film commission.

The council's "pronouncement," adopted 10 weeks ago, recommended that the FCC conduct periodic reviews at regional hearings of performance by stations; control the networks; limit the amount of commercial time, among other proposed restrictive measures (BROADCASTING, June 17).

Mr. Mack said that "nothing could be farther from the truth" than a BROADCASTING editorial Aug. 5 which maintained the council "recognizes that it went afield in adopting an ill-con-

Caplin: legitimate promotion is deductible

The tax man says he really isn't out to kill the fun of doing business after all.

The broadcasting industry's gay program premiere promotions and similar publicity parties—long traditional for radio and TV as in the older entertainment media—will continue to be tax deductible as always just so long as they are held within a "clear business setting."

But publicity junkets to far-away exotic places which have no connection whatsoever with the purpose of the business, such as those companies use to promote a new product introduction, will have doubtful status under the revised regulations of the U. S. Internal Revenue Service, Commissioner Mortimer M. Caplin said last week. He explained to Chicago newsmen Tuesday during a telephone conference that incentive trips, however, such as those

used as salesmen's or promotion prizes, would still be allowable.

Mr. Caplin said a concise question-answer summary of typical situations and expense deduction problems is contained in IRS-Treasury Document 5495 issued July 30 (BROADCASTING, Aug. 5). Convention hospitality suites and other usual convention promotion activities are not curbed by the new expense accounting procedures either, it was indicated. Thus a West Coast convention to lure East Coast businessmen who wouldn't attend meetings at home also would pass muster.

Mr. Caplin hoped that the news media would endeavor to help clarify much of the public confusion about the new expense account rules. He said they are intended only to stop cheating, not to curtail legitimate business entertainment or promotion.

ceived, dangerous and wholly unwarranted resolution calling for stricter government controls on television and radio." Copies of the statement, he said, were sent to all stations in recognition of their right to be fully informed and to correct earlier releases.

In a letter to W. N. McKinney, general manager of KELD El Dorado, Ark. Mr. Mack said the broadcaster's protest to the NCC (BROADCASTING, July 22) had overlooked the fact that "broadcasting operates on a public franchise."

EQUIPMENT & ENGINEERING

Balloon communications system near NASA WILL PUT ECHO II INTO ORBIT NEXT JANUARY

A space communications system employing low orbiting balloons is virtually available now to establish a full commercial service over the north Atlantic Ocean.

This is the feeling of scientists of the National Aeronautics and Space Administration, particularly those involved in communications activities.

There's only one bad feature: TV service will have to be run on half-speed so that only 3 mc of bandwidth is used. Real time, 6 mc bandwidth TV would require larger balloons and more ground power not available now.

The next step in NASA's passive reflector experimentation, the orbiting of Echo II, is now scheduled for January. In this launch, a 135-foot "rigidized, aluminum-coated balloon" will be lifted into 1,000 mile high polar orbit for voice, telegraph and facsimile transmissions.

But the forecast for an ultimate operating passive system of communications is predicated on advances already proven out in NASA laboratories or in

theoretical calculations.

This is a system of lenticular reflectors in 1,000-mile orbits which like Ivory soap will be 99.9% pure.

Bottom Used ■ The balloon idea has been refined to use only that portion of the arc that actually reflects radio transmissions. This is the 78° bottom of the balloon.

Only 30 of these satellites, like an inverted open umbrella, would be needed to provide virtually 100% service through a technique of "station keeping." This is a method of maintaining the satellites on station by counteracting solar radiation pressures.

Previous estimates have called for as many as 300 such satellites to provide a regular, continual service communications service.

And, finally, the power required by ground stations need be no more than already available 250 kw, using ground antenna dishes that need be no larger than 60 feet in diameter.

No Trouble Aloft ■ The beauty of this, say NASA communications ex-

perts, is that with a reflector, there are no electronic circuits or components to go bad up in the sky. All the gear is safely tucked away on the ground—and available for maintenance.

Although NASA's preoccupation with passive satellites for communication seems odd to many observers who feel the success of active relays like Telstar Relay and now Syncom has eliminated the need for reflectors, the two virtues of passive reflectors are clear.

As spelled out by Leonard Jaffe, director of NASA's communication systems, a passive reflector "is a simple solution to the multiple-access problem. Any number of ground stations can use the reflector simultaneously."

And, Mr. Jaffe added, the reliability of the passive reflector system is inherently good. "There are no electronic circuits to fail in space."

And TV Too ■ In the economics of trans-oceanic communications, voice and telegraph circuits are the bread and butter traffic; TV the icing on the cake. NASA people raise the question (it has been raised by others) whether there is need for direct, live TV communications links between Europe and the United States. Aside from the time

differentials (when it's 8 p.m. in the eastern U.S., it's 1 a.m. in western Europe; when it's 3 p.m. in the eastern U.S., it's 8 p.m. in western Europe), and language barriers, they point to jets bringing films or tapes of events across the ocean in four hours.

The power requirement for a real-time TV link via reflectors between the United States and Europe is 450 kw with a 150-foot balloon, or 250 kw with a 200-foot balloon.

But tubes to generate 450 kw are not available off the shelf at present. And, additionally, there is a question about a 200-foot sphere; one of that size has not yet been fabricated.

But if a slow-scan TV circuit can be used (where the TV pictures are recorded to be used later), only 3 mc bandwidth is needed and only 250 kw power is required with a 150-foot balloon. Echo II will be 135 feet in diameter.

Other proposals, all considered in the realm of feasibility and discussed by William J. O'Sullivan Jr. of NASA's Langley Research Center last month at the conference on artificial satellites at Virginia Polytechnic Institute in Blacksburg, Va., call for the orbiting of a reflector arc made of wire mesh, instead of a balloon. The holes of the mesh would have to be properly proportioned to the transmitting wavelengths so little loss of reflectivity occurs. The mesh might be painted with a reflecting coating to increase its efficiency.

Because there may be significant savings by putting up only lenticular reflectors, the arcs could very well be much larger than the complete balloon. The larger the arc, the more powerful the signal that would be returned to the earth.

How do they open up in space? There are ingenious ideas: Spin the container so that when the arcs pop out, centrifugal force will cause them to erect. Use thin struts to snap the arc into shape when it is released at orbital height. Coat the mesh with plastic impressed with the proper shape; when the arc is flung into space, the sun's heat will activate the "memory" of the plastic so it will assume the shape it had on earth before its ride to space.

Even assuming that the passive satellites will continue to be balloons, there are a number of improvements in the works. When Echo II goes up, it will be rigidized to hold its shape better than Echo I, the "soft" version.

But beyond this is a step considered the ultimate in rigidizing: Use a material that is soft and pliable on earth (like the Mylar used for the Echo I and II balloons) but which in space turns into a solid. Thus the orbiting balloon or arc will be able to better withstand the bat-

tering of micrometeorites which has turned the original taut skin of Echo I into a wrinkled, prunelike bag in the three years it has been in orbit.

One of the main problems with orbiting balloons is the pressure exerted on the object by solar radiation and solar winds. In Echo I this has caused the sphere to lose its circular orbit, so that at the end of six months its orbit becomes elliptical (600 miles to 1,600 miles). It returns to its original 1,000 mile circular pattern at the end of the next six months.

A method to overcome this is to paint half the balloon black. By commands from earth, the balloon will be positioned so that when it is approaching the sun the black side will be facing the sun, thus absorbing the solar pressure. When the satellite is receding from the sun, the reflectorized surface will be turned sunward, gaining the opposite effect.

And finally, to conserve costs, it is planned to launch several of the passive satellites in a single rocket. At orbit height they will be ejected to be placed in random orbit.

Jerrold to build CATV system in Austin, Tex.

Jerrold Electronics Corp., Philadelphia, has announced the signing of a

\$750,000 contract with Capital Cable Corp., Austin, Tex., to install what is called the largest community antenna television system in the U. S.

The system will run from 1,000-foot-high Mt. Larson down a 17-mile-high reliability cable to signal processing "hubs" in Austin, where TV signals are reconverted to frequencies for home distribution.

Using eight channels—one is for local weather reports and there will be several for FM stereo broadcasts—the system is being planned to serve 60,000 homes.

Capital Cable Corp. is a subsidiary of Mid-West Video Corp., Little Rock, Ark., a major group CATV owner. The LBJ Corp. (KTBC-TV Austin), also the holder of a franchise for cable TV in Austin, is understood to hold an option to purchase a half interest in Capital Cable.

The Austin contract was one of 10 CATV contracts signed by Jerrold's Community Systems Division in the past 60 days. Including the Austin contract, agreements have been signed for over \$3 million worth of work. Other CATV installations to be built by Jerrold: Clifton Forge and Covington, both Virginia; Logansport, Vincennes and Washington, all Indiana; Oscoda, Mich.; Alice, Tex.; Devil's Lake, N. D., and Wheatland, Wyo.

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WNAR . . . Norristown-Philadelphia Area

WWNR . . . Beckley, W. Virginia

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Decision soon on West Europe color

THREE SYSTEMS, ALL COMPATIBLE, UNDER CONSIDERATION

Sometime before the end of the year European broadcasters are expected to decide what system of color television should be adopted for general use throughout western Europe.

The choice—now narrowed to the United States' National Television Systems Committee standards, France's sequential avec memoire (Secam) system and West Germany's phase alternation line (PAL) method—should be made in December at the regular meeting of the European Broadcasting Union (EBU), and adopted officially early in 1964 by the International Radio Consultative Committee (CCIR).

As soon as European standards for color TV are adopted Britain, West Germany and The Netherlands are expected to begin polychrome telecasting.

A thorough demonstration of all three systems was presented by Britain's BBC last July to delegates from all 17 EBU countries. A series of demonstrations took place for one whole week beginning July 8, and it ended with a two-day condensed version open to the public on July 15 and 16.

American observers at the open demonstrations were J. M. Wentworth, RCA; Blair Benson and Joseph Flaherty, of CBS.

All Compatible ■ All three systems use a similar type camera which analyzes the colors to be broadcast into three primary components—red, blue and green. The three systems differ in the way in which the color signals are combined before transmission. All three are compatible, i.e., color programs can be received in black and white on ordinary monochrome TV sets provided they can tune into the present 625-line broadcasts. In Britain at present most receivers can only pick up the

405-line programs. In all three systems the complete color signal can utilize the same transmitters and networking equipment used for the 625-line broadcasts.

The NTSC standards were developed in the U.S. and adopted by the FCC in 1953. They standardize a three-color luminance signal and two color signals. The luminance signal can be picked up by regular black and white sets for monochrome presentation—or the three signals can be separated for color reception on a shadow mask cathode ray tube at the receiver. Color sets are also capable of receiving straight black and white transmissions.

The Secam system was developed some years ago in France by Compagnie Francaise de Television. In this system, red, blue and green components are generated in the same way as in the NTSC system; the luminance signal and the two color signals are also derived in the same way. The two color signals, however, are not transmitted simultaneously but consecutively during alternate line periods.

This enables the Secam system to give satisfactory color rendering in the presence of large inequalities in the transmission of the color signals. Secam definition, on the other hand, may be less good, theoretically, than NTSC's. The French system also may be more susceptible to interference caused by excessive noise.

The Secam system requires a delay line in the TV set to store the color signal transmitted during one line period so that it becomes available during the next line period simultaneously with the color signal transmitted during that line period.

Secam also differs from the NTSC

standards in that the subcarrier is frequency modulated by the color signal instead of amplitude modulated.

Reception is similar to that in the U.S., using a shadow mask cathode ray receiving tube.

