



# BROADCASTING

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

21220  
3Y 100  
11515  
MAY 64

## TELEVISION AND RADIO

NEWSPAPER

SEPTEMBER 16, 1963

Broadcasters continue to grope their way through ratings labyrinth ..... 27

Spot TV's 2d quarter exceeds expectations with increase of 18.5% ..... 36

\$10 million increase in radio-TV spending earmarked by car makers ..... 30

Giants-Dodgers toll TV to get Pat Weaver as president ..... 48

COMPLETE INDEX PAGE 7



**ONE STANDS OUT...**  
*between "good" and "great" there is always a "PLUS" to make the big difference!*

In the Minneapolis-St. Paul Market there are four commercial television stations.

All are good; but WCCO Television ratings and coverage have placed it first by far. The lead is even greater when you realize the Channel 4 SALES CLIMATE . . . a provable plus.

We're proud of the dominance our facilities have won in 662,820\* family circles. Even more important to result minded advertisers is the degree of persuasion our personalities deliver for sponsors. Coverage makes a station good; A resultful Sales Climate makes it GREAT. We have documented the difference. Ask for it!

*audience plus!*

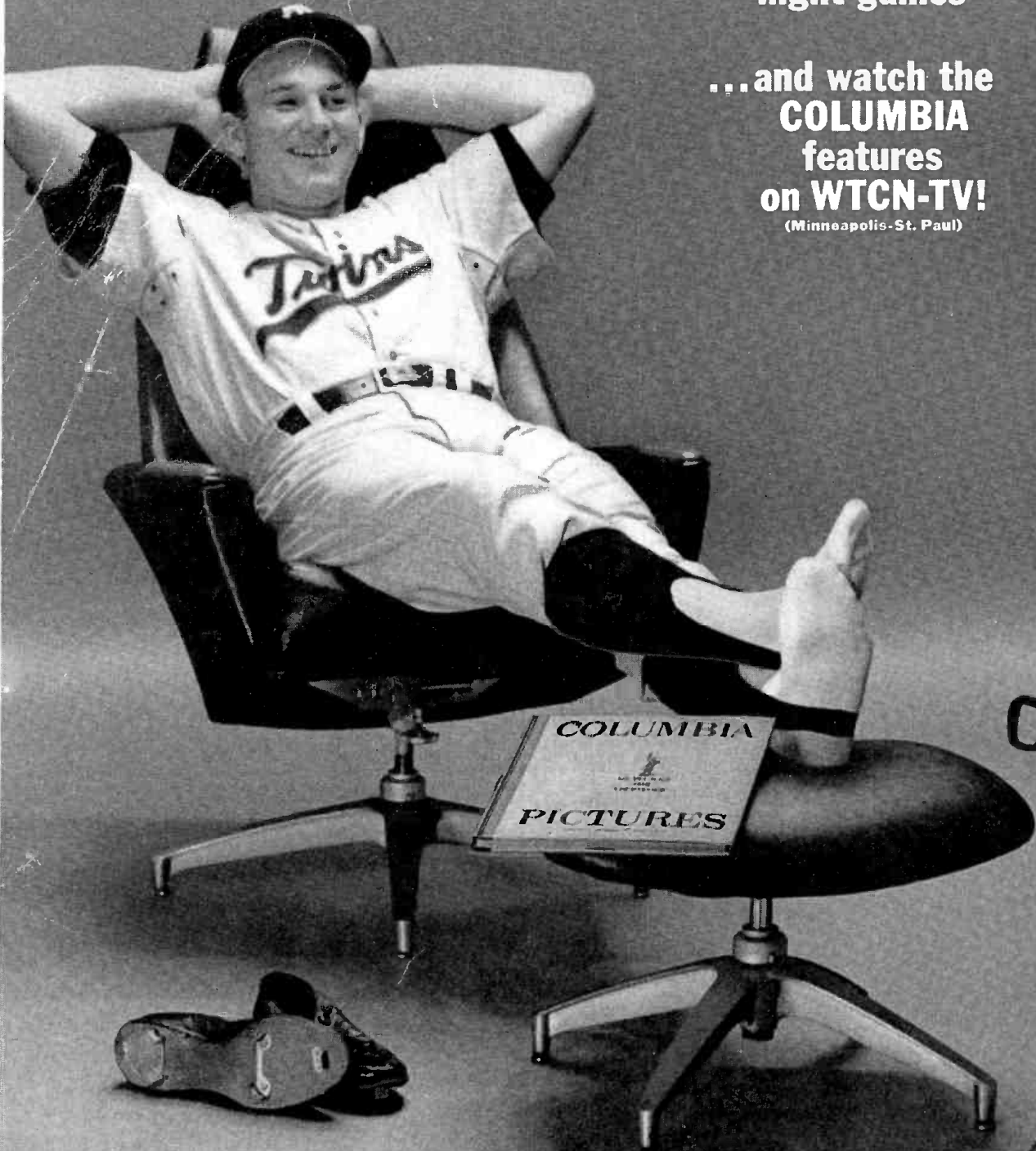
# WCCO



ST. PAUL, MINNEAPOLIS 4 TELEVISION

Harmon Killebrew  
would rather  
sit out  
night games

...and watch the  
**COLUMBIA**  
features  
on **WTCN-TV!**  
(Minneapolis-St. Paul)



The **COLUMBIA** features can be seen  
currently in more than 130 markets.

Distributed exclusively by

**SCREEN**  **GEMS, INC.**

## OUR RESPECTS to Frank Gaither

# A pillar of service to broadcasting and the community

Sometimes the end justifies the means. In the case of Frank Gaither, the means transformed itself into the end.

It happened in 1933 when Mr. Gaither, now general manager of the Cox broadcasting properties, arrived in Atlanta to enter Oglethorpe University. Young Frank had chosen a career in dentistry, and the means for paying for such schooling was to come from an announcing job.

However, he soon found that he was spending less time in the classroom than before the microphone, a growing interest that raised the question of whether or not he had chosen the right career.

Frank wasn't long deciding. He switched to broadcasting. After a beginning at Oglethorpe's WJTL as a working student, he went to WTOG Savannah, Ga., as an announcer for one year.

Frank next headed back to Atlanta and WGST, the station of the Georgia School of Technology. In the ensuing 12 years he came up through the ranks as announcer, program director, sales promotion manager, sales manager and finally general manager of WGST.

The next major turning point in Mr. Gaither's career was in 1946. WSB, the *Atlanta Journal* station, offered him the post of sales manager and he accepted.

With the advent of commercial television after World War II, it was to be expected that WSB-TV would be founded. And it was even more natural that Mr. Gaither would assume the post of sales manager for the combined radio-TV properties in 1948.

When the radio and television operations were split in 1951, Mr. Gaither was appointed station manager of WSB. He took over as general manager of the radio station on Jan. 1, 1958.

**The Big Promotion** ■ The latest and largest stride in Mr. Gaither's career came earlier this month. On Sept. 1 he was named general manager of the James M. Cox Stations, responsible directly to J. Leonard Reinsch, executive director.

The Cox stations, in addition to WSB-AM-FM-TV, are: WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami. An application to purchase KTVU(TV) San Francisco-Oakland is awaiting FCC action.

Despite the constant pace Mr. Gaither maintains in his working day, his fellow workers are quick to praise his easy-going nature and ability to communicate with employes. It's said that

if one of the staff—whether top executive or apprentice—is laid up by illness, the first visitor will be Mr. Gaither.

This capacity for communication stems back to Mr. Gaither's early days in radio, when he conducted one of the more popular programs in Atlanta, *Frankie and Johnnie*. In the role of Johnnie, he interviewed countless people on the streets during the six-and-one-half year tenure of the show.

"I was a sidewalk snooper," Mr. Gaither declares. "We put radio on an eye-to-eye, neighbor-to-neighbor basis. It was full of gab and gossip and corn and criticisms and opinions. It was real down-to-earth programing."

He further notes approvingly that radio today has matured even further by not restricting this concept to one 15-minute period a day, but by presenting this programing hour after hour.

"The knowledgeable broadcaster refuses to lock himself in an ivory tower or to transmit programs on a one-way line," Mr. Gaither maintains. "The doors are open. The people speak and the airwaves are alive and sizzling with the voices and sounds of the community."

**Insomnia** ■ This is no easy job, he notes, pointing out that "all responsible broadcasters suffer in some degree from insomnia. We wonder and worry about how to do the job better, how to mean

more to listeners and to advertisers. how to become more important to the community."

Though himself blessed with three decades of experience in advertising and broadcasting, Mr. Gaither feels that some of the solutions to the vexing problems in these fields will come from the minds of the young. He made this point in a talk this summer in Atlanta:

"I think it is high time that more of our successful and knowledgeable experts sit down at a typewriter and turn out some textbooks. Many advertising texts are hopelessly outdated and inadequate. Let's give the hungry young minds something nutritious to chew on."

"In the field of broadcasting, we are finding it increasingly important that newcomers learn to think of radio and television advertising in new, creative ways."

**Active Joiner** ■ Mr. Gaither's energies in behalf of broadcasting go far beyond the limits of his company. His service record includes being a member of the board of directors of the National Association of Broadcasters; member of the NAB Standards of Good Practices committee; on the board of directors of the Radio Advertising Bureau; on the board of directors of the Associated Press Radio-Television Association. In addition, he is past president of the Georgia Association of Broadcasters and past executive committeeman of the NBC Radio Affiliates Association.

Other affiliations of Mr. Gaither: charter member and director of the Brookwood-Atlanta Rotary Club; Delta Sigma Phi fraternity; Di Gamma Kappa broadcasting fraternity; extremely active member of the Shrine (Yaarab Temple) and Scottish Rite Mason; Sigma Delta Chi; board of directors and mass media chairman of Fulton County Cancer Society.

Born Oct. 1, 1910, in Montgomery, Ala., he spent his earlier years attending schools in that area.

In 1935 Frank Gaither married the former Laura Causey of Atlanta. They have three children: Beverly, 27 (Mrs. W. O. Ussery); Judy, 23 (Mrs. James B. Beatty), and Florence, 17. Given the opportunity, Mr. and Mrs. Gaither also will proudly tell you about their five grandchildren.

Outdoor cooking is Frank Gaither's favorite hobby. And when the opportunities present themselves, he hunts, fishes or works in a round at the Ansley Golf Club or the Capital City Country Club.



Mr. Gaither

## Arraignment without a charge

**T**HE confusion over the reliability and use of broadcast audience measurements is rapidly approaching a stage of totality. It may very well begin to do real damage to radio and television in their competition with rival advertising media.

The source of the confusion is, of course, a government that has pronounced ratings to be inadequate or worse, has told broadcasters to clean ratings up, has threatened reprisals for lack of corrective action but has failed so far to define explicitly the circumstances under which punishments will be meted out. It would be no sillier or more unfair if the government, lacking a criminal code, announced without elaboration that some acts would be considered bad and would be punishable by fines, imprisonment or execution, depending upon the seriousness of the undescribed offenses.

Charles A. Sweeny, the Federal Trade Commission staff member who has been assigned to prosecute violators of the ratings rules that are yet to be defined, did nothing to clarify matters last week when he appeared before the Radio Advertising Bureau's management conference in Hot Springs, Va. As he said at the outset, the FTC members have yet to rule on any ratings case involving broadcasters, "and as a staff member I certainly cannot predict what their rulings might be." What he said from then on, however, added up to an ominous warning that broadcasters will be held responsible for the accuracy of the measurements they use and, beyond that, must do nothing to influence the size of the measurement. Mr. Sweeny was particularly critical of the practice of "hypoing" ratings by special promotions or programing. If Mr. Sweeny is to be taken literally on that point, the FTC has opened a whole new field of adventure that must inevitably lead it into the world of print media as well as broadcasting.

Audience promotion, through whatever means, is the radio and television counterpart of circulation promotion for newspapers and magazines. It is a rare publication that does not conduct elaborate campaigns to attract subscribers or newsstand buyers. The "hypoing" that goes on in the print media is at least as energetic as that in radio and TV and is conducted for the same purpose—to build audiences that advertisers want to reach.

Undeniably there have been imperfections in the ratings themselves and cases of exaggeration in their use. But the advertisers and agencies to whom broadcasters make their sales appeals are neither gullible nor ignorant. They certainly do not need the degree of protection the FTC, at the prodding of a House subcommittee, seems to be determined to create for them. It is a kind of protection that can lead only to the weakening of radio and television as forces in the advertising business.

## Free . . . for all

**I**N a way we are not unhappy about the disturbance over "controlled news" being agitated by newspapers. It will make the lot of the broadcaster a bit easier for the printed page editors and publishers to comprehend. All along, the broadcaster has been subject to federal influence that the print journalist has mercifully escaped.

Many newspapers in the last month or so have published editorials rebuking the New Frontier for the establishment, within the Department of Agriculture, of a crop and market reporting wire service in competition with private commercial services. They argue that this innovation could threaten freedom of the press and they equate it with what has

happened in Communist or police state countries.

In the same vein, the Republicans, through the recently established GOP House Task Force on News Management, have joined the affray by pointedly suggesting that the government "keep out of the news-gathering and transmission business." And they have taken after FCC Commissioner Lee Loevinger's proposal that broadcasters set up their own news service to compete with the Associated Press and United Press International.

Although politically motivated, the GOP observation in regard to a specialized news association for broadcasters isn't entirely idle thought. The FCC has contrived means of regulating non-licensees, such as the networks and even program suppliers. If broadcasters established their own news association on a cooperative basis roughly comparable to the AP, would that association be able to prevent the government from regulating its operation? The FCC regulates common carriers too.

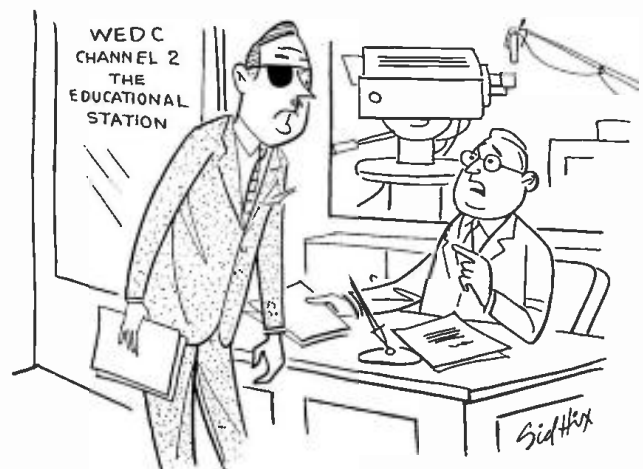
The GOP task force put it bluntly: "Now the FCC wants to tell the broadcast media how to run its news business. The next step is federal control of the broadcast wire service and eventual control of the news content of the service."

Rather far-fetched? But who would have imagined 10 years ago that an FCC would attempt to tell stations how much local live programing they should schedule in prime time, or when to program for children, or that a "fairness doctrine" requires them to give free time to answer partisan views expressed in sponsored programs?

We are alarmed over the developments that have struck fear in the hearts of our contemporary publishers. We were alarmed years ago when we saw the first signs of government intrusion into programing—not under the New Frontier, but under the Eisenhower administration. We were alarmed in July 1960 when the Republican-controlled FCC adopted its program "guidelines" for broadcasters.

There are those in government today (including the FCC) who will tell you without batting a bureaucratic eye that if the First Amendment were proposed as new legislation in Congress today, it would be overwhelmingly voted down.

The fight against government incursions in news gathering and dissemination is not a campaign for newspapers alone or radio and television alone. It is an all-inclusive struggle of all mass communications to retain their freedom.



Drawn for BROADCASTING by Sid Hix

"Take time off until that infected eye clears up. Folks might think your program is being subsidized by a shirt company!"

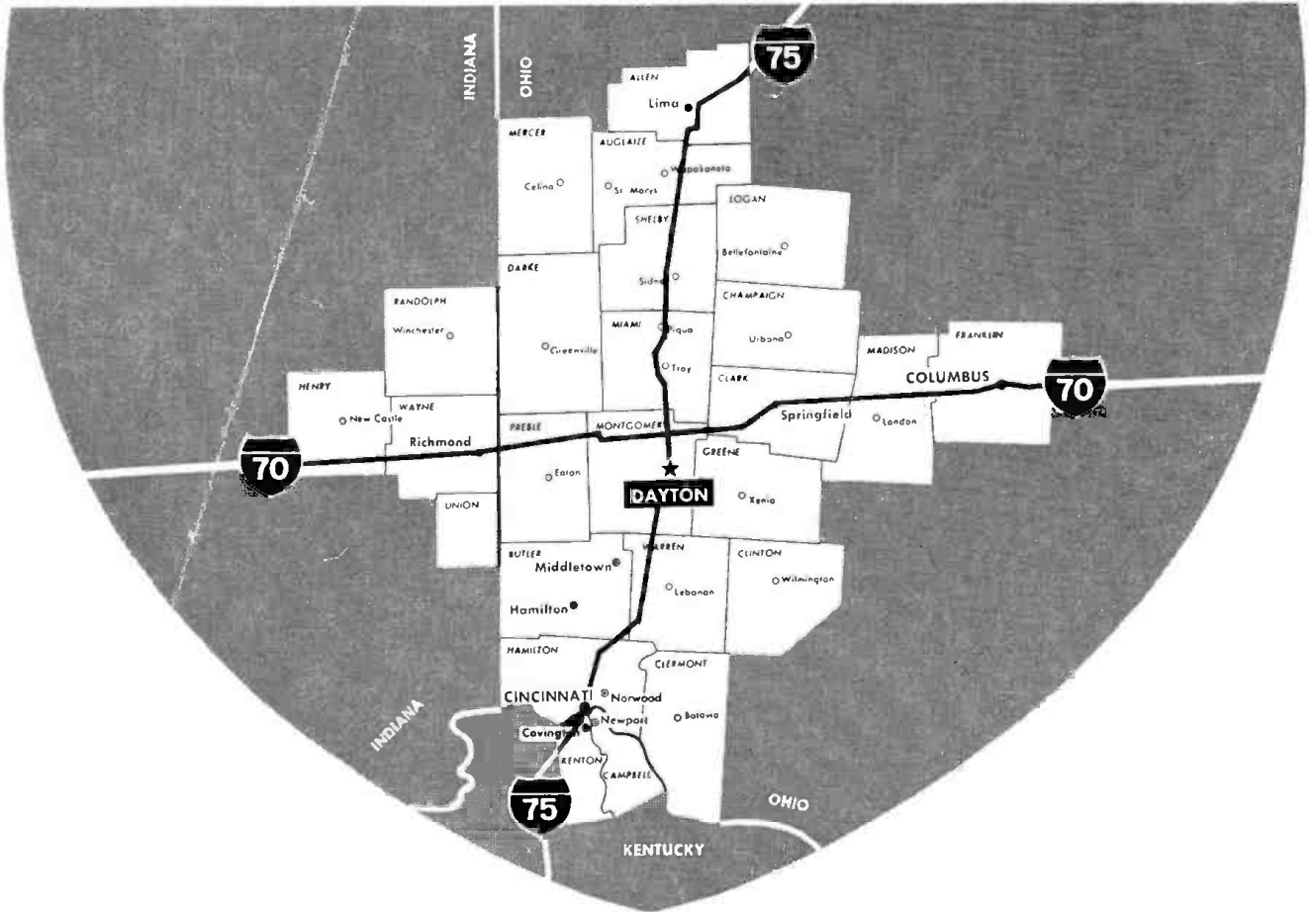
Less to look at—  
**More to see**

For months, Ikonogenics Incorporated, Dallas, has been at work re-designing WBAP-TV for the eye as well as the ear. / This fall WBAP-TV will bring its viewers out of the ordinary world of communications into an exciting new wonderland of the ultimate in the video art. / Our viewers will experience a sensational new efficiency in "signal to noise" ratio of television communication. / Much *less* to look at. Much *more* to see. Much more *worth* seeing. / It could start a revolution in television.

WBAP-TV   
Fort Worth Dallas 

Welcome to

Megacity<sup>®</sup> 70 75



*... the tenth largest consumer market in America*

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of **seven** metropolitan areas ... three and one-half million people ... **tenth** largest consumer market in America!

Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—**powered** to reach a huge segment of this concentrated audience with a total buying power of over **seven billion**.

Let George P. Hollingbery tell you how efficiently and economically you can reach it.  
Megacity 70-75!

WHIO-TV • CBS • CHANNEL 7

**WHIO**

WHIO-AM-FM • DAYTON, OHIO

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

INITIAL APPLICATION

CBC USES

"T-1"

USS

-1,

A441,

A36

AND

A7

STEELS  
FOR

FM,

VHF

AND

UHF

TV

TOWER

On top of Mt. Royal in Montreal, the Canadian Broadcasting Company is building a communications tower to support what is believed to be one of the most complex antenna systems in the world . . . to say nothing of the initials involved.

It will meet the needs of five TV stations operating at maximum power, six FM stations, 18 VHF and UHF communications channels, and several microwave and miscellaneous channels. The 294-foot tower is the first application in a free-standing structure of the new USS "T-1" and "T-1" type A Steel quenched and tempered rolled structural shapes, plus three other USS structural steels, A441, A36, and A7.

These USS Steels have tensile strengths ranging from 33,000 to 100,000 psi, and possess individual physical properties that make each best suited for certain applications. By combining these different steels, using the properties and strength levels of each to best advantage in various parts of the tower, the designers were able to reduce the weight of the tower and cut fabrication and construction costs. This "combination of steels" concept is a new design idea that is gaining rapid acceptance in the construction of bridges, buildings and equipment. It permits stronger construction, frequently at less cost. It's a good example of the way new ideas and new and better products from U. S. Steel are being put to use throughout America to improve all types of structures and equipment and make the dollars spent for them go farther. USS and "T-1" are registered trademarks.

United States Steel 

**For Sale—Stations**

Continued

**FOR SALE**

29% of Radio Station KALF  
MESA, ARIZONA  
10 Kw, 1510 Kc

If interested contact: Lou Silverstein, 516  
W. Highland, Phoenix, Ariz. Phone 258-  
3434 or 265-8227

**PRICED TO SELL!**

Kilowatt daytimer, established  
1950, exclusive in county, growing  
industrial area. \$60,000, terms.

Box L-221, BROADCASTING

**IN THE SOUTH**

Fulltime station. Present Annual Billings  
approximately \$170,000.00. Price \$200,-  
000.00 cash or \$225,000.00 on terms.

Box L-184, BROADCASTING

**PRO-DOC PRODUCES**

TOP RATED, PROFESSIONAL STA-  
TIONS AT REALISTIC CONSULT-  
ANT COST.

BOX L-252, BROADCASTING

To buy or sell Radio and/or TV proper-  
ties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

Pa.	single	fulltime	\$ 90M	terms
Fla.	single	daytime	70M	20M
N. E.	single	fulltime	140M	29%
S. E.	power	profitable	90M	cash
Ky.	medium	fulltime	195M	35M
N. E.	suburb	daytime	120M	50%
M. W.	major	daytime	940M	29%

And others.  
**CHAPMAN COMPANY**  
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Continued from page 113

Sept. 30 for replies in Perrine-South Miami,  
Fla., TV channel 6 proceeding. Action Sept.  
5.

■ On own motion, continued Sept. 16 pre-  
hearing conference and Nov. 4 hearing to  
date to be specified subsequent to filing by  
Quality Broadcasting Corp., Supreme Broad-  
casting Inc. of Puerto Rico and Radio Amer-  
icas Corp. of responsive pleading to July 29  
show cause order in matter of revocation of  
licenses of commonly owned Puerto Rico  
stations WKYN(AM) San Juan, WFQM  
(FM) San Juan and WORA-FM Mayaguez  
in Docs. 15139-15141. Action Sept. 5.

By Hearing Examiner  
Sol Schildhouse

■ Continued Sept. 11 prehearing confer-  
ence to Sept. 20 in proceeding on AM ap-  
plication of Dutchess County Broadcasting  
Corp. (WKIP), Poughkeepsie, N. Y. Action  
Sept. 10.

■ Commission, by office of opinions and  
review, granted request by Speidel Broad-  
casting Corp. of Ohio, Kettering, Ohio, to  
extend time to Sept. 20 to file opposition to  
petition for stay in proceeding on AM ap-  
plication and that of Greene County Radio,  
Xenia, Ohio. Action Sept. 10.

■ On own motion, and with consent of all  
parties, continued Sept. 24 hearing to Sept.  
26 in proceeding on application of WGUN  
Inc. for modification of license of WGUN  
Decatur, Ga. Action Sept. 5.

By Hearing Examiner Herbert Sharfman

■ Upon request by Coastal Broadcasting  
Inc., Herndon, Va., and without objection  
by other parties, continued Sept. 9 further  
hearing to Sept. 23 in consolidated AM pro-  
ceeding in Docs. 14873 et al. Action Sept. 6.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint motion by Piedmont  
Broadcasting Co., Travelers Rest, S. C.,  
Hentron Broadcasting Co. and Mountain-  
aire Corp., both Hendersonville, N. C., to  
continue Sept. 11 hearing to Oct. 11 and  
deferred until further order Sept. 4 date for  
exchange of engineering exhibits and Sept.  
6 date for notification of witnesses desired  
for cross-examination in proceeding on AM  
applications. Action Sept. 6.

■ Pursuant to agreement of counsel at  
Sept. 5 prehearing conference in proceeding  
on application of Clay Service Corp. for new  
AM in Ashland, Ala., in Doc. 14261, con-  
tinued Sept. 26 hearing to Oct. 30. Action  
Sept. 5.

**For Sale—Stations**

Continued

**STATIONS FOR SALE**

CALIFORNIA. Daytime. Priced at \$78,500.  
\$25,000 down.  
NEW ENGLAND. Fulltime. Exclusive. \$40,-  
000 down.  
MIDWEST. Fulltime. Exclusive. \$25,000  
down.

**JACK L. STOLL & ASSOCS.**  
6381 Hollywood Blvd.  
Los Angeles 28, California

**Miscellaneous**

**CALIFORNIA CHAIN OF TV-RADIO-CATV OPERATIONS**

Outstanding opportunity for experienced Financial Officer or experienced accounting Supervisor with potential Financial Officer qualifications. Broadcast experience extremely helpful but consideration will be given non-broadcast applicants with broad ability and experience. Extensive accounting knowledge and experience essential. Must possess administrative and supervisory ability, resourcefulness and high standards of accuracy and thoroughness. Please give all vital statistics, complete resume of education and business background and specifics of general accounting experience of each position held. Outline experience, if any, in preparation and policing of operation budgets, income and expense projections, purchasing, collection systems, personnel supervision. Also, knowledge and actual experience with data processing, various accounting machines and a narrative statement of your opinion of how a Financial Officer can function to contribute most to a company's success. Include information on any other related experience or knowledge such as general business insurance, labor laws and general office management. Salary commensurate with qualifications. Ideal living and working conditions with immediate fringe benefits and long-range security. Write Department BR, Central California Communications, P. O. Box 1651, Salinas, California.

**BROADCAST ACTIONS**

by Broadcast Bureau  
Actions of Sept. 9

WBIL Leesburg, Fla.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WSAM Saginaw, Mich.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WARM Scranton, Pa.—Waived Sec. 330 (a) of rules and granted mod. of license to permit establishment of main studio beyond corporate limits of Scranton at Avoca Borough, Pa.

Actions of Sept. 6

KIMA Yakima, Wash.—Granted CP to change aur. ERP to 10.6 kw (DA); condi-  
tion.

KYSM-FM Mankato, Minn.—Granted CP to install new ant.; ERP 41 kw; ant. height 520 feet; and specify geographic co-ordinates; condition.

K06DD Sunburst and Sweetgrass, both Montana—Waived Sec. 1.323(b) of rules and granted CP to replace expired permit for new VHF TV translator station.

K07DE Moab, Utah—Granted CP to re-  
place expired permit for new VHF TV  
translator station.

K08AU, K10AZ, K12AZ, all Price, Utah—  
Granted mod. of CP's to include Spring  
Glen and Rural Emery County, both Utah,  
in principal community, change type trans.  
and make changes in ant. system for VHF  
TV translator stations.

K09BQ, K11BV, K13BZ, all Helper, Utah—  
Granted mod. of CP's to make changes in  
ant. system for VHF TV translator sta-  
tions.

WNBE-TV New Bern, N. C.—Granted ex-  
tension of completion date to Oct. 1.

WWBR Windber, Pa.—Set aside Aug. 22  
grant of mod. of CP to change trans.  
location pending action on application for  
review of grant of CP filed by Ridge  
Radio Corp.

Actions of Sept. 5

Willard M. Colvin, May, Fort Supply,  
 Fargo and Gage, all Oklahoma—Granted  
CP's for new VHF TV translator stations,  
on channels 7, 11 and 13, to translate pro-  
grams of KFDA-TV (ch. 10), KVII(TV)  
(ch. 7) and KGNC-TV (ch. 4), all Amarillo,  
Tex.

WIBF(FM) Jenkintown, Pa.—Granted CP  
to make changes in ant. system, install  
new ant., increase ant. height to 310 feet  
and decrease ERP to 630 w; remote control  
permitted.

WLAN-FM Lancaster, Pa.—Granted CP  
to make changes in ant. system and trans-  
mission line; conditions.

■ Granted CP's for following new VHF  
TV translator stations: Times-World Corp.  
on channel 4, Garden City, South Salem,  
Hidden Valley and Sugarloaf, all Virginia,  
to translate programs of WDEJ-TV (ch. 7)  
Roanoke, Va.; Shenandoah Life Stations  
Inc. on ch. 2, Garden City, South Salem,  
Hidden Valley and Sugarloaf, all Virginia,  
WLSL-TV (ch. 10) Roanoke; Cheyenne  
Crossing TV Club on channel 13, Cheyenne  
Crossing, S. D., KOTA-TV (ch. 3) Rapid  
City, S. D.

**Rulemakings**

**PETITIONS FOR RULEMAKING FILED**

■ WCCO Minneapolis—Requests institu-  
tion of rulemaking proceeding to enable  
WCCO to operate with maximum power  
of 750 kw. Received Sept. 5.

■ Jerry Bassett Inc., Concord, Calif.—  
Requests institution of rulemaking proceed-  
ing looking toward assignment of channel  
to Concord for commercial use and deletion  
of channel from Cotati, Calif. Received  
Sept. 3.

■ Kentucky Authority for Educational  
Television, Elizabethtown, Ky.—Requests  
institution of rulemaking proceeding to re-  
serve channel 23 reserved for commercial  
use in Elizabethtown, for noncommercial  
educational use. Received Aug. 29.



## Instructions—(Cont'd)

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and 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.

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, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-B Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

## Help Wanted—Sales

Highly respected firm in industry has openings for two (2) top men to travel and manage West Coast and Southwest territories. Top rated line, well accepted by Radio and Television Stations requires successful Radio or TV management or sales management experience. Primary consideration to residents of seas. NO ceilings on earnings—All expenses paid—Home weekends. Send resume and all particulars with photograph first letter to:  
Box L-192, BROADCASTING

## Help Wanted—Announcers

### WANTED

By Radio Station in Large Northeastern Market

### NEWS DIRECTOR

Write Box L-225 about your experience or competence as news editor with a flair for writing and for finding and reporting news that has an impact on the community. Send audition and samples of writing. Also give all details about yourself, including salary requirements. Our five newsmen know about this ad. They will welcome your leadership.

## Help Wanted

### Production—Programing, Others

### ATTENTION PROGRAM DIRECTORS

Broadcast group in major markets offers opportunity for Radio and TV Program Directors. Send complete background resume, including examples of work. Should be willing to relocate as needed. Must have proven record of success. Salary open. All replies will be held in confidence.

Box L-194, BROADCASTING

### EXPERIENCED NEWSMAN—

Network O & O (Radio) seeking mature, creative newsman capable of producing documentaries, vignettes, series, etc. Send resume, salary desired to:

Box L-169, BROADCASTING

## Situations Wanted—Announcers

An Open Letter To The Program Directors Of All Quality Radio and TV Stations In The Twenty Top Markets

Due to change in station ownership resulting in a conflict of broadcasting philosophy between the new management and me, I am compelled to leave a wonderful position and seek the same, hopefully, with you.

I am in a top metro market conducting the number one afternoon program in the area (Pulse: nine station local market survey). It is a Quality program of good music.

I have also written and directed a successful bi-monthly series of one-hour specials: music-documentaries, for my present station.

My background in broadcasting is extensive and accomplished as my record and my references will corroborate.

I am best suited as a Personality and/or Announcer in Radio and/or TV. In the future, I hope to enter management.

My wish is to do a complete job for an organization in which I can believe: one which is dedicated to high broadcasting principles.

If you are interested, wire immediately.  
Box L-186, BROADCASTING

## TELEVISION

### Situations Wanted

### Production—Programing, Others

### NEWS & PUBLIC AFFAIRS

director 15 years broadcasting, 12 years CBS-TV affiliate top ten market. Awards galore—news & public service. Extensive foreign travel. On air talent, plus administrative ability & experience. Highest recommendations present employer.

BOX L-244, BROADCASTING

### TV Travel Show Host

Hour-long TV travel shows are the coming thing. Good adult audiences where running. TV news veteran—lecturer & traveler with know-how & contacts to set-up show—act as host.

Box L-243, BROADCASTING

## Employment Service

TAKE ADVANTAGE  
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U. S. MARKETS  
MIDWEST SATURATION  
Write for application NOW

### BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.  
Minneapolis 17, Minn.

## For Sale

### Equipment

### Moving To

### HIGHER HOGBACK MOUNTAIN

Have for sale—350 foot Blaw Knox N. 28 Tower. Available in November. Contact: WSPA-TV, Spartanburg, S. C.

## For Sale—Stations

### FOR SALE

Texas Daytime Kllowatt operation in metropolitan area. Facilities second to none. Operation profitable under original ownership past 16 years. Offer of sale no distress or emergency matter. Price is realistic with cost, billing and projected growth. Only parties capable of paying full price or securing loan need apply. No brokers will be considered. Owners health and foreign interests dictate sale. Address Box L-168, BROADCASTING.

## TELEVISION

### Help Wanted—(Cont'd)

#### Production—Programing, Others

Cameraman-editor with at least 2 years professional experience. Opportunity in creative film production. Position immediately available for major eastern station. Send resume to Box L-178, BROADCASTING.

Attention present director-cameramen, director announcer in medium or small TV market in Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska area. Operations manager opening for creative strong supervisor. Prefer on-camera announcing ability. Box L-250, BROADCASTING.

Night supervisor-director at medium sized NBC outlet. Strong news, weather, sports and commercial director and assistant to operations manager. Box L-251, BROADCASTING.

Experienced newsman for combination tv-radio operation. Send tape, photo, resume, references to Ray Lansing, KFBC TV, Cheyenne, Wyo.

California chain of TV-radio stations needs top flight experienced TV artist immediately. Must have thorough knowledge of on-the-air art as well as promotion art. Also need all around promotion-merchandising director who can handle all phases of station, market and client promotion and merchandising. Ideal working conditions in fast growing operation located in most beautiful part of California. Send complete information, resume and samples to Bob Klein, KSBW-TV, P.O. Box 1651, Salinas, California.

Wanted: Experienced newsman for on camera and outside work. Must be able to use SOF, Auricon camera, and be able to write. Send picture, audio tape and resume to Hal Wilson, WITN-TV, Washington, N. C.

#### Situations Wanted—Management

Responsible, fully qualified, successful and employed broadcast executive seeks position as general manager or sales manager with opportunity for earned investment. New stations considered. Box L-171, BROADCASTING.

Leaving adopted New York. Young family man looking for important move. Currently with major ad agency TV production department in the doldrums. 6 years extensive local television in N.Y.—operations, programing, producer-director. Management/program director goal with station looking for long distance winner. Local references? I travel nationally, probably your market. You just might know me. Resume, references and photo on request. Box L-220, BROADCASTING.

#### Announcers

5 years radio experience, announcer & program director. Good appearance, maute delivery—eager to enter tv. Mark Stewart, Belmont 3, Flagstaff, Arizona. 602-774-7092.

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Resume available. Box L-226, BROADCASTING.

#### Production—Programing, Others

Which ad gets the job? Mine offers 15 years experience in TV and radio, including news writing reporting, interviewing, TV film editing, in top major market. Consider all offers, Box L-187, BROADCASTING.

There must be at least one station in New York, Phila., or Washington needing a reporter. There's a grade triple "A" one available who'll give you the right stories, at the right time, in the right way. Box L-190, BROADCASTING.

## Production—Programing, Others

Newsman with over five years radio news experience, ETV and a degree in communications arts, wishes to enter television news field. Box L-200, BROADCASTING.

Mature, experienced, employed television newsman-announcer desires advancement. Consider good radio. Relocate, not south. Box L-205, BROADCASTING.

Producer-director, experienced all phases broadcasting. Documentaries, variety, remote sports, children shows. Box L-218, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, and construction? Last 4 years asst. chief. Box L-232, BROADCASTING.

Experienced announcer—all phases broadcasting. News, weather, sports, childrens shows, documentary, excellent commercial work. Desires more challenging market. Box L-245, BROADCASTING.

## WANTED TO BUY

### Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

### For Sale

### Equipment

Magnecord 816, 14" reel, tape player. Just returned from factory full overhaul with new heads, new motors, latest modifications. In factory carton—\$550.00. Alphas Music of Distinction, 1035 Westglen Drive, St. Louis, Mo. (63126).

Television/radio transmitters, cameras, microphone, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Federal UHF TV transmitter FT 20B set on channel 33. Complete with diplexer dummy load and frequency and modulation monitoring equipment. In good condition. Other equipment for sale. For details write William S. Ward, 7505 Carroll Ave., Takoma Park, Maryland or call JU 7-5136. P. S. Immediate cash for all broadcast and associated test equipment.

Rear Screen projectors. Used #7000 3 1/4 x 4" R.S.P., 70 slide capacity, 1/4 sec. fast slide changer, remote control. Taken in trade on new Dual Head R.S.P. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

Towers, new Blaw Knox 100 foot heavy duty self-supporting, in original crates, 15 foot base. Outside platform with hand rails at top. Perfect studio towers for weather radar, micro-wave, receiving antenna etc. Tri-Kon, Inc. Box 2005, Rome, Georgia. Phone 234-9404.

Prompting equipment. Used one, two and three prompter packages. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

3 kw federal 192a FM transmitter. Good shape, spare tubes. Available thirty days. Installing 5 kw. Make offer. WSON, Henderson, Kentucky.

R. F. Bridge, equivalent, GR 516C. Nearly new—just calibrated—\$275. Robert Miers, Box 185, Salem, Mo.

Disc recorder, RCA 73B, 33 & 78 r.p.m. Professional type. Excellent condition. \$400. WGL Radio, Ft. Wayne, Ind.

## For Sale

### Equipment—(Cont'd)

Weston 0-3, Simpson 0-6 base & remote meters, also 0-5. Best offer takes. WVOS, Liberty, New York.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Western Electric 407A-4 high efficiency 50 kw transmitter rapid change 5 to 50 excellent condition, complete with dual water cooling, all AC regulators, meets all regulations, immediate delivery. Will accept first reasonable offer to Box L-247, BROADCASTING.

WE 503B-1 1 kw FM transmitter, operational when dismantled, GE BY-6-B antenna, rust remote unit 108-OF, like new, WE console, ideal for recording studio. Jones, WFMG, Gallatin, Tennessee.

A-1 condition. Gates Spot 101 recorder \$400. Modulation monitor \$300. Rust remote equipment, make an offer. Call C. W. Dowdy, UN 3-7133, Gulfport, Miss.

### Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

20 audition tapes duplicated \$25. 100 resumes \$5. National representation. Write the mad men at Darden Associates, Box 231, Roosevelt, N. Y. 516-TN8-4912.

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.

Jazz for sale! Hour or half hour show, all on tape . . . traditional, swing and modern . . . intelligent comment . . . easy to edit and engineer . . . write Craig Textor Associates, Box 125, Des Moines, Iowa, for tape and information.

Religious/patriotic broadcasters . . . your message presented to over 300,000 coverage . . . 1,000 watts, low frequency . . . 15 minutes \$5.00. Box L-176, BROADCASTING.

### Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gūlham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

## Situation Wanted—Announcers

### Continued

Experienced personality dj wants Los Angeles or San Francisco. Box L-230, BROADCASTING.

Announcer with first phone, 13 months announcing experience, am neither afraid of work nor of learning, would like to relocate within a radius of 150 to 200 miles of Chicago. Box L-233, BROADCASTING.

Air personality. Bright sounding dj with tight board. Also mature newscaster with crisp authoritative delivery. Experienced selling sound. Want to settle—not a prima-donna or floater. Box L-237, BROADCASTING.

A real swinging guy. Ready to sit in any position. New York area only. Box L-238, BROADCASTING.

Newscaster, authoritative, dj relaxed or fast, tight board, mature family man. Dependable. N. Y. metropolitan area, evenings, weekends. Box L-240, BROADCASTING.

Bright first phone personality seeking bright medium market station near N.Y.C. Excellent references, experienced. Box L-241, BROADCASTING.

Family man 3 years experience DJ. News, Sports studying for first phone. Box L-242, BROADCASTING.

C & W personality, many voices, good sports play by play and news desires Southern market. 18 years experience. Box L-248, BROADCASTING.

Family man, mature voice, 5 years experience. East coast. Salary over \$100. Box L-211 BROADCASTING.

Sportscaster/dj. Excellent play by play, all sports. First phone. College graduate. Employed. Want permanency. Box L-215, BROADCASTING.

Disc-jockey-witty personality, have done professional comedy writing, announcing school graduate, college degree, army vet. beginner. Box L-216, BROADCASTING.

Sports announcer, eight years experience in all phases of radio except engineering. Willing to settle; prefer midwest but will consider other location. Looking for advancement. Box L-217, BROADCASTING.

1st phone personality—college, draft free, 6 years experience in the top 50 markets. Call announcer, 918-CY9-5240., or Box L-219, BROADCASTING. Available immediately.

Air personality desires to relocate. Major market experience with primary top 40 organizations, currently at 50,000 watt adult outlet. Thrives on localized humor and issues. 1st phone if needed. Box L-222, BROADCASTING.

Want a real personality? Pro comic jock. Young. Grad. Four years. Talent galore Unlimited creativity. Large metro, please. Box L-224, BROADCASTING.

Experienced, versatile announcer wishing to settle family in West Coast area, for dossier and personal interview, contact J. Dempsey, first class engineer, Statler Hilton hotel, 930 Wilshire Blvd., Los Angeles, California.

Announcer-engineer. 10 years experience. Last 4 years station manager. Have first phone. Capable of all maintenance, also bookkeeping. Like to locate along east coast or any place in Florida. Will consider any location. Minimum \$125.00 weekly. Call Dick Babcock, PA 8-4947, Beaufort, N. C.

5 years experience announcer and program director. Mature delivery, 31 vet., family man. Mark Stewart, Bellemont 3, Flagstaff, Arizona. 602-774-7093.

Looking for the right man? Could be I'm the one. Two years experience. Capable, industrious, can use gray cells. First phone. knowledge of most kinds of music. Solid sports and news delivery. Not a screamer. Write Chuck Steele, 216 West First Ave. Scottsdale, Arizona.

## Announcers—(Cont'd)

12 years radio announcing, newscasting, personality work. Older but capable. Family. No 1st ticket, but can maintain most portable equipment. Good reputation. Prefer immediate opportunity in radio airwork or learn TV production. Midwest or California. P.O. Box 834. Huntington Beach, California.

Am employed in leading market newsroom. Doing many things. Am quite good, but can't cut a good addition tape, or do well when aircheck tape is running. Hire me anyhow, you'll be glad you did. Seeking personality shot administration. Versatile, mature, permanent. Sincere parties call evenings, 313-272-3541, write/wire 16831 Greenfield, Apt. 34, Detroit.