Revision Of NTSC ■ The PAL system was recently developed by the Telefunken company in West Germany. It is a variant of the NTSC system and like Secam, is intended to reduce the susceptibility of the color presentation to inequalities in the transmission of the two color signals. As in NTSC these two signals are transmitted simultaneously by amplitude modulation of a subcarrier, but one of them is reversed between alternate lines, hence PAL (phase alternation line).

By this means errors are averaged out between one line and the next. This process may be aided by using a delay line in the set, as in Secam. Apart from this, and the switching arrangements for reversing one of the color signals, the PAL receiver is similar to the NTSC set.

Most important is the cost, complexity, ease of tuning and adjustment, and maintenance of the receivers. Both Secam and PAL require an electronic switch in the set to make the necessary changes in the connections at the end of each line period. The Secam system also requires a delay line and it may be necessary to use a delay line to obtain good results from PAL. There is no difference in engineering and operating costs among the three systems.

Sales, program liaison offered by new firm

The formation of Overseas Broadcast Services Ltd., New York, to function in multiple areas of international radio and television was announced last week by Stephen A. Mann, president.

OBS plans to serve in various capacities. It will serve as American sales agent for overseas radio and TV stations, production facilities and program producers. The company has signed as representative for several U. S. stations in securing advertising and programing from abroad.

One of its major projects is an agreement with Television International Enterprises Ltd., London, England, which has resulted in a new station representative firm, T.I.E. Sales Ltd., New York, which will represent overseas stations in the U. S. The station list of the new international representation firm include

TV committees being added in Australia, Japan

The Motion Picture Export Association of America is in the process of establishing TV committees in Australia and Japan, consisting of representatives of its member companies which sell U. S. programing to broadcasters in those areas.

Irving Maas, MPEAA vice president for Australasia will set up the two committees upon his return to Tokyo from the U. S. next week. The association has established similar committees in Latin America and Europe, and has decided to organize

the Far Eastern groups because of the growth of TV in Australia and Japan, according to Mr. Maas.

In another development, the MPEAA reported that Japanese motion picture releasing companies have agreed to make available to TV some of their "older" features (films five years or older). MPEAA companies have not as yet released their feature films to Japanese TV but in view of this new development are expected to reconsider their policy, an official said.

radio and/or TV stations in Jamaica, Trinidad Barbados, Curacao, Aruba, Haiti, Dominican Republic, Gibraltar, Aden, Sierra Leone, Ivory Coast, Nigeria, Kenya, Uganda and Tanganyika. The London company, Television International Enterprises Ltd., will represent U. S. and foreign stations in England and Europe.

Mr. Mann has had 18 years experience in the international advertising and station representative field. He served most recently as president of Intercontinental Services Inc., a radio-TV station representative company, and earlier had been sales manager of ABC International Television and vice president of Young International Ltd.

Other officers of Overseas Broadcast Services and T.I.E. Sales are Boris Frank, vice president in charge of sales; Donald G. Softness, vice president in charge of promotion and a director, and James F. O'Grady, a director. Mr. Softness will continue as president of his own organization, The Softness Group, a promotion and publicity firm, and Mr. O'Grady as executive vice president of the Adam Young Cos.

Both OBS and T.I.E. Sales will have headquarters at 230 Park Ave., New York 17. Telephone is Oregon 9-0560.

Joint operation set on test satellites

The U. S. and Canada have signed an agreement providing for the testing of experimental communications satellites launched by the National Aeronautics and Space Administration.

Each country's communications organization will provide a ground station to receive and transmit television and multichannel telephone and telegraphic signals. Demonstration tests of sight and sound transmissions originating in either country will be interconnected with communications networks of the other country.

The agreement, signed last April and made public Aug. 23, also provides that information obtained in the tests will be exchanged and made freely available to the scientific community. There will be no exchange of funds in implementing the agreement.

Radio ship gets antenna through courtesy of NASA

The National Aeronautics and Space Administration reported last week it was shipping a replacement antenna to a radio ship anchored off Lagos, Nigeria, that was used the week before in an unusual Voice of America broadcast involving a telephone call between the U. S. and Nigeria via Syncom II, the nation's newest experimental communications satellite.

The antenna was damaged shortly

New line converter perfected by BBC

The British Broadcasting Corp. engineering designs department has developed an electronic converter that changes television signals on one line standard to another. It currently is being used for the conversion of the European standard of 625 lines to the British 405 lines. Previously the changeover had been made by using a camera operating on 405 to take a picture off a screen on the other system, making a picture of a picture.

The new converter, which has almost 3,000 transistors, gives better

definition, contrast and geometry. It is also said to be cheaper to run. Two men have to constantly watch the optical system whereas the electronic converter operates automatically.

Cost of the optical apparatus is \$44,800 compared with about half this for the electronic converter.

Use of the new equipment by BBC-TV means that taped programs for its second network which will use 625 lines can be broadcast easily on its other network which will remain on the current 405 lines for many years.

after the ship had relayed the voice of Nigeria's prime minister to the satellite and then to the White House where President Kennedy took part in the Voice's intercontinental program.

The broadcast, called a "technician's nightmare" by a Voice spokesman, otherwise went off smoothly. The VOA produced a 30-minute program which tied together President Kennedy, the Voice's Washington headquarters, the United Nations, Nigerian Prime Minister Sir Abubakar Tafawa Balewa, all through Syncom II, which is parked in a stationary orbit 22,300 miles above Brazil.

The program was recorded and re-broadcast to Africa and the rest of the world, the Voice said.

Abroad in brief...

Agency named ■ McCann-Erickson has been named as agency for Paper-Mate pens and Gillette shaving products in six Central America countries.

NBC shows in Japan ■ NBC International Enterprises has sold *Temple Houston* (a 1963-64 program entry on NBC-TV) and *Californians* for 39 weeks and 52 weeks respectively to NTV in Japan.

9 Latin nations getting 6 series from Desilu

In what was described as "the largest single programing transaction" between a United States TV producer and Latin America, six Desilu series have been bought by stations in nine Latin American countries at a total price of more than \$500,000.

The agreement was signed last week by John Manson, president of Magnum Television International S.A., representing Desilu in Latin America, and Donald M. Hine, manager of programing for ABC International Television, which serves as program buying agent for the stations. The TV outlets are located in Argentina, Brazil, Costa Rica, Ecuador, El Salvador, Honduras, Nicaragua, Panama and Venezuela. All stations bought *The Greatest Show on Earth*, and also acquired programs from a list that included *Desilu Playhouse*, *The Untouchables*, *The Texan*, *Fractured Flickers* and *The Lucy Show*.

ABC International is associated with stations in 20 countries in South America, Africa and the Far East.



United Press International news produces!

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Bouchard
account executive.

Albert J. Bouchard Jr. elected VP and account supervisor of Ted Bates & Co., New York. Mr. Bouchard, formerly associated with Gardner Adv. and McCann-Erickson, joined Bates in 1959 in post of account executive.

Robert Cole, formerly head of McCann-Erickson's office in Milan, Italy, elected president of agency's industrial, technical and scientific marketing division in New York. **Paul Funk**, general manager of division, elected executive VP in charge of operations.

William H. Maxwell, executive VP and co-founder of Maxwell Associates, Philadelphia advertising agency, resigns.

Don R. Cunningham, managing director of Foote, Cone & Belding's Frankfurt, Germany, office since 1959, joins agency's Los Angeles office as VP and management representative.

Wirt McClintic Mitchell, formerly VP in charge of creative operations at Geyer, Morey & Ballard, New York, appointed director of newly organized Virgin Island News Bureau, serving the islands of St. Croix, St. Thomas and St. John.

Stacy Stevens, account executive at Doherty, Clifford, Steers & Shenfield, New York, elected VP. Before joining agency in 1962, Mr. Stevens served with Compton Adv. and Ted Bates & Co.



Mr. Stevens

Frank McCullough, VP of Potts-Woodbury Inc., joins Frank B. Sawdon Inc., New York and Los Angeles advertising agency, in newly created position of VP and general manager.

William R. Kinnaird, formerly senior VP of McCann-Erickson, Chicago, joins Leo Burnett Co., that city, as VP and marketing supervisor. **Don A. Reed**, formerly director of advertising for Sunbeam Corp., joins Burnett as and supervisor.

Christine Caldwell appointed media buyer. San Diego, Calif., office of D'Arcy.

Ken Krauth, formerly production manager, member of plans board and media director of Sturges and Associates, San Carlos, Calif., joins Johnson

& Lewis, San Francisco, as production manager. Another new J&L employe is art director **John MacDaniels**, who comes from same post as KPIX(TV) San Francisco.

George A. Welch, formerly director of advertising and sales promotion at International Telephone and Telegraph, joins Ketchum, MacLeod & Grove, New York, as vice president.

Vance E. Lockhart, executive director of American Marketing Association, Chicago, since 1959, has resigned effective Nov. 1.

Warren Adams, an executive on Revlon account at Warwick & Legler, joins Morse International, New York, as executive on Lavioris mouthwash account.



Mr. Hall

Bates Hall, an executive on Colgate Co. account at D'Arcy Adv., New York, joins Noxzema Chemical Co., Baltimore, as advertising manager. **William F. Tiefenwerth**, formerly associated with Johnson & Johnson and Lady Esther Cos., named product manager in Noxzema's new products development division. Before joining D'Arcy, Mr. Hall was with Doherty, Clifford, Steers & Shenfield where he worked on Noxzema shave products.

Peter Colonel, formerly of D'Arcy Adv., joins Fuller & Smith & Ross, New York, as executive on agency's newly acquired Lestoil account.

Herbert Condie, formerly of D'Arcy Adv., joins Stemmler, Bartram, Tsakis & Payne, St. Louis advertising and PR firm, as associate account executive for client service.

William J. Casey, with Chicago advertising agencies including John W. Shaw Adv., Foote, Cone & Belding and McCann-Erickson, joins Gardner Adv., St. Louis, as account executive.

Don Levitan, former general manager of KCFM(FM) St. Louis, appointed radio-TV director of Batz-Hodgson-Neuwoehner, advertising and marketing agency, that city.

Eddie M. Raymond, air personality at WBRG Lynchburg, Va., joins G-S Associates Inc., that city, as broadcast director and time buyer.

Christopher Eaton, for five years TV creative group head with Foote, Cone & Belding, London, and **Andrew M. Pellizzi**, formerly with Henderson Adv., Greenville, S. C., join Chicago office of FC&B as commercial production super-

visors responsible for production of TV commercials for Armour & Co. and Kimberly-Clark Corp. accounts.

James T. McGinn joins Young & Rubicam as general program executive in area of program development. Mr. McGinn was formerly producer-writer at WBBM-TV Chicago.

Bernard S. Gross, account group head at BBDO on Consolidated Edison Co. and Tupperware, and **Richard G. von Glahn**, account group head on Pepsi-Cola, elected VP's of agency.

J. Brian Morrissey and **Lester Krueger** join technical staff of Advertising Research Foundation, New York. Mr. Morrissey was formerly market research supervisor at P. Ballantine & Sons. Mr. Krueger was assistant project director at Audits & Surveys.

Robert Gillan, copy group supervisor, promoted to media director at Bozell & Jacobs Inc., Omaha-based advertising agency.

T. F. Keady, VP and supervisor on Dr. Pepper account at Grant Adv., Chicago, joins Bauerlein Adv. Agency, New Orleans, as director of marketing.