Graduate of broadcasting school, third class ticket, six months part time experience. Would like job in midwest radio station. Ronald Larsen, Egan, South Dakota.

Top rated "rock" dj. Number #1 three stations—same market. A personality. No shouter. College grad. Married—36. Tom Quain, 2663 Jenkins, S.W., Grand Rapids, Michigan. Tel 538-0313.

Announcer-dj single. 3 yrs. experience with overseas radio. Will relocate permanently. Tight board. Good references. Write G. L. Holley, 3015 St. Vincent St., Philadelphia, Pa.

Experienced announcer, family man. Strong on news, top 40 in sports. Available now. Contact Dick Kent, 184 E. Sibley Blvd., Harvey, Ill.

Bright experienced pd/announcer 10 years. Any format, will travel. Brad Harris, 277 Van Siclen Ave., Brooklyn 7, N. Y. HYacynth 8-5479.

Announcer, 8 yrs. experience—very strong on sports and news—Robert Paul—6200 E. South Street, Lakewood, Calif. To 7-7785.

### Technical

Engineer with first phone, experienced, desires position with progressive station, up to 50 kw. Box L-95, BROADCASTING.

Seven years technical experience television broadcasting. Good background all phases. First phone. Desire suitable position with reputable company. Box L-177, BROADCASTING.

1st class commercial license. Technical school graduate—diploma. Electronics technician diploma, communications electronics. Desire broadcasting work, no announcing. Ambitious but lacking experience. Detroit area only. Box L-163, BROADCASTING.

Chief engineer desires permanent position with non-directional mid-eastern station. Write Box L-209, BROADCASTING.

Experienced radio operating engineer, any location. Technical school and college graduate. Box L-231, BROADCASTING.

Engineer, first phone, good on AM-FM maintenance, announcing experience, desires job with future. Contact John Ashman, P. O. Box 1545, Front Royal, Virginia, Telephone MEIrose 5-5355.

Primary light engineering. Willing to learn broadcasting. Have first class license. Write Julius Glaug, 64 W. Church St., Orlando, Fla.

### Production—Programing, Others

I've been successful sports director seven years, now interested in programing or combination. Box K-246, BROADCASTING.

Young mature woman, alert, attractive with ambition. Public relations, continuity chief, account executive, feature and air work. Years experience major competitive markets. Where do you need me? Box L-166, BROADCASTING.

News director: Currently employed with network news writing staff in New York city. Desires position commensurate with nine years of news directing and broadcasting experience. Family man, age 30. Box L-181, BROADCASTING.

## Production—Programing, Others

### Continued

If you're tired of being beaten by newspapers in local news and in-depth features, hire the enemy. Experienced, qualified newsman wants into your camp. Good vocal delivery and knack for making and keeping news contact. Box L-189, BROADCASTING.

There must be at least one station in New York, Phila., or Washington needing a reporter. There's a grade triple "A" one available, who'll give you the right stories, at the right time, in the right way. Box L-191, BROADCASTING.

News directorship wanted by veteran New England newsman with six years solid news experience and degree in communications arts. Box L-199, BROADCASTING.

I'm looking for a career opportunity with a professionally run organization. If you are a turnover or low budget organization, read no further. My interest lies solely in news-gathering, writing and airing it. I offer a B. A. in radio tv speech, two years announcing experience, and desire to further journalism background. Presently employed in Pennsylvania. Box L-204, BROADCASTING.

Editorial writer. 2½ years chief editorial writer for major Eastern TV station. Exceptional legal, historical background. Can tell fact from assertion. Broad perspective. acute perception. Will supply samples. 5-figure salary was raised within last 6 months. Box L-236, BROADCASTING.

Production manager-director. 10 yrs. experience. Sincere, hard worker. Best references. Married, family. All replies answered. Box L-246, BROADCASTING.

Class of hardworking B.I.A. graduates ready to go. Versatile and ready for small station duties—announcing, control board, news, copy, production. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana. Phone 891-7840.

Top 10 market agency experience. Proven commercials, promos, jingles, programing. talent. College graduate. Tape, pix, resume references. Dick Kruppa, 297 Washington St., Leetsdale, Penna.

### TELEVISION

#### Help Wanted—Announcers

Southeast network affiliate needs man with experience in public affairs programing and news. Please send resume, picture, references and audio tape to Box K-13, BROADCASTING.

#### Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Television engineers—We have several positions for experienced and inexperienced engineers who can learn quickly, for expanding North Carolina educational television. Possibility of continuing education. Box L-210, BROADCASTING.

Immediate opening straight engineering position at fast paced radio television operation, first phone required, prefer experienced in radio and television but inexperienced considered, call Pat Finnegan, WLBC-AM-FM-TV, Muncie, Ind.

Chief engineer for VHF operations—programing lots of live shows. WLTV, Bowling Green, Kentucky.

#### Help Wanted

#### Production—Programing, Others

Director-producer training program at major East Coast network affiliate has openings for trainees. Salary starts at \$50 per week plus overtime. College grads. preferred. Send photo and resume to Box L-159, BROADCASTING.

## Help Wanted

### Announcers—(Cont'd)

**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.

**Immediate opening . . . announcer-engineer.** Must have good voice, 1st phone, and be capable of maintenance. Call manager, WIOS, Tawas City, Mich.

**Announcer with 1st phone** for immediate and permanent position. Send tape, resume. WKXY, Sarasota, Fla.

**Michigan 1000 watt independent** needs morning combo man with 1st phone. Immediate opening. Salary open. Send complete information and tape. WOAP, Owosso, Michigan.

**Bright format operation** seeking air personality. Send tape and resume to Duke Wright, WRIG, Wausau, Wis.

**Announcer: Philadelphia suburban station** has opening for good staffman. Quality music-news operation. Experience required. Fringe benefits. 215-696-3690.

**Announcers! All states.** Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

## Help Wanted

### Technical

**Chief engineer, 1 kw, 100 miles** from New York. \$125. Box K-77, BROADCASTING.

**North Carolina daytimer** has opening for chief engineer with announcing or sales ability. Sober, dependable and experience essential. Opportunity for qualified worker. Write Box L-125, 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, U. S. Information Agency, Washington 25, D. C.

### 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.

**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.

**Aggressive local news editor** to gather, write, announce news in midwestern college town. Minor staff duties. Write Box L-142, BROADCASTING.

## Production—Programing, Others

### Continued

**Sports director** with news background for midwest radio and television stations. Duties include radio and TV sports programming plus news writing. Send resume, tape and picture to Box L-144, BROADCASTING.

**Immediate opening** for experienced director. Secondary market, southwest. Send photo resume, references with reply. Salary open to right man. Applicants East of Mississippi need not apply. Box L-147, BROADCASTING.

**Crack production man** ready to program your station. Presently employed. Box L-193, BROADCASTING.

**Breathes there** an accomplished, clever "morning man" capable maintaining top ratings in competitive medium regional CBS affiliate? Must be capable good copy, production and impressive remotes. Capable wise decisions on routine operation, inside management. Pay commensurate ability. 40 hour specialists need not apply. Good opportunity for hard worker. Reply air mail. Box L-213, BROADCASTING.

**Christian station/finest working conditions** at high-power FM stereo station for quality announcer/programming man w/1st phone. Outstanding opportunity for dedicated, professional individual. Airmail resume, tape, photo to Manager/KBBW, 63 State St., San Diego, California.

**Program director and production manager** with good voices for new 10,000 watt top 40 operation. Salary open. Send tape and resume to Ron Curtis—KDAB—Denver, Colorado.

**We have just lost** the best news director in the midwest. Replacement must have desire to dig for news, write and deliver fast paced news. Two mobile units, three man news staff. Send tape and full resume to WCVS, Springfield, Ill.

**Experienced radio-television newsmen.** Must be able to gather and write news for both radio and television. Must also be able to deliver radio newscasts. Send tape, photograph, complete resume in first reply to Meyer Broadcasting Company, Box 720, Bismarck, North Dakota.

**Florida, East Coast, top station,** has immediate opening for copy writer. Call Dick Clark 252-6491. Daytona Beach, Florida.

### Situations Wanted—Management

**Experienced all phases** of television and radio. Production, film, sales, presently management position with same employer 13 years. First class radio telephone license, plus commercial pilot license. College. Excellent references. Box L-175, BROADCASTING.

**Qualified and ready** to manage your station. Mature family man. Background like who's who—I know what's what. Ability and enthusiasm to make money for someone. How about you? Midwest or Florida. Confidential also have 1st phone. Box L-180, BROADCASTING.

**Attention absentee** or owner wanting less responsibility. I am a responsible, seasoned manager with some cash to invest. Will operate station. Also want opportunity to earn more stock. Write Box L-202, BROADCASTING.

**Exactly what is it** you are looking for in a station manager? It is honesty, reliability, competence, stability, creativity, aggressiveness, conscientiousness, dependability, efficiency and hard work? I offer all this plus 7 years diversified experience in all phases of broadcasting. What have you to offer? Shall we get together for a personal interview at my expense? All replies will be answered and held in strict confidence. Box L-235, BROADCASTING.

**Working manager, 18 years** experience, best references, good announcer-salesman desires change to Southern market. Personal interview. Box L-249, BROADCASTING.

### Sales

**Anxious to sell** radio or TV time. Am 25, 1960 college graduate, married, Lieutenant in Air Force completing compulsory military service Nov. 1. Desire sales position local station, preferably in midwest. Despite inexperience am confident can do good job. Have picture and resume. Write Box L-101 or Lt. R. M. Coulter, 149-A Longstreet Drive, Smyrna, Tenn.

## Situation Wanted—Sales

### Continued

**Salesman available,** management potential, first-phone. Phone 816-351-2274. Box L-161, BROADCASTING.

### Announcers

**Top East Coast sportscaster.** Experienced in all phases of sports production, play-by-play and sales. Management experience. Would like play-by-play position. Travel anywhere. Tapes, resume and picture sent upon request. Can invest. Box L-107, BROADCASTING.

**West Coast just listen!** Six years radio & television. D.J., newsmen and first phone. Experience in all phases of broadcasting operation. References. Box L-124, BROADCASTING.

**Announcer-newsmen** for St. Louis area. First phone with dj and news experience. Will be available soon. Box L-132, BROADCASTING.

**Good music stations only!** If you are a medium market station looking for a mature, warm personable, authoritative rich voiced personality with 3 years experience, presently employed, dependable, married. Write Box L-150, BROADCASTING.

**Cheer up!** If you need an announcer with talent, good voice, impressive background and 7 years experience—hire me! DJ-newsmen. Married, reliable. \$120 minimum. Prefer Illinois-Wisconsin area. Box L-162, BROADCASTING.

**Attention California!** Top ten! First rate good music announcer now doing afternoon traffic show in top-20 market. Warm, personable, excellent voice. Family. Interested? Box L-165, BROADCASTING.

**Announcer dj** with seven years experience, 1st phone, looking for popular music format station. \$125.00 week minimum. Phone 303-874-9368 anytime. Tape & resume available at your request. Box L-172, BROADCASTING.

**Married announcer** go anywhere. Call Circle 5-9577 Sand Springs, Okla. after 1 p.m. Box L-173, BROADCASTING.

**Disc-jockey,** authoritative news delivery, experienced. Tight board, available now. Box L-174, BROADCASTING.

**Morning humor** done with taste, and number one ratings. Lively, but non-frantic, believable personality. Box L-183, BROADCASTING.

**Announcer pd degree** in radio. Veteran. Family man. Four years experience. Desire medium or large midwest market. Traveling Nebraska to Ohio October 3-17. For personal interview write Box L-185, BROADCASTING.

**Sales—Announce—Play-by-play sports—**want to do all three. Currently in sales. Have four years all around experience. Prefer small to medium market. Salary requirements are reasonable but not cheap. Box L-188, BROADCASTING.

**Top 40 dj,** first phone, two years experience, production, engineering, college. Box L-206, BROADCASTING.

**Experienced announcer** and/or newsmen wants large or medium market. Box L-207, BROADCASTING.

**Five years announcing** experience. Prefer East Coast. Family man. Dependable. Box L-208, BROADCASTING.

**Announcer—three years** experience—first phone will do maintenance. Employed. Box L-227, BROADCASTING.

**Major market chief announcer** will trade sixteen years experience—staff, sports director, program director and acting manager—for smaller market, responsible position, fair salary, permanence. Box L-228, BROADCASTING.

**Personality deejay,** experienced, authoritative newscaster. Dependable, willing to take orders. Box L-229, BROADCASTING.

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
  - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
  - All other classifications, 30¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programming 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 programming, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

9/9/63 ad corrected. Multi-station prestige group specializing in small to medium market stations seeks top sales-station manager for No. 1 rated station in market 100 mile radius N.Y.C. Strong small station local sales background a must. Excellent spot for present manager of \$50-100M gross station now ready to move ahead, or well rounded sales manager. Base with strong incentive for young, aggressive self-starter. Expanding, financially strong organization. Resume, snapshot, recent earnings to Box L-160, BROADCASTING.

General manager wanted for major mid-western market, top 40 station. Chain operation offers excellent opportunity for young man strong in sales. All replies kept confidential. Box L-178, BROADCASTING.

Manager, AM radio station, California resort area. Prior experience required. Reply 1211½ S. Roxbury Drive, Los Angeles 35, California.

### 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, fulltime net affiliate in medium market needs experienced salesman with management potential. Good draw, good company benefits, plenty of room to grow in a progressive group operation. Box L-96, BROADCASTING.

Florida-medium market. At least two years fulltime experience selling radio. \$100 week base, plus 15% commission. Send complete resume Box L-156, BROADCASTING.

Gulf coast station has immediate opening for experienced salesman. Announcing ability desired. Box L-195, BROADCASTING.

Sales manager for daytime adult minded station in small western New York city. Opportunities unlimited for person willing to work hard to produce sales. Salary plus commission & bonus, send resume, picture, references plus last 3 years salary to Box L-201, BROADCASTING.

16 year old 5 kw midwest station needs salesman or sales announcer. Excellent opportunity to earn \$8 to 10 thousands dollars annually. Box L-212, BROADCASTING.

## Sales—(Cont'd)

Big power southern regional 100,000 market needs good salesman with announcing & copy ability who wants to make money. Good opportunity. Box L-214, BROADCASTING.

Immediate opening, experienced radio time salesman, established account list with good billing. Liberal guarantee plus commission, pleasant Iowa community—KCHA, Charles City, Iowa.

Wanted: Good, experienced salesman, preferably married. Guarantee plus. Excellent earning potential. KSEN, Shelby, Montana.

Excellent opportunity for experienced salesman. Established 5 kw network station. Send photo, full details first letter. WBCK Battle Creek, Michigan.

WTIK, Durham. Increasing power to 5,000 approximately three weeks. Need experienced time salesman capable of becoming commercial manager. Must furnish complete resume by mail including sales history. P. O. B. 1571, Durham, N. C.

## Announcers

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box K-274, 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.

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.

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.

Need friendly, folksy, country & western deejay for 44 hours, six night per week. Solid midwest operation with all the benefits. Rush tape and resume and salary requirements to Box L-113, BROADCASTING.

Florida-experienced top 40 announcer with mature voice. Salary open. Send tape and complete resume first letter. Box L-155, BROADCASTING.

Swingin' top 40 dj, 1st phone for night shift in medium midwest market. No maintenance. Send tape, resume, photo Box L-164, BROADCASTING.

Experienced announcer for western Pennsylvania station. Join family of stations in Pittsburgh, Youngstown, and Erie. Forward tape, resume and photo. Box L-182, BROADCASTING.

Major Boston station wants experienced newsman/announcer, with distinctive style. Submit audition tape, complete resume and salary requirements to Box L-198, BROADCASTING.

## Announcers—(Cont'd)

Top salary for experienced mature voice disc jockey announcer. Middle of the road eastern Pennsylvania daytimer. Send tape and resume Box L-197, BROADCASTING.

Attention small market dj's. Here is an unusual opportunity for right man to move up. Atlantic seaboard popular music station in strong, stable group has opening for man with bright, enthusiastic delivery. No screamers. Should have good news understanding and presentation. Excellent opportunity. Box L-203, BROADCASTING.

Newsman-announcer with 1st ticket. Michigan daytime station has opening for aggressive permanent employee. Salary dependent on experience and ability. Opportunity for advancement. Send resume, photo, tape to Box L-223, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits, the markets a good ones, and the staff is broadcasting minded. Send tape, resume and salary range to Box L-234, BROADCASTING.

Wanted: Mature announcer with first class ticket. Send audition tape, references to Ray Owen, KCEE, Tucson, Arizona—MA 2-7788.

Swinging morning man with deep, resonant voice and production ability for new 10,000 watt top 40 operation. Salary open. Send tape and resume to Ron Curtis—KDAB—Denver, Colorado.

Morning man with 1st phone—position calls for experienced man. Adult program structure—heavy local news—mobile units—Collins cartridge. Present morning man returning to college for masters degree. Solid stable position, medium single station market. room to go up. Contact Jim Jae, Manager—KHMO Hannibal, Missouri.

You need not have long experience if you have ability and are willing to work hard. announcers or announcer salesman combination need now, KOLJ Quanah, Texas.

Immediate opening for good, single beginner announcer. Air mail tape and resume to KSTV, Stephenville, Texas, 76401.

New Mexico station needs announcer with first call ticket for evening and Sunday shifts. Mail tape, references and qualifications to manager, KSVP, Box 38, Artesia, New Mexico.

Announcer wanted: Send tape and resume. WAMD Aberdeen, Md.

Top-rated Pennsylvania station wants personality dj with experience, tight board, solid commercial style. originality. If you like pop music, can make personal appearances, are industrious and enthusiastic—if you want in showmanship radio, here's a good job. Tape, photo and particulars to WCMB, Box 3433, Harrisburg, Pa.

Announcers, engineer-announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLF, Panama City, Florida.

Announcer wanted: knowledge of sports, sales, and programing will determine salary. Midwesterners send resume to Roger Coleman, WGIL, Galesburg, Ill. Final applicants will be interviewed.

tion \$245,000. Capitol, licensee of WCAW Charleston, W. Va., is 80% owned by E. M. Johnson; Marja, licensee of WDNE Elkins, W. Va., is 100% owned by Mr. and Mrs. John P. Carr. Ann. Sept. 6.

WFOK Milwaukee—Seeks assignment of license from Wisconsin Broadcasters Inc. to parent corporation, Fox Broadcasting Corp. No financial consideration involved. Ann. Sept. 6.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Beamon Advertising Inc. for new daytime AM on 1560 kc, 1 kw, DA, in Daingerfield, Tex.; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Sept. 6.

### OTHER ACTIONS

■ By memorandum opinion and order, commission, on petition and supplemental pleading by Albert S. Tedesco, d/b as Broward County Broadcasting, granted without hearing application for license covering CP for WIXX Oakland Park, Fla., and terminated proceeding. Commission feels no useful purpose would be served by evidentiary hearing in view of assertions in pleadings by Tedesco that programming by WIXX has now been designed to serve needs and interests of communities and populations residing within station's primary service area, including Oakland Park. Comr. Cox absent. Action Sept. 11.

■ By order, commission denied applications by (1) Broadcast Bureau, (2) Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, Iowa, and (3) Radio Suburbia Inc. (KRSI), St. Louis Park, Minn., for review of May 7 decision by Review Board which granted application of Hawkeye Broadcasting Inc., to increase daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Comr. Cox not participating. Action Sept. 11.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Granted petition by Connecticut Coast Broadcasting Co., Bridgeport, Conn., to extend time to Sept. 16 to file oppositions to motion by Garo W. Ray, Seymour, Conn., to enlarge issues in proceeding on AM applications. Action Sept. 10.

■ Granted petition by C. M. Taylor, Blountville, Tenn., to extend time to Sept. 23 to file opposition to petition by Holston Broadcasting Corp., Elizabethton, Tenn., to enlarge issues in proceeding on AM applications. Action Sept. 10.

■ Scheduled following proceeding for oral argument on Oct. 15: AM application of Radio Ashland Inc. (WNCO), Ashland, Ohio.

■ By members Berkemeyer, Nelson and Slone adopted decision denying application of St. Martin Broadcasting Co. for new station on 1570 kc, 250 w-D, in St. Martinville, La. July 1 initial decision looked toward denial. Action Sept. 4.

### ACTIONS ON MOTIONS

■ Commission granted request by Colorado Broadcasters Association to extent of further extending time from Sept. 16 to Sept. 30 to file comments and from Sept. 30 to Oct. 14 for replies in matter of amendment of part 3 of rules with respect to advertising on AM, FM and TV stations. Action Sept. 9.

■ Commission, by office of opinions and review, granted petition by Broadcast Bureau to extend time from Sept. 5 to Sept. 13 to file replies to motion for approval of agreement and joint request for action by commission en banc in consolidated AM proceeding on applications of Alkima Broadcasting Co. and Howard Wasserman, West Chester, Pa., and Louis Handloff, executor of estate of Herman Handloff, Newark, Del. Action Sept. 10.

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 11

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,825	42	151	330
FM	1,098	26	86	200
TV	522 <sup>1</sup>	54	84	124

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 11

	VHF	UHF	TOTAL TV
Commercial	484	91	575
Noncommercial	50	29	79 <sup>2</sup>

## 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 <sup>1</sup>
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

<sup>1</sup> Does not include seven licensed stations off air

<sup>2</sup> Includes three stations operating on unreserved channels

### By Chief Hearing Examiner

James D. Cunningham

■ Granted request by Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn., to change certain procedural dates in proceeding on AM application; continued Sept. 20 hearing to Sept. 26. Action Sept. 5.

### By Hearing Examiner Basil P. Cooper

■ Granted request by Salina Radio Inc. that further evidentiary hearing be held on Sept. 11 in proceeding on application for new AM in Salina, Kan. Action Sept. 6.

■ Granted petition by Broadcast Bureau to extend time from Sept. 9 to Sept. 20 to file proposed findings and from Sept. 23 to Oct. 4 for replies in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis. Action Sept. 5.

### By Hearing Examiner Thomas H. Donahue

■ Granted petition by James S. Rivers Inc. (WJAZ), Albany, Ga., for record to remain open until Sept. 11 in proceeding on AM application. Action Sept. 5.

■ Granted petition by Wide Water Broadcasting Inc. to extend time from Sept. 3 to Sept. 12 to file proposed findings and from Sept. 13 to Sept. 23 for replies in proceeding on application and that of Radio Voice of Central New York Inc. for new AM stations in East Syracuse and Syracuse, both New York. Action Sept. 4.

### By Hearing Examiner Arthur A. Gladstone

■ Granted request by Broadcast Bureau to extend time to Sept. 18 to file proposed findings of fact and conclusions and to Oct. 1 for replies in proceeding on AM applications of Marshall Broadcasting Co., Marshall, and Wright Broadcasting Co., East Lansing, both Michigan. Action Sept. 9.

■ Continued Sept. 12 prehearing conference to Oct. 1 and continued indefinitely Oct. 1 hearing in proceeding on AM application of Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C. Action Sept. 5.

■ Granted request by Service Broadcasting Corp. to extend time to Sept. 16 to file proposed findings and to Sept. 30 for replies

in proceeding on application and that of Z-B Broadcasting Co. for new AM stations in Kenosha, Wis., and Zion, Ill. Action Sept. 5.

### By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Sept. 5.

### By Hearing Examiner Isadore A. Honig

■ Granted petition by Dixie Radio Inc. for leave to amend application for new AM in Brunswick, Ga., to reflect fully current ownership interests in broadcasting facilities of applicant corporation and stockholders. Action Sept. 5.

### By Hearing Examiner Annie Neal Hunting

■ Granted petition by Newton Broadcasting Co. to extend time from Sept. 10 to Sept. 17 to file supplemental proposed findings and from Sept. 24 to Oct. 1 for replies in proceeding on application and that of Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts, respectively. Action Sept. 9.

■ By orders in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., (1) denied petition by Flower City Television Corp. to reopen record to take official notice of commission's report and order establishing new instructional television fixed service; and (2) granted petition by Heritage Radio & Television Broadcasting Inc. for leave to amend application to show changes in officers and directors and, on own motion, reopened record, incorporated amendment into record by reference, and again closed record. Actions Sept. 9.

### By Hearing Examiner Forest L. McClennig

■ Granted motion by Broadcast Bureau to extend time from Sept. 4 to Sept. 18 to file proposed findings and from Sept. 16 to

Continued on page 119

P. J. Weir, F. P. Whitney, W. K. Johnson, S. T. Deck, W. O. Rabe, L. W. Veigel and P. J. Baseflug (each 14.29%); all have interest in KDIX-AM-TV Dickinson, N. D. Ann. Sept. 5.

### New AM stations

#### ACTIONS BY FCC

Port Chester, N. Y.—Port Chester Broadcasting Co. Granted CP for new AM on 1590 kc. 1 kw-D. DA; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 50 Charles Street, New Rochelle, N. Y. Estimated construction cost \$77,442; first year operation cost \$120,000; revenue \$135,000. Nicholas J. Zaccagnino, sole owner, is employe of NBC. July 19 initial decision looked toward grant. Action Sept. 9.

Charlotte, N. C.—Risden Allen Lyon. Granted CP for new AM on 1540 kc, 1 kw-D; conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Wadesboro, N. C. Estimated construction cost \$21,083; first year operating cost \$30,000; revenue \$42,000. Mr. Lyon, sole owner, is licensee of WKDX Hamlet and has interest in WADE Wadesboro, both North Carolina. July 16 initial decision looked toward grant. Action Sept. 4.

#### APPLICATION

Baker, Mont.—Baker Radio Corp. 960 kc, 5 kw-D. P. O. c/o Hansen & Culver, Baker. Estimated construction cost \$21,250; first year operating cost \$38,000; revenue \$38,000. Principals: Russell L. Culver (16%), Edlon R. Mengel (15%), Gene Huntley, Edward J. Susa, Joe M. Herbst (each 10%) and others. Mr. Culver is attorney; other principals are local businessmen. Ann. Sept. 6.

### Existing AM stations

#### CALL LETTERS ASSIGNED

- KCAB Dardanelle, Ark.—Central Arkansas Broadcasting Inc.
- WSBP Chattahoochee, Fla.—Chattahoochee Broadcasting Co.
- KFIV Kissimmee, Fla.—Radio Florida Broadcasters.
- WGEN Geneseo, Ill.—Geneseo Broadcasting Co.
- WCSJ Morris, Ill.—Grundy Broadcasting Co.
- WKQV Sullivan, Ind.—Sullivan County Broadcasters Inc.
- WKPO Prentiss, Miss.—Jeff Davis Broadcasting Service.
- WCSA Ripley, Miss.—Ripley Radio Service.
- KOSG Pawhuska, Okla.—Cherokee Broadcasting Co.
- KEZE Huron, S. D.—Central South Dakota Broadcasting Co.
- WBFJ Woodbury, Tenn.—Cannon Broadcasting Co.
- KREN Renton, Wash.—Washington Broadcasting Co.

### APPLICATIONS

KOTE Fergus Falls, Minn.—CP to increase power from 500 w-N, 1 kw-D, to 1 kw-N, 5 kw-D; install new trans., and change from DA-N to DA-2. Ann. Sept. 6.

KBIM Roswell, N. M.—CP to change hours of operation from daytime to unlicensed power of 500 w-5 kw LS, change ant-trans. location, install DA system (DA-N) and install new trans. for nighttime use. Ann. Sept. 11.

KOSA Odessa, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 5.

### New FM stations

#### APPLICATIONS

Fort Walton Beach, Fla.—Vacationland Broadcasting Co. 95.3 mc, channel 237, 2.88 kw. Ant. height above average terrain 168 feet. P. O. address Box 10, Fort Walton Beach. Estimated construction cost \$12,700; first year operating cost \$20,020; revenue \$21,000. Principals: Wilbur R. (96.4%) and Theda K. (3.6%) Powell. Applicant is licensee of WFTW Fort Walton Beach. Ann. Sept. 6.

Bellefontaine, Ohio—Hi-Point Broadcasting Co. 93.5 mc, channel 228, 1.26 kw. Ant. height above average terrain 435 feet. P.O. address c/o Philip Church, WOHP Bellefontaine. Estimated construction cost \$14,442; first year operating cost \$10,000; revenue \$15,000. Applicant, subsidiary of D. L. Rike & Co., is licensee of WOHP. Ann. Sept. 5.

### Ownership changes

#### ACTIONS BY FCC

WPOP Hartford, Conn.—Granted assignment of license from Wire Broadcasting Co. to WPOP Inc., wholly owned subsidiary. No financial consideration involved. Action Sept. 9.

KSWO-AM-TV Lawton, Okla.—Granted assignment of license from Oklahoma Quality Broadcasting Co. to Oklahoma Quality Broadcasting Inc. (AM) and KSWO Television Inc. (TV); no ownership change except transfer of 15.5% of stock from T. R. Warkentin, deceased, to trusteeship. No financial consideration involved. Action Sept. 9.

KMEL Wenatchee, Wash.—Granted 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. Action Sept. 9.

#### APPLICATIONS

KARK-AM-FM-TV Little Rock.—Seeks transfer of control of licensee corporation, Arkansas Radio & Equipment Co., from estate of T. H. Barton (80%), deceased, to Madeline M., Clark N. and T. K. Barton. Transfer is settlement of estate. No financial consideration involved. Ann. Sept. 6.

KKHI-AM-FM San Francisco.—Seeks assignment of license from Patricia Atlas

(95%) and Everett Kovler (5%), d/b as Atlas Broadcasting Inc., to Richard D. Buckley (80%), John B. Jaeger (10%), Richard D. Buckley Jr. and Harold B. Arkoff (each 5%), tr/as Buckley-Jaeger Broadcasting Corp. of California. Consideration \$750,000. Buckley-Jaeger interests include WHIM-AM-FM Providence, R. I.; WDRG-AM-FM Hartford, Conn., and KGIL San Fernando, Calif. Ann. Sept. 5.

WAOK Atlanta and WRMA Montgomery, Ala.—Seeks acquisition of negative control in licensee corporations from Citizens & Southern National Bank, executor of estate of Dorothy Lester (33 1/3%), deceased, by Stan Raymond and Zenas Sears (each 33 1/3% before transfer, each 50% after). Consideration \$48,561. Ann. Sept. 5.

WGAA Cedartown, Ga.—Seeks assignment of license from J. Franklin Proctor (100%) to Werner E. Wortsman, Otis A. Brumby, Robert D. Fowler, Lucia R. Smith and Myrna N. Whitaker (each 20%), tr/as Cedartown Radio Inc. Consideration \$100,000. Messrs. Wortsman, Fowler and Whitaker each have interests in WBLJ Dalton and WLKB Decatur, Ga.; all applicants except Mr. Brumby have interests in small Georgia newspapers; Mr. Brumby is law student. Ann. Sept. 10.

WKQV Sullivan, Ind.—Seeks acquisition of negative control of permittee corporation, Sullivan County Broadcasters Inc., from Edgar F. Arnold, individually (25%) and as executor of estate of Edgar F. Arnold (25%), by H. W. Wells and Elmer L. Kelley Jr. (each 25% before transfer, 50% after). Consideration \$500. Ann. Sept. 6.

KVOL Lafayette, La.—Seeks assignment of license from George H. Thomas (100%), d/b as Evangeline Broadcasting Inc., to James L. Kirk II (80%) and Evan H. Hughes Jr. (20%), tr/as Radio Station KVOL Inc. Consideration \$310,000. Mr. Hughes is KVOL station manager; Mr. Kirk is realtor. Ann. Sept. 6.

WSAM-AM-FM Saginaw, Mich.—Seeks assignment of licenses from Kenneth Hugh MacDonald (100%) to Mr. MacDonald (70%) and others, tr/as MacDonald Broadcasting Co. Consideration is assumption by corporation of debt incurred acquiring licenses. Ann. Sept. 6.

KICA-TV Clovis, N. M.—Seeks assignment of license from John H., Lena V., Carolyn A. and John H. Marshall Jr. (each 25%), d/b as Marshall Enterprises Inc., to Sid W. Richardson Foundation (62.07%), Gene L. Cagle (19.59%) and Perry R. Bass (15.78%), tr/as Texas State Network Inc. Consideration \$350,000. Applicant is licensee of KFJZ-AM-FM Fort Worth. KRIO McAllen and KFDA-TV Amarillo, all Texas. Ann. Sept. 11.

KVLB Cleveland, Tex.—Seeks assignment of license from Harvard C. Bailes (100%) to Stephen Van Sandler (100%). Consideration \$40,000. Mr. Sandler is employe of KVLB. Ann. Sept. 10.

KBAM Longview, Wash.—Seeks assignment of license and CP from Rufus W. Snyder (100%), receiver, to Arne G. Peterson (68%), Robert Muchow (13%), Forrest H. Bishop (9%), Arthur L. Jorgensen and Howard T. Kynaston (each 5%), tr/as Armak Broadcasters Inc. Consideration \$52,000. Mr. Peterson is KBAM manager; Mr. Muchow is engineer with WTCN-TV Minneapolis; Mr. Bishop is KBAM sales manager; Mr. Kynaston is KBAM salesman; Mr. Jorgensen is local businessman. Ann. Sept. 6.

KIRO-AM-FM-TV Seattle.—Seeks transfer of control of licensee corporation, Queen City Broadcasting Co., from Saul Haas (50.2%) to Wasatch Radio & Television Co. (59.9% after transfer, 9.7% before), wholly owned by Church of Jesus Christ of Latter-Day Saints. Consideration \$5,095,500 and 10 year employment contract. Church has interests in KSL-AM-FM-TV Salt Lake City; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, and international shortwave station WRUL Scituate, Mass. Ann. Sept. 6.

WMMN Fairmount, W. Va.—Seeks assignment of license from Peoples Broadcasting Corp., subsidiary of Nationwide Mutual Insurance Co., to Capitol Broadcasting Corp. and Marja Broadcasting Corp. (each 50%), tr/as Broadcast Enterprises Inc. Consideration \$1,000,000. Ann. Sept. 6.

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## The sun never sets on Christmas

Christmas comes but once a year, they say. What they neglect to mention is that "once" can stretch into a 12-month period that has neither end nor beginning.

The joyous season began over Labor Day weekend for WINS New York, as the station unleashed a barrage of safe-driving public service spots using "Jingle Bells" as background music. The principle was that safe drivers would be around to hear the song when snow was on the ground.

In Chicago, WGN began a massive mailing of Christmas tree ornaments and other seasonal symbols to retail executives as part of a continuing

campaign until late December. Incorporating Radio Advertising Bureau material, the station is trying to capture a bigger share of the retail advertising dollar for radio.

What is billed as the "World's Largest Christmas Card" is being offered by KEX Portland, Ore. The winner will "own" the card (a billboard) for the entire month of December and will select the outdoor-board spot for the card to be placed.

At KFRC San Francisco they're still reeling from the 22,202 entries received for the station's "Christmas in July" contest. The mail pull was the most received for any promotion in the station's 39 years.

ball games this season, is offering football fans a chance to visualize the game while listening. The station is offering "Play-A-Long Football," a game with acetate football fields and marking pencils which will enable avid listeners to track the action as it's broadcast. The game is being offered at cost, \$1.

**Straw circuit** ■ Colgate-Palmolive Co., New York, last week mailed straw hats to TV editors and columnists as a promotional reminder to tune in to a new NBC-TV show (sponsored by Colgate), *Harry's Girls* (started Sept. 13, Friday, 9:30-10 p.m.).

**Round 'n' round** ■ News edited by the staff of KLAC Los Angeles will be

flashed throughout the day on the 90-foot long sign on the Pioneer Savings and Loan Association building on Wilshire Boulevard. Area temperatures and closing stock averages will be shown in addition to local and world news.

**Nosegay tribute** ■ KPIX(TV) San Francisco received a dozen red roses from a viewer who was grateful for the station's W. C. Fields films. The viewer wrote "Thanks for the world of W. C. Fields."

**Toot, toot** ■ WMAL-TV Washington sent out "Happy New TV Year Party Kits" with horns, hats, noisemakers et al, to promote the fall season premiere week Sept. 15-21 on ABC-TV.

## Lewis answers questions on 20-city hookup

ABC-TV took the closed-circuit path last week in promoting its new two-hour *Jerry Lewis Show* (starts Sept. 21, 9:30 p.m., EDT). More than 100 newspaper TV columnists and critics witnessed—and many took part in—a news conference on a 20-city hookup. The audio was two-way with Mr. Lewis seen on the screen in all the cities.

Seeming to warm up for his weekly Saturday stint, the comic spent two hours in a question-and-answer period, most of the time consumed on the anticipated format of the show—about which few details were revealed. The show will go on live from a specially-designed theater in Los Angeles.

Of interest to TV advertisers: Mr. Lewis said he has complete control over acceptance of advertisers on the program, and said he had turned down a deodorant advertiser and others which he didn't identify. He said he rejected those advertisers who sell products personally repugnant or distasteful to him.

## Stars show handiwork

The first major exhibition of art by performers on television resulted in representation by 39 TV personalities. Goodson-Todman Productions sponsored the showing for the benefit of the Whitney Museum, starting last week, at the Downtown Gallery in New York. Among the exhibitors were: Steve Allen, Carol Burnett, Jack Carter, Arlene Francis, Durward Kirby, George Maharis, Bess Myerson and Jack Paar.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 5 through Sept. 11 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing sta-

tions, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna.

aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

### New TV stations

#### APPLICATIONS

\*Moscow, Idaho—Regents of University of Idaho. VHF channel 12 (204-210 mc); ERP 20.4 kw vis., 10.2 kw aur. Ant. height above average terrain 93 feet, above ground 176 feet. P. O. address c/o Gordon Law, Moscow. Geographic coordinates 46° 43' 26" north latitude, 117° 00' 25" west longitude. Studio and trans. locations both Moscow. Type trans. RCA TT-2BH, type ant. RCA 12-AH. Consulting engineer H. W. Toddemeier, Boise, Idaho. Principals: regents. Ann. Sept. 5.

Lewistown, Mont.—Montana TV Corp. VHF channel 13 (210-216 mc); ERP 198 kw vis., 99 kw aur. Ant. height above average terrain 2,521 feet, above ground 156 feet. P. O. address c/o Stanley T. Deck, Box 1248, Dickinson, N. D. Estimated construction cost \$100,000; first year operating cost \$100,000; revenue \$120,000. Geographic coordinates 46° 45' 09" north latitude 109° 18' 47" west longitude. Studio location Lewistown, trans. location near Lewistown. Type trans. Dumont Standard, type ant. GE Ty-70G. Consulting engineer John B. Heffelfinger, Kansas City, Mo. Principals:

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## THE RIGHT WAY TO THROW A 'BOOB'

Jay Ward has \$60,000 fling for friends at Astroland

Jay Ward of Jay Ward Productions is noted for zany parties which go in for the big "spoofo" or as Mr. Ward expressed it in an interview last week: "one big boob."

Early last week, Mr. Ward and his assistant party arrangers were in New York setting up for what may be an all-time "boob" in the Ward tradition. The purpose: to promote the company's *Fractured Flickers*, a half-hour syndicated show that uses silent movie footage as the basis for spoofs. (It's been sold to approximately 100 stations and is starting in most markets this week, according to Desilu.)

No miserly party-giver, Los Angeles-based Mr. Ward invited more than 2,000 people for a "Coney Island Film Festival" Sept. 12 evening. He rented two 10-car subway trains to rattle the guests from Manhattan to Brooklyn, threw a subway platform party, hired jazz bands and catered food and beverage. The party's site: a three-acre section of Coney Island known as Astroland. At Astroland, guests could partake in the 12 amusement rides (including

diving submarine bell); watch the finals of a "Miss 1919 Bathing Beauty" contest; drink bathtub gin.

Even a conservative estimated placed the final tab—no spoof that—at a \$60,000 minimum. The items making up the total were numerous. But 10% of it alone came out of (1) a \$1,000 rain insurance policy, and (2) at least a \$5,000 bill for all the printing materials.

**Smelly Subway** ■ The subway car rental was said to be unique and without any doubt the dose of perfume they were sprayed with was extraordinary for New York underground commutation.

Among the cost-hiking items: 100 people hired to parade in old-fashioned costumes; Kleig lights; food-beverage; giveaway items; promotional articles; a 50-piece college band, and a 12-piece dance band and a few "small" bands; caterers; plane fare for name guests; salaries for staff plus their expenses; signs, etc.

A special Ward-touch: a mermaid in the diving pool and maidens hired for the purpose of being pushed into the pool.

**Stay Away** ■ Mr. Ward's most recent promotional activities have been in New York because, it has been rumored, some cities just can't take it anymore.

On his last expedition to Washington he attempted to break down the gates of the White House to gain executive recognition for the State of Moosylvania, home of Bullwinkle J. Moose. (Moosylvania's geographical coordinates are NBC-TV, where *The Bullwinkle Show*, a Jay Ward Production is currently seen.)

## Someone's always ready to enter a contest

Two contests which supposedly ended in 1960 were resurrected for the stations which conducted them.

In July 1960, WBZ Boston set hundreds of bottles adrift off the shores of Cape Cod to promote its *Beachcomber* show. Each bottle contained a message offering the finder an electric fan as a prize if he was the recipient from the farthest distance, closest to the WBZ transmitter, found it in the most unusual place or was the earliest respondent from his state.

Some three years later in summer of 1963, one of the message blanks was returned by a beachcomber in Sanna Trana, Norway, who had picked the bottle up in a fjord, nearly 3,000 miles from the spot it was launched.

**Back Home** ■ In Syracuse, N. Y., WSYR-TV conducted a contest in October 1960, asking viewers to send in guesses as to the number of votes each of the then-presidential candidates, John Kennedy and Richard Nixon, would receive in Onondaga county. The contest ended Nov. 7, 1960, with 30,000 entries.

Two years, nine months and 21 hours after the deadline the most recent vote came in. While this contestant guessed correctly that Mr. Nixon would carry the county, his total vote guess was far off the official count.

## Drumbeats . . .

**Stylish Shift** ■ A fashion fad provided the vehicle for KDKA Pittsburgh to bring to the attention of the city's advertising agencies the fact that three of the stations disc-jockeys were changing time slots. Two models attired in shift dresses went to the agencies and passed out entries for a contest, for which the first prize was—a shift dress.

**Aunts, uncles, cousins** ■ KMTV(TV) Omaha had 15,000 "relatives" show up at the station's "Family Party." Held in the Omaha municipal stadium, it celebrated KMTV's 14th anniversary.

**Sans Mitch** ■ WTOP-AM-FM Washington, which is carrying the Baltimore Colts and University of Maryland foot-



## 'The Lieutenant' is seen by the troops

A Marine Corps Reserve unit in Shreveport, La., got an advance showing of NBC-TV's *The Lieutenant*, courtesy of KTAL-TV Shreveport. The series which began on the network Saturday (Sept. 14) 7:30-8:30 p.m. EDT received a vote of confidence from the reservists who unanimously said they would watch the

show on a regular basis. One reservist, undoubtedly recalling his boot camp days, noted that the star "Lt. Bill Rice (Gary Lockwood) needs a haircut." KTAL-TV showed the pilot film to other area reserve units and set up a display of Marine military equipment on the courthouse lawn in Texarkana, Tex.

*Courage*, based on Pulitzer Prize-winning book by President John F. Kennedy. Series will be filmed at Desilu studios in Hollywood for showing after national elections in November 1964.

**Sid Rogell**, former 20th Century-Fox executive production manager, forms Sid Rogell Productions at 9033 Wilshire Blvd., Beverly Hills, to produce feature films and television series yet untitled.

**Will Thomas**, previously sales manager at Burrud Productions, joins Allied Artists Television Corp. as western division sales manager.

**Ben Selvin**, who retired earlier this year after 10 years as artists and repertoire manager for custom record department of RCA Victor, appointed to newly created post of music director for Revere-Wollensak division of Minnesota Mining and Manufacturing Co. Mr. Selvin, with headquarters in New York, will assist in selecting and obtaining rights to music of all types for use with 3M's home stereo tape cartridge music unit and its new background music system. He has held executive positions with CBS, Muzak Corp., Majestic Records and Columbia Records.



Mr. Selvin

**Robert Stambler**, assistant producer of last season's *Sam Benedict* TV series, signed by MGM-TV as associate producer of *Mr. Novak* series, to begin Sept. 24, 7:30-8:30 p.m., on NBC-TV network. Mr. Stambler replaces Robert Thompson, who is leaving program to concentrate on writing a screen play.

**Frederick deCordova**, producer-director of *The Jack Benny Show* for past three seasons and long time producer-director of *The Burns and Allen Show*, *December Bride* and *Mr. Adams and Eve*, signed by Screen Gems as director of program planning. Mr. deCordova will assume his new post Nov. 1 and work directly with William Dozier, SG's VP and production chief.

**Bill Stout**, member of news staff of KTLA(TV) Los Angeles, signed as narrator-interviewer for forthcoming hour-long TV special, *Krebiozen*, which William Kronick is producing and directing for Wolper Productions. Documentary dealing with controversial anticancer drug, to be sponsored by Timex, is currently being filmed in Chicago, with shootings also scheduled for New York and Washington.

**Don Quinn** has taken leave of absence as story consultant for Filmways Production TV series, *Petticoat Junction*, to prepare legitimate musical "The Ballad of Will Rogers" for October

## Contract renewed

**William B. Williams**, air personality on WNEW New York, signed to new 5-year contract, John V. B. Sullivan, WNEW general manager, announced last week. Though salary terms were not divulged, Mr. Williams reportedly earns in excess of \$100,000 a year. A clause in the contract permits Mr. Williams to engage in TV activity as panelist, host or commercial spokesman.

opening in Tulsa. Book and lyrics for original musical were created by Mr. Quinn and Arnold Marquis.

**Hank Lowry** joins Filmex Inc., New York production company, as producer.

**Bernie Rothman** and **William Nichols** join writing staff and **Jud Conlon** named choral director for *The Judy Garland Show* on CBS-TV network.

**Albert Boyars**, public relations director of Trans-Lux Corp., joins advertising-publicity-promotion department of MGM, New York, as coordinator of special projects.

## INTERNATIONAL

**Hamish Maxwell** elected VP and director of marketing for Philip Morris International, a division of Philip Morris Inc., New York. Mr. Maxwell has been director of marketing for cigarette company's international division since September 1961, supervising and coordinating advertising in more than 100 countries and territories. He has held positions with Philip Morris's market research and advertising departments since joining company in Richmond, Va., in 1954.



Mr. Maxwell

**Claes Dahlgren**, U. S. representative of Swedish Broadcasting Corp. for past 10 years, appointed administrative director of SBC, non-commercial TV-radio network of Sweden. In his new position, Mr. Dahlgren will devote full time to SBC operations. Office is now located at 117 West 48th Street, New York, but after Dec. 1 will be in Sperry Rand Building, 1290 Avenue of the Americas. Telephone is Judson 2-2934.

**James Graham** appointed news editor of Border Television Ltd., London, England, effective Sept. 23.

**Bernard Munzelle**, formerly of ITT Export Corp., joins CBS International,

New York, as projects manager. Mr. Munzelle will assist in developing sales of technical equipment to foreign broadcasters.

**Pierre Charbonneau**, press officer for Canadian Broadcasting Corp. at Montreal, named executive assistant to Marcel Ouimet, general manager of CBC French network, at CBC headquarters in Ottawa.

**Henri Parizeau**, supervisor of special events for Canadian Broadcasting Corp. French television network, Montreal, named CBC liaison officer to Canadian World Exhibition Corp., that city. World fair organization, a Canadian government corporation, will hold fair at Montreal in 1967, Canada's centenary year.

## ALLIED FIELDS

**Warren Routhenstein**, senior research analyst with Food Fair Stores in Philadelphia, joins Audits & Surveys Co., New York marketing research firm, as project director.

**Victor E. Ferrall Jr.**, assistant counsel of Senate Antitrust and Monopoly Subcommittee which was headed by late Senator Estes Kefauver (D-Tenn.), joins Washington communications law firm of Koteen & Burt. A graduate of Yale Law School, Mr. Ferrall, while on Capitol Hill, actively participated in matters pertaining to formation of space satellite corporation and electronic equipment price fixing hearings.

**Phyllis Bellows**, currently with Dell Publishing Co., joins literary staff of Artists Agency Corp., New York, effective Sept. 23.

## DEATHS

**Raymond A. Robinson**, 71, research director of Hixson & Jorgensen, Los Angeles, died Aug. 31 after short illness. Mr. Robinson began his advertising and market research career in 1919 with Packard Motor Car Co. Other positions he held include research director of Crowell-Collier Publishing Co. and research VP of Foote, Cone & Belding, New York.

**Margarita Sierra**, 26, singer-dancer who starred as Cha Cha O'Brien in *Surfside 6* TV series, died Sept. 6 at St. Vincent's Hospital in Los Angeles after undergoing nine-hour operation to repair heart valve. She had been ill nearly four months.

**Alexander Nelson**, 36, stage crew leader of CBLT(TV) Toronto, fell 35 feet to his death on concrete floor at Mutual Street studios on Sept. 3. He missed his footing while attempting to step from lighting grid to balcony around studio wall. Mr. Nelson joined CBLT in 1955 and was appointed crew leader in 1960.

**Sheftell**, account executive, succeeds Mr. Whiteley as local radio sales manager. **William Roberts**, with Washington advertising agency of Kal, Ehrlich and Merrick since 1947, joins WMAL-AM-FM as account executive.

**Robert McAllister**, formerly of WTAR-TV Norfolk, Va., joins WJZ-TV Baltimore as air personality.



Mr. Thompson

**Lamont A. (Tommy) Thompson**, sales manager and acting general manager of KPX(TV) San Francisco since January, joins Television Advertising Representatives (TvAR), New York, as executive VP. Mr. Thompson originally joined TvAR in 1959 and was VP in charge of Chicago office before moving to KPX.

**Franklin Rohner** elected VP for business affairs at CBS-TV, Hollywood. Mr. Rohner was formerly director of business affairs.

**Ron Menchine**, former sports director and account executive at WNAV Annapolis, Md., to sports director and sports program host at WBAL-AM-FM Baltimore.

**Merrie Lynn**, women's director and assistant to general manager of KHOW Denver, joins KOA-AM-FM, that city, as hostess of *Hello Neighbor Show*.

**Paul L. Raikes**, director of promotion, public relations and merchandising for WIRE Indianapolis, joins WFBM, that city, as merchandising manager.



Mr. Barris



Mr. Goldberg

**Chuck Barris**, manager of ABC-TV daytime programming, promoted to director of daytime programming for ABC-TV western division, Hollywood. **Len Goldberg**, broadcast coordinator at BBDO, joins ABC-TV network in New York as manager of program development.

## NEWS

**Richard W. Fatherley**, previously with WNHC New Haven, Conn., joins WDEE Hamden, Conn., as director of news and public affairs.

**Joe Weaver**, formerly of WTOL-TV Toledo, joins news staff of WJBK-TV Detroit as reporter-newscaster.

**Sam Zelman**, news director, and **Virgil Mitchell**, promotion-publicity di-

rector of KTLA(TV) Los Angeles, appointed to station's editorial board.

**Morton A. Edelstein**, formerly with Chicago's *American*, joins WBBM-TV Chicago news staff as assistant assignment editor. **Donald J. Smetzer**, previously with Encyclopaedia Britannica Films, joins WBBM-TV as photographer.

## GOVERNMENT

**William Jibb**, public information officer for Federal Trade Commission, named administrative assistant to Senator George Smathers (D-Fla.). Prior to joining FTC nine months ago, Mr. Jibb was head of his own public relations firm in Tallahassee, Fla.

## EQUIPMENT & ENGINEERING



Mr. Alexander

**Robert S. Alexander**, VP of International Telephone & Telegraph Corp., New York, joins Zenith Radio Corp., Chicago, as VP in charge of all manufacturing in company's plants throughout U. S. and responsible for Zenith products by company's foreign licensees. He replaces **Donald MacGregor**, who is retiring Oct. 1, but will continue as consultant to company. Before joining IT&T, Mr. Alexander was board chairman of Wells Gardner Electronics Corp., Chicago.

**Norman J. Wayman**, director of sales for Industrial Electronic Sales Co., communications products distributor, Falls Church, Va., joins Electronic Industries Association as staff director for consumer products division.

**Dr. Jacob A. Randmer**, formerly with Univac division of Sperry Rand Corp., joins Machlett Laboratories, Springdale, Conn., as chief engineer for power tube operation.

**Alfred C. West**, general partner in Glore, Forgan & Co., investment banking firm, Chicago, and **Joseph C. Fen-**

**nelly**, president of J. C. Fennelly Co., San Francisco, elected to board of directors of Machtronics Inc., Mountain View, Calif. Machtronics manufactures a portable closed-circuit TV tape recorder, and provides consulting services and produces equipment for broadcast industry.



Mr. Nelson

**H. Donald Nelson** appointed to newly created position of distributor sales planning manager for entertainment electronic components of General Electric Co., with headquarters at company's tube department and electronic components division at Owensboro, Ky. Mr. Nelson, district sales manager in Kansas City for past two years, will concentrate on evaluating distributor markets for components used in TV, radio and high fidelity equipment.

**Joseph R. Mazzola** appointed director of all manufacturing operations of industrial and government product lines produced by electronics division of Du Mont Laboratories, Clifton, N. J.

## PROGRAMING



Mr. Mason

**J. William Mason**, for past two years southern sales manager for Storer Programs, appointed manager of Atlanta office of Storer Television Sales Inc. STS has moved its Atlanta office to 1375 Peachtree Street, N.E. Before joining Storer organization Mr. Mason directed Atlanta office of NBC-TV Films division for three years.

**Gordon Oliver**, veteran production executive who formerly worked on *Four Star Playhouse*, signed by Robert Sudek Associates as producer of forthcoming NBC-TV series, *Profiles in*

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visor on Helene Curtis at Edward H. Weiss and Co., Chicago. Mr. Bloomfield joined Weiss agency in 1961 from position of account director on Toni account at North Adv.

**Jack Kennedy**, assistant chief of television branch of National Geographic Society, joins Peter M. Robeck & Co., New York, as TV production head.

**Edwin C. Kennedy** joins Foote, Cone & Belding, New York, as consultant to management for planning and development. Mr. Kennedy was formerly publisher of *The American Weekly*.



Mr. Angelus account.

**Theodore Angelus**, account executive at Lennen & Newell, New York, on Lustre-Creme line, elected vice president. Mr. Angelus, formerly of BBDO, joined L&N in 1962 as executive on Colgate-Palmolive Co.

**Desmond C. O'Neill**, account executive with The Katz Agency, station representative, joins Guild, Bascom and Bonfigli, New York, as senior media director.

**Richard M. Stone**, former account executive at WINS New York and Avery-Knodel Inc., joins Food Advertisers Service Inc., New York, as eastern division manager.

**Harold L. Mooney**, previously director of marketing research at Mogul, Williams & Saylor, joins Vinti Adv., New York, as vice president and marketing director.



Miss Ratny

**Ruth L. Ratny**, VP-creative director of Niles Communications Centers, Chicago, for nine years, appointed broadcast creative director of Powell, Schoenbrod & Hall, Chicago - New York advertising firm.

**William Todd**, VP-creative director of Geyer, Morey & Ballard, Chicago, joins Foote, Cone & Belding, that city, as copy supervisor. **Todd D. Lief**, formerly with Clinton E. Frank Inc., and **Arthur B. Rogoff**, previously of Erwin Wasey, Ruthrauff & Ryan and Compton Adv., join FC&B as copy writers.

**Gerald J. Kaufman**, copy chief at Smith & Dorian Inc., New York, promoted to creative director, responsible for supervision of creative functions and TV production. He has been with agency since its formation six years ago.

**George Bentley**, formerly with Henry B. Kreer & Co. and Fuller & Smith & Ross, Chicago, joins creative staff of Waldie & Briggs, that city.



### Manton's 'Prophet'

**Jock Manton**, associate director of ABC-TV network and TV news shows, poses with his statue of President Woodrow Wilson entitled *The Prophet of Peace*, which will be housed in the Truman Memorial Library at Independence, Mo. It was commissioned by former President Truman and donated by New York press photographers and writers.

Among other works by Mr. Manton are busts of President Truman, which is now in the Truman library, and of President Eisenhower, which is housed at the U. S. Military Academy.

### THE MEDIA



A. H. Stackpole

**Major General Albert H. Stackpole** (USA - Ret.) elected president of WHP Inc., licensee of WHP-AM-FM-TV Harrisburg, Pa., succeeding his brother, **Lt. General Edward J. Stackpole** (USA - Ret.), who has been named to new position of board chairman. **Cecil M. Sansbury**, WHP-AM-FM-TV general manager, re-elected executive VP of WHP Inc. Major General Stackpole, with WHP since 1956, had been VP of WHP Inc.

**William Bengtson**, formerly assistant general manager and sales manager of KLIK Jefferson City, Mo., joins KOAM Pittsburg, Kan., as general manager-sales manager. Mr. Bengtson replaces **John Bartlow**, who died Aug. 14.

**Woodford H. Dulaney Jr.**, station manager of WAVE Louisville, Ky., appointed general manager of WOWI New Albany, Ind., replacing **Allen H. Embury**, who resigned.

**George G. Dubinetz**, VP of Robert E. Eastman Co., national radio representative firm, joins WAIT Chicago as assistant general manager.

**Nate Grabin**, western manager of Macfadden-Bartell Corp., Chicago, and with Macfadden for 35 years, has announced his resignation effective Oct. 1.

**Donald L. Wilks** appointed manager of McGavren-Guild Co.'s new Boston office at 900 Statler Bldg.



Mr. McManus



Mr. Eldon

**Advertising Time Sales Inc.**, radio-TV station representative, in move that centralizes sales administration of all its sales offices, has created two new executive posts in its New York headquarters. **W. B. Taylor Eldon**, VP and New York radio sales manager, assumes direction of radio sales for company's eight regional offices, and becomes VP and national radio sales manager. **James A. McManus**, VP and New York TV sales manager, appointed VP and national TV sales manager, extending his supervision over TV salesmen in all nine ATS offices.

**Clair R. McCollough**, president of Steinman Stations, elected to board of directors of Broadcast Pioneers, New York. Mr. McCollough, a former president of broadcast pioneer group, is currently president of Broadcasters Foundation. Further business of Broadcast Pioneer board meeting last Wednesday in New York included appointment of **Lloyd E. Yoder**, VP-general manager of WNBQ-TV, WMAQ-AM-FM Chicago, as chairman of Pioneer's NAB banquet committee, and reappointment of **Sol Taishoff**, editor and publisher of BROADCASTING and TELEVISION magazines, as chairman of Pioneers' expansion committee.

**Michael Strouse** joins WWDC-AM-FM Washington as account executive. He is son of Ben Strouse, WWDC president.

**Charles A. Macatee**, national sales representative for WMAL-AM-FM-TV Washington, appointed national sales manager for WMAL-AM-FM. **Robert F. Whiteley**, WMAL local sales manager since 1961, named national sales representative for WMAL-TV. **Alexander W.**

ports made-in-Canada TV receiver sales from January-June 1963 as 172,835 units, compared with 172,879 in the first six months of last year. Canadian-made radio receivers totaled 319,896 units as against 287,487 in the first six months of 1962.

**'Playdate' sponsors** ■ Four advertisers participate in the one-hour drama series *Playdate* on Monday evenings, starting Sept. 30, on CBC-TV. Tuckett Ltd., Hamilton, Ont. (tobacco) (MacLaren Advertising Co., Toronto); Chrysler Corporation of Canada Ltd., Windsor, Ont. (BBDO Canada, Toronto); Sterling Drug Ltd., Toronto (Dancer-Fitzgerald-Sample Inc., New York); and Clairol Inc. of Canada, Toronto (Foote, Cone & Belding of Canada, Toronto), share the Canadian dramatic series, which will also include once a month the *Red Skelton Show* from the U. S.

**New members** ■ The Bureau of Broadcast Measurement, Toronto, has announced that eight more Canadian stations have joined, as well as two advertisers. The new members are CKCN

Seven Islands, Que.; CKRD Red Deer and CJCA Edmonton, both Alberta; CKSL London, CHLO St. Thomas, CKCY Sault Ste. Marie and CJNR Blind River, all Ontario, and CFDR Dartmouth, N. S. DuPont of Canada Ltd., Montreal, and E. S. Sumner Corp., New York, are the other new members.

### Samoa ETV contracts let

International General Electric and Jerrold Electronics Corp. have announced contracts with the National Association of Educational Broadcasters to supply equipment to a planned six-station educational television system in American Samoa.

IGE will furnish the VHF system with close to \$1 million worth of studio and transmitter equipment which is scheduled to be in operation by February 1964.

The communication systems division of Jerrold Electronics has contracted to furnish \$45,000 worth of microwave and master TV systems to the ETV network.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Gutman

**Leo A. Gutman**, director of advertising, sales promotion and publicity for Four Star Distribution Corp., elected VP of FST Advertising Inc., New York, wholly owned subsidiary of Four Star Television.

Mr. Gutman's duties will include direction of all advertising, sales promotion and publicity for Four Star Distribution Corp. and Four Star Television International. Before joining Four Star organization in July 1962, Mr. Gutman was director of advertising for Paramount Pictures Corp.

**Donald M. Kendall**, president of Pepsi-Cola International Ltd. for past six years, elected president and chief executive officer of parent Pepsi-Cola Co., New York, succeeding **Herbert L. Barnet**, who becomes board chairman, post vacant since 1959.

**Fred L. Bernstein**, general sales manager of WLOS-TV Asheville, N. C., joins Tobias & Co., Charleston and Columbia (both South Carolina) advertising and public relations agency, as general manager. Mr. Bernstein is former VP and executive general manager of New York office of Forjoe & Co., national radio-TV station representatives.

**Kenneth E. Moore**, VP and account group manager in New York office of Fuller & Smith & Ross, appointed manager of FSR's Boston office, effective Oct. 1, succeeding **Robert J. McMahon**,

who is being transferred to agency's Los Angeles office. Mr. Moore joined FSR in New York in 1944. **Patrick Sullivan**, formerly of D'Arcy Adv., joins FSR as executive on Lestoil Products account. **Dale Strand** named account executive in agency's account service department.

**Robert W. Hora**, VP and executive art director at Klau-Van Pietersom-Dunlap, Milwaukee, joins new agency of Cooper, Strock & Scannell, that city, in same capacity.

**John L. Dryer**, who joined Los Angeles office of Young & Rubicam in 1953 as account executive, elected VP of agency. Mr. Dryer handles some of Y&R's major West Coast accounts.

**Neil McCutcheon**, senior assistant account executive at Grey Adv., joins New York office of North Adv. as account director. Mr. McCutcheon will work on Boyle-Midway (American Hom Products) and Dr. West tooth brush (Chemway) accounts.



Mr. Wiener

Mr. Wiener was administrative VP of McCann-Erickson for five years.

**Alan A. Bloomfield**, senior account executive, promoted to account super-

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## Unity plea made for British commercial TV

### BURGESS SPEAKS OUT AS INDUSTRY ENTERS MATURITY

A plea of unity among all commercial television companies in Britain, now that the industry had entered a new phase in its growth, has been made by John Burgess, chairman of Border Television Ltd., the smallest company in the commercial field.

In his annual report to stockholders he said that the closing chapter had been one of tremendous growth and rugged individualism as new companies came into operation. Now that the industry had grown up and become an accepted part of the nation's life it was time to look to the future.

Whether a company was large or small it was only part of the whole which had one objective, "to provide the best possible television programs for the whole family."

For the year ended April 30, 1963 the company made a before-tax profit of \$76,787 and tax provisions for the year and those over-provided for the previous year cancelled out. A debit balance carried forward of \$70,557 left a credit balance of \$6,230. In view of this Mr. Burgess said that although the results were very satisfactory for a year which coincided with a recession in advertising and the times sales tax, his board was not recommending a dividend and the directors had waived all fees.

Speaking of the new levy after July

1964 on advertising revenue over \$4.2 million, Mr. Burgess said that although Border Television did not expect to pay any of the tax directly, it would be wishful thinking to believe that the levy would not affect the smaller companies. Experience showed that when advertisers have to trim appropriations because of rate increases resulting from tax increases, it is the smaller companies which are hardest hit.

Commenting on the new Television Act he said it was obvious that Parliament wished local commercial television to continue. In pointing out that Border is the smallest company he warned that the financial margin for operating it is "dangerously narrow."

If Border is to continue after 1964 the financial terms of the ITA contract and Border's agreement for purchasing programs from other companies must be realistic.

## Six more named as Geneva delegates

The U. S. delegation to the international radio conference in Geneva next month was just one member short of completion last Thursday (Sept. 12). Twenty-four members of the delegation including its chairman, Joseph H. McConnell, had been named last month

## A 'dare' on radio-TV pays off

"People retain what they hear and recall what they have seen pictorially more efficiently, more easily than they absorb what they read," according to John P. Gledhill, president of J. Lyons & Co. (Canada) Ltd., Toronto. He expressed this view to a meeting of the Radio Television Executives Club at the Park Plaza hotel, Toronto, Sept. 5.

He was recounting the success his company has had over the past year in marketing tea using only television and radio as advertising media and with no gimmicks or premiums. The tea now has over 25% of the national tea label market in Canada, he said.

Marketing of the tea was on a soft-sell basis, with special packaging which carried no brand name, only a distinctive cover. Slogan for the product, "The tea that dares to be known by good taste alone" was used with success even though a

leading New York advertising agency and research organization had said the slogan couldn't succeed.

Mr. Gledhill told how he hunted for a voice that sounded like quality and a film commercial that was quality. He found both in Toronto, and the commercial won awards for excellence in U. S. contests. It was also a low-priced production.

He feels that use of two modern marketing tools accounted for the firm's success: use of radio and television, and sight selection at the retail level. Shoppers look for packages they recognize from TV advertising. The Lyons product carries the product name only on the outside cellophane wrapper because of legal requirements. The wrapper is taken off the moment the package is used. Only the distinctive box is retained to identify "the tea that dares to be known by good taste alone."

## Canadian beer spots

One-minute beer and wine commercials will be allowed in Canada effective Jan. 1, 1964, the Canadian Board of Broadcast Governors announced Tuesday (Sept. 10) at Ottawa. This follows public hearings held late last month to change regulations for radio and television commercials from 12 seconds of selling and 48 seconds of nonadvertising fill material.

Commenting on the new regulation, Carlyle Allison, BBG vice chairman, stated the purpose was "to take the hypocritical approach out of brewery advertising, sequences in which young men and women are pictured in happy scenes prior to commercials. It is our view that a straight, no nonsense advertisement is preferable."

After the New Year Canadians will be able to see and hear straight one-minute product advertising for beer and wines from Canadian as well as U. S. border stations.

(BROADCASTING, Aug. 26).

New members of the delegation are:

Jacob D. Beam, former ambassador to Poland, and T. A. M. Craven, former FCC commissioner, vice chairmen; Lieutenant Colonel Edward N. Wright, U.S.A.F.; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.), and Representative Oren Harris (D-Ark.).

A second member from the House of Representatives will complete the delegation.

The conference, scheduled Oct. 7-Nov. 8, is sponsored by the International Telecommunications Union. An international agreement on frequencies for use in space communications is the conference goal.

## Abroad in brief...

**New Toronto FM** ■ CHUM-FM Toronto started broadcasting on 104.5 mc with 18 kw on Sept. 15. It is Toronto's fourth FM station. Bill Stephens, of CHUM representative firm Stephens & Towndrow Ltd., Toronto, reports that CHUM-FM is sold out from the start.

**Canadian sets** ■ Canadian-made radio receiving set sales were up in the first half of this year as compared to the same period a year ago, while Canadian-made television receiver sales were down slightly in this period. The Dominion Bureau of Statistics, Ottawa, re-

Geneva, June 20, 1963—Disarmament conference delegates of the United States and the Soviet Union sign the "Hot Line" Agreement.



**They reduced the risk of accidental war  
when they agreed to establish direct communications  
between the White House and the Kremlin.**

## **ITT will provide the "Hot Line" for the U.S.A.**

The most private communication line in the world will be provided by ITT. Through a subsidiary—American Cable & Radio Corporation—ITT has been awarded the contract to supply cable links for the U.S. end of the "Hot Line." □ This closed-circuit teletypewriter system between Washington and Moscow will run through London, Copenhagen, Stockholm and Helsinki. ITT will handle arrangements for the line from Washington to a point midway between London

and Helsinki. Beyond that, the Russians take over. □ The "Hot Line" will be open 24 hours a day, always ready to accept coded intelligence for immediate transmission. It will be operated by personnel with special bilingual skills in telegraphic communications work. □ President Kennedy has said, "This age of fast-moving events requires quick, dependable communications in time of emergency." He hailed the "Hot Line" as "... a first step to help reduce the risk of

war occurring by accident or miscalculation." □ ITT's experience throughout the world as a designer, manufacturer and operator of all types of communication systems was instrumental in the awarding of the "Hot Line." Understandably, it's an apt assignment for the world's largest international supplier of electronic and telecommunication equipment. □ International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York.

worldwide electronics and telecommunications



## EIA group endorses tax repeal proposal

### SOBIN MAKES REPORT AT N.Y. FALL CONFERENCE

The proposal to repeal the 10% manufacturers excise tax on all-channel TV receivers received added impetus last week from electronics industry executives at the fall conference of the Electronic Industries Association.

Morris Sobin, chairman of the consumer products division of EIA, said the repeal proposal presented to the executive committee of the division by the Committee for The Full Development of All Channel Broadcasting (CAB) had been reviewed and would be passed on to the FCC. It is hoped that the repeal proposal will be incorporated into the FCC recommendations to Congress for legislation next year.

The repeal proposal refers to sets

manufactured after next April 30 which will be subject to the new law requiring all TV sets shipped in interstate commerce to be capable of receiving both UHF and VHF signals.

The proposal is intended to minimize the disparity in price between all-channel sets and VHF-only sets.

The consumer products division's executive committee also approved a recommendation for EIA participation in a test of television receivers to determine whether aural power of television broadcasting stations can be reduced without impairing reception in fringe areas. The engineering test will be conducted by the technical committee of the CAB.

## Machtronics portable now on the market

The Machtronics portable video tape recorders are now available to purchasers for immediate delivery, according to Terry H. Lee, Storer Broadcasting Co. vice president for planning and development and head of Storer Programs Inc.

Storer Programs has exclusive distribution and sales rights to the portable TV tape machines.

The MVR-11 and MVR-15 models may be used on the air, using any normal equipment found in most television stations. Both models are suitcase size and can be plugged into any standard 110-volt AC outlet.

The MVR-11 weighs 68 pounds and sells for \$13,850. The MVR-15 is 78 pounds and sells for \$15,750.

Mr. Lee said the MVR-11 is currently in use at several TV stations. It is a complete recorder, capable of instantaneous video and audio signal.

The MVR-15 has over a dozen extra

features such as automatic tape tensioning, a completely new audio system and a complete operational remote control system. It will be available in quantity in November.

The MVR-11 can be converted into an MVR-15 at a cost of \$1,900.

The recorders are manufactured by Machtronics Inc. of Mountain View, Calif. Henry J. Davis, Storer Programs Inc., New York, is in charge of broadcast connected sales for the recorders.

## Technical topics . . .

**Color clinics** ■ Magnavox Co., reporting intense dealer interest in color TV training, last week announced a series of training clinics for Magnavox dealer servicemen in 50 cities. Clinics including shop work on color sets, to be held by company specialists, will run through November.

**Zoomar guide** ■ The Television Zoomar Co., New York, has prepared a pocket guide as an aid in use of the zoomar lens. It includes cross references for

lens focal length, camera distance from subject and width and height of set, enabling quick calculation of one of these three variables when the other two are known. The guides have been mailed to 3,000 TV executives.

**Transmitter brochure** ■ Continental Electronics Manufacturing Co., a Ling-Temco-Vought Inc. subsidiary, has published a booklet that describes its Type 417B high-level plate modulation 50 kw shortwave broadcast transmitter.

## EIA won't publish a yearbook for 1963

The Electronic Industries Association announced last week that there will be no 1963 EIA Yearbook because the association was unable to receive clearance to publish certain government information on employment, productivity, and research and development expenditures which were to have constituted a major portion of this year's edition.

William S. Hepner Jr., EIA public relations director, stated, however, that updated tables containing statistics that would customarily appear in the yearbook are available free of charge from the association's marketing services department in Washington.

The next yearbook reportedly will be a combined 1963-64 edition to be issued on or before March 15, 1964.

## Engineering show for Georgia regional meets

An engineering roadshow will highlight the five regional conferences of the Georgia Association of Broadcasters which start Sept. 30 in Athens. National sales consultant Fred A. Palmer, Worthington, Ohio, will be featured at each meeting along with special engineering conferences conducted by representatives from Collins Radio Co., Gates Radio Co., Bauer Electronics Corp. and RCA.

Following Athens, the tour stops in Rome Oct. 1, Thomaston Oct. 2, Albany Oct. 3 and Statesboro Oct. 4. Sales and management executives will meet separately while station engineers are shown the latest in equipment, according to John Jacobs Jr., wDUN Gainesville, general chairman for the Georgia regional meetings.

## Sony ups TV recorder price

An increase in price from \$10,900 to \$11,500 has been announced by the Sony Corp. of America for its portable video-tape recorder, model PV-100. The increase, effective Nov. 1, is said to be the result of several new product improvements including "stop look" and "slow down" features. Delivery of the unit, which was introduced in the United States last year, started last month.

## Something no mansion should be without

Ampex Corp. introduced a television home tape recording system estimated to sell at \$30,000 in New York last week at the High Fidelity Music Show. The system can record programs off the air for immediate playback, can record a program while the viewer is absent, or record one program while a different program is being viewed.

The system includes a Fisher mul-

tiplex tuner, a Fisher professional stereo master audio control, a Conrac television tuner, a Garrard automatic record changer, Ampex four-track stereo tape recorder, Ampex Video-tape recorder, automatic timer, Packard-Bell 21-inch color television receiver, Vidicon television camera, and Electro-Voice microphones. The system, called the "Signature V" will be featured in the winter catalogue of Neiman-Marcus of Dallas.

vised construction of station in 1936 and has run it ever since. He was a 50% owner until last year, when he bought the other half from the local newspaper. Mr. Thomas retains interest in KANE New Iberia, La. KVOL is a 1 kw fulltimer on 1330 kc.

▪ KICA-TV Clovis, N. M.: Sold by John H. Marshall and family to Texas State Network Inc. for \$350,000. Texas State is principally owned by estate of Sid W. Richardson and is licensee of KFJZ-AM-FM Fort Worth, KRIO McAllen and KFDA-TV Amarillo, all Texas. Established in 1957, KICA-TV (ch. 12) has primary affiliation with CBS-TV, secondary with ABC-TV.

▪ WELY and Ely Cable Television System, both Ely, Minn.: Sold by WELY Corp. to North Central Video Inc. for more than \$200,000; exact price undisclosed. Principal of North Central is Joseph Poire and V. T. Hallett is president of WELY Corp. The Ely CATV system has in excess of 1,300 subscribers, carries two channels and plans to add a third this fall. WELY is on 1450 kc with 1 kw day, 250 w night. Broker: Blackburn & Co.

### Legion picks KVOS-TV, KVOO

The Golden Mike awards of the American Legion Auxiliary were presented last week to kvos-TV Bellingham, Wash. and kvoov Tulsa, Okla.

The awards are presented annually to a radio and TV station for the "best program series in the interest of youth."

Kvos-TV's Golden Mike trophy was presented for the station's *Tide Pool Critters*, a series of stories on marine life.

The radio award was given kvoov Tulsa for *The Gilcrease Story*, a series of American history episodes based on material obtained through the Gilcrease Institute in Tulsa.

### Media reports...

**WLIB boosts rates** ▪ WLIB New York Negro oriented station has announced an average rate increase of 10% effective Sept. 16. The rate boost, first for the station in four years, is said to reflect a 10.5% population increase in the New York Negro community to over 1.6 million since the previous rate card became effective.

**WTOL-FM starts multiplexing** ▪ WTOL-FM Toledo broadcast the area's first stereophonic radio program yesterday (Sept. 15), three weeks after moving into new facilities in downtown Toledo. The station, which with WTOL-AM-TV is licensed to Community Broadcasting Co., initially plans to broadcast stereo 42 hours a week.

**WABC signs agency** ▪ WABC New York

has appointed Ketchum, MacLeod & Grove as its advertising agency replacing Daniel & Charles which ended its association with the station last month.

**Year-end report** ▪ NBC newsmen stationed abroad are returning to the United States at the end of the year for a speaking tour. The correspondents are scheduled to be in Pittsburgh, Detroit, Chicago, Philadelphia, New York, New Orleans, Los Angeles, Boston and Washington to report on U. S. foreign policy in their assigned countries.

### Wilmington ETV begins operations

The new noncommercial educational television station serving the Wilmington, Del.-Philadelphia area, WHYY-TV (ch. 12) inaugurated its programming last Thursday night (Sept. 12). Among those appearing to wish the station well was FCC Chairman E. William Henry.

Following a delay due to some technical difficulties Chairman Henry told the WHYY-TV audience that 1963 has been a vintage year for ETV—seeing 10 new stations granted by the commission. He said he thought ETV is doing a good job, but there is room for much improvement. The chairman said he would like to see educational and cultural television fare compete

with commercial stations for the big audience.

Host of the inaugural program was television producer David Susskind. Also on the program were William G. Harley, president of the National Association of Educational Broadcasters, John F. White, president of National Educational Television and TV personality Dave Garroway.

### New calls and format

WYRE Annapolis, Md., formerly WABW, assumed its new call letters and a revised program format last Monday (Sept. 8). Station is now licensed to Radio Chesapeake Inc. with Erny Tannen as president and Marvin Mirvis as general manager. Mr. Tannen is also owner of WDMV Salisbury, Md. Mr. Mirvis formerly was general sales manager of WJTB Baltimore.

With John Deane, from WENZ Richmond, Va., as program director, and Tony Donald as new WYRE community relations director, the 250-watt daytimer on 810 kc is introducing a number of features pegged to the Chesapeake Bay area's concentration of boating. Other programs are aimed at the mushrooming suburban areas of nearby Washington and Baltimore.

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**SUNNY WESTERN STATE** —High powered, fulltime, radio station with regional coverage of strong growth area. New equipment. Owner-operator can materially increase \$40,000.00 annual cash flow. Priced at \$310,000.00 on long terms.

**CALIFORNIA** —Daytimer that is running ahead of 1962 gross of \$55,000.00. Absentee owned. Needs owner-operator. Priced at \$80,000.00 on ten year terms.

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## Color—big plus for independent TV stations

Color is a big plus for an independent TV station in a competitive market, says John Hopkins, president and general manager of KCOP(TV) Los Angeles. Last spring KCOP invested \$250,000 in equipment that permits it to broadcast color films and slides and today the station has 25 regularly scheduled color programs on the air each week, adding up to 13 hours of air time. This fall KCOP's sales are running 25% ahead of the fall of 1962 and while Mr. Hopkins does not give all the credit for the increase to color, he does call it a definite asset to the KCOP sales staff.

One sale that has been credited to

KCOP's colorcasting ability is that of three Saturday afternoon schedules to the RCA Dealers of Southern California. This group, through Jack Lawlor Advertising, Los Angeles, is sponsoring six-hour schedules of feature movies, travelogues and cartoons all broadcast in full color on KCOP at 12 noon-6 p.m. on Oct. 12, Nov. 9 and Nov. 30.

Any color set owner will automatically pick colorcasts first from the program schedules, Mr. Hopkins said, a habit he estimates gives KCOP color programs 50,000 more viewers on the average than the shows it broadcasts in monochrome. A program in color is a new program to

the viewer watching it in color, he noted, expressing the expectation of drawing a whole new audience for *Ripcord*, which will be shown in color on KCOP this season, coming from a black-and-white run.

Mr. Hopkins has recently returned to Los Angeles from a swing around the country showing the KCOP 17-minute promotional film—an all-color production, of course—to some 2,000 agency media executives in New York, Chicago, St. Louis, Detroit, Minneapolis, San Francisco and Los Angeles. He reports that TV timebuyers are showing increased interest in independent TV stations, in color and, happily, in KCOP.

## Hobler's new WHWH starts in Princeton

WHWH Princeton, N. J., went on the air Sept. 7. Licensed on 1350 kc to the Nassau Broadcasting Co., the 5-kw station operates from 6 a.m. to midnight.

Nassau Broadcasting Co. is headed by Herbert W. Hobler, who is also vice

president in charge of operations at Videotape Productions of New York, a producer of video tape commercials. David A. Moss, former assistant general manager of WKDN Camden, N. J., is WHWH manager.

The WHWH studios are in the Houghton Building at 221 Witherspoon Street. The transmitter building is near Mount Rose in Hopewell Township.

## Changing hands

**ANNOUNCED** ■ *The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 110).*

■ WEAT-AM-TV West Palm Beach, Fla.: Sold by Rex Rand (80%) and Bert Lebhar (20%) to John D. MacArthur, chairman of board and president, Bankers Life & Casualty Co., Chicago, for approximately \$2.1 million (estimated \$2,350,000 with adjustments). Bankers Life, through subsidiary, owns KGA Spokane, Wash. Mr. Rand owns 85% of WINZ Miami. Transfer applications will be filed within fortnight. Mr. Lebhar, in addition to his 20%, holds option to acquire additional 5%. WEAT-TV (ch. 12), established in 1955, is an ABC-TV affiliate. WEAT is a fulltimer on 850 kc with 1 kw. It is affiliated with MBS.

■ KFDM Beaumont, Tex.: Sold by D. A. Cannan Sr. and C. B. Locke to Mr. and Mrs. John H. Hicks Jr. for \$400,000. Upon FCC approval of his acquisition of KFDM, Mr. Hicks will sell his 50% interest in KOLE Port Arthur, Tex., and his 42.5% in KPFL Lafayette, La. He also plans to acquire 100% of WTAW College Station, Tex., of which he presently owns 50%. Messrs. Cannan and Locke retain their interests in KFDM-TV Beaumont; Mr. Cannan, in addition, is majority owner of KFDM-TV Wichita Falls, Tex. KFDM is a fulltimer on 560 kc with 5 kw. Broker: Hamilton-Landis & Associates.

■ Kvol Lafayette, La.: Sold by George H. Thomas to James L. Kirk II (80%) and Evan H. Hughes Jr. (20%) for \$310,000. Mr. Hughes is Kvol employe of 15 years. Mr. Thomas super-

## Outstanding Values in Radio-TV Properties

Fulltime AM-FM in major market area. Showing great improvement under absentee ownership. \$100,000 down and good terms.

Top-rated, profitable powerful regional daytimer in multiple station market with good economy. Can go full after freeze. \$50,000 down and terms or \$150,000 all cash.

Profitable AM in one-station market. Ideal owner-manager property. Good buyer can pay only \$15,000 down and easy payout.

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**\$500,000**

NEW ENGLAND  
**\$175,000**

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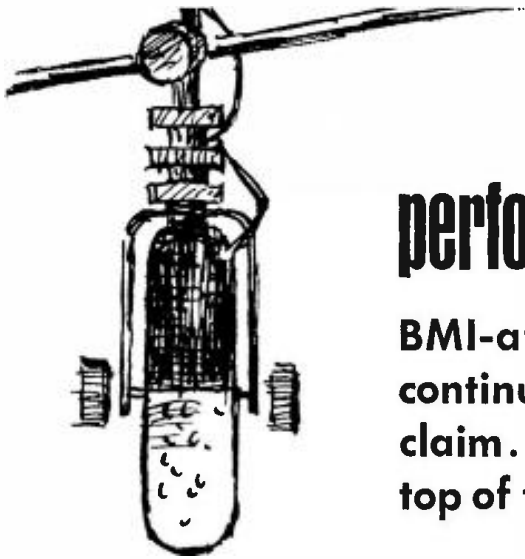
H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-6460

### ATLANTA

Clifford B. Marshall  
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1102 Healey Bldg.  
Jackson 5-1576

### BEVERLY HILLS

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of the song hits in the combined trade press music polls during the past eight years are BMI

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of the song hits in the combined trade press music polls during the past 12 months are BMI

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of the top song hits in 31 countries 'round the world, as listed in Billboard, are BMI

## 13 OF THE 15

International tunes that hit the Hot 100 during the past year, as listed in Billboard, are BMI

## 70

of the TOP 100 tunes of the past year, as listed in both Billboard and Cash Box, are BMI

## 3 MUSICAL HITS

currently on Broadway—"Oliver," "Stop the World—I Want to Get Off" and "She Loves Me"—are BMI

## MORE THAN HALF

of the perennial singles hits (58 out of 101) recommended by Billboard as standards for year-round programming are BMI

## RADIO SONG HIT

of the year, voted by the nation's radio and television editors. ("What Kind of Fool Am I?") is BMI

## THE ACADEMY AWARD

for the best musical score of 1962 —presented for "Lawrence of Arabia," which is BMI

## 66%

of the "Top Disks of 1962," as listed in Variety, are BMI

## 290 OUT OF 616

"Million Sellers" (singles), as compiled by Billboard, are BMI

\*

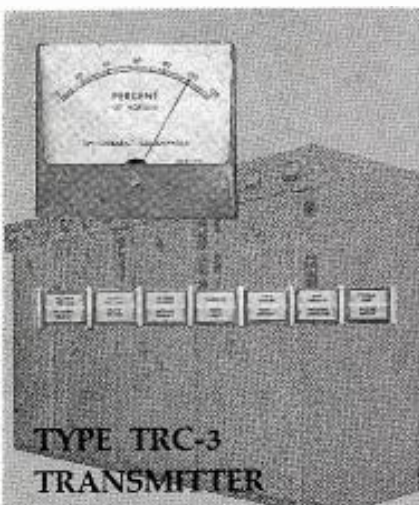
**BROADCAST MUSIC, INC.** 598 FIFTH AVENUE  
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ices. The Electronic Industries Association has already requested the commission to take channels 14 and 15 from television and make them available for nonbroadcast use.

While in Los Angeles, the commissioners will be shown how radio is being used by police and fire departments and other mobile operators, as well as by industry in its manufacturing processes, and by businesses. Arrangements for the Los Angeles visit are being made in cooperation with the National Association of Manufacturers Committee on Manufacturers Radio Use, which urged the commission to make the trip.

A meeting with an educational television group—Community Television of Southern California—is also on the commission's agenda in Los Angeles. The ETV group, headed by Dr. Lee DuBridge, president of California Institute of Technology, will confer with the commissioners at Cal Tech Sunday. CTSC is interested in applying for channel 28.

As of last week, FCC Chairman E. William Henry was the only commissioner not scheduled to make the entire trip. The chairman, who has a speaking engagement in New York on Sept. 24, plans to join his colleagues in Los Angeles on Sept. 27.



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## THE CO-OP ADVERTISING CONTROVERSY

### FTC opinion of last March is subject of Senate hearing

Congress was asked last week for a clarification of the antitrust statutes that would assure retailers that they can join together in cooperative advertising without violating the law.