Kenneth Collins Jr., **John C. Conrad**, **Bert Gottlieb** and **Edward B. Shaw** join Cunningham & Walsh, New York, as copy writers. Mr. Collins came from Gardner Adv.; Mr. Conrad from McCann-Erickson; Mr. Gottlieb from Rek-O-Kut Co. and Mr. Shaw from American Cyanamid Corp.

THE MEDIA



Mr. Shurtleff



Mr. Schoen

David J. Shurtleff, general manager of WJAR-AM-TV Providence, R. I., and **Arnold F. Schoen Jr.**, general manager of WDBO-AM-FM-TV Orlando, Fla., elected VP's of broadcast division of The Outlet Co., Providence, licensee of stations. Mr. Shurtleff has managed WJAR-TV since August 1960. He has been associated with The Outlet Co. since 1951 when he joined WJAR radio as salesman, was named sales manager in 1953 and manager in 1955. Mr. Schoen has managed WDBO stations since 1959. Before moving to Florida, he was general manager of WPRO-AM-FM-TV Providence.

Greg Rouleau, dealer and trade relations manager of W. A. Sheaffer Pen Co., resigns to become VP and general

manager of KASI Ames, Iowa. Before joining pen firm in 1956, Mr. Rouleau was co-owner, president and general manager of KXGI Fort Madison, Iowa.

John L. Ellinger, Roger D. LeBrecht and **Warren Koerbel** appointed station managers of WNHC-FM New Haven, Conn., KFRE-FM Fresno, Calif., and WNUF-FM Binghamton, N. Y., respectively. Stations are owned by Triangle group. All formerly served as sales managers of their respective stations.

George Breeding Jr., sales manager of KOLE Port Arthur, Tex., elected president and general manager, succeeding **John H. Hicks**, KOLE manager since August 1959, who becomes board chairman.



Mr. Breeding

Lloyd Griffin, president of Peters, Griffin, Woodward, named chairman of awards committee of Station Representatives Association for 1963-64. **Steve Machcinski**, executive VP of Adam Young Inc., reappointed chairman of TV trade practices committee, and **Thomas Taylor**, VP of PGW, again heads radio trade practices committee. **Eugene Katz**, president of The Katz Agency, named chairman of legal committee.



Mr. Kany

Howard Kany, director of international business relations for CBS Television Stations Division, appointed to U. S. National Commission for United Nations National Educational, Scientific and Cultural Organization (UNESCO) representing U. S. Chamber of Commerce. The appointment, made by Secretary of State Dean Rusk, runs through October 1964. Mr. Kany joined CBS in 1953 as director of news for CBS-TV in Washington, subsequently becoming manager of CBS Newsfilm. He was named to his present post in 1959.

Robert B. Chatfield, account executive at WSOR Windsor, Conn., appointed sales manager.

Howard H. Marsh, assistant sales manager of KPX(TV) Los Angeles, promoted to sales manager, succeeding **Lamont L. Thompson**, who has been elected executive VP of Television Ad-

Kluge named Pulse's 'Man of the Year'

John W. Kluge, president and board chairman of Metromedia Inc., has been chosen to receive Pulse's 1963 "Man of the Year Award," given annually to an individual



Mr. Kluge

who, in the opinion of Pulse and a consulting panel, makes "a notable contribution to the advancement of

the broadcast industry or its public usefulness."

Mr. Kluge will receive award at luncheon at Plaza hotel in New York on Oct. 15. Event also will mark 22d anniversary of Pulse's work in research in media, consumer and marketing fields.

Dr. Sydney Roslow, Pulse president, said Mr. Kluge was chosen because of "his creation within four short years of new force in the broadcasting industry—the Metropolitan Broadcasting division of Metromedia." Metropolitan consists of seven TV and six radio stations.

vertising Representatives. **William P. Hessian Jr.**, account executive, appointed assistant sales manager.

Adolf N. Hult named national sales director of Peter M. Robeck & Co. Mr. Hult has held positions with RKO General, MBS, Screen Gems, and U. S. Information Agency.

H. Ray McGuire, sales manager for various divisions of United Artists Television for past 8 years, elected vice president and general manager of WALA-TV Mobile, Ala. Before joining UA-TV, Mr. McGuire was instrumental in construction of two Mississippi radio stations, WSKB McComb and WMS Natchez.



Mr. McGuire

Larry Pickard named producer-consultant for broadcast division of Time Inc. He was formerly director of news at WBZ-TV Boston, *Today* show managing editor and currently operates Boston PR firm of Pickard Associates.



Mr. Sirulnick

Sid Sirulnick, program manager and operations manager of WJZ Newark, N. J., elevated to operations director, responsible for all station operations. **Norman Roslin**, executive producer and music director, named program director. **Paul Brenner**, WJZ air personality, assumes added duties as director of special affairs. **Wade T. Nixdorff**, former information officer at Fort Dix, New Jersey, joins WJZ as PR-publicity director. **Bill Davies**, formerly of *Bergen Evening Record* in Hackensack, N. J., named WJZ's director of sales promotion, advertising and continuity. **Dick Partridge** and **Les Davis** join station as

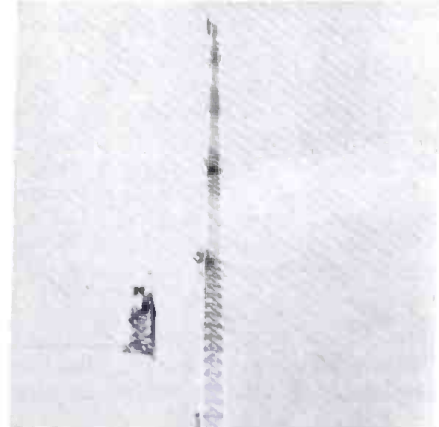
air personalities. **Gene Sywak**, engineering supervisor, promoted to director of engineering, and **Charles Cirio** appointed WJZ traffic director.

Thomas M. McAuliffe, sales manager of WEIM Fitchburg, Mass., joins WSR0 Marlboro, Mass., as general manager.

Howard Shulman, formerly of Spot Time Sales, joins New York sales staff of McGavren-Guild Co., national radio-TV station representatives.

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Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

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Willis Grant named manager of research projects at NBC. Mr. Grant was coordinator of corporate information prior to his appointment.

David R. Klemm, formerly of WIL St. Louis and KBOX Dallas, joins WXYZ Detroit as director of press information and public affairs. He succeeds **Leo V. Collins**, who has moved to WABC-TV New York (BROADCASTING, Aug. 12).

Wilmer Andrews appointed farm director for Northeast Radio Network.

Nord Whited, assistant program director of KTTV(TV) Los Angeles, promoted to program director. Mr. Whited joined station in 1956, was named producer-director in 1958 and appointed assistant program director in 1960. Before joining KTTV he was assistant professor of theater arts for University of California at Los Angeles.



Mr. Whited

Lois Pence named women's director of WSBT-TV South Bend, Ind., succeeding **Ruth Anderson**, who resigned.

Don McKinnon, formerly of KEWB San Francisco, joins KLAC Los Angeles as air personality.

Ross Stone, formerly of WLBW-TV Miami, named program director of WIII South Miami, Fla.



Mr. Slye

Doughlas S. Slye, for past seven years with D'Arcy Adv. in Chicago as radio-TV time buyer on American Oil account, joins Robert E. Eastman & Co.'s Chicago national radio representative office.

Vic Reed, news director for ABC-owned KGO-TV San Francisco, appointed to new position of director of public affairs for ABC in that city, responsible for network's labor relations with various broadcasting unions and liaison officer with community and governmental organizations.

Roger L. Belke, chief engineer of KCIM Carroll, Iowa, joins WLBK-AM-FM DeKalb, Ill., as technical director. **Sandra J. Scott**, formerly of WJER Dover-New Philadelphia, Ohio, appointed WLBK continuity editor and traffic director.

Alan Bickley, member of announcer staff of KWTU(TV) Oklahoma City, joins air staff of WFAA-AM-FM Dallas.

Robert Lazar, with Chicago office of Paul H. Raymer Co. for past two years, to Bernard Howard & Co., that city.

Ray Mineo, air personality at WGLI Babylon, N. Y., joins WBAB-AM-FM,

that city, as program director and host of *Circus Show* (12:15-1 p.m.).

EQUIPMENT & ENGINEERING

Renville H. McMann Jr., director of engineering for military and industrial systems department of CBS Laboratories at Stamford, Conn., elected VP. His areas of special competence include FM multiplexing, color video recording, and video recording and transmission systems. Mr. McMann joined CBS Labs in 1955 as project engineer. Previously he worked for NBC in development laboratory on black and white and color TV studio and broadcast equipment, as well as TV tape recording.



Mr. McMann

Edward G. Dietrich named manager of national accounts for closed circuit TV marketing of home and commercial electronics division of Sylvania Electric Products, New York. With Sylvania since 1960, Mr. Dietrich was north-eastern region sales representative for commercial electronics.



Mr. Kozanowski

Dr. Henry N. Kozanowski, manager of television advanced development for RCA at Camden, N. J., awarded 1963 David Sarnoff Gold Medal Award of Society of Motion Picture and Television Engineers.

Formal presentation will be made during society's semi-annual technical conference Oct. 13-18 in Boston.

Dr. Orion L. Hoch, manager of cross fields department at Litton Industries, San Carlos, Calif., named assistant general manager of company's electron tube division. Dr. Hoch, who joined Litton in 1957, will continue as acting manager of cross fields department.

Robert E. Snare, manager of replacement picture tube marketing for General Electric Co., Syracuse, N. Y., joins Reeves Soundcraft division of Reeves Industries, Danbury, Conn., in newly created position of marketing manager. Mr. Snare had been employed at GE in various marketing positions since 1952. **William H. Deacy** and **C. Henry Laird** appointed Eastern regional manager and Midwestern regional manager, respectively, for Reeves Soundcraft division. Mr. Laird succeeds **Arthur H. Hoffman**, who resigned.



Mr. Snare

Charles Pati, VP of MGM Inter-

national, and **Harold C. Harsh**, VP in charge of operations for Kalvar Corp., elected directors of Metro-Kalvar Inc., New York. Metro-Kalvar, owned jointly by two companies, was formed in 1961 to market Kalvar's heat-developed photographic film for motion picture and TV industry. Company's new offices are at 550 Fifth Avenue.

Robert H. Silverman, formerly of WQXR-AM-FM New York, joins Antronics Inc., Teaneck, N. J., manufacturer of boosters and antenna systems, as national sales manager.

PROGRAMING

William W. Huffman, formerly manager of video recording sales for NBC in Chicago, elected VP in charge of sales for Ray-Eye Productions Inc., Evanston, Ill., producer of tape and film commercials, programs and industrial films. Ray-Eye specializes in network and local radio and TV productions, their most recent network TV show being *Take Two*, featuring Don McNeill, over ABC-TV network.



Mr. Huffman

Parke Levy, creator of *December Bride* and *Pete and Gladys* radio and TV series, signed by MGM-TV to create, develop and produce new comedy show. **Hugh O'Brien** signed by MGM-TV to star as Joseph in four dramatic full-hour stories of studio's new color series, *Great Adventures from The Bible*, scheduled for 1964-65 season on ABC-TV network.

John Jones, former radio-TV producer at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, elected VP of Graphic Films Corp., that city, and will be active in all production and sales phases of firm's TV and industrial films.

Irwin Allen, who produced 20th Century-Fox theatrical film, "Voyage to the Bottom of the Sea," is planning 60-minute TV series based on the movie. Mr. Allen has written pilot for science fiction series, dealing with glass submarine used as underwater laboratory, and will direct and produce it this fall. His company, Allen Productions, and 20th Century-Fox TV, will be co-producers of series, planned for broadcast in 1964-65.