Herman Nolan, chairman of the board of McKesson & Robbins Inc., and M. W. Armistead III, president and publisher of the *Roanoke* (Va.) *Times and World-News*, said retailers are uncertain about the legality of such advertising because of a controversial advisory opinion rendered by the Federal Trade Commission in March.

They testified before the Senate Select Committee on Small Business, which is conducting a hearing on the competitive aspects of cooperative advertising and on advertising allowances given retailers by manufacturers and wholesalers.

The committee also heard an official of Doyle Dane Bernbach Inc., New York advertising agency, issue a strong indictment of the practice of manufacturers granting advertising allowances. E. B. Weiss, director of the agency's special merchandising service, called it an "economic evil." He said it results in inefficient advertising and added that agencies, which earn no money from the practice, would like to see it abandoned.

The FTC's advisory, which has provoked outcries of alarm from small businessmen, held that retailers who pool advertising allowances to finance advertising violate the antitrust laws if

the advertising contains product prices.

**House Committee's Report** ■ The House Small Business Committee, after taking testimony on the advisory opinion from FTC Chairman Paul Rand Dixon and other witnesses last month, concluded that retailers need have no fear of engaging in cooperative advertising as they have in the past.

And Mr. Dixon, who also testified before the Senate group last week, sought to reassure Congress and retailers further. He said the opinion, given in response to a specific question, held only that the commission might have to question cooperative advertising in which prices were quoted.

He said, however, that the commission would move against advertisers only if they were sufficiently powerful to set and maintain prices in a given market. He also noted that the FTC has never taken action against the practice.

But when committee members asked his view of proposals that Congress enact legislation to "clarify" the situation, Mr. Dixon said he would "recommend against such action." He said that after 49 years of experience with federal trade law, the commission "knows what is an unfair practice." New legislation in the area of cooperative advertising, he said, would make the commission's job more difficult.

Two measures aimed at undercutting the FTC opinions are now pending.

## Fears of costlier news services voiced

### NAB TO FILE COMMENTS ON RAISED AT&T, WU CHARGES

The FCC-approved increase in the cost of private, leased telegraphic lines of AT&T and Western Union caused news services to express concern last week that the increase would impair the dissemination of news.

Commission Hearing Examiner Forrest L. McClenning also heard testimony by a number of newspaper and magazine publishers. Although several of the publishers who appeared own broadcast facilities, there was no direct testimony from broadcasters.

The increase, about 20%, was approved last winter by the FCC. UPI and AP wire services estimate that the increased cost to them will be passed along to customers as a 7-8% raise in the cost of their own service. The American Newspaper Publishers Association joined UPI and AP in requesting the commission to reconsider the raise because of its ultimate impact. One commission source said that he did not believe that small broadcast stations

would be injured by the higher rates, unless they were already experiencing financial difficulties (BROADCASTING, Feb. 25).

Harry L. Flory, general manager of communications for UPI, said last week that broadcasters should get a lower service rate than would be possible in face of the 20% increase in the cost of leased lines. Gannett Newspapers, also a group owner of broadcast facilities, estimated that its expenses for wire services would jump from \$363 to \$1,107 a month for its newspapers.

Mr. Flory told the commission that "UPI would be opposed to subsidy—we definitely do not want a subsidy." Commission attorney John Lothschuetz had suggested that a government subsidy might alleviate the burden of the increased cost of facilities.

The National Association of Broadcasters will not present direct testimony, but will file comments on the evidence that is given.

commercial time. It is contrary to the intent of Congress when it passed the Communications Act, the delegation said.

Last week also saw the introduction, by Representative Graham Purcell (D-Tex.), of the second bill designed to prevent the FCC from limiting the extent of commercial time on broadcast stations (HR 8379). The first such prohibitive bill was introduced by Representative Purcell's fellow Texan and party member Representative Walter Rogers (BROADCASTING, Sept. 2).

But not all was opposition. The National Association for Better Radio and Television told the commission it was the agency's duty to adopt rules limiting commercial time. NAFBRAT said the NAB codes are for the most part ignored and inoperative. The organization thought the commission would be proper in adopting as rules the code broadcasters themselves have created.

## LAND MOBILE RADIO FCC cross-country junket to inspect installations

Users of land mobile radio and other nonbroadcast licensees in Los Angeles will have an opportunity later this month to demonstrate to the FCC at first hand what they regard as the need of safety and special-services radio for additional spectrum space.

The FCC commissioners are scheduled to visit the California city Sept. 27 through Oct. 2 as part of a cross-country trip that will begin Sept. 25 and include stops at three Air Force installations in the West.

The visits to the Strategic Air Command headquarters, in Omaha, Neb., the North American Air Defense Command, in Colorado Springs, Colo., and a missile base in Denver were the original purpose of the trip.

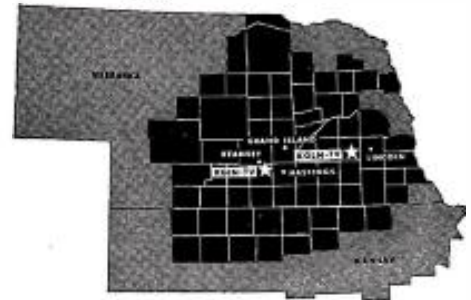
The Air Force, one of the largest users of common-carrier facilities, is often involved in rate-making cases before the FCC. The commission wants to observe the operation of these facilities, including those used in defense warning systems, and to discuss defense communications problems with the military personnel.

**Congested Area** ■ Commission sources said Los Angeles was added to the itinerary to satisfy a long-standing desire to view at first hand the variety of uses to which nonbroadcast radio is being put. Los Angeles has a variety of such services in a concentrated area, and is regarded as being one of the country's most spectrum-congested areas in the mobile-radio service.

Nonbroadcast users have long maintained the commission has not allocated sufficient spectrum space for their serv-



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KOLN-TV/KGIN-TV!**



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Lincoln-Land is now the 74th largest market in the U.S., based on the average number of homes per quarter hour delivered by all stations in the market. KOLN-TV/KGIN-TV delivers 206,000 homes monthly—homes that are a "must" for any advertiser who wants to reach America's top markets.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

\*November, 1962 ARB Ranking

AVERAGE HOMES DELIVERED PER QUARTER HOUR (March 1963 NSI — 6:30-10:00 p.m.)	
LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	59,900
OMAHA "A"	55,400
OMAHA "B"	55,000
OMAHA "C"	54,000
LINCOLN-LAND* "B"	22,300
LINCOLN-LAND* "C"	22,000

\*Lincoln-Hastings-Kearney

*The Folger Stations*

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WZZM GRAND RAPIDS  
WJPM GRAND RAPIDS  
WWTW-FM EMBELLING

**TELEVISION**  
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WJPM-TV GRAND RAPIDS  
WWTW-TV SAULT STE. MARIE  
KOLN-TV LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

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CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
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\*Occupation Required



## The broadcasters' march on Washington: Part II

Representative W. R. Hull Jr. (D-Mo.), emphasizing a point with his hand, agrees with the opposition of the Missouri Broadcasters Association to the FCC's rulemaking to adopt commercial time standards. Ten MBA members met with their congressional delegation last week and gained considerable support against the FCC proposal. Discussing the proposition above are (l-r from Representative Hull) Earl Dougherty, KXEO Mexico; Senator Edward Long (D-Mo.); Dan Dailey, KGBX Springfield and president of the Missouri broadcasters; Representative Durward G. Hall (R-Mo.);

Representative Richard Ichord (D-Mo.); Representative Leonor Sullivan (D-Mo.); Bill McKibben, WIL St. Louis; Stanley Fike, administrative assistant to Senator Stuart Symington (D-Mo.), and Representative William Randall (D-Mo.).

Other members of the MBA delegation making the rounds in Washington were Sam Burk, KIRX Kirksville; Gene Wilkey, KMOX-TV St. Louis; Pearson Ward, KTTS-AM-FM-TV Springfield; Ralph Stufflebam, KYTV(TV) Springfield; Alice Koch, KMOX St. Louis; D. T. Knight, KODE-AM-TV Joplin, and Oscar Hirsch, KFVS-TV Cape Girardeau. The Mis-

souri broadcasters also visited the offices of Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee. Representative Hull is a member of both the parent Commerce Committee and the Communications Subcommittee.

Members of the North Carolina Association of Broadcasters also visited Washington last week with equal success. Hollis Seavey, National Association of Broadcasters, assisted the state delegations in their Washington rounds.

## More opposition to codes as FCC rules

### STATE GROUPS FILE COMMENTS, PASS RESOLUTIONS

The FCC last week was the target of a number of resolutions and comments from state broadcaster associations and a congressional delegation censoring the commission for its proposed rule which would adopt the National Association of Broadcasters' radio and television codes of commercial time standards as agency rules.

The Alabama, Texas and Ohio associations questioned the commission's legal right to propose the rules. The Ohio association said that Congress never gave the FCC such regulatory

powers. The rule would give the commission complete control of station operations, it said. The Alabama association was also thinking along these lines when it charged that if the commission controlled the amount of commercial time it would inevitably come to control the cost as well.

Resolutions opposing the rulemaking were adopted by the Connecticut, Missouri (see story above) and Arkansas associations.

A question asked by most of the commentators was "How does one define

over-commercialization?" The Alabama association claimed that there is no way to define it.

The Texas association said that the NAB doesn't want its code "imposed" on all broadcasters. It pointed out that only little more than one-third of the radio stations in the U. S. subscribe to the NAB code and questioned why the commission should adopt a code accepted by so few.

The Oklahoma congressional delegation told the commission that none of its members could recall ever receiving a complaint that a broadcast station in that state over-commercialized. It also said that the agency lacked the legal power to make rules governing

# **New York Philharmonic Radio Broadcasts**

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The Sunday afternoon concerts of the New York Philharmonic Society, one of the world's leading orchestras, directed by Leonard Bernstein, are now available on a new basis direct from Philharmonic Hall, Lincoln Center, for live programming to quality radio stations and sponsors.

There will be 32 consecutive weekly concerts in the 1963-64 season, October 6th to May 10th. The live program will extend from 3 to 5 PM New York Time every Sunday. Each program will be cued for an average of six minutes commercial time. An interesting intermission feature will be included on every program.

While the program will be put on telephone lines "live" Sunday afternoon, stations desiring to do so may tape the program for broadcast that Sunday evening, starting no later than 9:15 PM local time.

This outstanding program is being offered on an exclusive basis to all the stations in each city on a first come, first served basis. Please contact us for details if you are interested in joining the New York Philharmonic Radio Network.

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**New York 22, New York**

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# EQUAL-TIME EXEMPTION

## Senate Commerce Committee clears resolution that will suspend Section 315 for 60 days in 1964 election

A congressional resolution exempting broadcasting coverage of the 1964 presidential and vice presidential elections from the equal-time provisions of Section 315 of the Communications Act cleared the Senate Commerce Committee last week on a unanimous vote with only two minor changes from the House-passed version.

The bill is nearly identical to the limited 1960 suspension. It is not expected to reach the Senate floor for several weeks because of other pending legislative matters.

H. J. Res 247, as passed by the House, would have suspended the equal-time requirements for President and Vice President for a 75-day period prior to the Nov. 3, 1964, elections. The Senate cut this back to 60 days (beginning Sept. 3), a week after the Democratic nominating convention in Atlantic City. The House passed the

bill last spring on a 263-126 vote before the two major parties had scheduled their conventions (BROADCASTING, June 24).

The Senate Commerce Committee approved the narrowest exemption proposed in several bills under consideration, which caused Senator Vance Hartke (D-Ind.), a committee member, to file "additional views" urging suspension of Section 315 for all political races. Senator Hartke concurred in the committee action but urged the Senate to go much further. He said broadcasters' coverage of the 1960 elections showed that they should be given total freedom in political campaigns.

Additionally, he said, suspension or outright repeal would benefit both candidates and the public because the campaign issues would receive a more thorough airing. The Indiana Democrat is the author of a bill which would

repeal permanently the political equal-time laws.

**Rates Deleted** ■ The committee also deleted the word "rates" from the House language spelling out matters upon which licensees would report to the FCC following the election. Stations still will be required to report their total income from the 1964 campaigns but, under the Senate committee version, would not have to report time charges to individual candidates.

The resolution provides that the FCC shall make a detailed report to Congress not later than May 1, 1965, on broadcast coverage of next fall's elections. The report would cover all political races, not just the top two.

Two amendments to the Communications Act, requested by the FCC, also were approved by the Senate Commerce Committee. S 1193 requires that parties seeking to intervene file petitions to do so with the FCC no later than 30 days after publication of the hearing issues and S 1005 gives the commission the authority to grant temporary operating facilities permission to operate temporarily for a maximum of 60 days.

## THE NAB ON RADIO BIRTH CONTROL

### Says FCC should consider AM and FM separately

The National Association of Broadcasters last week expressed mixed feelings about the FCC's proposed rules to govern the future growth of radio.

NAB said that AM and FM should not be considered jointly and urged the separation of FM problems from the present rulemaking. NAB also opposed the commission's goal of prohibiting common ownership of AM-FM facilities in the same community and the proposed ban against duplication by an FM station of more than 50% of the programs of its AM affiliate.

NAB, however, welcomed the commission's efforts to "tighten engineering standards" but added that it wished the agency had aimed the proposed rules at doing only that. The rules, taken as a whole, propose "an unwise government intrusion into business practices" the association said.

The association said that inclusion of FM matters will not speed the settlement of AM assignment problems. It complicates the matter and may "unnecessarily" delay the lifting of the present freeze on AM applications, NAB said. (The prohibition against more than 50% duplication applies only to FM stations in cities over 100,000 where there are no unassigned FM channels.)

The association said a licensee should be left free to program in a manner in

which he feels will best serve the community. NAB pointed out that under some conditions AM reception is poor and is augmented through duplication by FM affiliates. It also said that the commission fails to grasp the significance of its proposal in terms of service to the public—and seems to be more interested in promoting the sales of FM receivers.

**Hand In Hand** ■ The 50% limitation will also injure AM stations by impeding the future development of radio network service. The networks' ability to provide services will diminish proportionally to the decline of FM duplication, NAB said.

Because FM can augment the coverage of an AM service, the NAB expressed deep concern about the proposed separation of commonly owned AM and FM stations. The association gave examples of cases in which FM is a valuable support to the AM facility: daytime-only stations which have a nighttime FM service; AM-FM stations having a decreased nighttime power for the AM, and AM-FM stations having a directional AM operation, but total coverage from the FM.

The association also said that FM operations have often survived only through the financial support of an AM affiliate.

Although NAB agreed to an im-

proved method of making AM assignments, it frowned on the proposed "go-no-go" system until a definitive method of measuring daytime service contours is worked out.

NAB also opposes regulating the number of assignments in a community according to population figures. "While the commission tends to imply that its assignment table is based on population factors and not economics, the two are inseparable in developing the assignment table the commission proposes. It represents an unwise government intrusion into business practices. The association is against arbitrary measures on how many stations a community can support—let free enterprise do the deciding, for that is the system under which radio has developed."

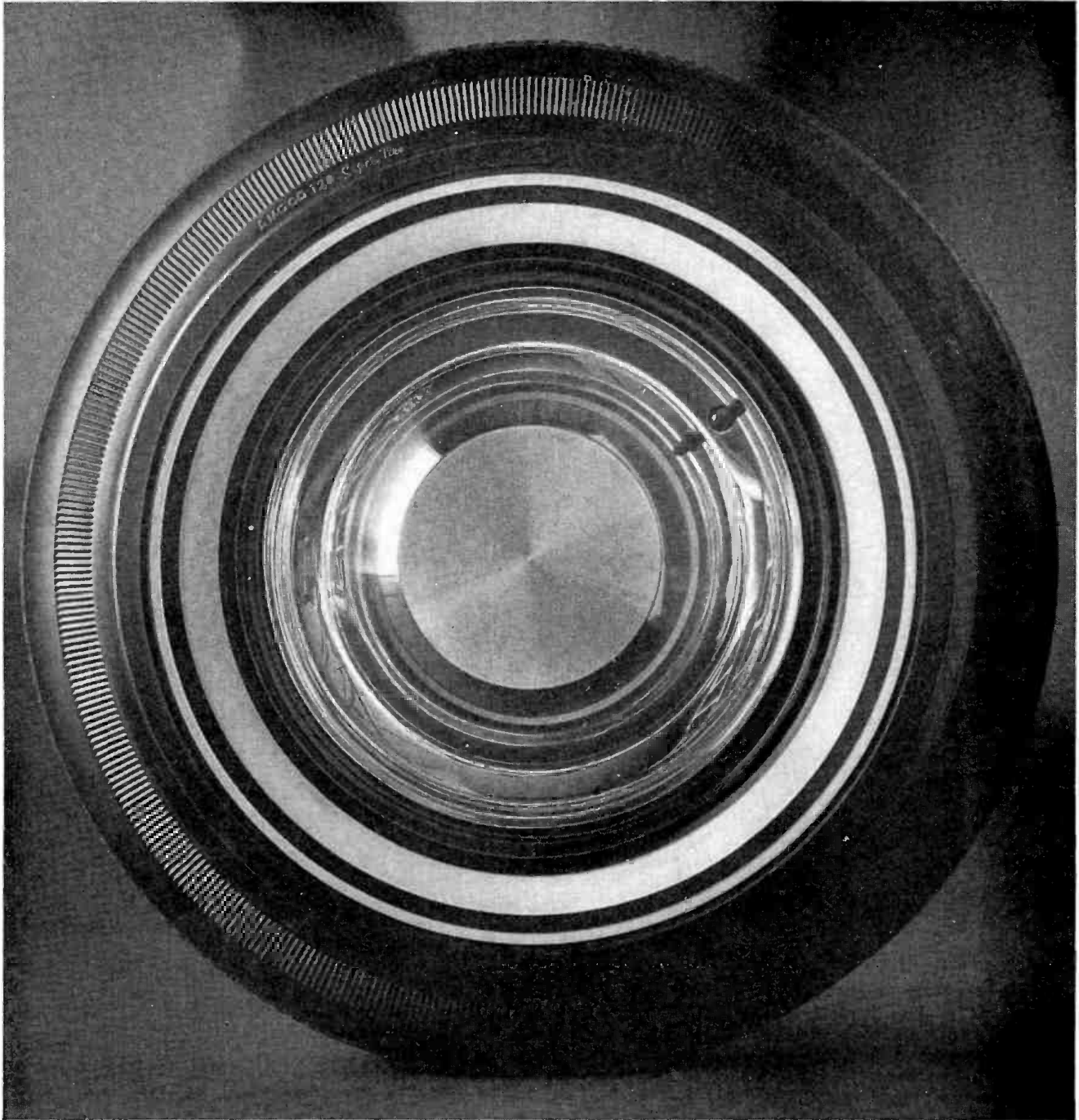
## Rogers hearing resumes Wednesday

Three new witnesses have been scheduled to be heard when the editorializing hearing resumes Wednesday.

Jesse Helms, vice president in charge of programs, news and public affairs, WRAL-TV Raleigh, N. C.; Arthur W. Arundel, president and general manager of WAVA-AM-FM Arlington, Va., and Ralph A. Renick, news director, WTVJ(TV) Miami will appear at the hearing of the House Communications Subcommittee.

Representative Walter Rogers (D-Tex.) chairman of the subcommittee announced the tentative witness list Friday, Sept. 6 (BROADCASTING, Sept. 9).

*there was a place for a better tire*



**and it's here. New Amoco® 120 Super Tire.** American Oil Company thought: How about a tire that you could just put on your car and forget about? A tire far tougher than anybody else's—one that would ride like satin and wear like a tank tread. So we got to work and designed such a tire, according to what our dealers told us you wanted. We drove it over a test track in Texas heat for hours at a screaming 120 mph. Didn't even faze it. If you think a tire this great costs more, you're right. Worth it, though. Buy a set of AMOCO 120 Super Tires at your American Oil dealer's and nowhere else. Then forget them. You expect more from American—and you get it. **AMERICAN OIL COMPANY**



the corporation. Mr. Welch terms the commission action "invasion" of management.

AT&T, the Electronic Industries Association, the Aerospace Industries Association and General Telephone & Electronic Corp. also attacked the commission's proposed rule. All criticized the \$2,500 cut-off figure as being too small for the companies to get involved

in the red tape of proposed procurement procedures. The companies all agreed that the procedures would discourage small companies from competing for contracts. AT&T suggested a \$100,000 cut-off figure.

Comsat also suggested that the commission could retain regulation of the corporation without such delaying procedural requirements.

## KEY REVOCATION CASE REARGUED

### KWK concludes oral plea for death knell commutation

Kwk St. Louis plunged into another round last week in its efforts to gain a reconsideration of the revocation penalty handed down by the FCC last spring.

Robert M. Booth, attorney for Kwk Radio Inc., at the second oral argument held in the case, told the commission that revocation is too severe a penalty and that there are no bars to the commission's reconsidering in favor of a fine or a cease and desist order. Representing the Broadcast Bureau, Thomas B. Fitzpatrick contended that forfeitures could not be invoked when there had been "flagrant" violations of the Communications Act.

Kwk was found guilty last May of conducting fraudulent "Treasure Hunts" in which the prizes were not hidden until the final day of the search. The station has since conducted a determined battle to gain reconsideration (BROADCASTING, July 15). The Broadcast Bureau, on the other hand, has consistently rebutted with strong opposition to anything less than the decided death penalty. Kwk was granted the oral argument along with a 30-day stay of the effective date of the revocation after the conclusion, including appeals, of the case.

The revocation vote was a 3-2 decision in which former Chairman Newton N. Minow concurred. Commissioner Lee Loevinger, the latest appointee to the FCC, represents the only ballot among those participating which was not cast at the revocation decision.

It is Mr. Booth's contention that the facts do not support the FCC's decision. He told the commissioners (Commissioners Kenneth Cox and Robert T. Bartley are not participating in the case) that the licensee of kwk was a victim of the mismanagement of its vice president and general manager William Jones Jr., who personally conducted the promotional contests. Mr. Booth said that both forfeiture and a cease and desist order are available to the commission in the place of revocation, which would bring hardship to kwk employes and the loss of a radio service to the public.

The commission, when it decided to revoke the license, said that the forfeiture provision of the Communications Act was not available because the treasure hunts took place prior to congressional approval of fines from the commission. Commissioners Rosel H. Hyde and Robert E. Lee, both of whom dissented to the revocation, suggested that possibly kwk could come to an agreement with the FCC whereby the station would waive its right to the one-year statute of limitations placed on the forfeiture provision.

Kwk actually missed falling under the forfeiture provision by less than one month from the conclusion date of the last treasure hunt.

**Interpreting Congress** ■ Mr. Booth said that Congress intended that the fining procedure be open to the commission in cases that might otherwise result in revocation and lost service. However, Mr. Fitzpatrick rebutted this argument by saying that, nevertheless, Congress still intended revocation to be invoked to punish "flagrant" violations of the rules. The bureau attorney further claimed that it was not legally possible for the commission to waive the statute of limitations which would also open up the possibility of waiving the \$10,000 limit on fines in favor of a higher figure.

Chairman E. William Henry indicated to Mr. Booth that he was concerned it may have been kwk's intention to hope that the promotional contests would bring the station a profit above a possible fine. Mr. Booth denied this. Mr. Fitzpatrick, however, said that the treasure hunts definitely were planned as profit seeking promotions. He added that the longer the contest continued the greater the advantage for kwk.

Mr. Fitzpatrick said that if the commission allows a fine in this case unscrupulous broadcasters could come to consider forfeitures as capital contributions.

Mr. Booth cited the WNOE New Orleans case in which the station conducted rigged contests but received only a fine. WNOE's violations were termed

### 1964's composite week

Broadcasters whose licenses come up for renewal in 1964 were notified of the dates which have been selected for program analysis by the FCC last week.

The composite week will consist of Sunday, April 28, 1963; Monday, March 25, 1963; Tuesday, May 21, 1963; Wednesday, Oct. 31, 1962; Thursday, June 20, 1963; Friday, Nov. 23, 1962, and Saturday, Jan. 26, 1963.

The commission also reminded licensees that if they think the programing represented in the composite week is an inadequate reflection of their format they may submit additional program information.

more severe by Mr. Booth than the infractions of kwk. He also pointed to the KIMM Denver case in which the station was issued a cease and desist order in lieu of revocation for having broadcast off-color remarks.

Mr. Booth told the assembled commissioners that kwk merely wishes to continue operation and to serve the public and that if it were fined it wouldn't contest the amount of the forfeiture, which in itself is unimportant. He quickly assured the commissioners that kwk was not trying to buy its way out of the case.

**Retain Control** ■ Mr. Fitzpatrick said that the licensee of kwk failed to take even "minimal" steps to assure that the treasure hunts would be properly conducted. The bureau has long maintained the commission should uphold the precedent it set in the KRLA Pasadena, Calif., nonrenewal case. The KRLA ruling found that the absentee licensee must be held responsible for the actions of its station manager.

Mr. Fitzpatrick said the fraud committed by kwk abused the privilege granted to it when it was licensed. If revocation is not the punishment received, he contended, it will be an open invitation to all absentee owners to know as little as possible about the actions of their employes. Kwk did nothing to assure propriety, Mr. Fitzpatrick said.

Mr. Booth said that hindsight should not apply in this case, adding that good commission licensees would never choose to ignore their responsibility. Mr. Booth held that the KRLA case was not to be equated with that of kwk because the former involved many more violations than fraudulent contests, and that the fraudulent promotions KRLA conducted were not the major issue in the case.



Courtesy of The Detroit Institute of Arts

**“HEAD OF  
PAN”**

*Pan, with his shaggy locks and broad snub nose, licks his lips gleefully in this 2nd century B.C. Greek sculpture. Fashioned in Parian marble with golden-reddish patina, it was probably part of a group representing a satyr seizing a nymph.*

*in a class by itself*

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

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

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

## Loevinger feels FCC needs no radical changes

FCC Commissioner Lee Loevinger, after three months in office, has concluded the commission isn't as creaky and slow-moving an instrument of government as it is sometimes described.

The commissioner supported this contention with a hatful of statistics in a speech to the Federal Communications Bar Association in Washington last Thursday (Sept. 12).

He said the agency's procedures could be improved—but not, he emphasized, along the lines recommended either by former Chairman Newton N. Minow or in an FCBA monograph proposing a reorganization of the agency.

The commissioner maintained that, on the basis of filings, the commission in fiscal 1962 had a workload more than 10 times the combined workload of six other major agencies—some 740,000.

The majority of the filings were applications in the Safety and Special Service Bureau, which are handled virtually automatically. In fiscal 1963, which ended June 30, that bureau received 490,000 applications.

In the same year, he said, the Broadcast Bureau received 15,000 applications. And of these, 3,500 had been pending more than three months at the end of the year. He conceded this was "kind of high" but not when compared to the volume of work.

**Just Too Much** ■ He attributed the delay to the sheer volume of work and the increasing complexity of the commission's job. He said the reason wasn't the commission's concern with programing, as some

critics of the agency have claimed. He said of 1,000 renewal and transfer applications pending more than three months at the end of the last



Commissioner Loevinger

fiscal year, only 150 were held up because of questions about programing and station operations.

He said more money and personnel would help. The agency last year had 1,500 employes and a \$12.5 million budget.

But he also endorsed two of the proposals advanced by the Administrative Conference of the U. S.: formulate and publish criteria for programing and selecting applicants, and delegate more work to the staff.

In discussing programing, he said there was room for debate on the question of whether elaborate criteria should be adopted, as most commissioners favor, or whether minimum criteria should be adopted along with an effort to promote greater diversity of station ownership, as he proposed in his Lincoln, Neb., speech (BROADCASTING, Sept. 2).

He also suggested that commissioners, rather than the staff, write agency opinions. He said this would "improve the quality" of the opinions.

Commissioner Loevinger saw no merit in the proposed reorganization of the commission suggested by either Mr. Minow or the FCBA. Mr. Minow proposed that the agency functions be split in two, with a single administrator making policy and an administrative court handling adjudicatory matters. The FCBA monograph suggested a tripartite organization, with a commission to make policy, single executive to administer it and a court.

But dividing the agency, Commissioner Loevinger said, would only lead to confusion, intra-agency bickering and delay.

reading the comments on the proposal, he is convinced that "a single NAB-type standard" will not work throughout the entire broadcasting industry.

He also indicated he favored giving some consideration to daytime stations in the winter. He said the daytime limit on commercial time "might vary with the season" as daytimers "have a problem" in winter.

Commissioner Cox also promised broadcasters the FCC would help them combat double billing by newspapers. Broadcasters have been warned that those found to have engaged in the practice would have serious character-qualification questions to answer at license renewal time.

"As far as newspaper double billing is concerned," he said. "it's up to you

broadcasters to tell us about it." He said both the FCC and Federal Trade Commission "have to be triggered" by well-documented complaints.

He promised that complaints sent to the FCC would promptly be sent "to the appropriate government agency for investigative action." He said newspapers that double bill are subject to conviction for conspiracy to defraud.

## Comsat takes a new swipe at the FCC

The Communications Satellite Corp.'s running feud with the FCC gave rise last week to much criticism of what has been termed commission interference with the corporation's private business.

The criticism arose over the commis-

sion's proposed rule that it review Comsat's procurement procedures. Similar details would also be required from common carriers that will use the space communications system and companies receiving contracts valued at more than \$2,500.

The FCC has been concerned with what it considers Comsat's slowness in offering stock for public sale and generally seems to feel that progress is lacking. At the time the commission pushed for a stock offer in the near future (BROADCASTING, Aug. 5), Comsat Chairman Leo D. Welch accused the commission of prying into corporate affairs.

Comsat's comments filed last week took the same vein—that the FCC should not attempt direct regulation of



## Kennedy plays straight man to Bob Hope

"I feel very humble—although I think I have the strength of character to fight it," NBC-TV star Bob Hope told President Kennedy Wednesday (Sept. 11) after receiving a Congressional Gold Medal for his "outstanding service to the cause of democracy throughout the world."

President Kennedy said authorization of the gold medals is "one of the really rarest acts of Congress." He pointed out that only 10 or 11 have been passed since World War II. Only two other entertainers have been so honored—Irving Berlin and George M. Cohan.

The bill authorizing the U. S. Mint to spend \$2,500 for striking the

medal was sponsored by 97 senators: "This is the only bill we've gotten by lately," the President remarked.

Mr. Hope said he was "thrilled" to see the 50 or so members of Congress at the ceremony. "For a while it looked like a congressional investigation, but I really appreciate this very much."

Among congressional leaders at the ceremony (l to r above) were: Representative Michael Feighan (D-Ohio); Senator A. Willis Robertson (D-Va.); Senator Stuart Symington (D-Mo.); Senator Wallace Bennett (R-Utah); Representative Wright Patman (D-Tex.) (partially obscured behind Mr. Hope's left

shoulder); Representative Carl Albert (D-Okla.); Representative John Moss (D-Calif.) and Representative Charles Halleck (R-Ind.).

Earlier this year, Mr. Hope, who is principal owner of KOA-TV Denver and KOAA(TV) Pueblo, both Colorado, received the National Association of Broadcasters' annual Distinguished Service Award. He was the first entertainer to be given the NAB award.

The White House ceremony for the NBC-TV comedian, who will host and star in an hour series this season, was nonpartisan in more ways than one. It was covered by all three television networks.

was intended to "advise" licensees of their responsibilities under the fairness doctrine.

The MBA, in a resolution, expressed its opposition to the notice because of its "vagueness and ambiguity" and called on the commission to provide guidelines to assist broadcasters in satisfying the commission's fairness requirements.

The resolution, along with a covering letter, was sent to the commission, members of the Mississippi congressional delegation, and each of the other state broadcaster associations.

The letter, written by William M. Jones, president of MBA, noted the commission's investigation of eight as yet unidentified Mississippi radio and TV stations as a result of their broadcasts during the riots touched off by

the integration of the University of Mississippi last year.

He said all stations "should be examined by the FCC on the basis of what they have accomplished over a period of years" rather than on one incident. He asked for the help of other state associations in bringing the matter to the attention of Congress.

## There'll be 'give' in time standards

FCC Commissioner Kenneth A. Cox sought to reassure broadcasters last week that any commercial time limit rule adopted by the commission would be flexible enough to accommodate the different types of stations throughout

the country.

Discussing the commission's proposed time-limits rule at the Radio Advertising Bureau Management Conference at Hot Springs, Va., last week, Commissioner Cox said:

"We would expect to make allowances for differences between fulltime and daytime stations . . . just as highway speeds vary depending on freeway, school zones, business zones or other considerations, so we would expect to make allowances for different types of radio stations. . ."

In its proposed rulemaking, the commission has asked for comments on the proposal to incorporate the National Association of Broadcasters commercial codes in the FCC rules.

Commissioner Cox said that after

# Where is the 'fairness' line drawn?

## FCC HAS TO DECIDE IF DRAMATIC SHOW MUST OFFER EQUAL TIME

Do dramatic shows that espouse a partisan position on a controversial issue come within the scope of the FCC's fairness doctrine?

This question, raised by complaints about a CBS-TV *Armstrong Circle Theater* program, has plunged the commission into a philosophical quandary.

Some officials at the commission see no problem. Broadcasters, they say, shouldn't be allowed to advance a controversial position under the guise of drama without being required to afford opportunity for reply to spokesmen for opposing viewpoints.

And some predict flatly that the commission will hold that the fairness doctrine does apply to the program involved.

But others—including some members firmly committed to the fairness doctrine—say the issue is more complicated. "We can't say that the fairness doctrine would never apply to dramatic shows," said one troubled official. But, he added, the commission should avoid any action that would inhibit broadcasters in the production of provocative and vital drama.

**Automobile Injury Suits** ■ The program involved was "Smash-Up," broadcast on Oct. 10, 1962. Done in the *Circle Theater's* customary dramatized-documentary style, the program dealt with fraudulent claims in automobile injury suits. One of the assertions made was that excessive jury awards in such cases have contributed to higher insurance premium costs.

The National Association of Claimants Counsel of America complained to the commission that the program would prejudice prospective jurors against damage claimants, and claimed that the program was instigated by insurance companies.

In addition, one FCC staffer said the agency received "hundreds" of complaints from lawyers "throughout the country" who maintained that juries in automobile injury cases "were not returning anything, even in substantial cases." The lawyers reportedly blamed the CBS-TV program.

There was no indication last week that the commission suspected any collusion between insurance companies and the network. But that still leaves the task of determining whether the fairness doctrine applies to the dramatic program.

CBS-TV, in commenting on the complaint, said that "because of the nature

of dramatic programs and because creative talents cannot be channeled at will, we have never accepted the proposition that a drama which may present one facet or point of view is to be counterbalanced by an opposing point of view."

One complicating factor, however, is that programs on the now-concluded *Circle Theater* series were not straight drama but dramas done in news-documentary form.

**Third Time Around** ■ The issue first appeared on the commission agenda shortly before the August recess. It was passed over then until last week—when it was passed over again. It is expected to come up again this week, along with a number of other fairness doctrine questions.

The staff is said to have recommended dismissing the CBS argument with the contention that the fairness doctrine applies to dramatic programs as well as to editorials and commentary.

But there appeared to be no support within the commission last week for

such a comprehensive statement. And a number of officials said that the commissioners themselves had reached no consensus on what form the agency's reply should take.

However, a check of several staff members and commissioners indicated sentiment was developing for a carefully phrased reply to CBS in which the commission's concern would be limited to the "Smash-Up" program.

"This was documentary drama, not entertainment," said one official. Another noted that the commission would have to "take these things on a case-to-case basis."

**No Directives** ■ It was understood that, even if the commission feels that the fairness doctrine applies to the program, it will not say that remedial action should be taken. The commission would note, however, that the network has a wide choice in the selection of formats it could use for affording opportunities for reply to spokesmen for opposing views.

The commission is also expected to tell the complaining lawyers—who asked that it prevent broadcasting of shows like "Smash-Up" in the future—that the agency cannot bar programs from the air.

The other fairness doctrine questions which the commission is expected to face this week are posed in letters from Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee; Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; and the National Association of Broadcasters.

Representative Harris and the NAB have contended that the commission's July 26 statement on the fairness doctrine imposed new controls over broadcasters and should be withdrawn (BROADCASTING, Sept. 2, 9).

Senator Pastore asked whether broadcasters who carry sponsored programs advancing a controversial point of view are required to provide free time for replies.

This question has come to the fore as the result of requests from the Citizens Committee for a Nuclear Test Ban Treaty for free time on more than 300 radio stations to answer paid programs which oppose the nuclear test ban pact (BROADCASTING, Sept. 2).

**Some Explanation** ■ Meanwhile, the Mississippi Broadcasters Association has called on the FCC to "clarify" the language in its July 26 notice, which

### If you can't beat 'em . . .

It's an old saying that you can't beat City Hall.

Albert S. Tedesco, owner of WXXX Oakland Park, Fla., learned that lesson when Oakland Park's city council asked the FCC not to grant a license to cover WXXX's construction permit (BROADCASTING, Jan. 14). And since Mr. Tedesco couldn't beat it he changed the station's programing. The FCC last week granted the license.

The city's complaint was that WXXX was going to present an all-Negro format. The city, which has no Negro residents, charged that the programing was directed to nearby Fort Lauderdale, contrary to the original program proposals advanced by Mr. Tedesco in his application for the station. The city asked the commission to set the license request for hearing.

The FCC, noting that WXXX's programing had been changed to serve everyone in its primary service area, including the residents of Oakland Park, last week granted the license without a hearing.

THE NATION'S 33rd TV MARKET

The  
**CREAM**  
of  
**NBC and CBS**  
Shows are on  
**WAPI-TV**  
**BIRMINGHAM**

When you place a schedule in the Birmingham market you can be sure that there are *no* "weak" nights on WAPI-TV. Check this impressive list of greats. And too, WAPI-TV has the best movies from every major feature film package.

- ☆ Bonanza
- ☆ Richard Boone
- ☆ Beverly Hillbillies
- ☆ The Lucy Show
- ☆ Andy Griffith
- ☆ Perry Mason
- ☆ Dick VanDyke Show
- ☆ Red Skelton
- ☆ Garry Moore

- ☆ The Virginian
- ☆ Mr. Novak
- ☆ Danny Kaye
- ☆ Rawhide
- ☆ Dr. Kildare
- ☆ Bob Hope
- ☆ Joey Bishop
- ☆ The Defenders
- ☆ Gunsmoke
- ☆ NFL Pro Football

- ☆ NCAA Football
- ☆ The Merv Griffin Show
- ☆ As the World Turns
- ☆ Huntley-Brinkley Report
- ☆ The Lieutenant
- ☆ Espionage
- ☆ Eleventh Hour



**WAPI-TV**



**BIRMINGHAM, ALABAMA**

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.



9/6/63 TO: Swish FROM: Galen  
 We've got this small ad in Broadcasting coming due next week. It's a problem: what can you do with 2 1/4 x 5"? Amos suggested releasing some statistics on how KMTV is the only Omaha station to deliver large audiences in Lincoln, but if we quote books we'd have to use that disclaimer and there isn't room in 2 1/4 x 5" for a disclaimer. Hughes wanted to say something about KMTV's unique food and drug services, but there isn't room enough for his picture. I'd like to run one of our graphs showing how KMTV has led... there's that disclaimer problem again... how KMTV has been doing well over the years. I know you would like to list the names of all the towns represented at KMTV's 14th Anniversary Family Party... but 114 Nebraska, Iowa, Missouri and South Dakota town names in a space like this? Lew wants to talk about KMTV's new Special Projects Unit but we could never squeeze those accomplishments into this space. Joe said he'd like to see us run KMTV's blue-chip list of clients, but they don't make type small enough to squeeze them in. Norm is pretty proud of KMTV's new, live musical shows and "Your Neighbor's Faith" but it's that picture and space problem again. We could run that ad we've been planning for Science Fiction Movies, but we'd have to mention a source and you know what else. Owen said what is KMTV doing with a 2 1/4 x 5" space anyway? And if we get stuck, we could always say "compliments of a friend."

(Petry and everybody's friend—  
 KMTV-3-OMAHA)

**TIME**  
 is not all  
 we offer...

- personal attention
- effective merchandising
- value-plus rate plans

WDEF-TV CBS  
 CH 12  
**CHATTANOOGA**  
 CALL ADVERTISING TIME SALES, INC.  
**NOW!**

10:30 p.m.) James Daly (Sunday 3-6 p.m.) and Frank McGee (Sunday 7-10 p.m.)

Further plans for *Monitor* include eight five-minute segments of *The Lively Ones* each weekend beginning Sept. 28 with Vic Damone as host. They'll be sponsored by Ford Motor Co. through the J. Walter Thompson agency.

**Program notes . . .**

**TV special on Olympics** ■ Geoffrey Selden Associates, New York, reports it is producing a special 90-minute TV program, *Olympiad—1964*, which is scheduled for telecasting prior to the opening of the 1964 Olympic games in Tokyo next fall. Author-journalist Quentin Reynolds has been signed to write and narrate the program.

**New comedy series** ■ International Video Tape Productions has announced plans for production of a half-hour comedy series, *Say Something Funny*, described as an audience participation-improvisation show. Writer will be Stan Dreben, with the pilot due to be taped before the end of September.

**Russian special** ■ A one-hour special, *The Face of Russia*, produced by Lori

Productions and showing how the average Russian lives, works and relaxes, has been acquired for worldwide distribution by Desilu Sales.

**TV slated to get 93 more post-'54s**

Screen Entertainment Co. has acquired 93 post-1954 motion pictures for distribution to theaters and television. Package includes seven widescreen, full color pictures produced by Alan Ladd Enterprises for Warner Bros. release, which will be released for theater reruns before being sold to TV stations. Major portion of the films is a block of 69 pictures released to theaters by American International Pictures, largely science fiction films which Screen Entertainment Co. will offer to TV.

SEC principals are Harold Goldman, founder and formerly executive vice president of National Telefilm Associates, and Henry Saperstein, president of UPA pictures and owner-distributor of *All-Star Golf*, *Mr. Magoo*, *Dick Tracy*, *Ding-Dong School* and *The Christmas Carol*. The two are also syndicating 256 half-hour films and 52 cartoons.

**FINANCIAL REPORTS**

**KCOP(TV), KPTV(TV) aid Chris Craft earnings**

A second quarter increase in revenues and earnings was reported by Chris-Craft Industries, whose TV stations, KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., both operated profitably. "KCOP, which began operating profitably in the fall of 1962, has continued to increase its percentage of sales, both national and local, in the Los Angeles market and has substantially increased its contribution to earnings," the report states.

Six months ended June 30:

	1963	1962
Revenues	\$39,055,529.00	\$38,402,528.00
Earnings before federal income tax	2,277,127.00	2,641,152.00
Federal income tax	900,000.00	1,205,000.00
Net earnings	1,377,127.00	1,436,152.00
Earnings per share	1.00	1.04*
Number of shares outstanding, June 30, 1963	1,376,672	

\*Based on the 1,376,672 shares outstanding on June 30, 1963. Earnings for the six months ended June 30, 1962, were \$1.09 based on the 1,313,116 shares then outstanding.

**Republic Corp. up 30% in first nine months**

Republic Corp., reports an increase in earnings of almost 30% for the 39 weeks ending July 27, 1963, in comparison to the like period of last year.

The report notes that "intensive marketing efforts during the first nine months of this fiscal year have produced a significant increase in the amount of new contracts executed for exhibition of Republic's film library. As a result, revenues from this source have held steady and the amount of future instalments to be collected on such contracts has increased nearly \$300,000 during the current fiscal year."

With Republic's North Hollywood studio facility under lease to CBS, the report notes that "this division, for the first time in many years, is realizing a fixed income unaffected by the seasonal fluctuations in motion picture and television production that made its operation hazardous and marginal in the past."

Nine months ended:

	July 27, 1963	July 28, 1962
Net income per common share \$	0.48 \$	0.34
Revenues from sales of manufactured products, film and studio rentals and other income	34,667,662.00	31,985,093.00
Cost of manufactured products sold and operating expenses (including depreciation of \$919,848.00 and \$937,730.00)	26,843,195.00	24,772,683.00
Selling, general and administrative expenses	5,412,145.00	5,228,778.00
Income before federal income tax	2,412,145.00	1,983,632.00
Federal income tax	950,000.00	855,000.00
Net income	1,462,145.00	1,128,632.00



**PITTSBURGH?**

**TAKE A SECOND LOOK**

It's U.S. Steel, in Duluth. Take a second look at the Duluth-Superior-PLUS market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior-plus coverage in three states and Canada—through 18 licensed translator stations!

So Duluth-Superior-plus is now bigger—a quarter of a million TV homes, the second largest market in both Minnesota and Wisconsin. And who delivers it all? Only KDAL!



*Duluth-Superior-Plus  
2nd largest market  
in both Minnesota  
and Wisconsin*

# NAACP sticks to Oct. 1 Hollywood deadline

## NO SET QUOTA FOR NEGROES ON PRODUCTION CREWS

On Oct. 1, 1963, *Hazel* resumes production when Shirley Booth, star of the Screen Gems NBC-TV series, returns from a summer at Cape Cod.

Oct. 1 is also the date that the National Association for the Advancement of Colored People has set as deadline for its demand that one or more Negroes be included in the technical crew for each television filmed program or theatrical motion picture. And that date is still firm, two NAACP officials told a news conference in Hollywood last Monday (Sept. 9).

There is no significance in the selection of *Hazel* as the focal point of their campaign for more employment of Negroes in the Hollywood film studios beyond the fact that it is the first series to go into production this fall. Neither Screen Gems nor Ford, the series' sponsor, is in any way being singled out as unfair, James L. Tolbert, president of the NAACP Hollywood-Beverly Hills chapter, explained. The NAACP demand is being made of all studios and all sponsors and any examples of non-compliance will be dealt with on an individual program basis.

"We are being very careful not to

start something that would be hard to stop," Mr. Tolbert said. "If we start a selective buying campaign against one sponsor, it might continue after the wrong has been corrected." "Selective buying" is the term used by the NAACP for the action it proposes to put into effect among the 20 million Negroes of the nation; the word "boycott" is never mentioned.

"There has to be an individual determination in each case," he stated. "If no Negro is employed on the *Hazel* crew—and not only *Hazel* but all fall shows—we intend to get all offenders—if there are any offenders—and to proceed against them all. We're not singling out any one show; we'll go after all."

**No Quotas** ■ Thomas G. Neusom, NAACP West Coast attorney, said that the NAACP is not setting any quotas for the employment of Negroes, but just making a demand for equal employment opportunities. He and Mr. Tolbert said that it is not important whether a Negro is added to a crew as an extra member or made one of a crew without enlarging its present number of persons; the important point is

### Novel on TV first

In an unusual reversal, a story planned as a novel will be seen as television show before it is published in book form.

Revue Studios has purchased an original novel prospectus, *Allegory on Lenox Avenue* by William McGivern as an episode for the *Kraft Suspense Theater* series beginning on NBC-TV Oct. 10.

The story is the 18th property in work for the Kraft series.

that at least one Negro be included in its membership.

Just returned from a New York meeting with the officers of the American Association of Advertising Agencies (BROADCASTING, Sept. 9), the NAACP officials reported an understanding reception by the agency organization. "We didn't have to lay out the ground rules; they understood the problem," Mr. Tolbert reported. The pair said they had received assurances that Negroes will be given fair employment opportunities in programs and commercials as well as in the studio crews and noted that a number of companies had already made commercials using Negro talent. Another meeting is tentatively scheduled for Oct. 27, when progress toward implementing the promises will be discussed.

Even if it is determined that a sponsor and/or its advertising agency is not cooperating, the NAACP will not move into any hasty action, Mr. Neusom said. First, the offending company will be notified and given a chance to explain or to rectify the condition. If that does not result in fair treatment for Negroes, then the national NAACP office will be brought into the picture and together with the Hollywood-Beverly Hills chapter a procedure will be worked out. Then, and only then, will there be public disclosure of the offending organization and a call for selective buying be made. The NAACP executives made it clear that they expected cooperation from the great majority of advertisers and agencies and did not anticipate many instances when action against any company would have to be instituted.

### New hosts added to NBC's 'Monitor'

NBC Radio announced last week addition of Barry Nelson, Vic Damone and James Daly as new hosts of its weekend *Monitor* service.

Starting Oct. 6 *Monitor Beacon* will feature David Wayne (Saturday 9-12 noon) Barry Nelson (Saturday 3-6 p.m.) Gene Rayburn (Saturday 7:30-

memo from Fred Custer

8-5-63

Harvey:

Now KPOL delivers the lowest cost-per-thousand of any Los Angeles radio station!

Quantity, too... More than the average audience of the three big network stations and almost twice as many listeners as the second good music station.

(Radio PULSE, May/June '63 - L. A. Metro)

How's that for short copy?

Fred

**KPOL**

Distinguished Radio - Los Angeles  
5700 SUNSET BLVD. LOS ANGELES 28, CALIF. - HOLLYWOOD 6-4123  
REPRESENTED BY PAUL H. RAYMER CO.

# It's easier to control longer shows

## PRODUCERS THINK TREND TO HOUR AND 90-MINUTE SHOWS WILL CONTINUE

Longer television programs are here to stay. And chances are they may get even longer.

A panel of top production executives told the Hollywood Press Club last Tuesday (Sept. 10) that the 60-minute and 90-minute programs are going to continue for the foreseeable future. They agreed also with the probability that two-hour, or even longer, programs are in the offing.

Panel members were: Lucille Ball, president of Desilu Productions; William Dozier, vice president and production head of Screen Gems; Norman Felton, executive producer of MGM-TV; Roy Huggins, vice president and executive producer of Revue Productions and David Wolper, president of Wolper Productions.

The producers noted that they like the longer format, particularly for TV dramas, because it gives time for the development of plot and character that is not available within the confines of a half-hour, which, as Miss Ball pointed out, is actually 23 minutes for the program proper.

**Easier Control** ■ But dramatic advantages are not the whole story, Mr. Dozier noted. The rising cost of TV production, he said, has made exclusive sponsorship of a weekly TV show impossible for all but the largest advertisers, and multiple sponsorship fits well with the extended programs. Also, when the big investigation was going on in Washington a few years back, the networks saw a chance to assume greater program control by assuming greater responsibility and "an hour show is easier to control than a half-hour and so we'll have more of them."

Along with the extended program time periods have come multiple-broadcast programs, a single story extended over two or more weeks. Mr. Huggins reported that a two-part show almost invariably gets a better rating the second week than the first and when a five-part *Lassie* serial was broadcast last spring the ratings rose from a 12 for the first installment to 30 for the finale. Perhaps this is why *77 Sunset Strip* is planning to present a five-week story this fall.

The producers agreed that competition is tougher than ever this year, with each network and each production company going all out to get the top rating. And they agreed that ratings are still very important, despite a lack of belief in their infallibility. The network and the sponsor have to have some measurement of how their programs are faring and so far no better measurement has

been found than the national ratings. When someone from the floor said that the ratings might be outlawed, Mr. Huggins retorted, "in that case, we'd start bootlegging them." Mr. Wolper said that at lunch the other day two executives of Procter & Gamble Co. had told him that when the rating ruckus broke out P&G had made some surveys of its own which satisfied this top broadcast advertiser that the regular rating service reports were accurate enough for P&G's purposes.

**Program Types** ■ Mr. Felton said that in advance of the meeting he'd had the fall schedules of the three TV networks analyzed by program types, with this weekly breakdown: four quiz shows, eight news specials or documentaries, two feature motion pictures, four west-

### Strong entries

The anthology-drama and western formats shape up as strong entries for off-network release during the 1964-65 season, according to Len Firestone, vice president and general manager of Four Star Distribution Corp. He noted that syndicators now are in the process of deciding which of the off-network series in their libraries are contenders for distribution next year. Mr. Firestone said that dramas and quality westerns seem strong on the networks this season, but he added: "I may change my mind after I see the first ratings of this season, but that's the way it looks right now."

erns, 15 variety shows, nine anthologies, 20 comedies and 21 dramas with continuing characters, of which 18 are serious dramas. These 18, plus the anthology dramas, make great demands on the writers of TV dramatic shows, he said, commenting that there is a ready market for writers who can turn out good hour or 90-minute shows.

The panel members generally felt the right time slot could help a program and the wrong time slot could hurt its chances of success. But this view was hotly contested by David Levy, former top NBC-TV program executive, who, when called on to comment, declared "good shows rise and reach the people." Citing *Dr. Kildare* as a program scheduled in a "wrong" time slot, against tough competition, he said: "I wouldn't

worry about the show. If it's good, no time period will hold it back."

Asked about the effects of the outlawing of network option time, the producers said it is too soon to tell. Mr. Wolper said that as a producer of documentaries, which largely must be sold to stations because of network policies, he's happy about the change. Mr. Dozier agreed that syndication would be helped, noting that in anticipation of the rule Screen Gems was producing its first syndicated series in several years—the Truman biographical series.

Reviews of TV programs aren't too important, the producers said, as they're written about programs that are over before the reviews appear, but they agreed that a good review will sometimes encourage an actor and on occasion general critical approval has been known to persuade a sponsor to keep a series on the air when the ratings weren't quite good enough to justify that decision. But Mr. Dozier got no contradiction when he stated: "Advertisers like good reviews but [the reviews] won't keep a show on the air for three years. That takes ratings."

### 'Have Gun' racks up \$2 million in sales

CBS Films has completed sales of almost \$2 million on its *Have Gun. Will Travel* series which was placed into off-network syndication several months ago, James T. Victory, vice president, domestic sales, announced last week.

The series is being sold on a three-year basis and covers 156 half-hour segments. CBS Films is holding for possible future release 69 additional episodes of *Have Gun*. Stations will begin to telecast the series this month.

A regional sale to the Texas State Optical Co., Beaumont, Tex., through Erwin Wasey, Ruthrauff & Ryan, Houston, will place the series in 13 Texas markets. In addition, CBS Films has made sales to three NBC-owned stations — WNBQ(TV) Chicago, WRC-TV Washington and WRCV-TV Philadelphia—and to three ABC-owned stations—WABC-TV New York, KABC-TV Los Angeles and WXYZ-TV Detroit.

Other sales have been made to WSB-TV Atlanta, WLWC(TV) Columbus, Ohio; WBRC-TV Birmingham, Ala.; WLOS-TV Asheville, N. C.; KJEO(TV) Fresno, Calif.; KATV(TV) Little Rock, Ark.; WUSN-TV Charleston, S. C.; WCHS-TV Portland, Me. and WDAU-TV Scranton, Pa.

# The new season's most exciting panorama of entertainment and information will be presented on these primary U.S. stations of the CBS Television Network. "The Stars' Address is CBS" and CBS's address in the cities below is represented by these call letters:

**W-TEN**  
Albany, N. Y.  
**KGGM-TV**  
Albuquerque, N. M.  
**WFBG-TV**  
Atlanta, Pa.  
**KFDA-TV**  
Amarillo, Tex.  
**KTVA**  
Anchorage, Alaska  
**WAGA-TV**  
Atlanta, Ga.  
**WRDW-TV**  
Augusta, Ga.  
**KTBC-TV**  
Austin, Tex.  
**KBAK-TV**  
Bakersfield, Calif.  
**WMAR-TV**  
Baltimore, Md.  
**WABI-TV**  
Bangor, Me.  
**WAFB-TV**  
Baton Rouge, La.  
**KFDM-TV**  
Beaumont, Tex.  
**KVOS-TV**  
Bellingham, Wash.  
**KOOK-TV**  
Billings, Mont.  
**WNBF-TV**  
Binghamton, N. Y.  
**KXMB-TV**  
Bismarck, N. D.  
**KBOI-TV**  
Boise, Idaho  
**WHDH-TV**  
Boston, Mass.  
**KBTX-TV**  
Bryan, Tex.  
**WBEN-TV**  
Buffalo, N. Y.  
**WCAX-TV**  
Burlington, Vt.  
**KXLF-TV**  
Butte, Mont.  
**WWTW**  
Cadillac-  
Traverse City, Mich.  
**KFVS-TV**  
Cape Girardeau, Mo.  
**KAVE-TV**  
Carlsbad, N. M.  
**WMT-TV**  
Cedar Rapids, Iowa  
**WCIA**  
Champaign, Ill.  
**WCSC-TV**  
Charleston, S. C.  
**WCHS-TV**  
Charleston, W. Va.  
**WBTV**  
Charlotte, N. C.  
**WDEF-TV**  
Chattanooga, Tenn.  
**KFBC-TV**  
Cheyenne, Wyo.

**WBBM-TV**  
Chicago, Ill.  
**KHSL-TV**  
Chico, Calif.  
**WCPO-TV**  
Cincinnati, Ohio  
**WJW-TV**  
Cleveland, Ohio  
**KKTV**  
Colorado Springs-  
Pueblo, Colo.  
**WNOK-TV**  
Columbia, S. C.  
**WRBL-TV**  
Columbus, Ga.  
**WCBI-TV**  
Columbus, Miss.  
**WBNS-TV**  
Columbus, Ohio  
**KZTV**  
Corpus Christi, Tex.  
**KRLD-TV**  
Dallas, Tex.  
**WHIO-TV**  
Dayton, Ohio  
**KLZ-TV**  
Denver, Colo.  
**KRNT-TV**  
Des Moines, Iowa  
**WJBK-TV**  
Detroit, Mich.  
**KDIX-TV**  
Dickinson, N. D.  
**WTVY**  
Dothan, Ala.  
**KDAL-TV**  
Duluth, Minn.  
**WTVD**  
Durham, N. C.  
**KROD-TV**  
El Paso, Tex.  
**KTVC**  
Ensign, Kan.  
**WSEE**  
Erie, Pa.  
**KIEM-TV**  
Eureka, Calif.  
**WEHT-TV**  
Evansville, Ind.  
**KTVF**  
Fairbanks, Alaska  
**KXJB-TV**  
Fargo-Valley City, N. D.  
**WBTW**  
Florence, S. C.  
**WINK-TV**  
Fort Myers, Fla.  
**KFSA-TV**  
Fort Smith, Ark.  
**WANE-TV**  
Fort Wayne, Ind.  
**KFRE-TV**  
Fresno, Calif.  
**KXGN-TV**  
Glendive, Mont.  
**KLOE-TV**  
Goodland, Kan.

**KREX-TV**  
Grand Junction, Colo.  
**KFBB-TV**  
Great Falls, Mont.  
**WBAY-TV**  
Green Bay, Wis.  
**WFMY-TV**  
Greensboro-  
Winston-Salem, N. C.  
**WNCT**  
Greenville, N. C.  
**WABG-TV**  
Greenwood, Miss.  
**KGBT-TV**  
Harlingen, Tex.  
**WHP-TV**  
Harrisburg, Pa.  
**WTIC-TV**  
Hartford, Conn.  
**KAYS-TV**  
Hays, Kan.  
**KBLT-TV**  
Helena, Mont.  
**KGMB-TV**  
Honolulu, Hawaii  
**KHOU-TV**  
Houston, Tex.  
**WHNT-TV**  
Huntsville, Ala.  
**KID-TV**  
Idaho Falls, Idaho  
**WISH-TV**  
Indianapolis, Ind.  
**WJTV**  
Jackson, Miss.  
**WDXI-TV**  
Jackson, Tenn.  
**WJXT**  
Jacksonville, Fla.  
**KRCG-TV**  
Jefferson City, Mo.  
**WJHL-TV**  
Johnson City, Tenn.  
**WARD-TV**  
Johnstown, Pa.  
**KODE-TV**  
Joplin, Mo.  
**KINY-TV**  
Juneau, Alaska  
**WKZO-TV**  
Kalamazoo-  
Grand Rapids, Mich.  
**KCMO-TV**  
Kansas City, Mo.  
**KOTI-TV**  
Klamath Falls, Ore.  
**WBIR-TV**  
Knoxville, Tenn.  
**WKBT**  
LaCrosse, Wis.  
**WFAM-TV**  
Lafayette, Ind.  
**KLFY-TV**  
Lafayette, La.  
**WLYH-TV**  
Lancaster-Lebanon, Pa.  
**WJIM-TV**  
Lansing, Mich.

**KGNS-TV**  
Laredo, Tex.  
**KLAS-TV**  
Las Vegas, Nev.  
**KLEW-TV**  
Lewiston, Idaho  
**KOLM-TV**  
Lincoln, Neb.  
**KTHV**  
Little Rock-Pine Bluff, Ark.  
**KNXT**  
Los Angeles, Calif.  
**WHAS-TV**  
Louisville, Ky.  
**KLBK-TV**  
Lubbock, Tex.  
**WMAZ-TV**  
Macon, Ga.  
**WISC-TV**  
Madison, Wis.  
**KEYC-TV**  
Mankato, Minn.  
**WLUC-TV**  
Marquette, Mich.  
**KGLO-TV**  
Mason City, Iowa  
**KBES-TV**  
Medford, Ore.  
**WREC-TV**  
Memphis, Tenn.  
**WTOK-TV**  
Meridian, Miss.  
**WTVJ**  
Miami, Fla.  
**WISN-TV**  
Milwaukee, Wis.  
**WCCO-TV**  
Minneapolis, Minn.  
**KXMC-TV**  
Minot, N. D.  
**KMSO-TV**  
Missoula, Mont.  
**WKRQ-TV**  
Mobile, Ala.  
**KNOE-TV**  
Monroe, La.  
**WCOV-TV**  
Montgomery, Ala.  
**WLAC-TV**  
Nashville, Tenn.  
**WWL-TV**  
New Orleans, La.  
**WCBS-TV**  
New York, N. Y.  
**WTAR-TV**  
Norfolk, Va.  
**KOSA-TV**  
Odessa, Tex.  
**KWTV**  
Oklahoma City, Okla.  
**WOW-TV**  
Omaha, Neb.  
**WDBO-TV**  
Orlando, Fla.  
**KTVO**  
Ottumwa, Iowa  
**KEPR-TV**  
Pasco, Wash.

**WMBD-TV**  
Peoria, Ill.  
**WCAU-TV**  
Philadelphia, Pa.  
**KOOL-TV**  
Phoenix, Ariz.  
**KDKA-TV**  
Pittsburgh, Pa.  
**WGAN-TV**  
Portland, Me.  
**KOIN-TV**  
Portland, Ore.  
**WAGM-TV**  
Presque Isle, Me.  
**WPRO-TV**  
Providence, R. I.  
**KHQA-TV**  
Quincy, Ill.  
**KOTA-TV**  
Rapid City, S. D.  
**KOLO-TV**  
Reno, Nev.  
**WTVR**  
Richmond, Va.  
**KWRB-TV**  
Riverton, Wyo.  
**WDBJ-TV**  
Roanoke, Va.  
**WHEC-TV**  
Rochester, N. Y.  
**WHBF-TV**  
Rock Island, Ill.  
**KXTV**  
Sacramento, Calif.  
**WKNX-TV**  
Saginaw, Mich.  
**KMOX-TV**  
St. Louis, Mo.  
**KSBW-TV**  
Salinas-Monterey, Calif.  
**WBOC-TV**  
Salisbury, Md.  
**KSL-TV**  
Salt Lake City, Utah  
**KCTV**  
San Angelo, Tex.  
**KENS-TV**  
San Antonio, Tex.  
**KFMB-TV**  
San Diego, Calif.  
**KPIX**  
San Francisco, Calif.  
**WTOC-TV**  
Savannah, Ga.  
**WDAU-TV**  
Scranton, Pa.

**KIRO-TV**  
Seattle, Wash.  
**KSLA-TV**  
Shreveport, La.  
**KVTV**  
Sioux City, Iowa  
**KELO-TV**  
Sioux Falls, S. D.  
**WSBT-TV**  
South Bend, Ind.  
**WSPA-TV**  
Spartanburg-  
Greenville, S. C.  
**KXLY-TV**  
Spokane, Wash.  
**KTTS-TV**  
Springfield, Mo.  
**WSTV-TV**  
Steubenville, Ohio  
**KPAR-TV**  
Sweetwater-Abilene, Tex.  
**WHEN-TV**  
Syracuse, N. Y.  
**WCTV**  
Tallahassee, Fla.  
**WTVT**  
Tampa, Fla.  
**WTHI-TV**  
Terre Haute, Ind.  
**WTOL-TV**  
Toledo, Ohio  
**WIBW-TV**  
Topeka, Kan.  
**KOLD-TV**  
Tucson, Ariz.  
**KOTV**  
Tulsa, Okla.  
**KLIX-TV**  
Twin Falls, Idaho  
**KWTX-TV**  
Waco, Tex.  
**WTOP-TV**  
Washington, D. C.  
**WCNY-TV**  
Watertown-Carthage, N. Y.  
**WSAU-TV**  
Wausau, Wisc.  
**KAUZ-TV**  
Wichita Falls, Tex.  
**KTVH**  
Wichita-Hutchinson, Kan.  
**KIMA-TV**  
Yakima, Wash.  
**WSBA-TV**  
York, Pa.  
**WKBN-TV**  
Youngstown, Ohio





**TEENAGE AMERICA** will be broadcast. November 7 will bring **BING CROSBY** (3) to the screen in the first of four hour-long variety programs. And on November 12 Carol Burnett will cavort in a 90-minute musical comedy called **CALAMITY JANE** (4) Among the major events will be the first presentation on television of the **ROYAL BALLET** (6) with Dame Margot Fonteyn; an hour of musical variety **THE ROBERT GOULET SHOW** (7) with Carol Lawrence; a commemorative first anniversary program, **LINCOLN CENTER DAY** (September 22);

the notable series of the New York Philharmonic **YOUNG PEOPLE'S CONCERTS** (8) with Leonard Bernstein and that annual favorite, the **THANKSGIVING DAY PARADE** (9) with Bob Keeshan of **CAPTAIN KANGAROO** fame.

In work are two original dramas—**THE VELVET KNIFE** (10) by Peter Ustinov in which he co-stars with Anthony Quinn; and **THE MAN WHO BOUGHT PARADISE** with an all-star cast. The season's succession of dazzling entertainments clearly establish that **THE STARS' ADDRESS IS CBS** ©

# SPECIALS



If you have been following this narrative in sequence, it should now be amply clear that the new season's regular program schedule on the CBS Television Network is exceedingly rich in promise night after night. But there will be certain "special" programs that will carry the promise of exceptional excitement and entertainment.

One of the dramatic high points of the new season is certain to be reached on Friday, September 20, with the presentation of Ingrid Bergman in Henrik Ibsen's drama

**HEDDA GABLER (5)** Co-starring will be Sir Michael Redgrave, Sir Ralph Richardson and Trevor Howard.

On Monday, September 23, there will be a noteworthy occasion of hilarity entitled **OPENING NIGHT (1)** which will bring together Lucille Ball, Jack Benny, Andy Griffith, Garry Moore, Phil Silvers and Danny Thomas. On Sunday, October 6, Elizabeth Taylor will provide a Cook's tour of her native city in **ELIZABETH TAYLOR IN LONDON (2)**

On November 1 the national junior beauty contest **MISS**



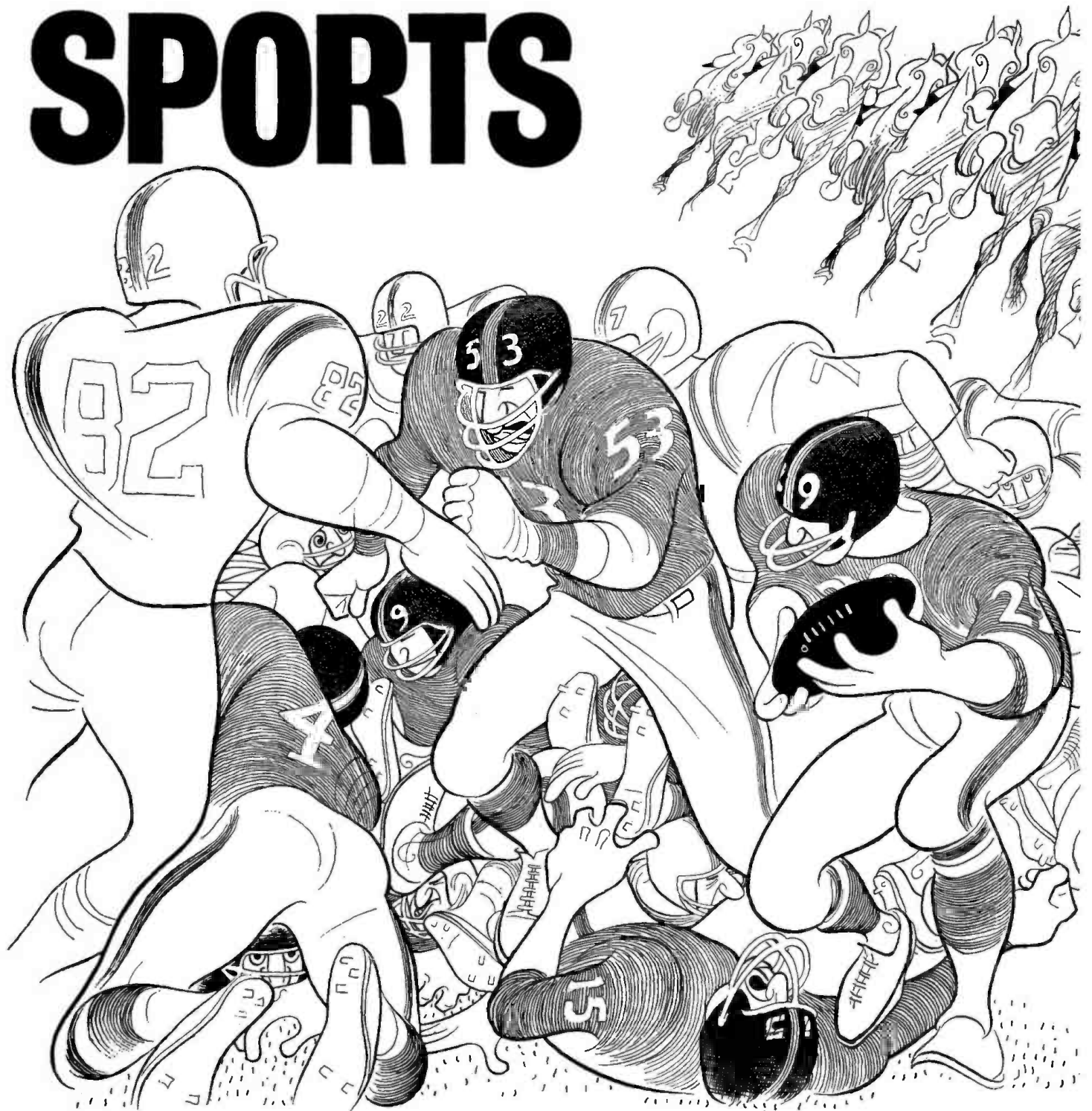
outboard motor racing, and basketball with the clowns of the court, the Harlem Globetrotters. Other programs will cover surfing around the world, the world's Star-class sailboat championships, and the first television broadcast of the World's Pentathlon Championships. April will bring the **MASTERS GOLF TOURNAMENT** from the beautiful Augusta National course. And later in the Spring CBS Sports will provide its annual **TRIPLE CROWN** coverage of three classic races, the Kentucky Derby, the Preakness, and the Bel-

mont Stakes. In July, the world's greatest professional golfers will compete in the annual **PGA** tournament.

One thing is certain: on the CBS Television Network America's sports fans will be in the thick of it all, whether it's a photo finish or a goal-line plunge. For the expert announcers, highly-skilled camera crews and technical direction of CBS Sports provide viewers with the most complete, dramatic and professional sports coverage in television. **THE STARS' ADDRESS IS CBS ©**



# SPORTS



Probably the largest and most democratic club in the world is the so-called "Living-Room Athletic Club." Its membership consists of that vast collection of viewers who week in and week out follow the year-round spectacle of sports on their television screens.

This season the spectacle will again be at its best on the CBS Television Network. After presenting the opening kickoff of the football season with the NFL Hall of Fame Dedication game between Cleveland and Pittsburgh, CBS

Sports will present on the network the exclusive coverage of **94 NFL PROFESSIONAL** games and **24 NCAA** college football games. As the old year ends and the new one begins, this unequalled feast of football will culminate in four bowl games—the **BLUEBONNET, GATOR, COTTON** and **NFL PLAYOFF**.

On the **SUNDAY SPORTS SPECTACULAR** CBS cameras will travel far afield to present the world's outstanding athletes in such diverse competitions as ski flying, gymnastics, sports car and stock car racing, track and field, bowling,



**FREEDOM** will trace the history of religious liberty, justice, law and political democracy. Each of these "specials" produced by Perry Wolff will be taped "on location" in the historic sites which gave birth to these concepts. A companion group of "specials" will examine the theatre from ancient Greece to today.

In other areas of public affairs the award-winning program **THE TWENTIETH CENTURY** will re-create the dramatic events of the recent past. **CAMERA THREE** will continue to

offer its revealing portrayals of contemporary art and artists. **FACE THE NATION** will return with its news interviews of world leaders. **LOOK UP AND LIVE** and **LAMP UNTO MY FEET** continue their examination of the force of religion on contemporary life. Meanwhile, moving to completion behind the scenes are plans for covering the 1964 Presidential election campaigns under the direction of the CBS News Election Unit headed by CBS News Correspondent Bill Leonard. **THE STARS' ADDRESS IS CBS ©**

# CBS NEWS



No instrument of communication conveys the swift change of events with the immediacy and reality of television.

This reality will be more visible this season than ever. This Fall there will be *two* daily series of half-hour news broadcasts—the **CBS MORNING NEWS** with Mike Wallace and the **CBS EVENING NEWS** with Walter Cronkite. Monday through Friday these broadcasts will provide the important news of the day from CBS News correspondents scattered throughout the world. On Sunday nights Harry Rea-

soner in the East and Midwest, and Charles Kuralt in the far West, will summarize the weekend news.

Once again **CBS REPORTS** will concentrate on the political, economic and scientific forces that shape our environment. And as a humanistic counterpart, CBS News will present this Fall a regular series of broadcasts entitled **CHRONICLE** which will explore the impact of man's cultural activity throughout history on his social development.

In addition a series of special broadcasts called **ROOTS OF**



**3. THE DEFENDERS—9:00 PM** (new time, new series starts September 28) Last Spring it was honored as television's best drama. And E. G. Marshall received a highly deserved award for the best "acting in a series." He'll be back again ably assisted by his young partner Robert Reed in this distinguished series created by Reginald Rose with Herbert Brodtkin as executive producer.

**4. GUNSMOKE—10:00 PM** (new series starts September 28) Explaining the phenomenal popularity of the Western has

become one of the most popular academic indoor sports. No program has been as widely discussed by television critics and social scientists as GUNSMOKE. And for good reason. It is the most challenging and provocative of all Westerns, as well as the most popular. But its reality defies analysis for it is compounded of the superb performances of James Arness, the star, and the notable quartet of Dennis Weaver, Milburn Stone, Amanda Blake and Burt Reynolds.

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# SATURDAY



**1. THE JACKIE GLEASON SHOW—7:30 PM EDT** (new series September 28) One of the marks of a great entertainer is his ability to surround himself with similar talent. And the great Gleason is no exception. Last season marked his own triumphant return to television, with the June Taylor dancers, Frank Fontaine and guest stars all of whom worked together to capture and hold the hearts of the television audience. Jackie and his troupe are back again in a full-blown musical comedy hour that dazzles the eyes

week after week. In sum it's all "awa-a-a-y we go" comedy.

**2. THE NEW PHIL SILVERS SHOW—8:30 PM** (premiere September 28) One of television's greatest comic inventions was a staff sergeant named Ernie Bilko. The man whose inspired clowning endowed this character with flesh and blood now returns to the network in a civilian role. Phil Silvers, one of the top bananas of all time, will be seen as a factory foreman whose schemes for self-enrichment are usually self-defeating.



into strange and hazardous situations week after week.  
**3. TWILIGHT ZONE—9:30 PM** (*new time, new day, new series starts September 27*) Rod Serling's vivid and often terrifying imagination approaches new heights of fantasy as his dramas again explore the depths of the human psyche and telescope time and space. You will find it hard to believe your eyes as this noted television dramatist escorts you into the shadowy realm beyond the fringes of reality.  
**4. THE ALFRED HITCHCOCK HOUR—10:00 PM** (*new time, new*

*series starts September 27*) A famous mystery story writer once said "Death seems to provide the Anglo-Saxon race with a greater fund of innocent amusement than any other single subject . . . the tale must be about dead bodies or very wicked people—preferably both." As every one knows this is most clearly apparent in television. For there is no other man in any other medium who spins these tales with the same delicious horror and bewilderment as the Old Master. **THE STARS' ADDRESS IS CBS ©**

# FRIDAY



**1. THE GREAT ADVENTURE—7:30 PM EDT** (premiere September 27) Employing some of the foremost talents of the entertainment world—theme music by Richard Rodgers, narration by Van Heflin, production by John Houseman and Bert Granet, with associate producer Ethel Winant, and scripts by top television playwrights — this new regular weekly hour-long series of dramas takes its material from the adventure and courage that have been an integral part of America's history. Beyond its intrinsic excitement and

dramatic interest, the series will have significant educational value for the entire family. As such it is a groundbreaking development in nighttime television. Presented in cooperation with the National Education Association. **2. ROUTE 66—8:30 PM** (new series starts September 27) The horizons of excitement and danger beckon Martin Milner and Glenn Corbett as they bear down on the accelerator of their high-powered sports car. Where it will take them is always unknown, but this is what impels them forward



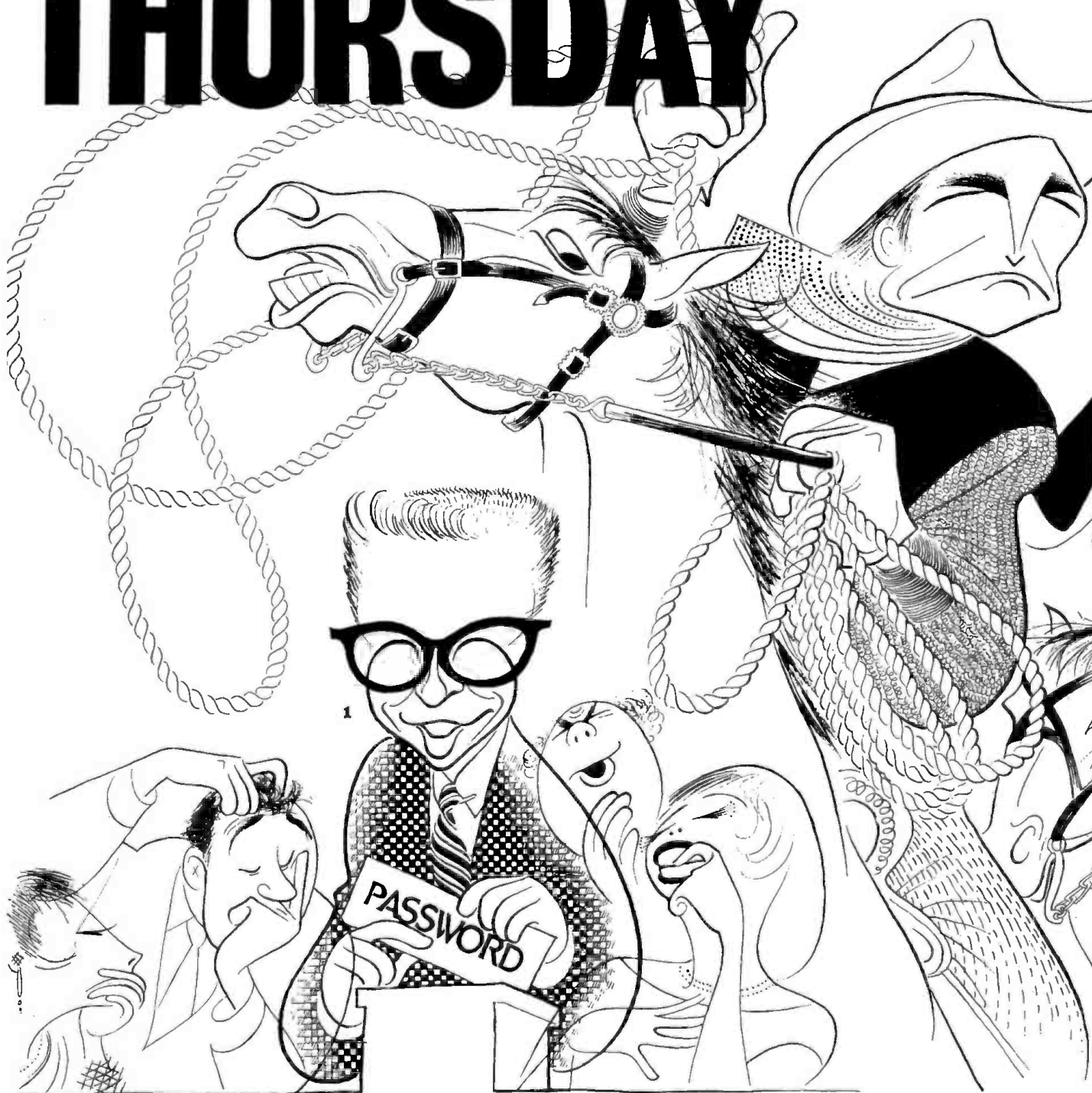
an astonishing record to some people, but not to the millions of viewers who watch the famous attorney-detective with complete fascination week in and week out. They don't need any official awards to tell them that this is the "best mystery program" in television. They know it themselves and wouldn't miss seeing Raymond Burr, Barbara Hale and William Hopper match wits with Ray Collins and William Talman.

**4. THE NURSES—10:00 PM** (new series starts September 26)

Far more than just a series of medical case histories, this engrossing drama delves into personality problems among nurses, doctors and patients. Under the over-all supervision of executive producer Herbert Brodtkin, it is a penetrating distillation of life in a large metropolitan hospital. It stars Shirl Conway and Zina Bethune who reveal the dedication and devotion to duty necessary in a profession that always demands discipline, training, skill, and continual resourcefulness. **THE STARS' ADDRESS IS CBS** ©



# THURSDAY



**1. PASSWORD—7:30 PM EDT** (new time, new day, starts September 26) Each week Allen Ludden seems to take fiendish glee in pitting two famous guest stars and their companions against each other as they attempt to guess the secret words. For the players there's all the fun of free association. And since wit and intelligence are at stake you can practically see the veins stand out on the foreheads of the contestants. For the audience there is the happy advantage of knowing what the secret word really is.

**2. RAWHIDE—8:00 PM** (new time, new day, new series starts September 26) This impressive hour-long drama of the old West is now starting its fifth season. Exciting stories and authentic characterizations of cowhands and wranglers who drove the great cattle herds across the prairies create believable situations of the real West. The stars are Eric Fleming and Clint Eastwood with Paul Brinegar.

**3. PERRY MASON—9:00 PM** (new time, new series starts September 26) A total of 36 awards in six seasons may seem



**4. THE BEVERLY HILLBILLIES—9:00 PM** (new series starts September 25) Enjoy a new sequence of laugh-provoking, off-beat situations artfully contrived by Paul Henning and performed with enormous gusto by Buddy Ebsen, Irene Ryan, Max Baer, Jr., and Donna Douglas.

**5. THE DICK VAN DYKE SHOW—9:30 PM** (new series starts September 25) And speaking of laughter, this merry program of marital life, created by Carl Reiner and produced by Sheldon Leonard, carried off top prizes for the best com-

edy of the year. Watch Dick superbly supported by Rose Marie, Morey Amsterdam and Mary Tyler Moore.

**6. THE DANNY KAYE SHOW—10:00 PM** (premiere September 25) Merely the mention of his name conjures up one of the greatest talents the entertainment world has ever known, a talent so versatile that he holds the world's audiences in the palm of his hand. This season, in a full hour weekly program, he promises to do the same with America's television audiences. **THE STARS' ADDRESS IS CBS®**

# WEDNESDAY



**1. CBS REPORTS—7:30 PM EDT** (*alternate Wednesdays: new series September 18*) Under the supervision and direction of its executive producer, Fred W. Friendly, CBS REPORTS will continue this season to address itself boldly and uncompromisingly to the major issues confronting the nation in health, politics, social relations and science.

**2. CHRONICLE—7:30 PM** (*alternate Wednesdays: premiere October 2*) A major new CBS News public affairs series exploring man's adventurous and meaningful personal

contact with the ideas, culture and institutions of various traditions and times. CBS News Correspondent Charles Collingwood will have a central role.

**3. GLYNIS—8:30 PM** (*premiere September 25*) Glynis Johns, the noted stage and screen actress-comedienne, stars in an exciting new mystery-comedy series. Jess Oppenheimer, creator of I LOVE LUCY, is executive producer. As a would-be writer of crime fiction, Miss Johns complicates the criminal cases of her lawyer-husband, played by Keith Andes.



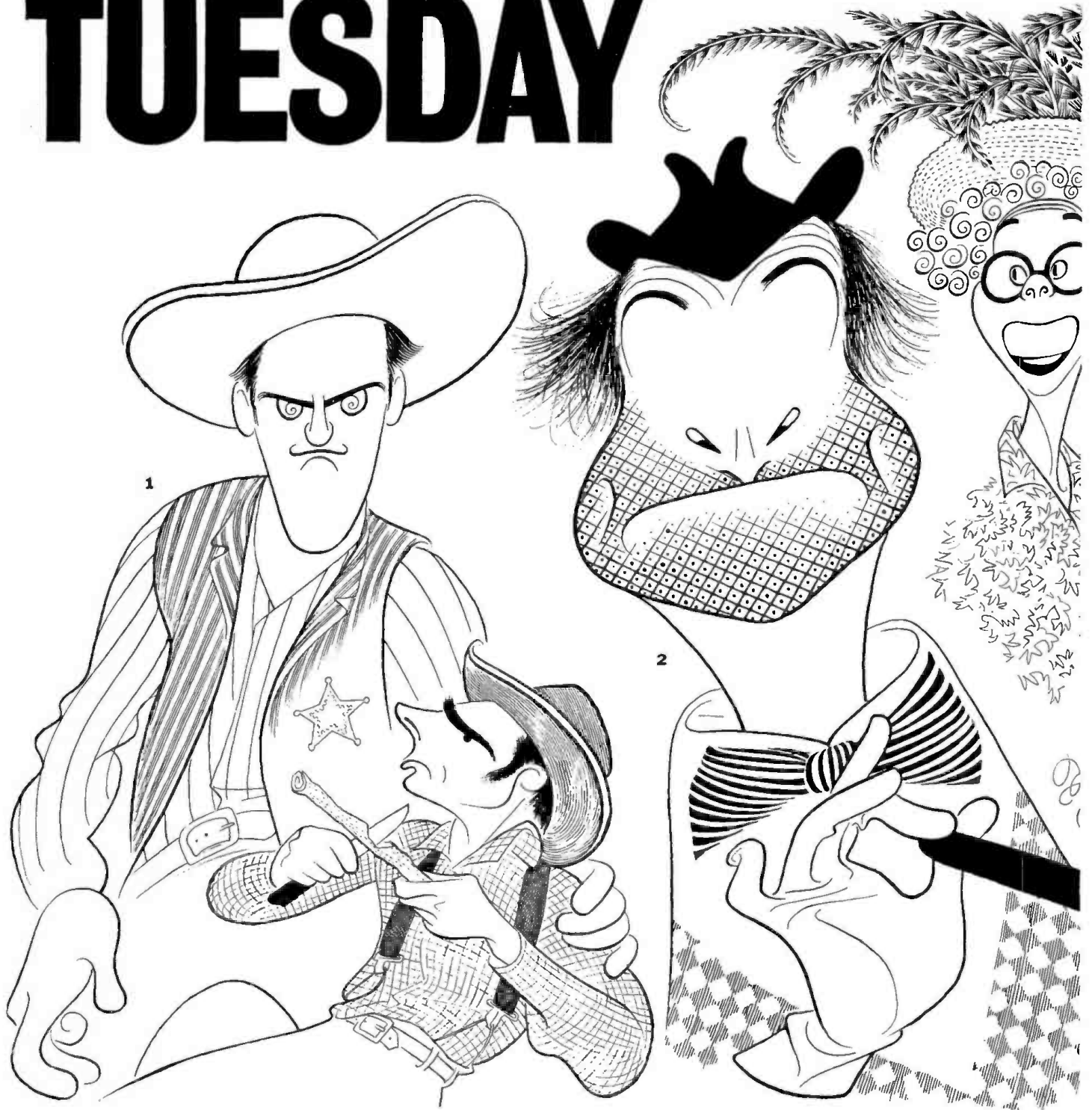
old railroad. Everything is somewhat chaotic except her three daughters: the moving force behind the railroad and its passengers. With Edgar Buchanan.