Maurice A. Krowitz and **Ben Helprin** join Ken-San Productions, Hollywood, as associate producer and still photographer, respectively, on pilot *Midwatch*. Ken-San Productions has headquarters at KTTV(TV) Los Angeles studios.

Seeleg Lester assigned to producer post on Revue Studio's *Arrest and Trial* series. **Carter DeHaven**, assistant staff

director at Revue, promoted to associate producer to Howard Browne, producer of studio's new *Destry* series.

Voyle Gilmore and **Francis M. Scott** elected VP's for artists and repertoire and business affairs, respectively, at Capitol Records Inc., Hollywood.

Bruce Brown, surfing photographer who produced "Waterlogged" and "Barefoot Adventure," signed to production agreement with The Clayton Organization to produce proposed TV series about surfing around world and one-hour surf special planned for fall showing. Mr. Brown has named Clayton's sales division as representative for his library of action films.

Doris Sabbagh appointed assistant to Leon I. Mirell, VP in charge of administration and business affairs of Selmur Productions, Hollywood.

A. C. R. Stone, project consultant for production and packaging with Television Artists and Producers Corp., appointed production manager for Storer Programs Inc., New York, with headquarters in Hollywood. Mr. Stone will coordinate and supervise production of SPI's new adult adventure series, *The Littlest Hobo*, and future TV series now in planning stages.

Gene Weeb and **Roger Christian**, disc jockeys at KFWB Los Angeles, have been given parts in "The Carpetbaggers," theatrical motion picture being filmed at Paramount.

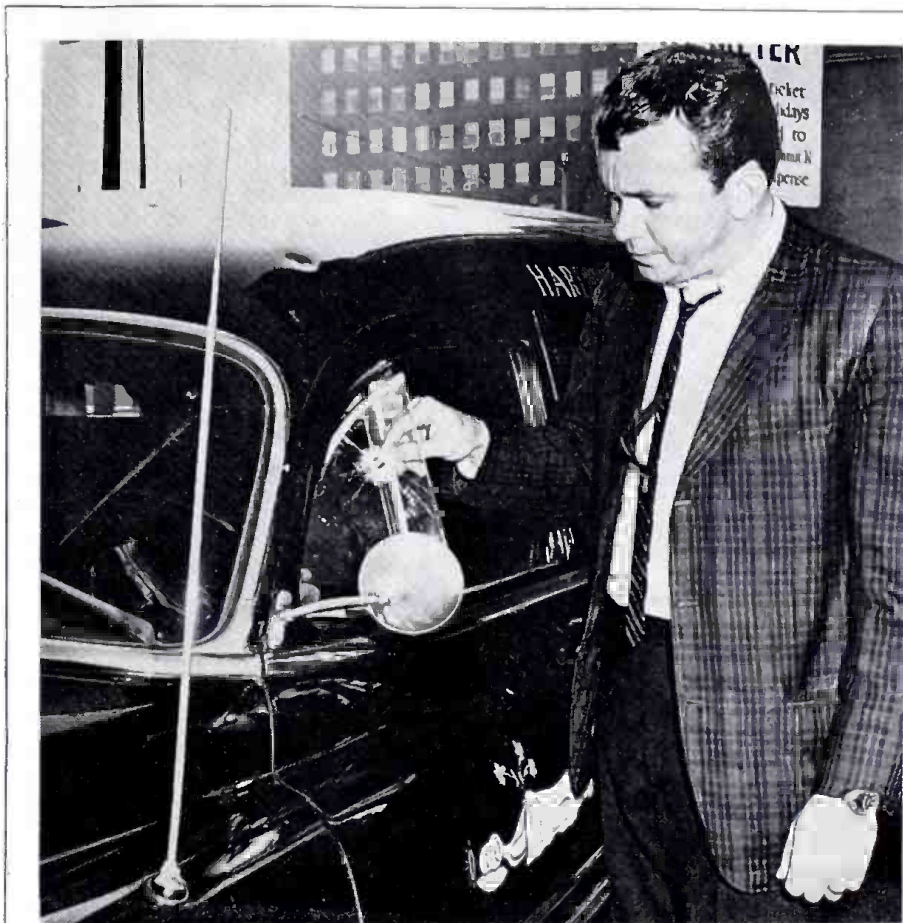
Lou Brown signed as musical director of ABC-TV's *The Jerry Lewis Show*, weekly, two-hour live program that begins Sept. 21 (9:30-11:30 p.m.).

ALLIED FIELDS

Armond Fields, **Herbert E. Krugman** and **Eleanor Holtzman** elected VP's of Marplan, research subsidiary of Interpublic Inc., New York. **Richard S. Halpern** appointed associate research director in New York office, and **Winston White** transfers to Marplan's Houston office as manager. Mr. Fields is manager of Marplan's Chicago office. Dr. Krugman and Miss Holtzman were associate research directors in Marplan's New York office. Dr. Halpern was formerly with Jell-O division of General Foods Corp. Dr. White, prior to Houston appointment, was senior project director in New York.

Eunice Field, West Coast editor of *TV Radio Mirror*, is starting thrice-weekly newspaper column, "Playing the TV Field," which Teufeld Inc. is syndicating to some 300 newspapers in U. S. and abroad.

W. Ferron Halvorson appointed analyst for National Instructional Television Library, a joint activity of National Educational Television and Radio



Strongarm tactics in Seattle

Bob Hardwick, newscaster at KVI Seattle, shows bullet holes made in his hearse when he was shot at in the early morning of Aug. 16. The two shots, which barely missed the broadcaster, were fired as he was parking the hearse (which he chooses to drive in lieu of a more conventional car).

Mr. Hardwick, who speaks out on city and state affairs, had received a threatening telephone call the day before the shooting. On that day

he had devoted his 6-9 a.m. show to a discussion of vice in the Seattle metropolitan area.

Washington Governor Albert D. Rosellini called the shooting a "shocking thing and almost beyond comprehension. . . . There are strong indications that it was an attempt to still the voice of an extremely talented and forthright young man. . . . and an attack against freedom of expression by one of our most progressive broadcast stations."

Center and U. S. Office of Education. NITL provides selected courses for broadcast to schools. Mr. Halvorson has been on leave of absence from Dickinson State College to serve as director of educational communications in North Dakota Department of Public Instruction.

Jean F. Anderson, with Clinton E. Frank Inc., Chicago, since 1958, elected VP of Market Measurements Inc., research subsidiary of Frank.

INTERNATIONAL

Ed Rollins, executive film producer of Canadian Broadcasting Corp., Toronto, has been loaned to British Broadcasting Corp. as associate producer of BBC's 26-part series for next year to mark 50th anniversary of outbreak of World War I. Mr. Rollins will research

film archives and contact veterans from all countries in North America, as part of his preliminary work in assembling series.

James Edwards, United Nations correspondent in New York for Radio Free Europe, appointed RFE's Paris bureau chief. Mr. Edwards, former reporter for Australian Broadcasting Commission, joined RFE in 1957.

Guy Bloomer, executive controller of West Ward Television Ltd., named director of presentation and planning policy. **Tom Singleton**, previously program planning assistant, appointed program co-ordinator.

George Townsend joins Rank Cintel division of Rank Organization, London, as technical manager of professional television department.

NEWS

Tom Wright, assistant news director of WTVT(TV) Tampa-St. Petersburg, Fla., promoted to news director, succeeding **Joe Loughlin**, recently named director of news for WCBS-TV New York. Mr. Wright joined WTVT in 1959. **Hugh Smith**, news director of KVT(TV) Sioux City, Iowa, joins WTVT as newscaster.

Norman Wagy, editorial director at WJW-TV Cleveland, named news director.

Edward J. Mullen, formerly of WNDR Syracuse, N. Y., appointed news director of WCAR Detroit.

Dick Cousins, weatherman and assistant news director of WZZM-TV Grand Rapids, Mich., appointed sports director of WOOD-AM-FM-TV, that city.

Terry Parker, formerly of WPAM Pottsville, Pa., joins WRTA Altoona, Pa., as news and sports director.

Alan De Petro appointed national and international news reporter for WKBN-TV Youngstown, Ohio. Mr. De Petro succeeds WKBN news director **Ken Thomas**, who assumes reportorial

duties on station's expanded local news program at 6 p.m. **Matt Quinn** joins WKBN-TV as local news reporter, succeeding **Jim Mullins**, who joins PR department of Westinghouse Electric Co.

Chris MacGill, in charge of Associated Press' Key West bureau for past two years, appointed AP's Florida radio-TV news editor. Miss MacGill joined AP in 1944.

Carl Brazell and **Thom Beck** join news staff of KTRH Houston; Tex.

Vic Burton, city hall editor on *Reno* (Nev.) *Evening Gazette*, joins news staff of KXTV(TV) Sacramento, Calif.

Robert C. Simmons, political reporter and capitol correspondent for WTIC - AM - FM - TV Hartford, Conn., named chief of KNXT(TV) Sacramento, Calif., news bureau. Mr. Simmons joined WTIC news staff in 1957.

DEATHS

William J. Percival, 48, NBC News writer, died Aug. 28 of heart attack in New York. Mr. Percival had been with NBC News since 1958 and was most

recently writer for *The Pressman-Ryan Report* on WNBC-TV New York.

Albert J. Kayter, 39, associate art director for CBS-TV network, died Aug. 22 at his home in Brooklyn, N. Y. Mr. Kayter joined CBS in 1951.

Larry Keating, 64, who for past three years played Alan Young's next door neighbor, Roger Addison, on *Mister Ed* series on CBS-TV, died Aug. 26 of leukemia at Good Samaritan Hospital in Los Angeles.

Susan Petrone, 32, Hollywood TV actress who appeared on *Gunsmoke*, *Dr. Kildare* and Bob Cummings' *Love That Bob*, was killed Aug. 26 in accidental 400-foot fall from cliff at San Luis Obispo, Calif.

Dr. Mabel Connell of Prince Albert, Sask., a member of Board of Broadcast Governors since it was established five years ago, died Aug. 20. She was one of two women members on BBG, Canada's broadcast regulatory body.

John E. Wicker, 63, retired FCC attorney, died Aug. 24 at Arlington (Va.) Hospital.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 21 through Aug. 27 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

*Santa Barbara, Calif.—Santa Barbara Educational Television. UHF channel 20 (506-512 mc); ERP 20.4 kw vis., 10.2 kw aur. Ant. height above average terrain 2,985 feet, above ground 79 feet. P. O. address c/o John M. Sink, president, 831 State Street, Suite 32, Santa Barbara, Calif. Estimated construction cost \$254,931; first year operating cost \$105,930. Studio location Santa Barbara, trans. location Santa Ynez Mountains. Geographic coordinates 34° 31' 33" north latitude, 119° 57' 27" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-21DL. Legal counsel John M. Sink, Santa Barbara, consulting engineer Hammett & Edison, San Francisco. Principals: board of directors. Ann. Aug. 28.

New AM stations

ACTIONS BY FCC

King, N. C.—Stokes County Broadcasting Co. Granted CP for new AM on 1090 kc, 500 w-D; condition. P.O. address c/o Ray A. Childers, 4028 Sherman Drive, Winston-Salem, N. C. Estimated construction cost

\$16,342; first year operating cost \$26,000; revenue \$35,000. Principals: Ray A. Childers, Radford N. Butler (each 29.2%), Dorothy D. Childers and Douglas B. Elam (each 20.8%). Mr. Childers is motor salesman; Mrs. Childers is nurse; Dr. Butler is physician; Mr. Elam is businessman. Action Aug. 22.