**4. THE JACK BENNY PROGRAM—9:30 PM** (new series starts September 24) If a new entertainment medium ever supplants television, you can be sure of one thing: its leading comedian will be a 39-year-old man who will walk across the stage, remove his glasses and stare fixedly at the audience. His name will be Jack Benny, recognized as the

most durable and invariably funny entertainer in history.

**5. THE GARRY MOORE SHOW—10:00 PM** (new series starts September 24) Garry's amazing versatility cuts across all aspects of show business—as a performer, a discoverer of talent, and a provider of entertainment. One of last season's innovations was the occasional appearance of a new comedienne named Dorothy Loudon. This season she will be on regularly with Garry, Durward Kirby and the rest of his troupe. **THE STARS' ADDRESS IS CBS ©**

# TUESDAY



**1. MARSHAL DILLON—7:30 PM EDT** The greatest danger for a frontier peace officer comes not so much from gun fighters as from ordinarily law-abiding citizens provoked to violence. But James Arness, as the Marshal, together with Dennis Weaver, Milburn Stone and Amanda Blake are a match for whatever comes along each week in these compelling rebroadcasts of the best of the half-hour GUNSMOKE series.

**2. THE RED SKELTON HOUR—8:00 PM** (new time, new series starts September 24) When Red expanded his half-hour

program last season to a full hour, all that happened was that everybody started laughing twice as much and kept it up all season. This season all that will happen is they'll start laughing a half hour earlier.

**3. PETTICOAT JUNCTION—9:00 PM** (premiere September 24) A new and entirely different series created by the same Paul Henning whose BEVERLY HILLBILLIES proved to be last season's smash comedy hit. Bea Benaderet stars as a widowed proprietor of a rural hotel on the spur line of an



The show was an immediate smash and remained one all season long. These two zanies have established a permanent corner on the nation's funny bone.

**5. THE DANNY THOMAS SHOW—9:00 PM** (new series starts September 30) Technically, Danny is the head of his delightful family supported by Marjorie Lord and Rusty Hamer. But he's apt to turn out low man on the totem pole.

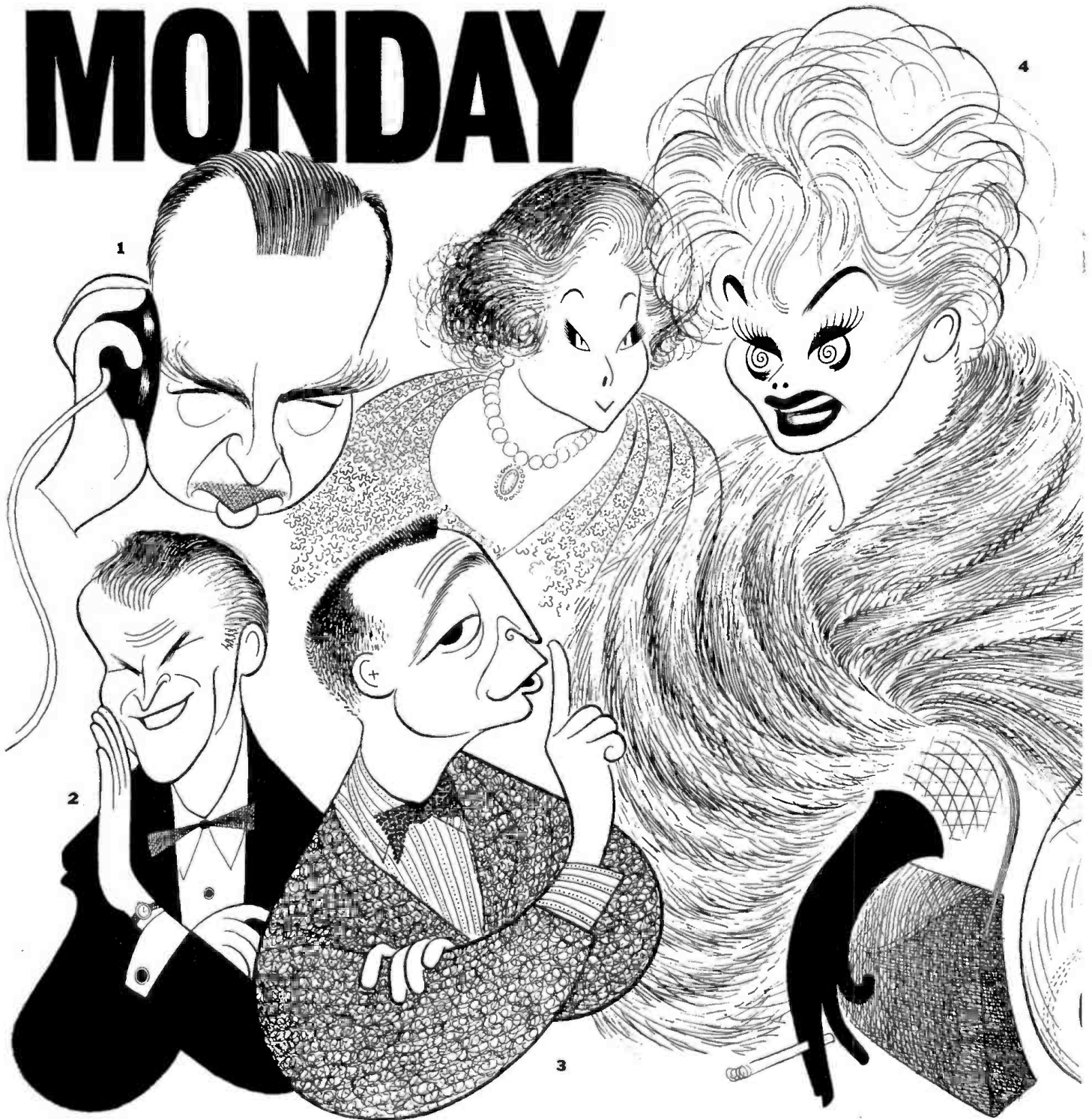
**6. THE ANDY GRIFFITH SHOW—9:30 PM** (new series starts September 30) Behind the good-humored, slow-talking face of

Sheriff Andy Griffith there's a powerful arsenal of guile. The fellow who speaks loudly and carries a small stick is Deputy Don Knotts.

**7. EAST SIDE/WEST SIDE—10:00 PM** (premiere September 23) George C. Scott, one of the most compelling personalities in the American theatre, stars as a hard-hitting, but compassionate social worker. A new hour-long series centered on the human conflicts of a great city. Produced by David Susskind.

**THE STARS' ADDRESS IS CBS** ©

# MONDAY



**1. CBS EVENING NEWS WITH WALTER CRONKITE** A new expanded series of half-hour news broadcasts Monday through Friday which will include on-the-spot reports and expert analyses of world events by CBS News domestic and foreign correspondents.

**2. TO TELL THE TRUTH—7:30 PM EDT** (new series started September 9) Everybody thinks he can tell who is fibbing and who is not when host Bud Collyer presents three contestants. It is not so easy. Two of the contestants are impost-

ers who pretend to be what the third contestant really is.

**3. I'VE GOT A SECRET—8:00 PM** (new series started September 9) Blasting off with Garry Moore, you could hardly ask for a livelier gang of inquisitors than Bill Cullen, Bess Myerson, Henry Morgan and Betsy Palmer, all expert in extracting information from the most tight-lipped guest.

**4. THE LUCY SHOW—8:30 PM** (new series starts September 30) When Lucille Ball and Vivian Vance started this new series last Fall, everybody knew what would happen—and it did!



**5. THE ED SULLIVAN SHOW—8:00 PM** (new series starts September 29) Fifteen years and 788 Sundays ago a poker-faced impresario presented the first of a series of variety shows that have become legendary in television.

**6. THE JUDY GARLAND SHOW—9:00 PM** (premiere September 29) Acclaimed by audiences throughout the world Judy Garland begins still another career as the star of a weekly television series. Each program carries the captivation and glamour of a brilliant first night opening.

**7. CANDID CAMERA—10:00 PM** (new series starts September 29) Once again the hidden camera is on the move, recording the reactions of ordinary people caught by surprise, with Allen Funt and Durward Kirby.

**8. WHAT'S MY LINE?—10:30 PM** Television's most successful Sunday night panel show begins its 13th consecutive season as Bennett Cerf, Dorothy Kilgallen and Arlene Francis offer a dazzling display of wit and repartee. With host John Daly.

**THE STARS' ADDRESS IS CBS ©**



# SUNDAY



**1. THE TWENTIETH CENTURY—6:00 PM EDT** (new series starts October 27) The fascinating chronicle of the great events and personalities of this century, narrated by CBS News Correspondent Walter Cronkite.

**2. MISTER ED—6:30 PM** (new series starts September 29) Television's most celebrated four-footed comedian—the talking horse—keeps his owners Alan Young and Connie Hines in a constant state of confusion.

**3. LASSIE—7:00 PM** (new series starts September 29) These

exciting dramas recount the adventures of a boy and his dog who have become the symbol of loyalty and courage over the past ten years.

**4. MY FAVORITE MARTIAN—7:30 PM** (premiere September 29) Only the amazingly versatile talents of a star like Ray Walston could handle a role for which there are no precedents—that of a Martian whose space ship comes to grief on earth and who is taken in as a roommate by a newspaperman played by an exciting new young star, Bill Bixby.

## FRIDAY



## SATURDAY



## CBS NEWS



## SPORTS



## SPECIALS



network will return Phil Silvers to his accustomed place beside Lucille Ball, Jack Benny, Dick Van Dyke, Jackie Gleason, Andy Griffith, Red Skelton, Danny Thomas, and the Beverly Hillbillies—companions who have amply proved that no form of television entertainment is a surer avenue to great audiences than top-flight comedy.

To add the essential ingredient of *variety* the CBS Television Network will again present those ever-inventive impresarios Ed Sullivan and Garry Moore. And the Network, itself an impresario, will enliven the season and enlarge the medium's following with a diverse and distinguished schedule of special programs, among them: "Elizabeth Taylor in London," with script by S. J. Perelman; the American television premiere of England's Royal Ballet with Dame Margot Fonteyn; an exciting musical hour with Robert Goulet and Carol Lawrence; a 90-minute musical starring Carol Burnett as "Calamity Jane." Equally "special" for the nation's sports fans is the network's spectacular panorama of sports, beginning for the second successive season with exclusive coverage of NFL professional and NCAA college football.

In the area of information CBS News will greatly strengthen its coverage of the day's news. Twice each day *half-hour* news broadcasts with Walter Cronkite and Mike Wallace will present the reports of CBS News' major domestic and foreign correspondents on the latest events breaking in their respective sectors. In longer perspective, a new series entitled *ROOTS OF FREEDOM* will dramatize the concepts of liberty, democracy, law and ethics throughout the world, traveling to such historic centers of inspiration as Athens, Rome, and the Holy Land.

Once again, as in past seasons, the chances are that the American people will find their greatest rewards and satisfactions in the program schedule of the CBS Television Network. For its programs have been compounded into a mixture of matchless entertainment and insights into the events of our time. They reflect the network's response to the expanding tastes, sophistication and awareness of the nation's viewers who more and more are demanding no less than the best in what they see on the air. Thus it is no accident that *The Stars' Address Is CBS* ☉

*Al Hirschfeld's brilliant sketches of the leading figures of the American theatre have been a striking feature of the Sunday theatrical section of The New York Times for nearly forty years. On these pages he has transferred his talents to television and sketched his impressions of the great galaxy of stars appearing on the CBS Television Network this Fall. As Brooks Atkinson recently wrote in The Times, "Mr. Hirschfeld transmutes Broadway and television actors into nimble lines that fly humorously over pieces of white Bristol board. Some of the actors wince. But they are all flattered to be caught in mid-air by a superb stylist. Leaning over his drawing board, Mr. Hirschfeld can confer immortality."*



# ...THIS FALL THE STARS' ADDRESS IS CBS

The most dazzling cluster of stars ever to form a single galaxy of entertainment will soon light up the channels of the CBS Television Network. But however many pages this display requires and however deft Al Hirschfeld's sketches may be, they can barely scratch the surface of the imposing spectacle the network will bring to the screen in the weeks and months ahead. Since it is both accountable and responsive to the diverse character and tastes of 185 million people, the new season's schedule will contain things of interest and enjoyment for all, if not for everybody at the same time. The single constant has been to make each thing the best of its kind.

Thus this coming season the network will make significant additions to its unprecedented array of stars. It will bring to television for the first time on a weekly basis such superb artists as Danny Kaye and Judy Garland. It also breaks new ground with two powerful dramatic series: a unique action program springing from our national history entitled *THE GREAT ADVENTURE* and a drama of contemporary life in a crowded metropolis, *EAST SIDE/WEST SIDE*, starring George C. Scott. Then, too, the





**CURTAIN  
GOING UP  
ON A NEW  
SEASON...**

## TvQ's top ten for August by age

Rank	Program	Total Audience TvQ	Age Groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Beverly Hillbillies (CBS)	53	88	66	43	40	49
2	Bonanza (NBC)	49	53	59	43	45	52
3	Disney World of Color (NBC)	45	64	48	36	41	44
4	Red Skelton Hour (CBS)	44	69	52	38	36	41
5	Saturday Night Movies (NBC)	43	51	50	44	43	31
6	Andy Griffith (CBS)	41	52	41	35	36	44
7	Monday Night Movies (NBC)	40	42	47	40	41	33
8	Dick Van Dyke (CBS)	39	61	56	35	32	28
8	Doctor Kildare (NBC)	39	56	38	36	30	42
10	Combat (ABC)	38	48	43	39	34	29
10	Hazel (NBC)	38	60	36	23	28	48

Copyright Home Testing Institute Inc., 1963

land-Odessa, Tex.; WNAC-TV Boston; KRDO-TV Colorado Springs; KMJ-TV Fresno, Calif.; KCRG-TV Cedar Rapids, Iowa; WATE(TV) Knoxville, Tenn.; KTVA(TV) Anchorage. Also in Venezuela and Bermuda.

*Leave It to Beaver* (MCA TV): Sold to KRLD-TV Dallas-Ft. Worth; WHTN-TV Huntington, W. Va.; WJZ-TV Baltimore; WPMY-TV Greensboro, N. C.; KBT(TV) Denver; KVII(TV) Amarillo, Tex.; WDSU-TV New Orleans; WBTW (TV) Florence, S. C., and WTIC-TV Hartford, Conn.

*Bachelor Father* (MCA TV): Sold to KVOO-TV Tulsa, Okla.; KRLD-TV Dallas-Ft. Worth; WAVE-TV Louisville, Ky.; KRON-TV San Francisco and WBNF-TV Binghamton, N. Y.

*Love That Bob* (MCA TV): Sold to WHO-TV Des Moines, Iowa; WKBN-TV Youngstown, Ohio; WCAU-TV Philadelphia; WKNX-TV Saginaw, Mich.; WBNF-TV Binghamton, N. Y. and KSTP-TV Minneapolis-St. Paul.

*M-Squad* (MCA TV): Sold to KAKE-TV Wichita, Kan.; WOKR(TV) Rochester, N. Y. and WLBT(TV) Jackson, Miss.

*Restless Gun* (MCA TV): Sold to WCTV(TV) Thomasville, Ga.; WTVY(TV) Dothan, Ala. and KFMB-TV San Diego.

*Thriller* (MCA TV): Sold to KHSL-TV Chico, Calif.; KPLR-TV St. Louis, KPTV(TV) Portland, Ore.; WVUE(TV) New Orleans and WJHL-TV Johnson City, Tenn.

*Checkmate* (MCA TV): Sold to KPLR-TV St. Louis, KTRK-TV Houston, and WJHL-TV Johnson City, Tenn.

*Frontier Circus* (MCA TV): Sold to KREM-TV Spokane, Wash., WSUN-TV St. Petersburg, Fla. and KRON-TV San Francisco.

*Overland Trail* (MCA TV) Sold to KTNT-TV Seattle-Tacoma and KALB-TV Alexandria, La.

*Riverboat* (MCA TV) Sold to KBOI-

TV Boise, Idaho and WCBI-TV Columbus, Miss.

*Suspicion* (MCA TV): Sold to KTNT-TV Seattle-Tacoma.

*En France* (Seven Arts Associated): Sold to WRC-TV Washington; KCND-TV Pembina, N. D.; KNOX-TV Grand Forks, N. D.; KSOO-TV Sioux Falls, S. D.; KRDO-TV Colorado Springs, Colo.; WRCC-TV Rochester, N. Y.; KOB-TV Albuquerque, N. M. and WSJV(TV) South Bend-Elkhart, Ind. Now sold in 51 markets.

*Films of the 50's, Volume 7* (Seven Arts Associated): Sold to KSL-TV Salt Lake City and KRDO-TV Colorado Springs.

*Films of the 50's, Volumes 4 & 5* (Seven Arts Associated): Sold to WHIO-TV Dayton, Ohio; WJIM-TV Lansing, Mich.; WWL-TV New Orleans, and WTVP(TV) Decatur, Ill.

*Films of the 50's, Volume 3* (Seven Arts Associated): Sold to WWL-TV New Orleans.

*Boston Symphony Orchestra concert specials* (Seven Arts Associated): Sold to KCHU(TV) San Bernardino, Calif. Now sold in 35 markets.

*Mahalia Jackson Sings* (Seven Arts Associated): Sold to KCHU(TV) San Bernardino, Calif.

*Seven Arts Special Features* (Seven Arts Associated): Sold to KXTV(TV) Sacramento, Calif. and WPMY-TV Greensboro, N. C.

## Calif. theater owners unite to stop toll TV

The California Crusade for Free TV, organization representing the major motion picture theater chains and independent theaters in California, has been formed for the purpose of collecting signatures for a statewide referendum

to have pay TV outlawed in that state.

A similar operation, conducted by theater owners in Southern California in 1957-58, forced franchises issued by the city of Los Angeles to be put to a public vote. As a result, the three companies to which franchises had been issued turned them back and dropped plans for starting pay TV.

The California crusade group is opening offices in San Francisco and Los Angeles and plans to ask labor organizations, parent-teacher associations, women's clubs and others to join in the campaign. CCFTV is also urging the California public utilities commission to hold a hearing with the goal of prohibiting the use of public utility facilities for delivering pay TV programs into homes for private gain.

## N.Y. Philharmonic to form own network

Plans for formation of a new independent New York Philharmonic radio network were announced last week by David M. Keiser, president of the New York Philharmonic Society.

CBS Radio broadcast Philharmonic concerts for 33 years but discontinued them in May of 1963. CBS in recent years had made the program available to affiliates on a sustaining pretaped basis. It could be scheduled at the convenience of the individual station.

In the coming season all but four concerts in the series will be broadcast live (Sunday 3-5 p.m., beginning Oct. 6) from Philharmonic Hall of Lincoln Center in New York, originating over the facilities of WOR in that city.

The broadcasts will allow seven minutes for local sponsorships within the two-hour body of the concerts.

The proposed network will be handled by G. H. Johnston Inc., New York, the firm which also supervises the Metropolitan Opera radio "network." G. H. Johnston reported last week that it expected to form a lineup of at least 100 stations for the broadcasts.

## 26 stations buy color version of show

United Artists Television has announced that its *Lee Marvin Presents—Lawbreaker* series has been bought by 26 stations for telecast in color. The series, which is based on the re-creation of actual police department cases has been sold in a total of 105 markets.

M. J. Rifkin, executive vice president in charge of sales for UA TV said that greater local demand for color programming would influence the company in further production of color programs for first-run syndication.

(Programming continues on page 83)

your Salesmen  
 Caught with our personalities showing ...



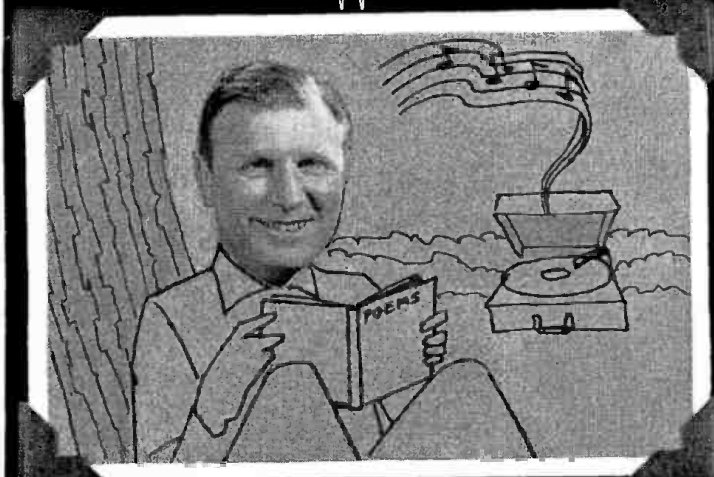
Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

We're caught and rather proud of having one of the most versatile groups of special people in radio. This is a favorite page from the family album of the area's foremost station, WGY.

From dawn 'til long after dark WGY's personalities pinpoint your sales message to specific buying groups. Full range programming makes WGY the most listenable station in the Northeastern New York and Western New England market.

810 KC • 50 KW  
**WGY**

A GENERAL ELECTRIC STATION  
 ALBANY • SCHENECTADY • TROY  
 Represented by Henry I. Christal Company

have dropped by the wayside and they now suggest that journalism must do more than indicate that it is free of distractions; it must *contribute* to the process of fair trial."

Mr. Small reported that the burden of argument by broadcasting has been "that we can cover trials without interfering with the administration of justice. This was assumed to be all that was needed." But the main point, he stressed, "is that the printed media have never been asked to prove that their coverage helps a trial."

In some communities which permit cameras in courts, Mr. Small said, "there has been evidence that their presence has put lawyers and judges on their best behavior, aware of the special importance of that particular trial." He noted that Mr. Yauch of ABA felt it is up to individual courts to adopt or reject Canon 35 as a guideline and cited the fact that in the past both Texas and Colorado have acted independently of Canon 35.

**In D. C.** ■ Mr. Small reported that Canon 35 also has continued to furnish a basis for coverage refusals by federal executive agencies and by local public bodies. He cited one incident of the Internal Revenue Service not allowing film coverage of hearings on expense account revisions. After protest the IRS lifted the ban.

Other cases involved radio-TV bans ordered by the California Corporation Commission and the state's public utilities commission for local hearings. Battles for access, however, were won by KMOX St. Louis and KWOS Jefferson City, Mo., at the Missouri House of Representatives, Mr. Small reported.

Mr. Small viewed the "near miss" of coverage of the committee hearings of the U. S. House of Representatives as at least an encouraging gain over the previous solid wall of objection. He attributed the change largely to the support of Representative Oren Harris (D-Ark.) earlier this year.

As for the "news management" controversy in Washington, Mr. Small recalled that RTNDA attempted to gather together various other news organizations there and put the evidence in a record for confrontation before the Kennedy administration. The effort "bogged down" when a number of the other groups "declined to actively participate," he said.

**Wire Survey** ■ A survey of RTNDA members by the organization's wire policy committee found that those contacted "were unanimous in concluding that the radio news wire is virtually as indispensable to the newsroom as the news director himself. But it is the committee's conclusion that the wires (AP and UPI) hold this distinction not because they are outstandingly good . . .

but rather because there is nothing else."

The wire policy committee study was based on detailed correspondence with 20 RTNDA members and a questionnaire to 151 news directors. Response exceeded 50%. The committee is headed by Tom Frawley, WHIO-AM-TV Dayton, Ohio.

"Broadcast news has, over the past 20 years, undergone drastic changes," the committee report noted, while "radio news wires have changed hardly at



Mutual's Hurlough  
'You're in constant spotlight'

all. Worse, the committee believes changes which have been made seem tailored mainly for 'rip-and-read' stations rather than serious news operations."

**Big Problems** ■ The report noted, however, that the radio news wire as now formulated "does face staggering problems. It must serve both radio and television stations, big markets and small, serious news stations and headline-readers, industrial centers and agricultural regions."

The question is raised, the report asked, "can a single wire make the continuing compromises demanded by such a diversified customer list? Or does the wire ultimately become so diluted that no customer is adequately served?"

The report also said the survey found that audio feeds "have not achieved their early promise" although stations using them "had general praise." The number is small though, it said. Those services able to transmit newsreel film by network line drew praise too, but there appeared to be a need for more

weekend service.

At a radio workshop Thursday afternoon on investigative reporting, Dick Eardley, KBOI Boise, Idaho, related how his station played a key role in obtaining a murder confession which resulted in the release of an innocent serviceman.

Mike Silva of *Life* magazine's Detroit bureau told how he and other *Life* reporters worked two months to get details and pictures which ultimately broke the New York State Liquor Authority scandal.

John Corporon, WDSU-AM-TV New Orleans, recounted the difficulties in researching and explaining the complexities of Louisiana's "mysterious unpledged electors bill" story. Panel moderator Robert F. Gamble, WFBM-AM-TV Indianapolis, stressed the need for even more investigative reporting in both radio and TV.

**Around The World** ■ Howard Kany, CBS-TV News, New York, outlined news coverage for television around the world at a TV news panel Friday held at the studios of KSTP-TV Minneapolis-St. Paul. A study of foreign news shows, he said, displays "more similarities than differences in their makeup."

In many countries the TV stations carry a higher percentage of film than in the U. S., Mr. Kany said, while some run all film. In the latter case the stations appear to feel that since radio airs spot news the role of TV is to illustrate news the public already knows, a theory quite different from America, he noted.

William McGivern, KSTP-TV news director, told the panel of some of the hazards and rewards of shooting news film in color. The RTNDA delegates toured the KSTP-TV news facilities and also saw demonstrations of a new portable video tape recorder staged by representatives of the Storer Stations. Panel moderator was Sheldon Peterson, WTCN-AM-TV Minneapolis-St. Paul.

Saturday's RTNDA speakers also were to include Don Jamieson, president of the Canadian Association of Broadcasters, Dr. Edzard M. Litin, Mayo Clinic, "Keeping the Newsman Healthy," and Professor Harold L. Nelson, University of Wisconsin, "Keeping the Boss out of Jail."

## Film sales . . .

*Blackpool Tower Circus* (Independent Television Corp.): Sold to WABC-TV New York.

*The Untouchables* (Desilu): Sold to WNBQ(TV) Chicago; WVUE(TV) New Orleans; KICU(TV) Fresno, Calif.; KTRG-TV Honolulu; KORK-TV Las Vegas, Nev., and WLBY-TV Bangor, Me.

*Fractured Flickers* (Desilu): Sold to KTBS-TV Shreveport, La.; KMID-TV Mid-

ties and your responsibilities are unlimited."

Taking a long look at the content of news broadcasts, Mr. Koop found them to be professional even though there still may be grounds for legitimate criticism. "The important test is the high aim," he said, "the sincere desire to give the American people the best possible report of current events."

**Never Simple** ■ The integrity of the product or "good old-fashioned honesty," objectivity, fairness and balance, maturity, and a sense of responsibility—these are the standards of professionalism for broadcast journalists, Mr. Koop said. The selection and assessment of news is never a simple job, he acknowledged, and "this crucial period of social change in the U. S." is especially challenging.

Mr. Koop said many veteran newsmen consider that the continuing civil rights story is the most difficult they have ever handled.

"Not only does it involve fundamental logic, political and sociological problems, but it also stirs emotions that make the news media subject to an unusual amount of critical scrutiny," Mr. Koop said. The civil rights story, he continued, calls for exercise "of the most careful judgment, not to play down events of transcending importance but to weigh all angles and determine that their presentation is accurate, reasoned, clear and fair."

**New Services** ■ Robert F. Hurleigh, president of MBS, told Thursday's luncheon session for presentation of station news awards (BROADCASTING, Sept. 9) that the broadcast field will see the development of specialized news services, especially for voice transmission. But he said the proposed building of a news service for the broadcasting industry to compete with the present wire services "appears to be impractical and unnecessary."

Few broadcasters would want to pay to maintain the present wire services and support a new broadcast news wire at the same time, Mr. Hurleigh said. Even if such a new wire were successful, he said, it could weaken the existing services and even curtail the news flow from abroad.

Mr. Hurleigh noted that broadcasting as a regulated industry "must conduct itself under a constant spotlight." He said he knows of no industry "that finds so many serious and sincere people who never were inside a station and yet they are absolutely convinced they could run a better newsroom, a better program service and a better station."

Mr. Hurleigh appeared to prefer the views of FCC Commissioner Lee Loevinger over those of former Chairman Newton Minow. He noted that Mr.

Loevinger "confesses that he does not like all that he sees on television," but the new commissioner "does not believe it is the commission's proper function to cause the broadcasters to program according to edict."

Recalling his appearance before the Rogers subcommittee on broadcast editorializing, the MBS president said "our fight should be for the right to editorialize" and to accept the responsibility that each station that does editorialize has the capacity to do so.

"If the operator with the small staff



Past President Koop  
'You're no longer second class'

believes he should editorialize and he doubts whether he has local believability, then he should engage someone who does have the qualifications to be his station editorialisit," Mr. Hurleigh said.

**No Legal Right** ■ At the closing banquet Mr. Taishoff attacked Section 315, the equal time provision of the Communications Act, saying "It has no legal right to exist in a free society that guarantees freedom of the press and of speech."

Telling the news directors that they have the opportunity to put legislators "on the record" on Section 315, Mr. Taishoff noted the willingness of President Kennedy in his first news conference after inauguration to debate his Republican opponent in 1964.

If the President is willing to waive the equal-time rule for himself "as head of his Democratic party . . . he must favor it down the line for all offices," Mr. Taishoff said.

The publisher suggested that it is

"newsworthy" to ask candidates if they favor repeal of the section when they "appear before the microphones and cameras of stations in their districts and states.

"It is our guess," he said, "that those to whom the question is put in proper focus will favor repeal. Thereby the candidate will declare his willingness to rely upon the innate journalistic fairness of broadcasters and also expose his confidence in his ability to defeat his worthy opponent on the rostrum, in the hustings or on the air.

"In so doing, you will get the views of all the opposing candidates for whatever office they may seek on the record. One of them has to win."

Mr. Taishoff told the newsmen that it is their job to uphold the "dignity of the newsmen. . . . Repeal Section 315 and you repeal all of the 'equal-time' fungi and 'fairness' appendages tacked on it by the politicians and bureaucrats seeking to ingratiate themselves with incumbent legislators."

**Canon 35** ■ The defeat of all efforts for revision of the American Bar Association's Canon 35 is the most serious subject of the year for the RTNDA freedom of information committee, Bill Small, CBS Washington and committee chairman, reported Thursday morning.

"The major avenue of action left to our members" to win the right of courtroom coverage, he said, "is to continue to plug away at the local level, chipping away at resistance, engaging in successful demonstrations of what could be done as well as actual coverage by mike and camera."

Mr. Small cited a recent demonstration by Minneapolis stations as an "impressive" example. Local radio-TV newsmen there showed a meeting of the National Association of Claimant Counsels how such coverage might be conducted. The lawyers set up a mock trial of a damage suit with State Supreme Court Justice Walter Rogoshefski presiding.

WTCN-TV arranged TV pool coverage for itself and for KSTP-TV and WCCO-TV, Mr. Small related, while WCCO provided pool coverage for area radio stations. The local radio-TV outlets showed how they would use excerpts in spot news and put together special programs to demonstrate how they would also cover major trials.

Mr. Small reported that John H. Yauch, chairman of the special ABA committee on Canon 35, suggested in a published article last March "that no body of factual data exists indicating in the least that a person's right to a fair trial would be enhanced by picture-taking, broadcasting and TV."

**Change In Thought** ■ This, Mr. Small emphasized, "is indicative of a shift of thinking by the spokesmen of the ABA. Most of their traditional arguments



# The shotgun at newsmen's heads

## RTNDA PRESIDENT CITES MULTITUDE OF GOVERNMENT GUIDELINES

Broadcast newsmen must work harder than ever before to guard their freedoms and to affirm their rights as professional journalists. But these efforts also must be accompanied by full exercise of responsibility and objectivity.

This was the call voiced most frequently last week by both speakers and delegates at the 18th international conference and workshop of the Radio-Television News Directors Association in Minneapolis.

Heard equally clearly: praise for the many accomplishments of radio and TV newsmen within recent years and a conviction that electronic journalism today may certainly be termed "mature."

Over 225 delegates had registered for the RTNDA convention by late Thursday and many more were expected before the meeting ended there Saturday with the Paul White memorial banquet addressed by Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines. Total RTNDA membership now is 730.

**Guideline Victim** ■ "We are the greatest victim of government guidelines in the history of journalism," William G. Garry, retiring RTNDA president and also editorial director of WKBK(TV) Chicago, told the opening session Thursday. He urged radio-TV newsmen to take a strong stand against these growing bureaucratic encroachments.

"The government seems to be overly concerned about the newsmen's integrity and his ability to report accurately," Mr. Garry warned.

The growing demands for "fairness"

which are spelled out in various federal proposals could well become a "strangling blanket" over radio-TV news and editorials, Mr. Garry suggested. It isn't a question of whether broadcasters want the "right to be biased, like the newspapers," he said, because the broadcast tradition of fairness already would indicate otherwise.

"We should take our stand to the FCC," Mr. Garry said. "They hold a shotgun to our head and can pull the trigger every three years," he noted. For a basic assurance of fairness by radio-TV, he asked, "what more do you need?"

**Conference Planned** ■ How broadcast journalists are working continually to improve themselves and their product, Mr. Garry indicated, may be found in a national conference on television newsfilm standards which will be held in New York early next year by RTNDA in cooperation with Time-Life Broadcast. The RTNDA board approved the conference plan Thursday 9.

The purpose of the conference will be to bring together leading newsfilm and video tape producers, directors, cameramen, writers and technical experts so they may present the latest details of their art. The meeting is to run for two days and will be held in the Time and Life Building under the direction of a special RTNDA committee headed by John Thompson of NBC News, Los Angeles.

Mr. Garry said the New York conference will be filmed and recorded so that a one-hour film and a basic manual

can be produced and made available to stations and universities. Time-Life Broadcast is underwriting financial costs.

RTNDA is moving ahead in its plans to establish local chapters and Chicago already has been organized with other large cities such as New York, Washington and Minneapolis to follow, Mr. Garry reported. RTNDA also is well along in plans to survey broadcast news employment and to encourage more station projects for news internships in cooperation with local schools of journalism, he said.

**Some Progress** ■ Theodore F. Koop, CBS vice president, Washington, and a past president of RTNDA, reported that renewed efforts by broadcasters to repeal the "so-called fairness doctrine" of the FCC are making some progress in Congress, "but not enough."

Mr. Koop said it appears now that Congress "will content itself by waiving the equal time provisions for candidates for President and Vice President in 1964 as it did in 1960." But, he indicated, it is very unlikely that Congress will vote an exemption of the Section 315 provisions for congressional or gubernatorial races even though two-thirds of the state governors are on record in favor of such a move.

The convention's keynote speaker Thursday morning, Mr. Koop said the country's electronic journalists can be proud of their achievements to date. "You are no longer second-class newsmen—if you were," he declared, "but as first-class newsmen your opportuni-

## Houston TV reporter helps make the news in search

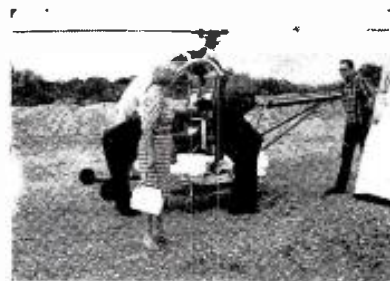
Television often covers the news, but the pictures below show how a KTRK-TV Houston reporter helped make the news—and his initiative may well have saved a life in the process.

Will L. Kelly, 82, was lost on the banks of the Buffalo Bayou, and

teams of police and trained dogs had about abandoned the search, thinking that he had fallen into the river. The resourceful newsmen, however, wanted one last chance to scour the area, so KTRK-TV sent him up in a helicopter.

Mr. Kelly was spotted from the

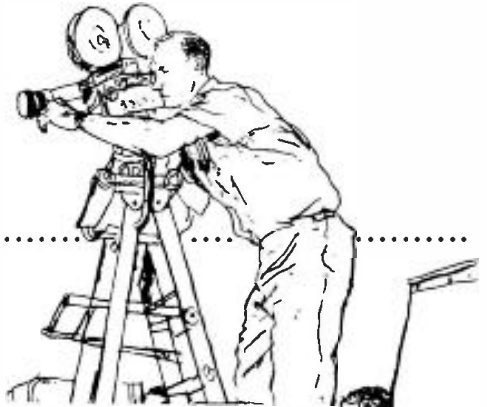
helicopter (l), and aid was rushed to the elderly gentleman (c), who suffered from exposure and lack of nourishment after being lost for 25 hours. He was flown out of the rugged terrain by the helicopter (r) and rushed to the hospital where he is recuperating.



# *Time Buyers' Bonanza one-minute availabilities*

## **wmal-tv** WASHINGTON, D. C.

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



BLAIR RADIO RESEARCH	
<p>Product: _____</p> <p>Agency: _____</p> <p>By and for account received by the following sign of authority for this account</p>	
<p>1. Address Information</p> <p>City _____ State _____ Zip _____</p> <p>Street _____</p> <p>Phone Number _____</p>	
<p>2. Product Description</p> <p>Name _____</p> <p>Brand _____</p> <p>Form _____</p> <p>Package Description _____</p>	
<p>3. Product Code</p> <p>Product Code _____</p> <p>Product Description _____</p>	
<p>4. Marketing Status</p> <p>Is this a new product? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Is this a replacement product? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Is this a seasonal product? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Is this a discontinued product? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>5. Distribution</p> <p>Product Name _____</p> <p>Product Code _____</p> <p>Product Description _____</p>	
<p>6. Other Information</p> <p>Other _____</p> <p>Other _____</p> <p>Other _____</p> <p>Other _____</p>	

**Tell us who  
you want to sell...**

## YOUR MAN IN THE TWIN CITIES!

Your sales story never sounded so good, as it does spoken by—or supported by—WLOL's Big 5 personalities! Give your product an airwise salesman like this!



Carson Rennie & Co.  
6-10 a.m.

What's Rennie got in the bag? Wake-up music for one thing. And music to keep 'em up and humming. Plus a big parade of WLOL news reporters . . . time signals, temperature, weather reports, the lowdown on highway conditions, right-from-where-they-bite fishing tips, the morning edition of WLOL's exclusive AIR WATCH traffic reports . . . even timely reports on buses, planes and trains that aren't on time. He also has in there the newest Pulse, which shows a 4 months audience increase of 85%.\* Why not tell Carson Rennie to take his foot off the bag and add your commercial to the Twin Cities' most popular a.m. radio show.

\*Pulse—7-9 a.m. Nov.-Dec. 1962 vs. Mar.-Apr. 1963.



LARRY BENTSON, *President*  
Wayne 'Red' Williams, *Vice-Pres. & Gen. Mgr.*  
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

— A MIDCO STATION —

more on-the-spot checks of car radio usage, (3) a transistor factor to pick up this extensive "will-o'-the-wisp," (4) and retail establishment in-store radio usage.

"Undoubtedly," he said, "this new research will include age and sex tabulations and cumulative figures for a week or more duration."

He said a radio spot sales increase was assured by "the expanding, volatile market [which] requires the extensive, volatile medium, spot radio," and "the vital growth of all advertising [which] will benefit all media."

### Rep appointments . . .

- WEAV-AM-FM Plattsburgh, N. Y.: Spot Time Sales Inc., New York, as national representative.
- KMLA-FM Los Angeles: Roger Coleman Inc. named national representative.
- WRDQ Daytona Beach, Fla.: Jack Masla & Co., New York, as national sales representative.

### Sahara golf tourney on TV

Plymouth-Valiant Dealers Association, through N. W. Ayer & Son, Detroit, and Mobil Oil Co., through Ted Bates, New York, will co-sponsor the Sahara Invitational Golf Tournament, Oct. 19-20, on the CBS-TV Pacific Network. On Saturday (Oct. 19) 12 stations

in California, Oregon and Nevada, will broadcast the tournament approximately 4:30-6 p.m. (end of the college football games). On Sunday (Oct. 20) six stations will broadcast the final round 3:30-5 p.m., the other five 4:15-5 p.m. Plymouth-Valiant dealers are sponsoring three-fourths of the telecasts, Mobil Oil one-fourth.

### Washington state ruling on beer ads reversed

The Washington State Liquor Control Board has reversed an earlier ruling which prohibited beer and wine commercials on radio and TV that suggest beer drinking in a national park and on board a private yacht (BROADCASTING, Aug. 5).

Reversal of the ruling was made following an informal meeting between the board and directors of the Washington State Association of Broadcasters, according to WSAB President Jim Murphy. Several beer commercials already prepared had been rejected by the board following its first ruling.

The liquor board also has cleared beer and wine sponsorship of professional televised football prior to 8 p.m. for this fall. However, the board must be notified in advance of such broadcasts. Institutional advertising only of beer and wine will be permitted on Sundays under the board's requirements.



### 500 on board for WIL river cruise

WIL St. Louis held its fourth annual Mississippi River cruise aboard the sidewheeler S.S. Admiral. More than 500 agency, client and broadcast executives were on the cruise with more than 200 major prizes

given out. Among those attending (l-r): Harold Krelstein, president, Plough Inc.; Jack Macheca, vice president, D'Arcy Advertising, and John F. Box Jr., managing director, the Balaban Stations.

# PERSONALITY POWER

Floyd Ottoway  
WSYR GANG

Carol Johnson  
WOMEN

Ed Murphy  
MUSIC

Fred Hillegas  
NEWS

Joel  
Mareiniss  
NEWS

Elliot Gove  
TIMEKEEPER

Richard Hoffmann  
BUSINESS NEWS

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO

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

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

So you see what happens:

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

Bill O'Donnell  
SPORTS

Deacon Doubleday  
FARM

Alan Milair  
MUSIC

John Gray  
MUSIC



# WSYR



5 KW • SYRACUSE, N. Y. • 570 KC

NBC in Central New York

## Those 20-second TV breaks are getting more attractive

Selectronscope, a new spot TV research project conducted by the Television Bureau of Advertising, points to the 20-second station break as an increasingly attractive spot buy for the 1963-64 fall winter period.