Carolina, P. R.—International Broadcasting Corp. Granted CP for new AM on 1400 kc, 250 w; conditions. P. O. address c/o Angel O. Roman, 218 Almirante Pinzon, El Vedado, Hato Rey, P. R. Estimated construction cost \$23,167; first year operating cost \$16,000; revenue \$23,000. Angel O. Roman, sole owner, is contractor. June 26 initial decision looked toward grant. Action Aug. 15.

APPLICATIONS

Ord, Neb.—Loup Valley Broadcasting Co. 1060 kc, 1 kw-D. P.O. address c/o John R. Sullivan, Ord. Estimated construction cost \$19,671; first year operating cost \$26,000; revenue \$30,000. Principals: Hal A. Pierce, F. J. Osentowski, John R. Sullivan, Dale Stine, Dean W. Misko, Henry G. Lange, Glen Auble, Lloyd D. Zikmund, George Rybin, Rose Allen, Lloyd Gowoke and S. D. Lee (each 8.33%). All are local business and professional men. Ann. Aug. 27.

Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. 1350 kc, 500 w-D (requests facilities of WBMT, recently revoked [BROADCASTING, July 1]). P. O. address c/o Harvey Laughter, Route 1, Bostic, N. C. Consideration for WBMT facilities \$32,500. Principals: Harvey R. Laughter (50.8%), Thomas P. Tisdale III (48.6%), Marie W. Laughter and Jean G. Tisdale (each .3%). Mr. Laughter is part owner of WYCL York, S. C.; Mr. Tisdale is businessman. Two women are housewives. Ann. Aug. 26.

Existing AM stations

APPLICATIONS

KRSA Alisal, Calif.—Mod. of license to change studio location and change station location from Alisal to Salinas, Calif. Ann. Aug. 23.

KENE Toppenish, Wash.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 22.

New FM stations

APPLICATIONS

Merced, Calif.—Kurt and Margaret P. Fandl. 101.5 mc, channel 268, 5 kw. Ant. height above average terrain 100 feet. P.O.

BROADCASTING, September 2, 1963

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 28

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,824	43	149	331
FM	1,098	26	86	196
TV	522 ¹	54	84	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 28

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Noncommercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

address 1481 Paseo Del Mar, San Pedro, Calif. Estimated construction cost \$18,680; first year operating cost \$31,836; revenue \$46,000. Both principals are physicians. Ann. Aug. 22.

*Fairfield, Conn.—Sacred Heart University. 91.1 mc, channel 216, 2.5 kw. Ant. height above average terrain 353 feet. P.O. address c/o Bishop Walter W. Curtis, 5229 Park Avenue, Bridgeport 4, Conn. Estimated construction cost \$25,000; first year operating cost \$25,000. Principals: board of directors. Ann. Aug. 27.

South Bend, Ind.—Booth Broadcasting Co. 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 151 feet. P.O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 26, Mich. Estimated construction cost \$14,770; first year operating cost \$12,-

000; revenue \$10,000. Applicant is licensee of WJVA South Bend. Ann. Aug. 28.

Bowling Green, Ky.—Bowling Green Broadcasters Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 197 feet. P. O. address c/o Cy N. Bahakel, Box 1050, Roanoke, Va. Estimated construction cost \$7,560; first year operating cost \$8,000; revenue \$13,000. Applicant is licensee of WLBJ Bowling Green. Ann. Aug. 27.

Traverse City, Mich.—Midwestern Broadcasting Co. 101.9 mc, channel 270, 38 kw. Ant. height above average terrain 715 feet. P. O. address c/o Les Biederman, Paul Bunyan Building, Traverse City. Estimated construction cost \$21,455; first year operating cost \$1,500; revenue \$5,000. Applicant is licensee of WTCM Traverse City. Ann. Aug. 27.

Toms River, N. J.—Ocean County Radio Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Frank Foley, Box 402, Toms River. Estimated construction cost \$23,914; first year operating cost \$40,000; revenue \$55,000. Principals: Frank Foley (52.76%), James L. Parker (38.88%) and others. Mr. Foley is salesman; Mr. Parker is contractor. Ann. Aug. 27.

Victoria, Tex.—Cosmopolitan Enterprises. 92.1 mc, channel 221, 2.67 kw. Ant. height above average terrain 121 feet. P.O. address Box 1819, Victoria. Estimated construction cost \$7,200; first year operating cost \$6,500; revenue \$6,500. Principals: John J. and Phillip J. Tibiletti (66 2/3% and 33 1/3% respectively). J. J. Tibiletti is student, P. J. Tibiletti is lawyer. Ann. Aug. 28.

Norfolk, Va.—Continental Broadcasting Inc. 92.9 mc, channel 225, 50 kw. Ant. height above average terrain 213 feet. P. O. address c/o O. Wayne Rollins, 414 French Street, Wilmington, Del. Estimated construction cost \$36,750; first year operating cost \$50,000; revenue \$36,000. Applicant is licensee of WRAP Norfolk. Ann. Aug. 28.

Existing FM stations

APPLICATIONS

KJSK-FM Columbus, Neb.—Mod. of CP (which authorized new FM) to change frequency from 96.7 mc, channel 244, to 96.9 mc, channel 245; increase ERP to 35.3 kw; decrease ant. height above average terrain to 202 feet, and install new ant. and trans. Ann. Aug. 22.

WROW-FM Albany, N. Y.—Mod. of CP (which authorized new FM) to change frequency from 95.5 mc, channel 238, to 106.5 mc, channel 293; decrease ERP to 10 kw, increase ant. height above average terrain to 944 feet, and change site. Ann. Aug. 26.

Ownership changes

ACTIONS BY FCC

KBIG(FM) Los Angeles—Granted transfer of control of licensee corporation, KBIQ Inc., from John Poole Broadcasting Inc. (94.3%), owned 60% by John Poole and 40% by Kevin Sweeney, to Mr. Poole and Mr. Sweeney in same proportion individually. Consideration \$55,150. Action Aug. 21.

WPAX Thomasville, Ga.—Granted 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. Action Aug. 26.

WMNB North Adams, Mass.—Granted 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. (3.3% 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. Action Aug. 27.

APPLICATIONS

KXQR(FM) Fresno, Calif.—Seeks assignment of license and SCA from Elbert H. Dean and Richard E. Newman (each 50%) to Mr. Dean (50.5%) and wife, Eleanor H. Dean (49.5%), tr/as Broadcast Industries Inc. Consideration \$11,540. Ann. Aug. 22.

KNBB-FM Newport Beach, Calif.—Seeks assignment of license from James D. Higson (100%), d/b as Newport-Costa Mesa Broadcasting Inc., to Philip C. Davis (100%), tr/as Success Broadcasting Co. Consideration \$24,750. Mr. Davis is salesman. Ann. Aug. 27.

WPOP Hartford, Conn.—Seeks assignment of license from Wire Broadcasting Co. to WPOP Inc., wholly owned subsidiary. No financial consideration involved. Ann. Aug. 23.

KEYC-TV Mankato, Minn.—Seeks assignment of license from KEYC-LEE TV Inc. (100%) to parent corporation, Lee Radio Inc. (100%). No financial consideration involved. Ann. Aug. 26.

KLAS Las Vegas—Seeks assignment from Harry Wallerstein (100%), receiver, to Arthur P. Williams (100%). Consideration \$187,500. Mr. Williams, businessman with wide holdings, also has pending before FCC application to acquire control of KSHO-TV Las Vegas. Ann. Aug. 22.

WAFS Amsterdam, N. Y.—Seeks assignment of license from Irving G. Segel,

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company name _____

*Occupation Required

Thomas W. Leavenworth, Joseph N. Barnett and John A. Kosinski (each 25%), d/b as Valley Information Programs Inc., to Jack R. Poppele (40%), William E. Endres, June Poppele, Pauline Poppele and Loraine Poppele (each 15%), tr/as Tele-Measurements Inc. Consideration \$35,000. Tele-Measurements deals in radio-TV electronic equipment. Ann. Aug. 26.

KSWO-AM-TV Lawton, Okla.—Seeks assignment of license from Oklahoma Quality Broadcasting Co. to Oklahoma Quality Broadcasting Inc.; no ownership change except transfer of 15.5% of stock from T. R. Warkentin, deceased, to trusteeship. No financial consideration involved. Ann. Aug. 21.

KHEM Big Spring, Tex.—Seeks assignment of license from Thomas E. Conner and Robert E. Bradbury Jr. (each 50%), d/b as Cobra Broadcasting Co., to same persons in same percentages tr/as Cobra Corp. No financial consideration involved. Ann. Aug. 26.

WQVA Quantico, Va.—Seeks assignment of license from Harold H. Hersch (70%), W. T. Merchant (20%) and E. Ewing Wall (10%), d/b as Radio One Co., to Mr. Hersch, Harry G. Sells (each 25%), Mr. Merchant, Samuel J. Cole (each 20%) and Mr. Wall (10%), tr/as WQVA Inc. Consideration \$600. Messrs. Sells and Cole have interests in WPRW-AM-FM Manassas, Va. Ann. Aug. 26.

KAGT Anacortes, Wash.—Seeks assignment of license from Angus W. Lehnhoff (100%), d/b as KAGT Inc., to Archie Baker (100%), trustee in bankruptcy. No financial consideration involved. Also see application below. Ann. Aug. 21.

KAGT Anacortes, Wash.—Seeks assignment of license from Archie Baker (100%), trustee in bankruptcy, to Paul A. Goodin (38.7%), M. Earl McLaren, Donald R. Williams (each 19.3%) and others, tr/as Island Broadcasting Co. Consideration \$25,000. Mr. Goodin is attorney; Messrs. McLaren and Williams are stock brokers. Contingent on grant of application above. Ann. Aug. 21.

KMEL Wenatchee, Wash.—Seeks acquisition of negative control of licensee corporation, Frontier Broadcasting Co., from John E. Goslin (33 1/3%) by Craig R. Lawrence Jr. and Phillip E. Rather (each 50% after transfer, each 33 1/3% before). Consideration \$14,500. Ann. Aug. 22.

WOVE Welch, W. Va.—Seeks assignment of license from South C. Bevins (100%), d/b as McDowell County Broadcasting Co., to Kenneth J. Crosthwait (68.33%), Harry T. Burn (16.66%), Tommie Brown and George G. Fulcher (each 7.5%), tr/as WOVE Inc. Consideration \$18,500. Mr. Crosthwait owns WHBT Harriman, Tenn.; other three principals are businessmen. Ann. Aug. 26.

WAUX-AM-FM Waukesha, Wis.—Seeks assignment of license from Charles E. Williams, Meldger Figi (each 25.25%) and others, d/b as Waukesha Broadcasting Inc., to C. Wayne Wright (40.7%) and others, tr/as Midwest Broadcasting Co. Consideration \$375,000. Mr. Wright has interest in WALM Albion, Mich., and WFRL Freeport, Ill. Ann. Aug. 26.

Routine roundup

ACTIONS BY REVIEW BOARD

By memorandum opinion and order in consolidated AM proceeding on applications of Holston Broadcasting Corp., Elizabethton, and C. M. Taylor, Blountville, both Tennessee, in Docs. 15111-2, granted petition by C. M. Taylor for waiver of Sec. 1.362 of rules to extent necessary for acceptance of late publication of hearing notice; by separate order, granted petition by Taylor to extend time to Sept. 9 to file opposition to petition by Holston to enlarge issues. Action Aug. 27.