A statement issued last week by Bill MacRae, TvB vice president, on results of the Selectronscope study noted that in spite of a heavy demand for prime-position 20-second breaks, choice availabilities can still be had by timing buys before and after the automobile and the pre-Christmas peak season.

Stressing reach and economy of the prime-time 20's, TvB offers a breakdown of their effectiveness in

the top 50, 100 and 150 markets showing percentage of families reached on a per-week and cumulative week basis and showing cost per thousand families.

Among the data offered by TvB (in tabular form below), it is indicated that in the top 100 markets,

45% of the TV families in a particular coverage area will be reached by three average-rated prime 20 second breaks over the course of a week and within four weeks 71% of the families would have seen the spot announcements an average of 3.8 times each.

### PRIME TIME 20-SECOND BREAKS

	Top 50 markets		Top 150 markets		Top 100 markets	
	Announcements per week		Announcements per week		Announcements per week	
	3	5	3	5	3	5
Families reached per week	41%	54%	45%	59%	49%	63%
Families reach in 4 weeks	66%	75%	71%	81%	74%	84%
4-week frequency	3.6	5.2	3.8	5.4	4.0	5.8
Cost per 1000 families	\$2.58	\$2.57	\$2.61	\$2.58	\$2.63	\$2.58

Source: Selectronscope 1001

Data from A. C. Nielsen Co.

## Agency man says TV's good outweighs its bad

If anyone seriously re-examined "all the values, benefits and advantages of television" enjoyed under America's free enterprise system, he would not conclude that TV is a "wastemaker." He would have to agree "that the good far and away outweighs the bad."

This was the challenge of fairness

asked by James W. Beach, vice president and broadcast supervisor of Foote, Cone & Belding, Chicago, in a talk last week before the city's North Shore Kiwanis Club. He stressed that the viewer's freedom of choice, not network executives, really determines whether programs live or die.

Mr. Beach outlined the extensive range of program fare available today, including that of educational TV sta-

tions. "Education is somewhat a misnomer," he said, "because a great deal of their programming is not only informative, but downright entertaining."

The agency executive asked his layman audience how many watch at least some of the many documentary and public service shows aired every day. "Do you really try to instill in your family the desire to use television properly," he asked, "by at least occasionally looking for and insisting the family group watch programs of this type?"

Mr. Beach observed that one can't get the *Saturday Review* every afternoon and "they only bring out *Atlantic* and *Harper's* once a month." He asked, do those who argue that TV isn't any good "go every night to the symphony?"

The television industry spends \$8 million a week in production costs to inform and entertain during the evening time periods alone, Mr. Beach said, with another \$9 million going for buying the time.

## Eastman optimistic about spot radio

Robert E. Eastman last week hailed three factors as contributing to what he calls "optimism on the future of spot radio."

Mr. Eastman, president of Robert E. Eastman & Co., a station representative firm, spoke to the American Women in Radio and Television Saturday in Dallas, and predicted a "breakthrough" in spot radio sales.

He attributed such a breakthrough to such factors as group selling, practiced by Eastman and in the Blair Group Plan, new ideas for creative selling, and radio research being prepared by Radio Advertising Bureau. The RAB research, he said, involved (1) deeper in-home measuring, (2)

## Everyone's Calling!

# FIRST TO . . .

. . . develop TELEPHONE CALL-IN Radio Programs . . . that have the community interest first —(Now on many top U.S. Radio stations.)

RAHALL RADIO a leader in their areas, in . . .

Public Interest Sales Programming.

## Rahall Radio — "Community Minded"

WLCY . . . St. Petersburg-Tampa, Florida  
 WKAP . . . Allentown-Bethlehem-Easton  
 WNAR . . . Norristown-Philadelphia Area  
 WWNR . . . Beckley, W. Virginia

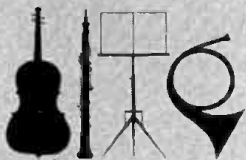
• Represented Nationally by H-R

N. Joe Rahall, President



*45 advertisers  
have been on  
KFAC for  
306 years!...*

The best indicator of the impact of KFAC in the Los Angeles market is its impressive list of long term advertisers. They represent 306 years of continuous advertising on this unique station. They buy KFAC because it gets results, and because its prestige audience is not reached by any other radio station. Buy KFAC...you'll stick around a long time too.



*List of advertisers on request*

radio 1330 • FM 92.3

KFAC • 5773 Wilshire Boulevard  
Los Angeles 36, California  
WEbster 8-0161

Represented nationally by G. P. Hollingbery Co.

# AIRLINES BILLINGS SOAR

Spot TV budgets up 214% for first 6 months; Eastern is well over \$1 million mark

Television Bureau of Advertising figures for January-June, released last week, indicated an increase in gross time billings of the 13 leading airline television advertisers of 219% over a similar period last year. Billings were up from \$1.4 million for the first two quarters of 1962 to \$4.5 million for the same period this year. And the entire air travel category showed an increase of 214%.

Increase of airlines' TV activity had been noticed in the spring when six of seven major domestic carriers indicated plans for exploring television possibilities (BROADCASTING, April 15). Last week's release of TvB data verified the activity, with eight airlines showing drastically increased TV budgets. Biggest spender of them all was Eastern Air Lines, which topped the million-dollar mark for the six months with spot buys totalling \$1,146,500, as compared to spot billings of \$122,600 in the same period of 1962. In addition, Eastern makes regular network buys on NBC-TV's *Today* and *Tonight* shows, and its network spending was estimated at \$228,500.

Two other airlines—National and American—made spot purchases of \$500,000 and \$250,000 respectively, after making no spot buys during the first two quarters of 1962. Another, United, increased its first half spot buys from \$6,700 to \$329,500.

**Over The Top** ■ According to TvB, the spot television expenditures for 1963's first half not only exceeded all previous half-year totals, but also topped all full-year totals for the airline category. In 1962, all airlines spent a

total of \$2,982,000 in spot television.

For the most part the airlines acknowledged that they were in television on more than a temporary basis, but were hesitant to predict that their spending would continue to increase in television on such a drastic basis.

Early speculation at the time of the entry into TV earlier this year by the airlines attributed much of the activity to the New York newspaper strike. TvB figures, however, indicated that airline spending remained strong during the second quarter of 1963, after the strike ended in late March. Three airlines—American, United, and Trans World—actually increased second-quarter spending over that of the first quarter, while three others—Eastern, Northeast and Pan American—showed a drop from the first to second quarter. Only one, Pan American, attributed its TV buying pattern to the New York newspaper strike.

A Pan Am spokesman said his company's increase in spot TV was wholly because of the New York situation. Pan Am buys spots normally in five major markets, increased it to six to include New York in the strike, then reverted to five after the strike.

"As far as our spot buys are concerned," he said, "our position hasn't changed." Pan Am, however, has made a major network buy—the CBS-TV special presentation of *Hedda Gabler*, a buy which the spokesman said will throw Pan Am's budget "way out of line."

**Caution Ahead** ■ There were other signs that "boom" forecasts might be premature. Northeast Airlines, which

## A lot of six-packs

Budweiser Beer's 1963 "Pick-a-Pair" campaign which included heavy radio-TV support was the most successful in the six-year history of the promotion, E. H. Vogel, marketing vice president of Anheuser-Busch, said last week. More than 2 million six-packs were added to the previous record total, he said. 1963's record: 33,319,408 six-packs.

Yes, Budweiser will repeat the event again next year, Mr. Vogel said. Ad budget exceeds \$2.5 million with most going to broadcast.

dramatically switched from 60% newspapers to 70% television of a beefed-up \$2 million advertising budget last winter, and accounted for \$485,600 in spot buys during the first half of 1963, may drop substantially because of the potential loss of its Florida East Coast run. American Airlines' advertising vice president Tom Ross said of his company's \$125,900 spot venture, "comments from the public have been very favorable, although it really is too early to assess the results."

According to Eastern's director of advertising, George Howard; "We are still in television, and we expect at the present time to be back in spot for the winter." He said, however, that "all things have a way of leveling off, and it would be difficult to predict any definite direction that our company will be going in now."

Eastern directs its advertising strongly on a seasonal basis, hitting heavily during the winter months for its Florida runs, and slacking off during the summer months.

A United Air Lines spokesman summed up his carrier's position by describing conflicting elements in the television venture. "We realize that television has its advantages—namely its ability to reach the masses—and we entered television because of its inherent value. But the television audience is totally mass—almost entirely nonselective. Our message is directed toward a small segment of this audience, and because television is an extremely expensive medium, it becomes doubly so for us.

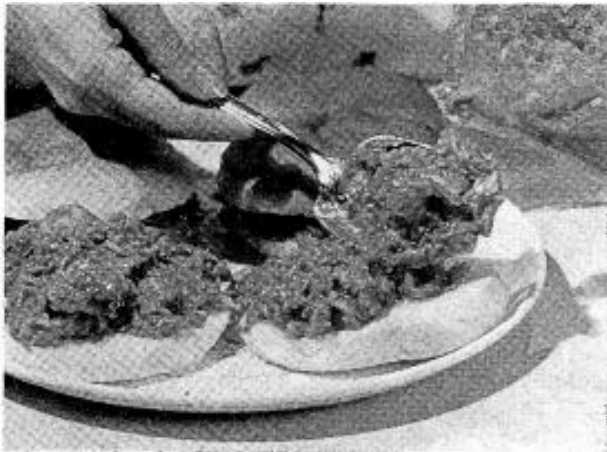
"We try to be as selective as possible with our choice of agencies, and our experience in television has confirmed the advantages of mass appeal that we knew existed. Our future advertising plans, however, must be made in consideration of the comparative price and value of the various media."

## How 1963 is comparing to 1962:

LEADING AIRLINE ADVERTISERS SPOT TV BILLINGS  
(January-June)

	1963	1962	% Change
Eastern Air Lines	\$1,146,500	\$ 122,600	+ 835.2
Pan American World Airways	674,400	348,900	+ 93.3
National Airlines	490,900	—	—
Northeast Airlines	485,600	48,200	+ 907.5
Delta Air Lines	474,000	302,500	+ 56.7
Trans World Airlines	387,600	169,700	+ 128.4
United Air Lines	329,500	6,700	+4,817.9
American Airlines	125,900	—	—
Western Air Lines	122,400	157,200	- 22.1
Pan-American-Grace Airways	113,600	106,400	+ 6.8
British Overseas Airways	87,500	—	—
Northwest Orient Airlines	72,100	17,200	+ 31.9
KLM Royal Dutch Airlines	30,100	130,700	- 77.0
Total	\$4,513,200	\$1,413,200	+ 219.4
Spot Television total for entire Air Travel category:	\$4,566,300	\$1,453,500	+ 214.2

Source: TvB/Rorabaugh



'Then spoon it out'



'And eat it up'

Kokomo, WMRI Marion and WARU Peru (all Indiana), Eckrich will air 13 one-minute announcements on each station.

Looking for greater reliability in test results, the company is insuring copy similarity by adapting the soundtrack of the TV commercial for radio use.

The video portion of the commercials pictured in storyboard sequence above follows the method of preparation of the meat in a "boil-in" plastic pouch from package to pot to mouth of an apparently appreciative youngster. It closes with the Eckrich billboard accompanied by the voice-over "It's in the bag—

from Eckrich."

The audio portion, through the product explanation phase of the commercial is a jazz vocal featuring a female lead backed by a male singing group.

The commercial was produced by The Film-Makers, Chicago. Agency is Bonsib, Fort Wayne.

keting, University of California; Arthur G. Rippey, Rippey, Henderson, Bucknum & Co.; Philip Schaff Jr., Leo Burnett Co.; Gail Smith, General Motors.

A Wednesday afternoon feature will be the annual "Panel of Presidents," the heads of six agencies in all sections of the country discussing topical problems of advertising and how they are being solved. Kai Jorgensen, Hixson & Jorgensen, Los Angeles, will moderate the panel, whose members are: Frederick E. Baker, Baker & Stimpson Advertising, Seattle; Morris Hite, Tracy-Locke Co., Dallas; William W. Neal, Liller, Neal, Battle & Lindsey, Atlanta; Ivan N. Shun, Advertising Counselors of Arizona, Phoenix; Norman H. Strouse, J. Walter Thompson Co., New York; David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

### Business briefly . . .

**Georgia-Pacific Corp.**, through McCann-Marschalk, has purchased participating sponsorship in the NBC-TV News special *The Loyal Opposition* (Monday, Sept. 16, 10-10:30 p.m. EDT). The program will examine the Republican party's 1964 election preparations.

**The Colfax Division** of Shulton will run network and spot TV campaigns Sept. 16 through Nov. 1 for Ice-O-Derm, medicated astringent. Five to 21 spot announcements weekly in major mar-

kets plus participations in seven daytime shows on ABC-TV and CBS-TV have been scheduled. Agency is Kastor, Hilton, Chesley, Clifford & Atherton.

**Silvercup Round**, new circular bread, began a four-week radio and television saturation advertising campaign Sept. 9 in New York and Chicago. Agency: QBA Advertising Bureau, New York.

### Steers: 'Radio-TV and press will co-exist'

William E. Steers, president of Doherty, Clifford, Steers & Shenfield, last week told a joint meeting of the Detroit Ad Club and the Audit Bureau of Circulations board of directors that "radio and television do not rule out print media . . . print and broadcast media will co-exist."

He described himself as neither "an arch-conservative," nor one who favors going to the other extreme. "Let's not confuse the continuing need for basic media measurements—like the ABC—with newer techniques that come along, even though the new always seem more glamorous than the old."

Mr. Steers spoke for a balancing of newer techniques with the old, and the retention of creativity in advertising as well as fostering of new research. "Let's remember ourselves that judgment, opinion, decision will always be required of us," he said, ". . . because we can never entirely measure or predict human behavior."

### IRTS timebuying seminar schedule announced

A general outline was released last week of topics to be treated in the once-a-week International Radio & Television Society's fall Timebuying and Selling Seminar in New York.

In order, the eight sessions, each to be held 5:30-7:30 p.m. on Tuesdays, starting on Oct. 29 at CBS Radio, 49 East 52d Street, will take up:

Broadcasting as a key to the "marketing era"; broadcast research basics; the media plan; research in planning and buying; network basics; the job of the station representative; the role and functions of the timebuyer; and a look at the "exciting future" of advertising. Speakers for each session have not been announced.

A fee of \$15 is charged for registration, according to Claude Barrere, executive director, IRTS.

### Berne, Vogel form agency

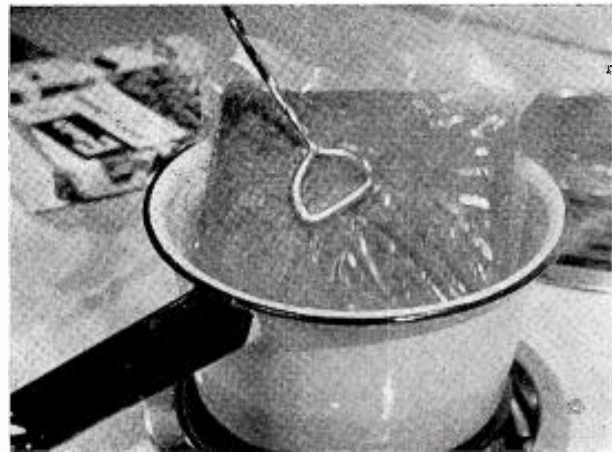
A new advertising agency, Berne-Vogel & Associates, has been formed in Washington by Philip F. Berne, former advertising and public relations director of Great Eastern Distributing Co., and Donald S. Vogel, previously account executive and vice-president of Kal, Ehrlich & Merrick, Washington.

Offices of the new firm are at 3636 16th Street, N.W. The firm will offer advertising services in all media for both retail and service advertisers.





'You take one pouch'



'Then boil that pouch'

## COMMERCIAL PREVIEW: Peter Eckrich's media tug-of-war

It's radio vs. television in a test underway by Peter Eckrich & Sons, Fort Wayne, Ind. meat packers. Eckrich, promoting its Jiffy Joes meat and sauce package is concentrating on two of its 14 midwest mar-

keting districts, pitting the media against each other for one month in a dollar for dollar matching test to determine their relative effectiveness.

One district will be covered by WEHT(TV) Evansville and WTHI-TV

Terre Haute, both Indiana, with four one-minute announcements a week through the test period.

Spending a like sum in radio in a second district covered by WSAL Logansport, WASK Lafayette, WIUO

year starting Oct. 1.

Initially, BAR had announced plans to increase its monitoring of the 237 stations in the 75 markets every day, around the clock by the end of 1963. By last July, BAR was up to 40 markets monitoring on that basis, or more than halfway toward the goal.

But BAR said last week its program was proving "exceedingly expensive" and not financially feasible. As a consequence it will put its new modified plan into effect, and is currently negotiating credits and pricing arrangements with its agency and broadcaster customers.

To assure a continuing sampling activity, BAR will alternate the weeks to be monitored in each of the 75 markets. The monitoring service also plans to produce a monthly report for stations compared to the previous six reports a year.

### Agency appointments...

- White Front Stores, San Francisco, a subsidiary of Interstate Department Stores, appoints Recht & Co., Beverly Hills. Promotion budget through the end of 1963 has been set at \$1 million. White Front currently spends in excess of \$4 million yearly in all media in Southern California. Recht will open a San Francisco office and have it completely staffed within 90 days to service the new account.

- North American Van Lines, Fort Wayne, Ind., has switched its national

account from Biddle Co., Chicago, to newly formed agency there, E. H. Russell, McCloskey & Co.

- The Government of India names Pritchard, Wood Inc., New York, as agency for tourism in the U. S.

- Nestle Co. has appointed McCann-Erickson Centroamericana as agency for Nestle milk products and Maggi soups and sauces in Central America.

### 'Super-Dupe 100' comes with refund guarantee

Beginning today (Sept. 16), Videotape Center will back up its "Super-Dupe 100" tape commercials with a guarantee of 100 replays or a free replacement.

The new service is designed to reduce the number of tape replacements needed by stations when film prints wear out. John B. Lanigan, Videotape Center vice president and general manager, said that most agencies must supply new film prints to local stations after 15 or 20 plays to maintain sound and picture quality.

"Our 'Super-Dupe 100's' are guaranteed to deliver superior picture and sound quality of video tape for at least five times as many plays," said Mr. Lanigan. He noted that the new service is designed to eliminate the cost and traffic problems of advertising agencies in supplying tape replacements, and that there will be no premium price for the "Super-Dupe 100."

## Record attendance for 4A Western meet

The 26th annual Western region convention of the American Association of Advertising Agencies, with a record attendance of over 500 advertising and media executives anticipated, will start its formal business Wednesday morning (Sept. 18) at the Mark Hopkins hotel in San Francisco. This marks the first time a AAAA Western meeting has been held in a major metropolitan area, a change made to allow executives who are too busy to attend the entire meeting to attend at least one of the sessions, according to Donald B. Kraft, Western region chairman.

The opening business session, restricted to AAAA members, will include major policy talks by John A. Crichton, AAAA president; Arthur E. Tatham, board chairman, and Richard Turnbull, senior vice president. Other speakers at the two-day meeting include: Thomas B. Adams, Campbell-Ewald Co.; Tom Dillon, BBDO; Fred Gerlach, Gardner Advertising; Marion Harper, Interpublic; John Hunter, B. F. Goodrich Co.; Ernest A. Jones, MacManus, John & Adams; Peter Lankhoff, Young & Rubicam; Donald W. MacKinnon, Institute of Personality Assessment and Research, University of California; Sherle Maguire, creative communications consultant; William Marsteller, Marsteller Inc.; Michael O'Connor, Super Market Institute; David Rezvan, professor of mar-

# T M P


TMP — Test Market Plan — is an exclusive market research service developed by Blair Television and offered to advertisers who want to test the effectiveness of their advertising. More than 1 out of 4 of the top 100 U. S. advertisers have used TMP. And others are turning to it every day.

Based on before-and-after surveys and in use since 1957, TMP has already accomplished much more than was originally envisioned. It has been used to test brand awareness, introduce a new product, test the impact of copy, compare the effectiveness of different media, find the right copy approach, compare time slot against time slot, match commercial against commercial, check packaging appeal, and explore many other aspects of spot television.

Blair developed TMP because, as station representatives, we know that there is no better way to sell

than to help the advertiser pinpoint his sales targets, needs and methods. And as representatives of key stations in most of America's major cities, Blair knows their marketing areas firsthand, and knows how to make spot television sell in these areas.

For any advertiser who qualifies, the Blair Research Department will develop a simple questionnaire that asks the questions he wants answered. And we will help select the necessary test market or markets, secure the test schedules and choose the best method of interviewing. All these research costs are absorbed by Blair and its represented stations. The advertisers pay only the normal media costs involved.

Your Blair salesman or The Blair Television Research Department will be happy to show you how you may qualify for TMP and how it can be tailored to your marketing goals. 



BLAIR TELEVISION

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



Delivers a large  
daytime audience  
through minute par-  
ticipations in an  
engrossing new live  
local weekday series.

**HERE'S HOW IT WORKS**

**YOU BUY** one minute spots within "Tell Us More," Mon-Fri, 1-1:30 PM—cost is \$600 gross per single spot; the six-times rate is \$420, the 12-times rate \$360.

**YOU GET** excellent exposure plus product identification with an absorbing new housewife-directed series that, every weekday, reveals the private life of two different public figures. Your commercial may be delivered by host Conrad Nagel.

**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**

Rank	Company	Billings
58.	American Motors dealers	\$725,400
59.	Pure Oil	703,400
60.	American Cyanamid	692,800
61.	U. S. Rubber	681,100
62.	Menley & James Labs	672,900
63.	Hills Bros.	664,500
64.	Shulton	659,300
65.	Scott Paper	648,400
66.	American Oil	640,000
67.	Texize Chemicals	635,700
68.	Borden	635,600
69.	Lucky Lager Brewing	630,300
70.	Gerber Products	622,300
71.	Falstaff Brewing	616,900
72.	American Bakeries	613,600
73.	Phillips Petroleum	612,800
74.	B. F. Goodrich	601,200
75.	Humble Oil & Refining	591,900
76.	American Sugar Refining	590,300
77.	Foremost Dairies	579,900
78.	Helena Rubinstein	552,200
79.	Ford Motor	533,700
80.	Johnson & Johnson	528,200
81.	Associated Brands	527,800
82.	Stroh Brewery	521,800
83.	Eversharp	518,100
84.	Chrysler	517,900
85.	J. H. Filbert	516,900
86.	Beecham Products	512,100
87.	Eastern Air Lines	499,500
88.	Natl Fed. of Coffee Growers of Colombia	499,100
89.	Airkem Inc.	488,700
90.	Swift & Co.	477,400
91.	Cities Service	471,300
92.	Sinclair Refining	471,200
93.	E. & J. Gallo	467,000
94.	F. & M. Schaefer Brewing	463,200
95.	Frito-Lay	462,300
96.	C. Schmidt & Sons	460,700
97.	Maybelline	458,100
98.	Sterling Drug	457,700
99.	Phillips-Van Heusen	456,500
100.	Greyhound	448,900

**Is there more spot TV in Sears's future?**

Broadcast executives were wondering last week if the Sears, Roebuck & Co. spot TV test in three major markets next month will be expanded elsewhere.

The Sears, Roebuck campaign, details of which were closely guarded by the retail store chain, also involve a new arrangement with North Advertising in Chicago. North has been assigned the new spot TV test which will run for 13 weeks in Chicago, New Orleans and Kansas City, Mo., starting Oct. 6. But Ogilvy, Benson & Mather in New York handles national advertising (mostly in print) for Sears. The chain has indicated OB&M is unaffected by the North assignment.

Though the spot TV test in itself is of no significant size—and Sears has been testing TV for some time—any deviation from the print path by the retailer causes instant attention because of Sears's big advertising budget. Trade estimates of its advertising show some \$40 million in catalogues out of approximately \$53 million in the total budget. Most of the Sears stores across the country use newspapers, though there is some local TV use.

**Advertisers buy 70% of children's TV special**

The Nestle Co., White Plains, N. Y., the Irwin Corp., Nashua, N. H., and the Transogram Co., New York, have purchased participations in a special Thanksgiving Day TV special commissioned by Helitzer, Waring & Wayne, an agency specializing in children's advertising.

The hour show, *The Cowboy and the Tiger*, is now 70% sold, according to agency president Melvin Helitzer. Of 10 commercial minutes available, he said, seven have been purchased, with the other three still available to non-competitive advertisers in the children's field.

Products involved are Nestle's Quik (through McCann-Erickson, New York), Transogram's plastic dog, Pretzel, and two games, Dream Date and Miss Popularity, and Dandy, the Lion, a plastic toy made by Irwin. HW&W handles the latter two accounts.

The program will appear in 25 markets.

**Philip Morris has time in 12 hours on CBS-TV**

Philip Morris Inc., an \$11.3 million spender in network television last year, will participate in sponsorship of 12 hours of CBS-TV programing this season.

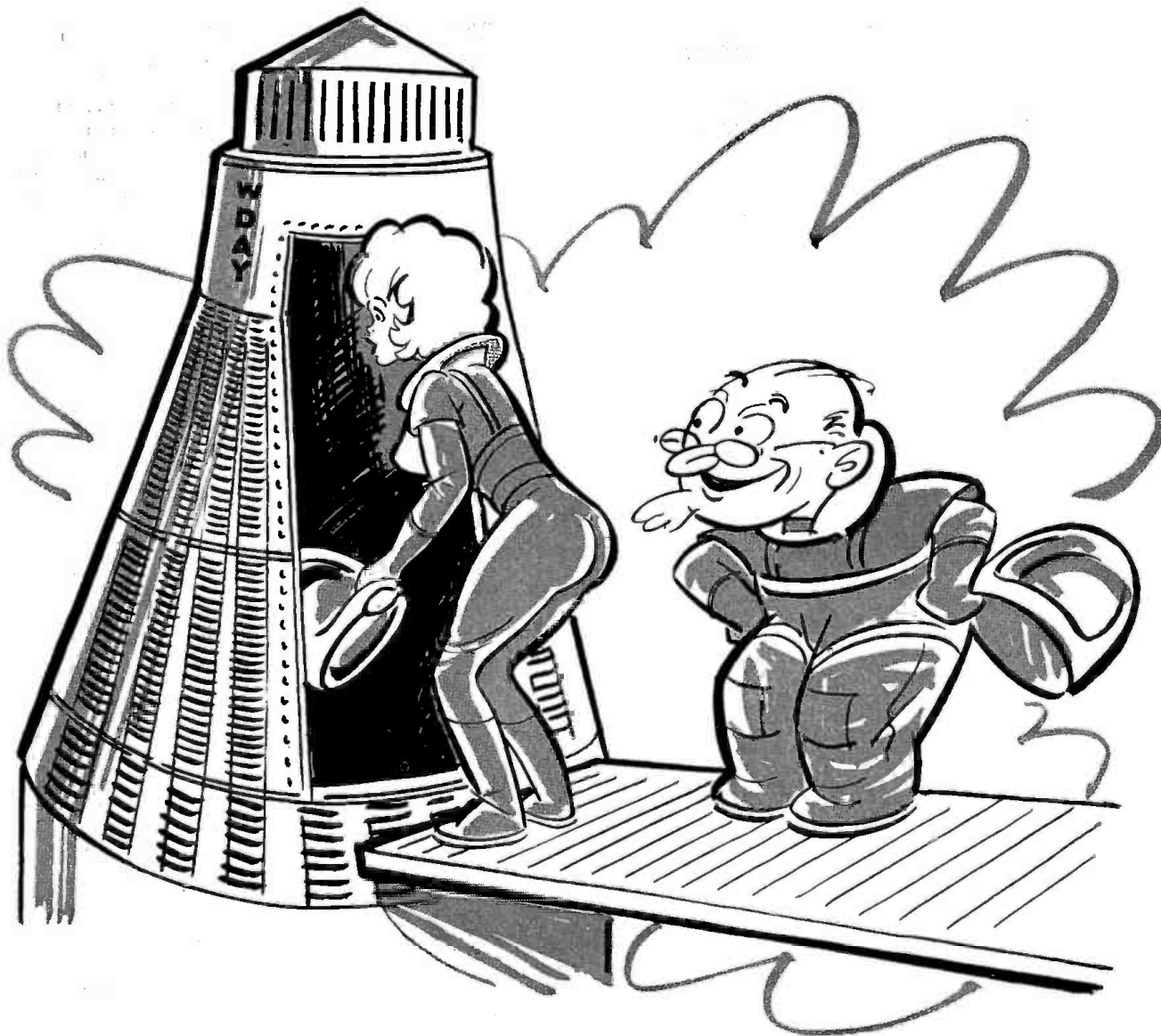
One new program is listed on the Philip Morris roster—*East Side, West Side*—along with six other hour-long programs — *The Red Skelton Show*, *Rawhide*, *Perry Mason*, *Route 66*, *The Alfred Hitchcock Hour*, and *Jackie Gleason's American Scene Magazine*.

Philip Morris will also be a sponsor of *CBS Evening News With Walter Cronkite*, and the entire schedule of National Football League games carried by CBS-TV. Sponsorship will be on behalf of Philip Morris products Alpine, Parliament, Philip Morris Commander, Marlboro, and Paxton as well as Pal stainless steel razor, Pal stainless steel injector blades, and Personna stainless steel double edge blades, manufactured by Philip Morris subsidiary, American Safety Razor Co.

**BAR revises its monitoring service**

Broadcast Advertisers Reports Inc. is placing into effect a modified version of its 24-hour, daily monitoring service.

In its new program, BAR will monitor for one week each month a total of 237 TV stations covering 75 markets in the United States. A total of 12 reports will be issued. The new target is 398,160 broadcast hours for the



## Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead "Metro Area Retail-Sales-Per-Household" are at or very near the top in Standard Rate & Data's entire list?

It's because us Hayseeds are just plain *rich*, that's why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . . "One of the most fertile agricultural areas in the United States," it says!

Yes, it's true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you'd expect — often the *same* kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

# WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

# WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,  
Exclusive National Representatives

# Spot TV's doing better than expected

## SECOND-QUARTER GAIN EXCEEDS TVB'S OPTIMISTIC FORECAST

Spot television time sales—national and regional—amounted to \$223,106,000 for the second quarter of 1963. This is an increase of 18.5%, more than had been anticipated.

Norman E. Cash, Television Bureau of Advertising president, had estimated a 15% increase in mid-summer (BROADCASTING, Aug. 12).

The second quarter gross time billing for spot TV is based on an analysis of the same 330 stations reported in the second quarter of 1962 when \$189,433,000 had been reported.

Releasing its figures today (Sept. 16), TvB notes that automotive product classification shows a substantial dollar and percentage gain over the 1962 second quarter. The category went up from \$7.4 million to \$9.1 million, up 23%.

Other boosts: Clothing, furnishings

and accessories from \$2.7 million to \$4.2 million (+ 57%), confections and soft drinks from \$14.1 million to \$18.7 million (+ 32%), household paper products from \$2.8 million to \$4.1 million (+ 43%), and transportation and travel from \$1.7 million to \$3.2 million (+ 89%).

Among the leading advertisers reporting gains in their spot spending for the quarter: Alberto-Culver in a near-\$1 million jump to \$3.4 million; Anheuser-Busch from \$1.4 million to \$2.2 million; Bristol-Myers nearly doubling its spot to \$5.3 million; Colgate-Palmolive going up about \$1.8 million to \$7.3 million; General Mills climbing from \$2.4 million to \$3.7 million; Lever Bros. adding more than \$2 million for its \$6.6 million; Procter & Gamble adding \$2 million to reach \$17.4 million; R. J. Reynolds up from \$758,000 to

\$2.3 million, and Warner-Lambert Pharmaceutical increasing from \$690,800 to \$2.6 million.

According to the bureau's compilations supplied by N. C. Rorabaugh Co., announcements accounted for \$185.4 million of the total \$223.1 million; ID's were responsible for \$18.1 million and programs \$19.5 million.

In a breakdown of time periods: \$64.3 million was bought in the general night classification, \$56.9 million in the early evening, \$52.5 million in daytime, and \$49.2 million at late night.

### TOP 100 SPOT TV ADVERTISERS SECOND QUARTER 1963 (Source: TvB-Rorabaugh)

Rank	Company	Billings
1.	Procter & Gamble	\$17,456,600
2.	General Foods	7,620,000
3.	Colgate Palmolive	7,373,900
4.	Lever Brothers	6,614,500
5.	Bristol-Myers	5,359,900
6.	William Wrigley Jr. Co.	4,276,200
7.	Coca-Cola bottlers	4,173,600
8.	General Mills	3,782,000
9.	American Home Products	3,420,800
10.	Alberto-Culver Co.	3,417,200
11.	Warner-Lambert	2,657,200
12.	P. Lorillard	2,641,900
13.	Jos. Schlitz Brewing	2,636,400
14.	Kellogg	2,330,300
15.	R. J. Reynolds Tobacco	2,327,500
16.	Anheuser-Busch	2,260,000
17.	Continental Baking	2,255,100
18.	Ford Motor dealers	2,184,000
19.	Shell Oil	1,998,100
20.	International Latex	1,927,200
21.	Gillette	1,917,000
22.	Standard Brands	1,879,000
23.	General Motors dealers	1,821,800
24.	Pepsi Cola bottlers	1,722,600
25.	Beech-Nut Life Savers	1,666,100
26.	Miles Laboratories	1,627,600
27.	American Tobacco	1,613,300
28.	Carter Products	1,606,700
29.	Philip Morris	1,598,100
30.	Food Mfrs. Inc.	1,493,100
31.	Corn Products	1,446,700
32.	National Biscuit	1,406,600
33.	Avon Products	1,289,400
34.	Simoniz	1,260,800
35.	Chrysler dealers	1,246,500
36.	Canadian Breweries Ltd.	1,231,600
37.	Pabst Brewing	1,205,200
38.	Liggett & Myers	1,145,300
39.	Socony Mobil	1,120,200
40.	Sears, Roebuck	975,600
41.	Theo. Hamm Brewing	943,400
42.	Brown & Williamson	936,500
43.	Royal Crown bottlers	929,500
44.	Eastman Kodak	907,400
45.	J. A. Folger	879,000
46.	Chesebrough-Pond's	839,600
47.	John Hancock Mutual Life	827,000
48.	Ralston Purina	816,200
49.	Welch Grape Juice	816,000
50.	Pet Milk	815,700
51.	United Vintners	813,900
52.	National Dairy Products	802,900
53.	Campbell Soup	784,300
54.	Helene Curtis	773,900
55.	U. S. Borax Chemical	766,100
56.	P. Ballantine	765,800
57.	Wm. B. Reilly & Co.	752,400



### An expressive face for White Owl cigars

The man with the cigar is the famed French comedian Fernandel, shown in a scene from one of two commercials he made this past summer in Paris for White Owl cigars. Each of the commercials is said to have cost \$25,000 to produce. They

will be shown alternately on the White Owl-sponsored *NCAA Football Game of the Week* on CBS-TV.

The commercials were produced by MPO Videotronics in association with the White Owl agency, Young & Rubicam, New York.

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# boor


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Boor or bore, rude or crude, tiresome or annoying, each is equally dangerous to broadcasting. Equally unprofitable, too. Programming a tasteless diet of pap neither nourishes the mind, nor feeds the imagination. People watch. People listen. People know.

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**POST • NEWSWEEK STATIONS**  
A DIVISION OF THE WASHINGTON POST COMPANY

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WTOP-TV, WASHINGTON, D.C.   
WJXT, JACKSONVILLE, FLORIDA  
WTOP RADIO, WASHINGTON, D.C.

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## Audience research at ARF

Charles P. Howze Jr., chief counsel of the House Special Subcommittee on Investigations, will talk on "Broadcast Audience Research—The Goldfish Bowl" in New York on Oct. 1.

The Advertising Research Foundation is announcing today (Monday) that Mr. Howze will speak at its ninth annual conference after a presentation on media research by John F. Maloney, director of research of the Reader's Digest Association. He'll be preceded by ARF's chairman, Lyndon O. Brown, senior vice president of Dancer-Fitzgerald-Sample, who will discuss ARF's policy on audience measurement problems.

car introduction period in September and October, Ford will sponsor eight five-minute programs on *Monitor* and participate in six sports broadcasts on Mutual. The company also will conduct a three-week spot radio campaign in 61 major markets. Ford may spend as much as \$2.5 million in spot radio during the year, while spot TV business is not expected to go higher than \$350,000. Ford business is placed through J. Walter Thompson Co., Detroit and New York. The company's commercial spokesman this year is Dave Garroway.

The Lincoln-Mercury Division of Ford is expected to maintain its radio-TV budget of the last car year, with its network TV budget of \$2.5 million reduced slightly but radio raised, particularly in network. The division has bought participations on various ABC-TV programs and is expanding its radio schedule on CBS Radio, NBC Radio and Mutual. The agency is Kenyon & Eckhardt, Detroit.

**Chrysler Push** ■ Chrysler Corp. will center its main push this year on NBC-TV's *The Bob Hope Show*, said to cost \$15 million, and on which it will advertise its Chrysler, Plymouth and Valiant cars. Chrysler and the other makes also will receive exposure on NBC-TV's coverage of the World Series, Rose Bowl and All-Star baseball game.

Network and spot radio will be used during the introductory campaign for one week. Dealer associations for Chrysler-Imperial cars and for Plymouth-Valiant autos are planning to use local radio and/or TV campaigns. The agency for the Chrysler Corp. is Young & Rubicam, which also represents the Chrysler-Imperial Dealer Association.

N. W. Ayer & Son, Detroit, represents the Plymouth-Valiant auto dealers.

Dodge Division of Chrysler is im-

plementing a major "scatter plan" on network TV during the fall period, buying a total of 41 minutes on 13 programs on the three networks. The campaign begins on Sept. 20 and ends on Nov. 22.

Dodge launched an usual teaser campaign last Thursday (Sept. 12) using 10-second ID's to flash images of its new Dodge, Dart and Dodge 880 makes. This undertaking will last eight days and uses 135 stations in 50 major markets. As in the past, Dodge is expected to utilize spot TV and radio to a considerable extent. Following the ID teaser effort, Dodge will begin a three-week spot TV campaign in 35 markets. Dodge is expected to invest about \$1 million in spot radio, scheduling flights throughout the year. The agency for Dodge is BBDO, Detroit.

American Motors Corp., on behalf of its Rambler cars, is expanding its TV effort this year with an approximate \$3 million investment in CBS-TV's *Danny Kaye Show*. It is probable that American Motors will cut back on its spot TV investment, but the company, nevertheless, will be expanding its overall broadcast budget by more than \$2 million because of heavy network sponsorship. The company also maintains a 52-week schedule on *Monitor* over NBC Radio. The agency is Geyer, Morey, Ballard Inc., Detroit.

**Beep From Jeep** ■ Kaiser Jeep Corp.

is putting its broadcast eggs in the network TV basket during the last quarter with 42 minutes bought in ABC-TV's *Greatest Show on Earth*, and no immediate plans for spot TV or any radio.

Spending approximately \$1.8 million in the ABC-TV program for the 13-week period and holding options for the next two quarters, Kaiser may branch into spot television depending on the success of *Greatest Show*. The Kaiser Jeep Corp. broadcast budget for the year is expected to go up sharply from approximately \$3 million last year to an estimated \$5 million. The 42 network minutes in the last quarter compare to 20 minutes purchased in the last quarter of 1962.

Any radio advertising for the Kaiser Jeep line will be done at the local level without the aid of cooperative budgets, according to the firm's present plans. Agency is Norman, Craig & Kummel, Toledo.

The Studebaker Corp., a smaller producer among the auto giants, has dropped its sponsorship of *Mr. Ed* on CBS-TV. Although it is using participations on the NCAA telecasts, Studebaker's expenditure in network TV is expected to drop sharply. Studebaker probably will expand its spot TV spending considerably to offset, in part, its defection from network TV.

The agency is D'Arcy Advertising, New York.

## CIGARETTE WITHDRAWAL SYMPTOMS

### Loss of ad revenue may shut down some college stations

College radio stations began feeling the pinch last week of last summer's cancellation by cigarette companies of campus advertising (BROADCASTING, June 24 *et seq.*).

With the opening of fall college terms, a leading national sales representative for college radio stations predicted as many as 20 stations may discontinue operations as a result of the tobacco withdrawal.

Robert Vance, the president of College Radio Corp., said last week that the loss of the tobacco accounts would cost his stations over \$100,000. The tobacco advertising, he explained, was used to finance use by stations of the United Press International wire service, at the rate of approximately \$1,000 per station.

"Without a news service," Mr. Vance said, "stations find it difficult to compete in the ratings, and without good ratings, advertising sales are seriously hurt."

Of the 119 stations represented by College Radio Corp., approximately 90 take the UPI service. Mr. Vance estimated that as many as 25% of these stations may go out of operation. He

described the tobacco company departure from campus advertising as "the most serious setback for college radio since it really got going in 1951." Tobacco advertising, he said, accounted for over 50% of college radio stations' budgets.

American Tobacco Co. sponsored the college news service for eight years, followed for two years by Liggett & Myers, and last year Brown & Williamson and Ford Motor Co. shared the expense. Mr. Vance said Ford's purchase was made in the spring, and he was uncertain as to whether it would return this year.

Mr. Vance indicated that he was seeking to replace the tobacco advertisers with a national sponsor "who wants to reach the college market, and who also realizes that he can bail college radio out of a very tough spot right now."

He didn't feel that sufficient local advertising could be mustered by most of the stations to sustain the news service, and noted that stations most likely to suffer would be "smaller colleges in small towns, or even well-known colleges in the West."

# Fresno is the nation's #1 agricultural county

and **BEELINE RADIO KMJ** is the way  
to reach this prime California market

Pine Flat Dam is only one of the vast water sources that contributes to the agricultural fertility of the inland valley. Here many people live and work — people you want to reach because of their buying power. The way to do it? Beeline Radio KMJ. And KMJ is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

## **McCLATCHY BROADCASTING COMPANY**

delivers more for the money in inland California and Western Nevada

**PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE**





ship of CBS-TV's *The Danny Kaye Show*.

On the other hand, observers of auto business felt that TV spending by Ford and Chevrolet probably would decline because of anticipated decreases in network TV spending. One authority said Chevrolet expenditures might be down as much as \$1.5 million, largely because of the company's cancellation of *My Three Sons* on ABC-TV and Ford by \$300,000 because of a decrease in professional football sponsorship. He noted that Chevrolet is allotting additional funds to spot TV and to saturation network campaigns, but contended that Chevrolet's overall spending will be down for 1963-64.

A summary of the broadcast plans of

the major auto manufacturers follows;

The Pontiac Division, General Motors Corp., has bought participations in a sizeable number of ABC-TV and NBC-TV prime time programs. On ABC-TV, its buys include *The Fugitive*, *The Jerry Lewis Show*, *Burke's Law*, *Outer Limits*, *77 Sunset Strip* and *Combat*. On NBC-TV Pontiac is participating in *Monday Night at the Movies*, *Sing Along With Mitch*, *Mr. Novak*, *Espionage*, *Eleventh Hour*, *The Lieutenant*, *Saturday Night at the Movies* and on Oct. 3 only on *Tonight* and *Today*.

Pontiac, in recent years, has been traditionally light in spot TV with less than \$500,000 in the medium, but reportedly has been widening its participation in spot radio, and may spend

as much as \$1.5 million in the coming year. Agency is MacManus, John & Adams, Bloomfield Hills, Mich.