Granted motion by Radio Associates Inc. (WEER), Warrenton, Va., to extend time to Sept. 9 to respond to exceptions and supporting briefs to supplemental initial decision in proceeding on AM application and that of WNOW Inc. (WNOW), York, Pa. Action Aug. 27.

In consolidated AM proceeding on applications of Garo W. Ray, Seymour, and Connecticut Coast Broadcasting Co., Bridgeport, both Connecticut, in Docs. 14829-30, granted petition by Ray to extend time to Aug. 15 to file exceptions to initial decision; by separate orders, granted petitions by Connecticut Coast to extend time to Sept. 11 to file reply to exceptions and brief in

support of exceptions and to motion to enlarge issues filed by Ray. Action Aug. 27.

Granted petition by North Alabama Broadcasting Co. to extend time to Aug. 26 to file replies to oppositions and/or comments to petition to enlarge issues in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action Aug. 27.

ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner
Jay A. Kyle

Granted petition by Broadcast Bureau to further extend time from Aug. 22 to Aug. 27 to file proposed findings and Sept. 16 date specified for reply findings shall be adhered to by parties in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Aug. 22.

By Hearing Examiner Millard F. French

Granted petition by Broadcast Bureau for hearing examiner to enter order with respect to hearing procedures in proceeding on applications for new VHF TV translator stations of Wellersburg TV Inc., Wellersburg, Pa., and People's Community Television Association Inc., LaVale, Md., in Docs. 14857-62; ordered applicants immediately notify commission, examiner and Broadcast Bureau as to compliance with Sec. 311(a)(2) concerning notice of scheduled hearing and as to name of attorney or attorneys representing applicants at hearing; that applicants be prepared to submit proof on issues 1, 2, 10 and 11, as set forth in order of designation, at beginning of hearing now scheduled for Sept. 4 at Cumberland, Md. Action Aug. 20.

By Hearing Examiner H. Gifford Irion

Granted motion by South Florida Television Corp. to extend time from Aug. 26 to Sept. 4 to file pleading heretofore designated as step 3 of proposed findings and conclusions in Miami TV channel 10 proceeding. Action Aug. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 27

WOWL-FM Florence, Ala.—Granted CP to replace expired permit for new FM (107.3 mc, ERP 4.6 kw, ant. height 42 feet).

KSEL-FM Lubbock, Tex.—Granted CP to install new trans. and extend transmission line.

WLLH Lowell, Mass.—Granted mod. of CP to change ant.-trans. location, make changes in ant. and ground systems; condition.

Actions of Aug. 26

KLFY-TV Lafayette, La.—Granted CP to modify type ant. and specify type ant. (main trans. and ant.); ERP 301 kw vis. and 151 kw aur.; ant. height 1240 feet.

***KDPS-TV Des Moines, Iowa**—Granted CP to make changes in DA pattern (night); condition.

KGLO Mason City, Iowa—Granted CP to make changes in DA pattern (night); condition.

Actions of Aug. 23

KGFM Edmonds, Wash.—Granted SCA on sub-carrier frequency of 67 kc.

Trustees of Dartmouth College, Hanover, Enfield and Etna, all New Hampshire—Granted CP's for two new UHF TV translator stations, on channels 70 and 79, to translate programs of WENH-TV (ch. 11) Durham; condition.

WFMJ-TV Youngstown, Ohio—Granted CP to change ERP to 310 kw vis. and 155 kw aur.; change type trans., ant. and make changes in ant. system; ant. height 1,000 feet (main trans. and ant.).

WLTA-FM Atlanta—Granted mod. of CP to change type trans. and ant.; remote control permitted.

KGON Oregon City, Ore.—Granted mod. of CP to change from DA-1 to DA-2; conditions.

WJCO Jackson, Mich.—Waived Sec. 3.30 of rules to permit location of studio near city.

Actions of Aug. 22

WJAC-FM San Juan, P. R.—Granted CP to increase ERP to 80 kw and ant. height to 61 feet, install new trans. and ant. and make changes in ant. system; delete remote control operation.

WWBR Windber, Pa.—Granted mod. of CP to change trans. location.

WDEE-FM Hamden, Conn.—Granted extension of completion date to Nov. 1.

Action of Aug. 21

KSWO Lawton, Okla.—Granted license covering installation of new trans.

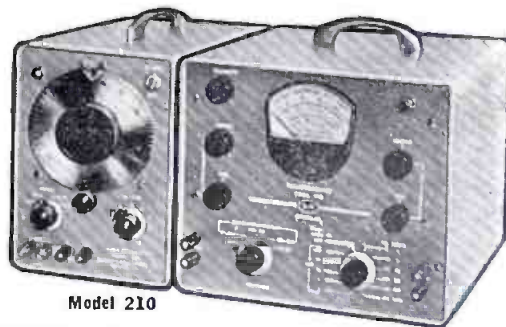
Action of Aug. 16

KSL-FM Salt Lake City—Granted mod. of license to change name to KSL Inc.

New!



INSTRUMENTS for AUDIO MEASUREMENTS



Model 210

Model 410

MODEL 410 DISTORTION METER

- Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter

provides an accuracy of $\pm 5\%$ over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR

- Provides a sine wave signal from 10 cps to 100 kc • Output level within ± 1 db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, -70

db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

BARKER & WILLIAMSON, Inc.

Radio Communication Equipment Since 1932

BRISTOL, PENNSYLVANIA • Stillwell 8-5581



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.
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 - 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

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.

Manager-upper midwest-major market. Has outgrown one man management. Original ownership. Permanent position with progressive station in fine area. Heavy successful sales a must. Complete details in confidence to Box L-3, BROADCASTING.

Excellent opportunity for manager seeking ownership of station or group planning expansion. Located in midwest town of over one hundred thousand. 35% of stock now available with remainder on yearly basis. \$5,000.00 down with terms on balance. Please reply only if financially qualified. Box L-31, BROADCASTING.

Manager top fifty midwest major market. Must have proven sales record. Salary commensurate with ability and experience. Excellent opportunity. Box L-38, BROADCASTING.

Small midwest group with big ideas has openings for general manager and for branch studio manager. Sales experience required. Box L-58, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman. management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Upper midwest man 25-35 salesman-announcer combo with possibility of working up to sales manager. Good opportunity, 40,000 population town. Send references plus last 3 years salary. Reply to Box L-35, BROADCASTING.

KRSA Country radio needs another salesman to handle increasing business. Guarantee and gas plus 15% commission. Personal interview required. P. O. B. 2138, Salinas, Calif. Phone 424-1428.

Montana's number one station in state's largest city needs experienced radio salesman. Must have imagination and initiative, and production abilities. Must not be paid for less than \$10,000 a year. Prefer a man that wants to stay put. Enter. Rent and car expenses. Salary, plus. Send me to Jerry Daggett, Box 1405, Great Falls, Montana.

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.

Help Wanted—(Cont'd)

WPIK, adult programing, Washington-northern Virginia, wants to hire professional broadcast time salesman, immediately. Contact Bill Gallagher, Jr., WPIK, Virginia Theatre Building, Alexandria, Virginia. P.S. You'll be tired at end of full working day, but refreshed with unique compensation plan!

Announcers

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 college town 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.

Classical music man for San Francisco station with solid combo operate-announcer commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box K-274, 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.

Big opportunity. 2 announcer-salesmen needed at once. Salary plus commission plus bonus. Fast growing station in small mid Atlantic community with tremendous expanding market. Send tape, resume to Box L-9, BROADCASTING.

Wanted now! . . . Swinging format jock. Happy bright sound, tight board. One of Florida's major markets with #1 rated station. Beaches, palm trees and sun. Top wage, major medical and hospitalization. Send tape, resume and photo to Box L-13, BROADCASTING.

Immediate openings for two top-notch announcers with first phone ticket, in the nation's fastest growing market. Top salary offered commensurate with ability, unlimited future with top rated station in the market for five years. Must have excellent references, as we are looking for permanent employees. Station is under multi-ownership and offers excellent fringe benefits. Send resume, photo and tape to Box L-19, BROADCASTING.

News reporter-announcer: Eastern Iowa, local station needs man to read, write and gather news. Announcing experience necessary. News experience not necessary. Desire to learn and some college education preferred. Please mail photo and resume first. Box L-37, BROADCASTING

Announcer-engineer wanted for Illinois metropolitan station. Must have first phone, however, little maintenance involved. Emphasis on voice, personality, production ability. Aggressive, established, well equipped operation. Excellent salary, merit raises, good future. Write Box L-57, BROADCASTING with complete information.

Announcer. Long Island station—combination first class license programing or news. Box L-59, BROADCASTING.

Help Wanted—(Cont'd)

Smart, established metropolitan station needs experienced announcer-production man. Good voice, clever personality and imaginative production will earn attractive salary, raises, recognition, good future. Write complete information to Box L-71, BROADCASTING.

Negro announcer for major market. Send tape and resume to Box L-72, BROADCASTING.

Fabulous Mexico City. Needed good non-rock announcer—news, music and production. No cards or licenses necessary. Biggest English language operation Latin America. Send small roll tape, some music, news, etc., and letter to Penthouse, Calle Pennsylvania 143, Mexico 18, D.F. Must be single with good voice. Beautiful working conditions, good future.

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, KCJ, Shreveport, La.

Experienced all-around announcer. Good opportunity for dependable man. Send tape, resume and financial requirements. KDEC, Decora, Iowa.

KDON, Salinas, California auditioning good voice, first phone personalities. Tape returned.

Announcer with news gathering and writing ability wanted. Good salary. Write KTOE, Mankato, Minn.

Immediate opening for two top announcers. morning and afternoon man. Mature voice, strong on news and production. Modern equipment, good working conditions, top 40 fulltime station. You won't freeze here. WABB, Mobile, Alabama.

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.

All around announcer wanted. Morning man also strong on news. If you know sports, all the better. 6 day, 48 hour week. Send tape, references, photo and present salary to WCSS, Amsterdam, New York.

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.

Wanted: Announcer with first phone. WGHC, Clayton, Georgia.

First phone-announcer—send tape and resume to WGSB, St. Charles, Illinois.

Announcer—Swingin' WHYE in Roanoke, Virginia's lookin' for air man (p.d. possibilities) with sense of humor, timing and reason! Send resume, air check and photo immediately to P.D., WHYE, Box 1187, Roanoke, Virginia.

WIL0-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, WIL0-AM-FM, Frankfort, Indiana.

Help Wanted—(Cont'd)

WHAW, Weston, W. Va. has immediate opening for announcer. Send tape, picture, resume.

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.

Wanted: Radio announcer—For rock format. Prefer young man seeking permanent job and advancement. WKUL, Cullman, Alabama.

Announcer with 1st phone for immediate and permanent position. Send tape, resume. WKXY, Sarasota, Fla.

Announcer. WNLC, New London, Conn. Experience necessary. Send resume and air check to Jim Riegert.

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.

Morning man for good music station. In fifth market. Must have first class ticket. Send resume and tape. WQTE—Whittier Hotel, Detroit 14, Michigan.

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.

Mature, experienced (at least two years) disc jockey wanted. Send complete resume, tape and salary requirements to WTTT, 112½ Market, Tiffin, Ohio.

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.

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

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, J. S. Information Agency, Washington 25, D. C.

Experienced chief engineer for Alaska am-v. Light announcing. Send resume to CINY, 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.

Help Wanted—(Cont'd)

Need immediately combo chief engineer-announcer; a real technician with mature voice. Call Dan Novelli, WBUZ, Fredonia, N. Y.

First phone combo man—experience-maintenance—minimum air time 500 watt daytime operation in South Carolina coastal community—2 station market. Contact WGOO Radio, Post Office Box 129, Georgetown, South Carolina.

Two engineers with first phone, one for chief, salary open, contact W. A. Hughes, WTTT, Tiffin, Ohio.

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.

Production director for group operation, excellent working conditions, headquarter at one station with occasional field trips to others in group—good starting salary. Must have experience, talent and ability to help create top-notch promos, clever contests and hip sounds. Writing ability secondary but must be a master with tape and have know how to make productions that are noticed. Send resume and sample of work to Box K-231, BROADCASTING.

News director for top 40 operation in large Ohio city, must have desire to dig for news, write and deliver concise, fast paced newscasts. Fine working conditions, great crew, opportunity to editorialize, good starting salary. Send tape and facts to Box K-232, BROADCASTING.

Production-promotion manager. University-owned, large am-fm operation now considering applicants for above position. This is a growth position with well-known educational stations located in ideal middle-western community of 30,000. You will handle a heavy schedule of community affairs talks and documentary programs as well as standard music and variety shows. Air ability and knowledge of classical music is required. You must have imagination, a B.A. degree, and sincere interest in educational programing. One or two years experience preferred but recent B.A.'s considered. Starting salary \$6400 with insurance plan, health plan, retirement benefits and good advancement opportunities. Send complete resume, references, samples of work (tapes) and picture immediately to Box L-5, BROADCASTING.

Midsouth station desires newsman. Light announce shift. Start \$85.00—48 hours. Also announcer for night work. Start \$85.00—48 hours. Natives south Mason-Dixon line. No rockers. No floaters. Audition and photo first letter. Box L-22, BROADCASTING.

Newsman wanted by Indiana station to collect, write, and deliver local news and special events. Station now has part-time local news coverage and desires person to devote time exclusively to local news. Excellent opportunity for beginner. In applying, give education, experience if any, recent picture, and approximate salary requirements. All replies will be answered. Box L-28, BROADCASTING.

Major midwest am-TV operation looking for bright, alert traffic girl. All employee benefits, and a wonderful market to settle down in. Send resume and salary range to Box L-29, BROADCASTING. Personal interview in Michigan required before job is filled.

Copywriter, Long Island station. Male or female. Some experience. Car needed. Box L-60, BROADCASTING.

Newsman wanted for metro market on Great Lakes. Experienced man who loves news and can deliver in fast paced, hard sell manner. Contact Bob Allen, 814-456-0213.

Copywriter wanted for immediate employment. Must be experienced female age to 35. Radio WBIG, Box 1807, Greensboro, N.C.

Need an experienced news man to gather, write and report local news. Send tape and resume to Ernest Sparkman, WKIC, Hazard, Ky.

RADIO

Situations Wanted

Management

Was station owner, have sold. Wish to manage in medium sized metro market. Five years general manager experience, seven years sales managers experience in competitive markets. College, 1st phone, married. Minimum \$10,000.00. Some TV background. L-32, BROADCASTING.

Attention California. Creative salesman now employed seeking employment as salesman, sales manager or selling manager for small market station. 1st phone license. 15 years experience. Box L-44, 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 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.

Sales

Experienced broadcast sales engineer preferring midwest area for electronic firm. Box L-8, BROADCASTING.

Announcers

Disc-jockey—experienced, looking to settle. Can do play-by-play baseball. Box K-186, BROADCASTING.

Announcer/dj. Experienced personality, tight production, fast board. Strong sell, authoritative news. Married, will settle. Box K-285, BROADCASTING.

So my mother doesn't like me . . . my listeners do . . . \$o will your\$. Fast, original comic. Young, no problems except I'm boxed in where I am. Unc' doesn't want me. Format. Major markets. Box K-293, BROADCASTING.

Announcer—6 years experience—prefer northeast coast states. Married man. Box K-295, BROADCASTING.

DJ, experienced, college, vet, family. Talented, dependable. Prefer midwest, modern format. Box K-307, BROADCASTING.

Available immediately. First phone, 10 months experience in am and fm. Desire work in Cleveland or anywhere in north-eastern Ohio. Box L-4, BROADCASTING.

Announcer little experience. Don't sell short real talent. Determined. Give me a start. You won't regret it. I won't forget it. Broadcast graduate, thrd ticket, Jersey, anywhere, audition me now. Box L-6, BROADCASTING.

Experienced top 40 dj has personality, voices, and trax, wants to settle in California. Presently giftwrapped in straight jacket, under cartridge machine, collecting listeners. Box L-17, BROADCASTING.

Excellent top flight announcer, currently within top ten market. Unusually distinctive voice. 21 years experience all phases of radio-TV air work. 2 years 11:00 p.m. TV newscaster. Authoritative, sincere, believable, mature. Age 37—executive potential. Organization must be one of integrity. Box L-10, BROADCASTING.

#1 rated announcer in 17 station market—Now P.D. at 5 kw regional would like to relocate again in a major market. 10 years experience in all phases of radio and TV. Must have \$130 per week. Prefer Arizona and West Coast, but, will consider others. Box L-78, BROADCASTING.

INSTRUCTIONS—(Cont'd)

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.

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, 1909 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.

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, Leiner St., San Francisco.

20 addition tapes duplicated \$25. 100 re-run. \$55. National representation. Write the man men at Darden Associates, Box 231, Roosevelt, N. Y. 516-TN8-4912.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

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.

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:

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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, picture, references, and complete resume to:

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OPPORTUNITIES FOR NEWSMEN

TV and Radio news directors, news writers, newscasters and reporters sought by broadcast group operating stations in major markets. Should be willing to relocate. Send full information, including evidences of proved success. Salary open. Replies held in confidence.

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Situations Wanted

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Mature, competent broadcaster, well-versed in all phases of radio, and now in top 30 market, desires opportunity in medium Mid-West market. Dependable, hard-worker, good credit and references. All replies answered.

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Send resume and salary expected.

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TELEVISION

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ALL BROADCAST PERSONNEL PLACED MOST MAJOR U. S. MARKETS MINOR-MARKET MIDWEST SATURATION WRITE FOR APPLICATION NOW

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LONG-TIME OWNER

of two profitable 5kw stations in major markets wishes to consider appropriate merger to achieve benefits of combined operations.

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A creative liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 82nd year. For catalog write: Director of Admissions.

EMERSON COLLEGE
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TV
SPEECH
THEATRE**

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.

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FOR SALE

TV exercise Series

\$10,000 Cash

on 16 mm film.

Cost to produce

approximately \$175,000.

Reply to

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Reg. Pend.

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For Sale

Stations (Cont'd)

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 consultation fee or \$400,000 on terms.

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OWNER WISHES

to sell medium market West coast network television station. Principals only.

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MAINE—\$125,000; NEW HAMPSHIRE—\$100,000; VERMONT—\$100,000; NEW YORK—\$125,000; SOUTHWEST VHF—\$100,000; NEW YORK—\$60,000; MISSOURI—\$600,000; FM NETWORK—\$1,000,000.

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AUSTIN 56, TEXAS

COLLEGE IS BUSINESS' BEST FRIEND

Business employs almost half of the product of colleges—the college graduate. Business management is largely composed of college graduates. Business concerns benefit extensively from the research colleges engage in. Business owes college a great debt.

Higher education is facing during the next decade greatly enlarged student enrollments, the problems of an explosion of knowledge, and the need to meet ever growing demands for ever better educated men and women.

These problems involve vastly increased costs which cannot be met out of present income.

The operating cost of higher education today is over four and a half billion dollars a year and will at least double in this decade.

Business and industry, as major beneficiaries of American higher education, must recognize a responsibility to contribute their fair share.

American business corporations produce much of the nation's wealth. They have enormous power for good. We believe they can exercise it in a meaningful way—as many do now—by providing voluntary support for colleges and universities of their choice.

These conclusions, and the following statement of conviction, were outcomes of a recent conference of business leaders sponsored in New York by the Council for Financial Aid to Education, Inc.



A STATEMENT OF CONVICTION

We believe that, in the light of the present urgency, now is the time for a broader and deeper participation by the business community in the support of higher education. We therefore call upon our colleagues in American business and industry to help spread the base of voluntary support of higher education as a necessary supplement to the extensive support which busi-

ness now provides to education through taxes.

We urge responsible management to think through its opportunity and its obligation to adopt meaningful programs of voluntary corporate support to those colleges and universities whose service and quality they wish to encourage and nurture. We on our part will do no less.

KENNETH H. KLIPSTEIN,
American Cyanamid Co.

JOSEPH A. GRAZIER,
American Radiator & Standard Sanitary Corporation

M. NIELSEN,
The Babcock & Wilcox Co.

HARMON S. EBERHARD,
Caterpillar Tractor Co.

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Metropolitan Life Insurance Co.

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Norfolk & Western Railway Co.

STANLEY DE J. OSBORNE,
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WILLIAM CARPENTER,
Pittsburgh Plate Glass Co.

CHAMP CARRY,
Pullman, Incorporated

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H. GERSHINOWITZ,
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Council for Financial Aid to
Education, Inc.**

*Director, Council for Financial Aid to Education



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OUR RESPECTS to Harold Neal Jr.

Station-level training leads to the top

The man appointed three months ago to direct the fortunes of the ABC-owned radio stations comes from what has been called "the second or third generation" of radio practitioners. This is a breed that has observed the phenomenon of radio at its early peak, the subsequent decline when television reared its head, and the more recent resurgence of the medium in a new and more diversified role.

A man with this background is Harold Luther Neal Jr., named June 4 to be president of the ABC-owned radio stations after serving three years as vice president and general manager of ABC's New York outlet, WABC.

He prefers to talk of radio now not in terms of "survival," but in terms of its "potential," in an era when affixing a new "purpose" to radio is well nigh impossible by the very nature of the medium. "Saying that one station can be all things to all people would be incorrect," said Mr. Neal, "But it is possible now for radio to serve the diversified interests of the public simply because there are so many stations.

"It now becomes the responsibility of the individual station to seek out the needs and interests of its particular segment of the public, and to cater to these needs and interests. It is one thing for a station to command a high listening public by the nature and quality of its programming, but with this high exposure of a station goes the inherent responsibility of public service."

Vital Injection ■ Hal Neal's work at WABC bore out the practice of his theory. Taking over as vice president and general manager of the station in 1960, Mr. Neal injected into the station's programming and sales operation a vitality which lifted it near the top in ratings among New York stations, as well as solidifying the station on firm financial ground. But in the midst of this task, Mr. Neal wrote in a WABC station journal in 1962 that "our personalities, our news and sports programming, our community services activities, on and off the air, have but one purpose, to make WABC the greatest instrument for effective service in the city of New York."

The fruits of his labors can be documented substantially. In 1962 the awards committee of Ohio State University cited a special WABC series as "outstanding" and "distinguished," and the New York Citizens Budget Commission honored the station with a citation for its 39-part series on municipal government, *Sound of New York*.

At the same time, public response to

the Neal-motivated WABC operation was such that this spring, a "principal of the year" promotion drew a response of 60 million ballots from metropolitan listeners, and prompted Mr. Neal to observe wryly that it "was almost too much of a success."

It is this record, and a longer, equally substantial list of achievements at ABC-owned WXYZ Detroit which Mr. Neal brings to his new post.

Station Level ■ He prefers to use such terms as "autonomy," and "independence" or "individuality," in describing the owned stations, since Mr. Neal's own orientation to broadcasting indicates unusual understanding and appreciation of the importance of decision-making on the station level. He describes his aims as "a continuation of the work" of his predecessor in the post, Stephen Riddleberger, now vice president and general manager of ABC News.

Mr. Neal inherits supervision of a diverse group of six stations, plus two separate FM outlets. Their programming varies from the modern format of WABC, WXYZ, KQV Pittsburgh, and WLS Chicago, to the talk format of KABC Los Angeles, and the more locally oriented programming of KGO San Francisco. To this heterogeneous group can be added the serious music programming in FM stereo by WABC-FM New York.



Mr. Neal

That each station should maintain an individual personality based on local need and interest is Mr. Neal's aim; he asks that they be uniform only in their awareness of public service, an area in which he already has encouraging reports. Work by WLS played a major part in passage by the Illinois legislature of a bill banning the sale of obscene literature to minors, and among WXYZ's recent accomplishments was the 12-hour all-night broadcast of a session of the Michigan legislature.

"Radio's future lies not in the success of one or two stations or a network, but in promotion of the medium as a whole," said Mr. Neal. "Our stations' success in recent years has been fantastic."

Such medium-wide promotion was one of the early contributions Mr. Neal made to radio—and a significant step along the way that carried him from a Detroit 250-watter, WJLB, to his current corner office at 7 West 66th Street in New York. It was while he was promotion manager at WXYZ that he helped institute the slogan, "Wherever you go, there's radio." The phrase, coming during the so-called "dark days" of radio in the early 50's, caught on nationally.

Speedy Climb ■ Before he left WXYZ in 1960 for New York, Mr. Neal had risen from promotion manager to the position of sales director in 1956 and later the same year he was named general manager of the station. During that time, WXYZ became established near the top among Detroit stations.

Hal Neal became interested in broadcasting while he was participating in a script writing course at Detroit's Redford high school, and he was called upon to read a script over the school's public address system. The spark kindled there carried Mr. Neal into broadcast activities at Michigan State College. He also attended Wayne University in Detroit.

Before receiving a degree, however, and at the tender age of 19, Mr. Neal forsook college for an announcing job at WXYZ in 1943. After a year's stint in the Army Air Force, he returned to join WXYZ as an announcer, subsequently switched into promotion.

Born March 25, 1924, in Macon, Ga., Mr. Neal spent most of his life in Detroit, attended Detroit public schools, and married a Detroit girl, Shirley Ann LaBine, in 1947. They have three children—Barbara, 13, Nancy, 7 and David 6. He describes his personal interests as "the usual things—music, swimming, and so forth," and confesses an affinity for sight-seeing in New York.

How to win without fighting

LOUD playing of portable radios on public transportation—meaning busses—has been banned in Baltimore. A local ordinance adopted by the city council withstood the efforts of 10 local radio stations, backed by the National Association of Broadcasters, to have Mayor Theodore R. McKeldin veto the measure.

The action in Baltimore is likely to spread to other cities. Local ordinances have a way of galloping across the nation.

The ordinance was adopted in Baltimore because some citizens argued that loud playing of transistors had become a public nuisance, like spitting on the sidewalk (or in busses). The ordinance, however, does not preclude use of earphones (hearing-aid style) with transistor sets.

In radio's early days—before the advent of the transistor or even the midget receiver—there were complaints about loud-playing radios, particularly during hot summer nights when windows were open. That problem was handled by the stations themselves through judicious use of announcements suggesting that volume be turned down in consideration of neighbors.

The best answer to the public transport radio problem, it would appear, would be to urge the valued transistor audience to use the hearing aid earphone, which adds barely an ounce to the set, and makes for better listening anyway.

The thinker

IT is not yet clear where Lee Loevinger is heading in his attempts to formulate a personal philosophy about broadcasting and broadcast regulation. But it is clear that the FCC's newest member has already given deeper thought to those subjects than some of his colleagues who have been around longer and that he has already reached some basic conclusions that are fundamentally sound.

We say that knowing that a good many broadcasters are in a state of alarm over his proposals for diversification of ownership in radio and television, for a rule requiring stations to devote at least as much time to news as to commercial messages and for the establishment of a broadcast news service to compete with AP and UPI. These three proposals which he advanced in his speech to the Association for Education in Journalism last Monday have received more attention than anything else he has said. Yet some of his other observations deserve at least as much exposure and consideration. To quote a few:

"... Much television programing is trash by my standards. But I would not ban all trash from the air if I could. That which I disdain is esteemed by others. One man's trash is another man's treasure. . . . I do not know of any legal or ethical warrant for attempting to establish my taste as a standard for others."

Speaking of the FCC's current practice of reviewing programing performance at license renewal time and of its program policy statement of July 1960: "I believe that under our system of government any effort at direct control of programing is not only wrong but futile."

In short, Mr. Loevinger has written off the prevailing philosophy of the commission for what it is: a bald violation of the First Amendment by bureaucrats attempting to standardize programing throughout the country. If he does nothing more while on the FCC, he will have performed a worthwhile service.

As to the three suggestions in his speech, it seems to us that at this stage they constitute less cause for alarm than for concern. Mr. Loevinger himself described them as "subject to change upon further study and reflection."

We doubt that he will ever be persuaded to abandon en-

tirely the notion that a diversity of ownership in radio and television is to be desired, but we also doubt that the notion will lead him to extreme proposals. He is a rational man who gives no indication of a desire to push people around for the pleasure of doing so. Though he deplores what he believes to be an already excessive concentration of control, he says that divestitures of present broadcast holdings would present both "practical and legal difficulties."

His second proposal, for a rule requiring as much time for news as for commercial messages, bears the mark of an idea thought up hastily. He himself described it as a "crude" way of insuring that broadcasting perform its journalistic function ("which gives the principle social value to broadcasting") and of checking overcommercialization ("the aspect of broadcasting most frequently and most vehemently criticized by all segments of the audience"). After reconsideration, Mr. Loevinger may realize that this proposal runs counter to the basic decision he has made: that the government has no business in programing.

Mr. Loevinger's third suggestion, for the creation of a news association specializing in broadcast news, was, we suggest, irrelevant. If there is merit in the suggestion, we have detected no significant demand among broadcast newsmen for a service that would eliminate their need for AP or UPI. In all events, it is not for a government official to say whether such a service is needed or even desirable.

Despite the imperfections in his proposals, Mr. Loevinger's intellect and scholarship must be respected. He has the capacity to become one of the FCC's most influential and effective members.

One way out

THE implications are obvious if the new Subscription Television Inc. succeeds in establishing viable systems of wired pay TV in Los Angeles and San Francisco. The rush to wired developments elsewhere will be on, and broadcasters will be faced with new competition for audience and for programing.

Broadcasters will be at a disadvantage if that comes to pass. They are regulated by a demanding federal government; wired pay TV is not. If broadcasters seek to convert to pay TV on their broadcast channels, they will be under even tighter government controls. In the circumstances, wired operations look more and more inviting. If the government continues on its present course of ever-tightening regulation of broadcasting, it may some day find a lot of vacant TV channels on its hands and nobody to regulate.



Drawn for BROADCASTING by Sid Hix

"I'll tell you why business is lousy between 4 and 6. The little brats are indoors watching TV kiddie programs!"

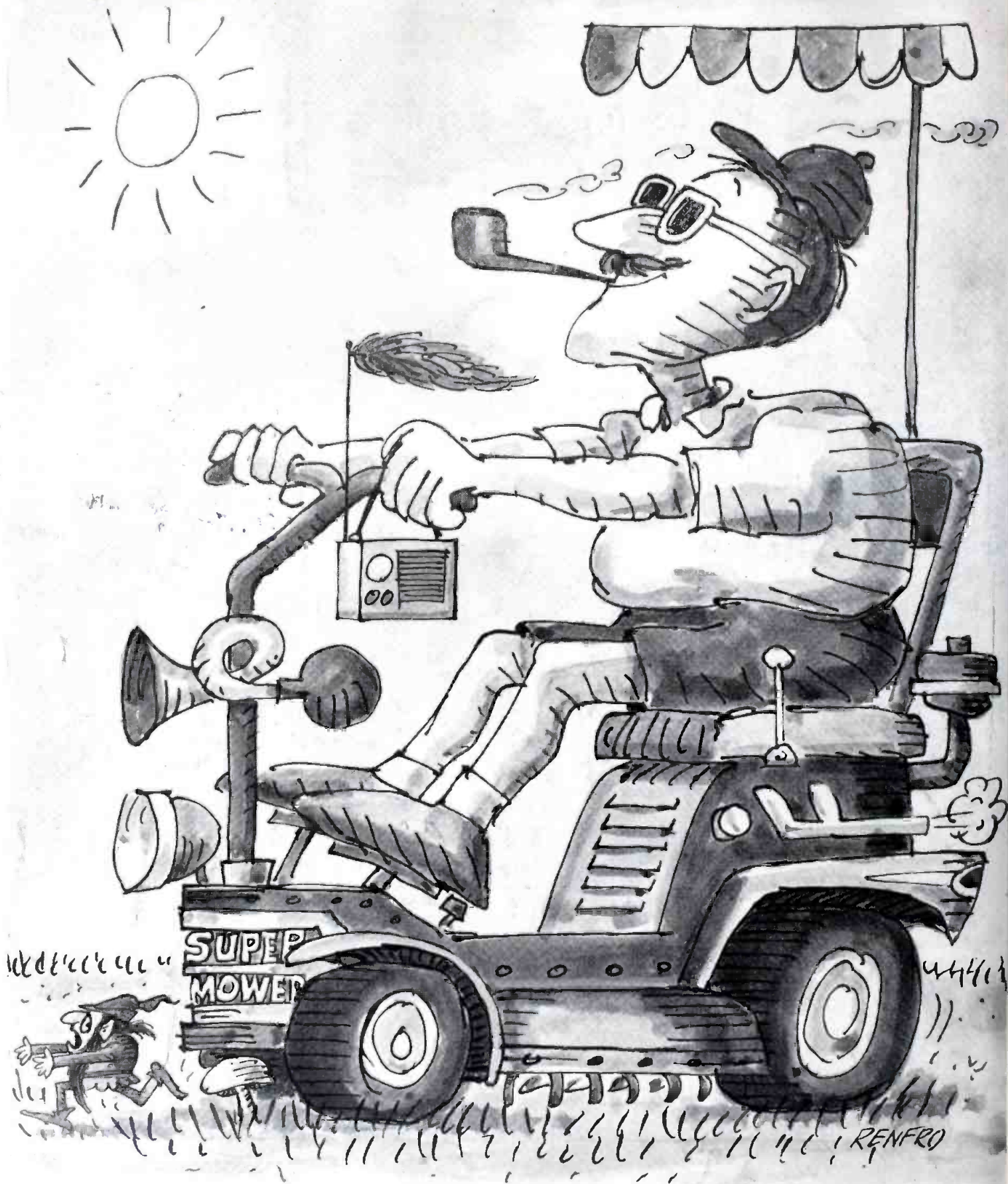
as long as you're up get Channel 2

Please. It's the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That's where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.

The light and legendary blended Texas Television.
Proved for sales results. Imported to the United States from Houston, Texas by Edward Petry & Co., National Representatives.



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WEEKENDS ARE DIFFERENT... SO IS MONITOR

People get grassy-eyed, weekends... tool sheds are empty... patios are full... rumpus rooms jump... and radios are go... Mike Nichols... Elaine May... your commercial... Jonathan Winters... please spare the zinnias!... Frank McGee... your commercial... Basil Rathbone... Joseph C. Harsch... Mel Allen... your commercial... something for everyone... specially sponsors... your commercial... say, is *this* radio?... aaah!... it's **WEEKEND MONITOR!**... **NBC RADIO!**