Chevrolet Division, General Motors, reports it is making an "interesting innovation" in its introductory campaign this year with the purchase of 41 commercial minutes over the ABC-TV network on 13 morning, afternoon and evening shows on Sept. 27. With the inclusion of commercial time on CBS-TV's *Route 66* on Sept. 28 and a 5½ minute *Blockbuster* commercial on NBC-TV's *Bonanza* on Sept. 30, Chevrolet will benefit by 59 commercial minutes over a four-day period. Throughout the year, Chevrolet will continue as a sponsor of *Bonanza* and *Route 66* through the season.

In radio, Chevrolet is buying 39 spots over a 10-day introductory period on about 400 major stations, and throughout the year sponsors news broadcasts on NBC and CBS Radio. Agency: Campbell-Ewald, Detroit.

Buick Division, General Motors, is active in network TV this year with participations on the *Jimmy Dean Show* on ABC-TV and on *Temple Houston*, *Monday Night at the Movies*, *Sing Along With Mitch*, *Mr. Novak*, *Saturday Night at the Movies*, and *Eleventh Hour*, all on NBC-TV.

Buick will continue its role in spot radio and, according to rep officials, can be expected to spend a substantial \$2 million this year. Reps also are elated that Buick is expanding its spot TV by launching a six-week campaign in late September, using two spots per week on two stations in the top 31 markets of the country. Agency for Buick is McCann-Erickson, Detroit.

The Oldsmobile Division of General Motors is spearheading its broadcast advertising investment with an alternate week purchase of *The Garry Moore Show* on CBS-TV, spending some \$5 million. It is expected to use spot TV and spot radio sparingly. Agency is D. P. Brother & Co., Detroit.

The Cadillac Motor Car Division of GM will continue to be heavily oriented toward print, but representatives are hopeful that it will continue to invest in a brisk manner in spot radio. Cadillac has been spending about \$1 million in spot radio and usually invests several thousand dollars in spot TV and the outlook is for more of this buying pattern. Agency is MacManus, John & Adams, Bloomfield Hills, Mich.

Ford Division, Ford Motor Co. is cutting back an estimated \$300,000 in network TV, traceable largely to a reduction of its participation in the National Football League telecasts on CBS-TV as compared with last season. Ford also will sponsor *Hazel* on NBC-TV and half of the 90-minute *Arrest and Trial* on ABC-TV.

**Ford's Plans** ■ During the three-week



## 20-second commercial's efficiency proved

The efficiency of the 20-second commercial is 83% that of the minute, according to a study recently completed by Schwerin Research Corp., while its popularity with viewers is 84% higher.

Brand name recall is practically identical, the research firm found, even though the minute has three times the exposure in elapsed time. The 20-second commercial viewer has brand recall of 92% if that for the minute commercial viewer is classed at 100%. On sales points the 20 has average recall of 72% as compared with the minutes' 100%. Summing up, Schwerin says: "The 20-second commercial performs well on all measures applied to it. The losses in motivating efficiency and sales point and brand recall, incurred in going from 60 to 20 seconds, are disproportionately low. The effective 20-second commercial represents a genuine broadcasting bargain."

Commercial effectiveness was the

subject of a luncheon presentation and afternoon seminar given by WTOP-TV Washington and its national representative, Television Advertising Representatives, on Sept. 11 in Washington. Presentation by TvAR's Robert M. Hoffman, vice president, marketing and research, was followed by the seminar conducted by advertising consultant Harry Wayne McMahon. Shown (l to r) are Robert McGredy, vice president and managing director, TvAR, New York; Thomas Miller, of Carl Levin Associates, Washington; Mr. McMahon, and John Ward, WTOP-TV local sales manager.

George F. Hartford, WTOP-TV vice president and general manager, was host to the 99 advertising and agency people who attended the presentation. It has been shown in Boston, Baltimore, Cleveland, San Francisco and Los Angeles. During September further showings are scheduled for Pittsburgh, Charlotte, N. C., and Jacksonville, Fla.

# MAXIMUM RESPONSE

—that's advertising efficiency.



## WBAL-TV <sup>13</sup> BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

## THE RATINGS MESS: ANYWAY OUT? continued

day on many phases of the massive program, including the proposed criteria and standards for research firms subscribing to the NAB audit and "seal." A first draft of the criteria was discussed at length and will soon be ready for release to the ratings companies.

**Unresolved Issue** ■ Many are advocating that the NAB recommend that ratings be published in ranges of probable accuracy instead of in their current form. A majority of advertisers and agencies reportedly favored this approach at last week's meeting with the Rating Council and want such a stipulation included in the criteria to be presented to the research firms.

Congressmen and some at the FTC also have recommended such an approach, since, they maintain, a station with a 7 could actually have the same audience as one with 14 for a given time period. The use of ranges rather than precise ratings, the advocates maintain, would stop widespread No. 1 claims when only one or two points are the deciding factor.

A researcher, however, said that such

a requirement would set the research field back 30 years. Assuming reasonable accuracy of the sample, the actual rating is the published figure in a huge majority of cases. The odds are "astronomical," he said, that a 14 station would be at its lowest possible variation (say an 11) at the same time a station with a 7 rating reached its highest possible range at the same 11 points.

"Those recommending this course just do not know what they are talking about," he said.

RAB, in its five-month crusade to obtain financial and moral support from the NAB for its radio-only ratings methodology study, has submitted a revised outline of its plan to the research committee. Validity is its basic objective, RAB said, with measurement of radio's vast, uncounted audience also a "universally desired objective."

The radio sales bureau has moved back its planned Sept. 1 starting date for the research of radio researchers but still hopes to be in the field this fall under the auspices of the Audits

and Surveys Co., New York, which prepared the latest summary for the RAB. In stressing that it is seeking knowledge of methods of research first, RAB said that "audience facts are merely the by-product, no matter how useful these numbers may prove in selling activities." Overall objectives, RAB said, are:

■ To study variations in estimates yielded by techniques designed to measure the size and characteristics of radio audiences.

■ To develop a procedure that will allow for local audience measurements that are optimal in terms of reliability, validity and cost.

RAB now plans to await an answer from the NAB before it begins pretesting in three markets—New York, St. Louis and Cheyenne, Wyo.

Miles David, administrative vice president of RAB, is reporting on the bureau's ratings plans during the bureau's management clinics now in their second week. He said a chain of pilot studies will lead up to the major research and that as findings are uncovered from the smaller tests, plans for successive surveys will be adjusted accordingly.

## BROADCAST ADVERTISING

# Auto broadcast budget up \$10 million

## LAST YEAR'S \$65 MILLION FOR RADIO-TV TO REACH \$75 THIS SEASON

Broadcast spending by auto makers is expected to jump by at least \$10 million during the 1963-64 car season. The increase is abetted by continuing increases in network TV, a slight expansion in the use of spot TV and a more substantial use of network and spot radio.

Spending by companies is by no means uniform. Some manufacturers are blueprinting extra dollars for TV this year, and others are planning cutbacks. But overall business is expected to be up.

This is the broad picture as the car builders enter their introductory campaigns for 1964 models that start this week and continue into the early fall.

As new makes and models came off assembly lines last week, BROADCASTING canvassed auto makers, their agencies and radio-TV executives.

As usual, auto manufacturers were reluctant to discuss financial phases of their advertising programs. Aside from traditional silence, they pointed out their plans are firm only through the final quarter of the year and strategy for the remainder of the car-selling season is partly predicated upon competitive situations that arise in the months ahead.

The current estimate of an addition

of \$10 million or more for the broadcast media during the 1963-64 car year emerged from discussions with executives at networks and station representatives and advertising agencies associated with the auto industry. It was based on current advertising plans of the auto majors and a projection of their future course of action.

**Network Basic** ■ Specific breakdowns on spending were difficult to obtain. Network TV, as usual, will be the backbone medium in the broadcast area. In terms of gross time investment (not counting expenditures for programing), auto makers spent in the neighborhood of \$65 million in network and spot TV

during the 1962-63 season, roughly \$10 million more than in the 1961-62 season. Informed estimates are that network and spot TV gross time expenditures probably will not rise as sharply this year but should approximate \$7-\$8 million.

Network and spot radio will probably gain by about \$2 million in the 1963-64 car year, which, some authorities estimated, billed in the neighborhood of \$18-\$20 million in 1962-63.

The consensus seemed to be that Chrysler Corp. will probably show the most dramatic gain in the broadcast media, largely because of its full sponsorship of NBC-TV's weekly one-hour *Bob Hope Show*. Whereas its investment in *Empire* last year was reported to be about \$6 million, Chrysler's tab for the Hope programs may run as high as \$15 million (time and talent) for the year.

**American Motors Up** ■ Another substantial gainer among auto companies is expected to be American Motors, which will broaden its investment in television by more than \$2 million. Authoritative sources say American Motors spent slightly more than \$500,000 in network TV during the 1962-63 year but claimed the figure should rise to about \$3 million this coming year with its alternate week, half-hour sponsor-

### Volkswagen buys

Among the late buyers of network TV for the new auto model year was the Worldwide Automobiles Corp., distributor of Volkswagen. Weekly participations have been purchased in *The Richard Boone Show*, which starts Sept. 24 on NBC-TV, 9-10 p.m. EDT. Doyle Dane Bernbach is the agency.



Mr. Schulke

The single most negative development in ratings research that would continue the lack of recognition of FM's actual listeners would be general acceptance of audience reports probability by ranges rather than numerical ratings, Mr. Schulke said. "This form of reporting is not only technically incorrect but very misleading. It would encourage further distortion, misuse and misinterpretation of ratings estimates by substitution of the less probable for the more probable. It would provide printed reports indicating that many FM stations could have no audiences when in fact their audiences are very substantial."

roducing—coincidentally just in advance of a ratings period—but the representative said the station would be wise to wait until the ratings period was ended. The station postponed the campaign.

This same representative stamps all its contracts with a legend reading, in paraphrase, "Warning: All audience figures that have been quoted have been obtained from established audience measurement firms, but the station has not verified the information and makes no claims as to its accuracy."

Some time ago the Station Repre-

sentatives Association asked its Washington counsel, Harry Plotkin and Earl Kintner (former FTC chairman), to write an advisory. They advised representatives and their stations to accompany all audience measurement claims with disclaimers saying the figures came from services over which the stations (and their representatives) had no control and were susceptible to normal statistical error. SRA told its members that the language of the disclaimer ought not to be lifted word for word but used as a guide for language that representatives and their stations should individually draft.

**Mixed Reactions** ■ Ask a station representative what effect the situation has had on fall selling and you will get as many different theories as persons asked. Citing stations which have postponed or changed advertising and promotions, many claim the industry's total selling effort has been hurt substantially. In many instances, even intraoffice memos have been revised because of inclusion of ratings materials on the fear they might sometime wind up in the hands of the FTC.

Many radio broadcasters, in particular, are more than a little upset. There is no doubt, many representatives say, that radio has suffered more than television. Most affected have been brochures, mailing pieces, trade advertising and billboards directed toward prospective advertisers by stations.

A TV representative said the disclaimer will not hurt the legitimate broadcaster who will quote the full report without trying to extract favorable bits or seek a special "hook." He predicted the end result will be to the good in cleaning up borderline station promotions.

**FTC Speaks** ■ Charles A. Sweeny, chief of the FTC's food and drug advertising division, did little to clear the air for broadcasters in a speech last week at the RAB management conference in Hot Springs, Va. He began by saying that he probably would not give answers on ratings which the industry is looking for because the FTC has not made an official ruling which would serve as a guide.

"I come to you today with more questions than answers—with more don'ts than do's," he said. Too many broadcasters, he claimed, have lost sight of the real purpose of ratings—to measure broadcast audiences as accurately as possible with the tools at hand. "You may not appreciate, for example, how surprised I am by the indifference to hypoing."

In its investigation, Mr. Sweeny said, the FTC wants to know "anything and everything which may affect the accuracy of the results. . . . In the hypoing situation, we want to know whether

we are actually determining as precisely possible the real listening audience or instead only how effectively a give-away program juiced it up."

Despite warnings by Congress, the FCC and FTC, broadcasters "have not been reading their mail" on the use of ratings, he said. "I still see in trade magazines and in daily newspapers the same bold, unqualified, precise audience claims that broadcasting stations were publishing a year ago. It would seem that broadcasters have had ample time and opportunity to read the handwriting on the wall and in their mail."

The FTC, he said, has a "very clear, legal responsibility to police ratings and their use and firmly intends to discharge that responsibility as fully as possible." Stressing this, Mr. Sweeny added:

"We are presently investigating the advertising of broadcasters and certain others to determine whether the claims are false and misleading. I cannot discuss those cases. I can say, generally, that we anticipate that advertisements based on special surveys will be given careful scrutiny. I can also ask you if you doubt that we are extremely curious to learn how certain broadcasters propose to justify the claims they are making, in the light of recent developments, when questioned by FTC attorneys and, possibly more important, what answers they will have for [FCC] Commissioner [Kenneth] Cox and his fellow commissioners."

Speaking later, at the same RAB meeting, Commissioner Cox said that he hoped the industry could cure its own ratings problems without the necessity for further government intervention.

**Waiting List** ■ Nine ratings services, including all the major organizations, have applied to the NAB's Ratings Council for accreditation, Mr. McGannon announced following last Monday's meeting. They are Nielsen, ARB, C. E. Hooper Inc., Trendex Inc., The Pulse Inc., Trace, Sindlinger and Co., SRDS Data Inc. and Alfred Politz Research.

The council has sent detailed questionnaires to the research firms covering every facet of their activity and asking for replies by the first week in October. An executive of one firm said the NAB questionnaire is a "staggering thing" and another researcher called the compiling of answers a "monstrous job."

Great detail on the entire operations of the survey firms is sought by the NAB with the questions reportedly much more comprehensive than those asked by the congressional subcommittee and the FTC. The questionnaires were individually tailored for each survey firm and are different in many respects.

Representatives of the Association of National Advertisers and the American Association of Advertising Agencies also met with the Ratings Council Mon-

# FM outlines its ratings needs

## SCHULKE LEAVING AM TRAIL IN NUMBERS GAME

FM, which has been the forgotten member of the broadcasting family in the current and confused audience measurement picture, made itself heard last week.

James A. Schulke, president of the National Association of FM Broadcasters, charged the FM listening audience is being substantially underestimated and that the continued use of rating techniques developed for AM radio can only aggravate the situation. "Until a valid system of FM audience measurement is established, the margin of inaccuracy can be expected to increase at an accelerating pace," Mr. Schulke said.

"The FM medium," he observed, "must not be penalized by the same historic research problems or the lack of cohesion in solving these problems which have conceivably lost AM radio hundreds of millions of dollars in advertising revenue." According to the NAFMB president, use of AM research techniques is shortchanging the FM audience on the following counts:

- No consideration of the basic differences in signal and programming characteristics.
- Failure to modernize techniques that have prevailed since before television.
- Failure to consider the technical advantages of FM (interference free and line-of-sight signal).
- Lack of measurement of a substantial portion of the FM audience outside AM metropolitan areas but within the same metropolitan TV boundaries.
- A temptation to cluster samples in low-income metropolitan areas.
- High AM call letter identification, normally lacking in FM, when recall techniques are used.

- Failure to secure a proportionate number of respondents among high income homes.

- Confusion on the part of respondents in distinguishing between AM and FM bands gives the standard band much credit for listening which actually belongs to FM.

**Separate Ratings** ■ Mr. Schulke reiterated that NAFMB plans to underwrite an FM-only, nationwide, market-by-market survey by a major research organization (BROADCASTING, July 29). NAFMB is not searching for new methodology to solve the current problems of FM research but believes that existing measurement techniques properly applied to FM will accurately measure the audience, he said.

The association hopes to have ratings from 10 major FM markets this year with a goal of 50 by next spring. The company which will conduct the FM research has not yet been selected, although a contract may be signed within the next two weeks. NAFMB also expects to consult extensively with the Advertising Research Foundation.

Many potential biases against FM are inherent in AM-oriented research attempts to measure both forms of radio with the same yardstick, Mr. Schulke said. AM ratings, he pointed out, have been compromised to include only the Census Bureau's standard metropolitan areas instead of the actual AM and FM coverage areas for individual markets. "Because of such complicating factors as ground wave propagation, ionospheric reflection, clear channels and directional antennas, the primary AM listening area for each market is difficult to define," he said. "But, this is an AM radio problem and not a concern that should be allowed to

handicap FM research."

FM, Mr. Schulke maintained, has the technical advantage over AM of delivering interference-free, line-of-sight signals both day and night which places a large part of the FM and TV audience outside the AM metropolitan area. The difference is sizeable, he said, in pointing to Cleveland and Los Angeles. Los Angeles is credited with 2.2 million radio homes, compared to 2.9 million TV homes, he said, shortchanging FM by some 700,000 homes. In Cleveland the discrepancy is 800,000 homes, he said, with FM's potential reduced by over 50% when the AM metropolitan area is measured.

**Where It Hurts** ■ "All current research indicates that FM attracts listeners in higher-income, better-educated homes," the NAFMB president said. "They tend to be concentrated in suburbia and exurbia, on the edges and outside of the census-defined metropolitan areas. Obviously, any sampling that is disproportionately confined to the center of cities, in low-income or low-FM-set-penetration areas, would increase AM ratings and cause understatements for FM."

When the "temptation" to cluster sample homes in high AM-listening areas is not resisted, FM suffers a great injustice, he said.

FM, unlike the standard band, does not have the need for improvement in the measurement of the out-of-home audience, Mr. Schulke said, which further points up the fact that FM can not be measured by AM standards. AM, he said, is searching for an accurate method of determining outside listening which will further shortchange FM if the two services are lumped under one survey.

based on advice from their national sales representatives, as well as legal counsel. Both groups also have warned their station clients to carefully avoid any implication of program hyping during field work for audience measurements.

One Washington lawyer characterized the FTC's warning thusly: "Broadcasters, you had better follow our guidelines in the use of ratings but what our guidelines prohibit are for us to know and you to find out."

Douglas Anello, NAB general counsel, however, is not overly concerned

with the FTC's crackdown. He interpreted the agency statement as telling the industry for the first time that a broadcaster will be considered an advertiser as well as a carrier of advertising. "In order for the FTC to move against a station, it must prove that use of ratings was a deceptive practice," he said.

Other lawyers, who refused to let their names be used, thought Mr. Anello had oversimplified the problem. "The commission doesn't have to prove a thing to issue a damaging complaint," was their consensus.

A radio representative now stamps all its ratings material as representing "estimates only." The disclaimer goes on all letters in which audience survey claims are mentioned.

Another leading radio and television station representative has advised its stations—by telephone, not mail—to avoid all audience promotions that could be interpreted as intended to increase tune-in to the stations during rating periods. One station protested that it had prepared an extensive promotion campaign, including bus and taxi cards, to pump up interest for a new show it was in-

# THE RATINGS MESS: ANY WAY OUT?

- Bewildered broadcasters wonder where to turn for guidance
- Government keeps the pressure on but won't say what it wants
- Problem: How to sell without risking FTC or FCC reprisal

A fog of uncertainty over the use of audience measurements enveloped broadcasters last week, and the government was doing more to thicken than dispel it.

Many stations are known to have canceled or postponed promotion campaigns in fear of government retaliation. Others have begun using disclaimers which, in some cases, approach the point of discrediting the ratings that they quote.

Timebuyers are still asking for ratings, and stations and their representatives are still supplying them, but not as many rating claims are being put in writing as before. "Where we have ratings we try to sell them," one radio representative said last week. "But we are damned careful what we put in writing."

The growing concern over the use of ratings stems from government actions that began early this year with a hearing by a congressional subcommittee that questioned the validity of ratings and station promotion claims based on them. Later the FCC and Federal Trade Commission issued warnings that stations would be held accountable for misuse of ratings. But so far no agency of government has spelled out the rules that stations are expected to observe.

Although only the FTC can clarify its own position—and to date it has steadfastly refused or been unable to do so—broadcasters and their clients are looking hopefully to the National Association of Broadcasters and its Research Committee and Ratings Council for answers. The committee is deeply involved in a broad, all-encompassing study of methodology of ratings services.

Representative Oren Harris (D-Ark.), chairman of the House Subcommittee on Investigations which started the entire affair with public hearings on ratings, said he is "very much encouraged about the pace and direction of NAB's efforts to correct a very bad situation." FTC and FCC members also have praised the NAB efforts publicly.

**McGannon Calls** ■ Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both

the NAB's committee and council, called last week on FTC Chairman Paul Rand Dixon with a progress report. Chairman Dixon, it is understood, was noncommittal and disclosed none of the FTC's plans or prospective "guidelines."

The Ratings Council met last week in New York to advance plans for an audit of the ratings services and to work on criteria and standards to which they will be asked to subscribe.

The Radio Advertising Bureau, meanwhile, is continuing with its plan for a methodology study of radio ratings only

## The walls have ears

"Until the Federal Trade Commission makes up its mind, here's what you had better do to stay out of trouble. . ."

Countless quasi-legal documents have been emanating from Washington in recent weeks with language strikingly similar to that above. Nearly every major Washington communications law firm has advised its clients to use extra caution in promoting themselves via ratings, pending clarification of the existing confusion on what is and is not permissible. And, the lawyers themselves openly question just how much help their advice will be to their clients at the present time.

Generally speaking, the attorney's are recommending:

- Extreme care on what is put in writing directed toward representatives, agencies and advertisers (it may get back to the Federal Trade Commission).

- Careful scrutiny of all ratings claims and promotions.

- Prominent display of disclaimers that ratings are only estimates or an indication of audience size (although there is no unanimity on this point).

- Disclaimers of responsibility for the accuracy of the figures quoted.

and is seeking active and financial support of the NAB. Mr. McGannon said last week the council wants to discuss RAB's proposal further with the bureau before making a decision to commit all or part of the \$75,000 the NAB has been asked to provide for the \$200,000 project. He said there is a need to "eliminate areas of uncertainty and differences."

Edmund Bunker, RAB president, said he would be happy to discuss the situation further with NAB (five months of negotiations already have gone on) but pointed out further meetings would only result in delaying the start of the bureau's research. "We are anxious to get going and we hope that NAB will give us an affirmative answer as soon as possible—or a negative answer so that we know where we stand in financing the project."

An NAB official said that group is "extremely desirous of giving RAB a quick, speedy, honest and complete answer."

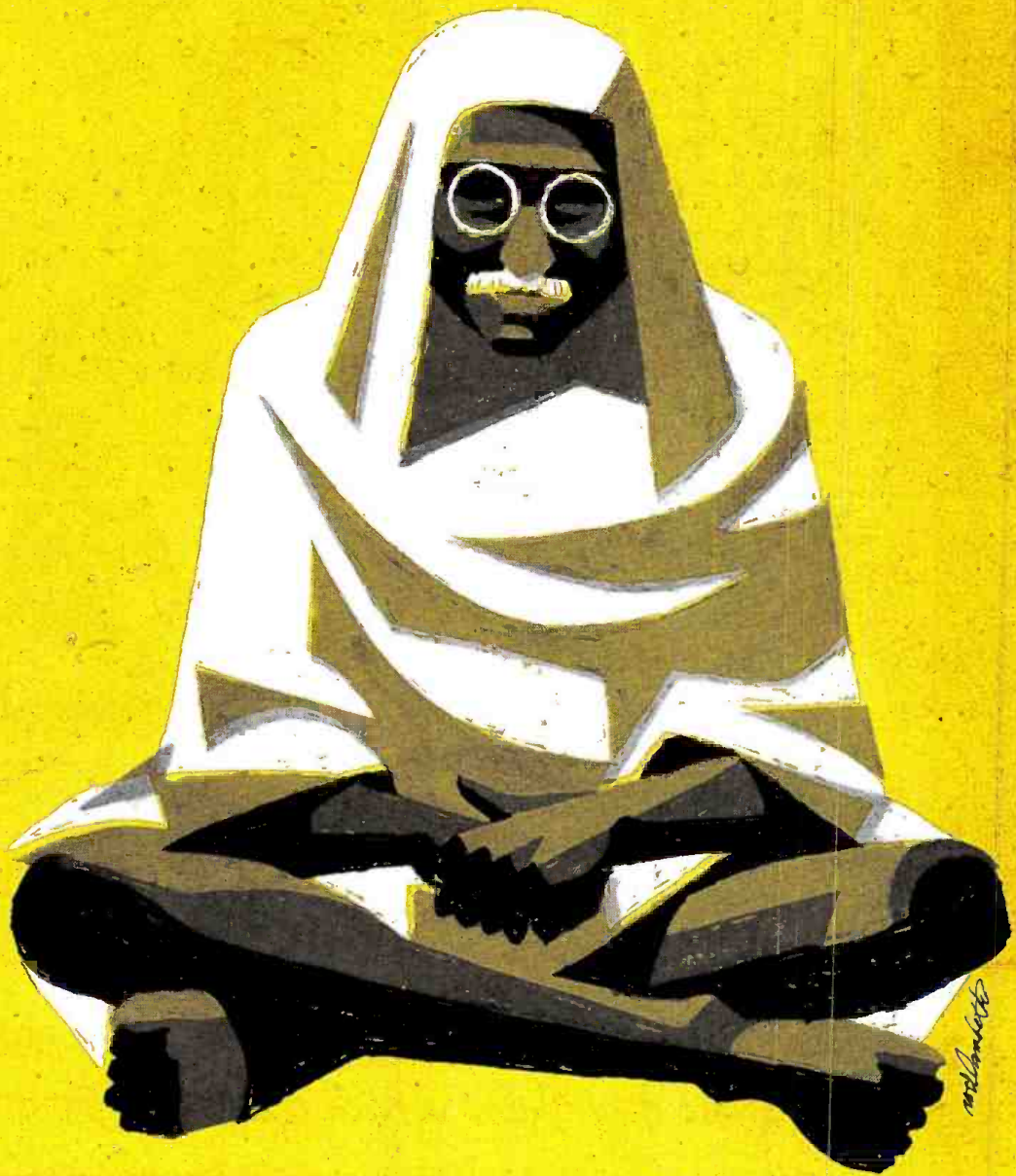
There were these other related developments last week:

- The National Association of FM Broadcasters claimed that AM-oriented research methods have been shortchanging the FM audience for years and said a valid system of measuring FM must be developed (see page 28). NAFMB had announced plans to develop such a system on its own.

- It was learned that A. C. Nielsen Co. plans to withdraw all its Audimeters from network radio measurements and rely on dairies. Nielsen has used a combination of both methods in its radio ratings and, during the congressional hearings, maintained the Audimeters were superior to all other research methods currently used.

- American Research Bureau, which in the past has limited its measurements to television, may soon get into radio ratings in a big way. ARB soon will announce, probably this week, a radio test for a major group owner as a forerunner to a planned entry into network radio measurements.

**Reps and Lawyers** ■ Promotions or nonpromotions of ratings by individual stations in many instances have been



*Handwritten signature*

**the lawyer who became a saint mahatma gandhi**

Mahatma Gandhi sold the intricate strategy of non-violent direct action so well that three hundred million Indians agreed to its use in freeing themselves from British imperialism. The British could not resist Gandhi's salesmanship, and his forceful action made India free. Dominant salesmanship is the secret of Balaban success in every Balaban market . . . and direct salesmanship, dominant personalities and progressive programming make KBOX in Dallas your top salesman. Today, KBOX dominates every dial in Big D because KBOX is above all a salesman.

**kBOX dallas**

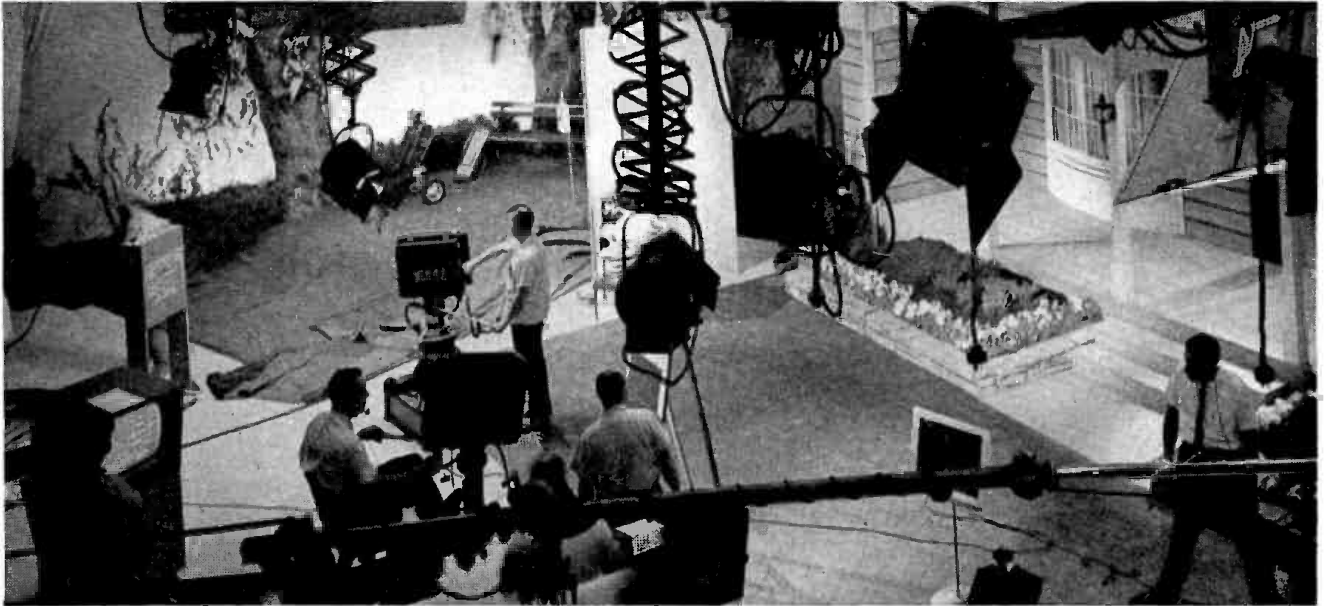
WIL  
St. Louis  
KBOX  
Dallas

THE BALABAN STATIONS

*In tempo with the times*

John F. Box, Jr., Managing Director

SOLD NATIONALLY BY ROBERT E. EASTMAN



**a complete video tape recording service under one roof...**  
*where quality and service go hand-in-hand*

**SERVICES**

\*Black and white and color video tape recording facilities for commercials & programs. \*Inter-Sync and electronic editing. \*Tape screening and duplication. \*Audio & video tape production for Sales promotion, industry and institutional use. \*Production, syndication and distribution of Radio and Television tape programs. \*Closed circuit facilities. \*Audio and video remote facilities.

**FACILITIES**

\*5 AMPEX & RCA B&W and color Videotape recorders equipped with inter-sync, amtec, electronic editor and editec (when available). \*3 large studios completely equipped for dramatic lighting effects, with dimmer boards. \*Telecine Services including B&W and color 2 x 2 plus balop slide chains, B&W and color 16 plus 35 mm film chains. \*Teleprompter and Rear projection facilities for still and motion pictures. \*An art and design department for custom built sets and props, designed & built on the premises. \*A graphic arts department for slides and balops. \*A competent and highly skilled staff of directors, audio and video engineers and stage hands.



**MID AMERICA VIDEO TAPE**

a division of WGN, Inc.

for information contact

BRAD EIDMANN/HARRY MILLER

2501 W. Bradley Place, Chicago, Ill. 60618, LA 8-2311

**PRODUCTIONS**



## Help wanted—and only local TV stations can provide it

Open letter to TV stations everywhere:

Ordinarily I wouldn't come to you with my problems. But since this particular problem is one that can be solved only by creative people at local stations, perhaps you won't mind if I ask for assistance. And since solving the problem will almost certainly lead to more advertising revenue for you, maybe you'll be glad to help. I hope so, because this is a serious plea for your support.

**Ideas Wanted** ■ What we need are your ideas on how to get retailers of Armstrong products to participate more strongly in local television advertising.

This problem is not going to be solved just by sending out your salesmen to write orders, although even that would be a step in the right direction. Our situation is unusual, and it demands some imagination on your part. Some creative thought. Maybe a new way of looking at things.

To help you understand the difficulty, here's some background. As of this fall, we have discontinued *Armstrong Circle Theatre* after 13 successful seasons to sponsor a show that we feel is even more promising. We have bought *The Danny Kaye Show* [CBS-TV, Wednesday, 10-11 p.m.]. This is the biggest television buy in our company's history. We are confident it will be a tremendous show with a tremendous audience—and with a mountainous opportunity to tell the public about Armstrong products.

On the Kaye show, we'll mainly advertise floors, ceilings and One Step Floor Care. The floors and ceilings are the main problem area. They are sold through a number of retail outlets: flooring specialty stores, furniture stores, department stores, lumber yards, building materials outlets, do-it-yourself centers. And in almost any town large enough to hold a TV station, there will be lots of retail dealers who stock the Armstrong products that are advertised on *The Danny Kaye Show*.

**Considered Purchases** ■ Now here's what makes our problem unusual. Our floors and ceilings are so-called considered purchase products. Unlike the situation in the package goods field, the consumer knows little about the technical aspects of our products, and his or her experience with considered-purchase items is comparatively limited. This makes the retailer vitally important in the marketing of our products, because the customer must rely on him for help.

Buying floors and ceilings is not a

serve-yourself operation. We need the dealer's active participation in educating consumers, in helping them find just the right product for their needs, and—perhaps most importantly—in telling them, "You saw it advertised on *The Danny Kaye Show*. Here's where you can buy it."

In short, to maximize the effect of our network television program, we need a strong local tie-in to tell customers where to buy our products. Retailers also need this tie-in in order to put Danny Kaye to work for them on the sales floor. And for consumers, this rounds out the service they want and deserve from our distribution system.

Faced with this situation, some manufacturers might split their advertising budget, putting part of the money into national television and the rest into dealer co-op advertising. In our case, to split the television budget would mean that we could not carry out either the national or the local advertising program effectively.

To us it makes more sense to let each party do the job it does best. Our part of the job is to appear on network television with a worthwhile show that attracts a large audience of the best prospects for our products. The dealer's part of the job then is to make this advertising pay off by making himself known as the outlet for our products in his own area.

**TV Tie-Ins Needed** ■ But, as is generally true in the building materials business, our dealers spend relatively little on advertising. We encourage them all we can with tie-in displays, suggested radio and TV spots, newspaper ad mats, and other aids that they can use to reach their own customers.

The difficulty is to get dealers to use

these aids and use them effectively. Most dealers will put up point-of-sale displays. Quite a few will use ad mats. Some will hold special sales promotions for new products. But how many take advantage of television spot commercials—the most natural, and possibly most powerful, the Danny Kaye tie-in available to them? Only a handful.

There appear to be two reasons why retailers are reluctant to launch a spot campaign in television. One is that few dealers feel they can afford big campaigns. The second is that they are not sure how to go about advertising on TV, for the simple reason that few stations have ever taken the trouble to work out a specific program for them.

How can you help? By taking a fresh, creative approach to a selling situation that is probably unique in the television industry. If you're interested in developing new business among these dealers by helping them tie in with our national television efforts, here are some thoughts to get you started:

**Fishing, Anyone?** ■ Has anybody ever suggested a cooperative spot campaign? Several retailers could share the cost of a series of spots, with dealer listings on each.

Has anybody ever suggested an adjacency campaign? For example, the spot before or after *The Danny Kaye Show* could be sold on a rotating basis among dealers.

Has anybody ever explained to retailers that a spot campaign needn't be expensive? Many dealers would find that it costs less than they suppose.

We can provide the tackle, and we can put the bait into the dealer's mouth. But we can't reel in the line. That's up to you people at the local stations. Anybody want to go fishing?

Craig W. Moodie Jr., is director of advertising and promotion for Armstrong Cork Company. A graduate of Brown University, he joined Armstrong in 1947 after Navy service in the Pacific. He became assistant director of advertising and promotion in 1954 and was named to his present position in May 1963. With his wife and three children, Mr. Moodie lives in a new country home near Lancaster, Pa. Skiing and sailing occupy much of Mr. Moodie's spare time.



# Flowers by Wire

<b>CLASS OF SERVICE</b> This is a fast message unless its deferred character is indicated by the proper symbol.	<b>WESTERN UNION</b> <b>TELEGRAM</b> W. P. MARSHALL, PRESIDENT	<b>SYMBOLS</b> DL = Day Letter NL = Night Letter LT = International Letter Telegram
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1201 (4-62)

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

JOHN CORPORON, NEWS DIRECTOR,  
WDSU RADIO  
520 ROYAL STREET  
NEW ORLEANS, LOUISIANA

CONGRATULATIONS. RADIO STATION WDSU HAS WON THE 1963 RADIO TELEVISION NEWS DIRECTORS ASSOCIATION AWARD IN THE "REPORTING COMMUNITY PROBLEMS" CATEGORY. JUDGES NAMED YOUR ENTRY FIRST IN THE LARGEST AND MOST COMPETITIVE CONTEST IN THE HISTORY OF RTNDA. PLEASE BE SURE YOU OR YOUR REPRESENTATIVE IS PRESENT TO RECEIVE THE AWARD THURSDAY, SEPTEMBER 12 AT MINNEAPOLIS.

RICHARD D. YOAKAM AWARD CO CHAIRMAN

We thank the Radio Television News Directors Association for this recognition of our never-ending effort to keep our fellow citizens alert and informed — for the good of our city, state and nation. (Represented by John Blair and Company)

**WDSU-RADIO** NEW ORLEANS (ELDER BROTHER OF WDSU-TV) **NBC**

(—with thanks to Western Union for the advertisement format)

BROADCASTING, September 16, 1963



Easy? Not really, but he makes it look that way—the sure sign of a professional who has mastered his art . . . So, too, with a **BALANCED RADIO STATION** such as **WHEC**, for 36 years a headliner in the Big Time. No fuss, no gimmicks, no pushing and pulling this way and that in frantic pursuit of "numbers." Just a continuous refinement of **BALANCED** programming and service, guided by the sure touch of professional skill . . . Rochesterians like it and depend on it. So do our many advertisers.


**WHEC**  **RADIO** 
  
Representatives, Inc.

**ROCHESTER, NEW YORK**

**United Press International news produces!**



compatible with that held by local owners. And, very little editorializing, in the true sense of the word, is being done by the networks. NBC, for one, isn't doing any at all. How then, would NBC affiliates carry any editorial comments on national and world affairs? News is not enough. And there's quite a difference between documentaries, in-depth news programs and *editorializing*. No station should be content to have its editorials spoon-fed to it out of Washington or New York. Many things need to be said, both pro and con, on problems confronting us at home and abroad.

The networks have no monopoly on the ability it requires to say these things well.—*Jo Anderson, editorial writer, WGBG Greensboro, N.C.*

**BOOK NOTES**

*The Statistical Abstract of the United States, released by the Bureau of the Census, Department of Commerce. Superintendent of Documents, Government Printing Office, Washington, D. C. (also available from Commerce field offices) \$3.75.*

The 84th annual edition of Uncle Sam's answer book contains the latest figures on the social, political and economic aspects of the nation.

Included in the 1963 *Abstract's* 1,263 tables of statistics are 68 news ones reflecting current emphasis on science, education, employment, government expenditures and medical care.

Almost every conceivable table of value to the marketing and advertising man is in the new book (e. g., figures on income, smoking habits, school dropouts, weather, housing, manufacture, agriculture, etc.)

*War Safety Control Report, by War Control Planners Inc., Chappaqua, New York. 100 pp. \$3.*

Two years ago electronics manufacturers were electrified at a modest proposal submitted to them by Howard Kurtz, a management consultant, the gist of which was that through electronics the world could be kept at peace (BROADCASTING, May 29, 1961). Mr. Kurtz, plus a dozen collaborators, has now put his ideas into concrete form. Basically the idea here is that with satellites, communications, and electronic computers the world's peace can be guarded to the extent that no country anywhere can assemble troops, gear industry, or whip up their people for war without the U. S., or any other nation, knowing about it. Among those who have lent their names in endorsement are Charles E. Wilson, former president of General Electric, Senator Jacob Javits (R-N.Y.), and Representative James Roosevelt (D-Calif.).

*If you lived in San Francisco...*



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



Mr. Roland V. Rill, *President and Owner*, Sarril Gardens.

*"As owner and developer of Sarril Garden Apartments, my advertising dollars must produce direct results. Over 50% of my tenant occupancy is an immediate result of my saturation schedule on WFBR, Baltimore."*

Mr. Rill, Maryland's largest developer of garden apartments, is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first seven months of 1963 than during any corresponding period in the station's 41 year history.

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



**BALTIMORE**

### Just a selling challenge

EDITOR: Regarding the letter by Roy E. Alexander (BROADCASTING, Sept. 2), I too received the letter from Sears offering this series for use on my station. However, I took a different tack. I immediately took it to the Salinas Sears manager and he signed a contract to sponsor the 13-program series.

I appreciate it when I get material like this from any source. Of course, I may be a little different from some other station operators. I go by the theory, "If it is good enough to be broadcast, it is good enough to sell."  
—*Robert T. McVey, president and general manager, KRSA Salinas, Calif.*

### An editor's note

EDITOR: Let me borrow a couple of inches of "Open Mike" to acknowledge all the thoughtful messages I have received since the doctors took me out of action six weeks ago. Hearing from so many valued friends has been immensely cheering, and I hope that my inability to write individual replies will not discourage correspondence. I am at home, 7108 Fairfax Road, Bethesda, Md., and am as comfortable as circumstances permit, considering the scramble in my midsection.—*J. Frank Beatty, senior editor, BROADCASTING.*

### An 'infuriated' salesman

EDITOR: Your article on "Shell Oil's changing ad course" (BROADCASTING, Aug. 19) has infuriated me. I only wish to ask the Radio Advertising Bureau and the radio industry as a whole where they were and what they were doing to show the creativity and imaginative appeal that radio can demonstrate to this very valuable sponsor. After all, when is the driver more conscious of his automotive needs than while behind the wheel of the machine in which he takes pride. The automobile radio gives him that opportunity for an immediate decision. It certainly would quell my infatuation if I were proved wrong, and that a concerted effort were made by the bureau and the industry I have great enthusiasm for, and the great sales-producing potential it possesses. If we haven't made that effort, it's time we either got out of the business or started showing what's in that trunk in the attic.—*Dick Buchbinder, account executive, WKAT-AM-FM Miami.*

### A great loss

EDITOR: Your article on the possible revocation of the license of WXF(M) Chicago was rather one-sided (BROADCASTING, Aug. 26). It did not mention the fact that even examiner Honig in

his report commended WXF(M) for its high quality service to the community. The station programs classical music, jazz, folk music and a number of discussion programs. (It is also the QXR Network outlet in Chicago.) The termination of WXF(M) certainly would not be in the public interest and would be a great loss to the Chicago community.  
—*Kenneth R. Masson, 9923 South St. Louis Avenue, Evergreen Park, Ill.*

### Not a precedent

EDITOR: We were very much interested to read that Edward Petry & Company had been sold to a group of its employees (BROADCASTING, Sept. 2). We would like to correct the statement in your story that "sale of the company to its employees appeared to be without precedent in the station representative field."

On July 1, 1961, The Branham Company sold its broadcast division to its employees who then formed Advertising Time Sales Inc. Twenty-two executives and salesmen are the sole owners of our firm.—*Thomas B. Campbell, president, Advertising Time Sales Inc., New York.*

### Excellent coverage

EDITOR: Your stories on the National Association of Broadcasters-Georgia Association of Broadcasters affair (BROADCASTING, Sept. 2, Aug. 26) and your coverage of our committee meeting to plan next year's editorializing conference, were excellent. I'm sure members of the committee will join me in thanking you for your interest and consideration.—*B. E. Cowan, president WSAC Fort Knox, Ky., and member of committee planning 1964 editorializing conference.*

### A 'ridiculous' proposal

EDITOR: Your magazine is to be commended for its continuing attention to broadcast editorializing.

It was interesting to read about the Television Affiliates Corp. meeting on the West Coast (BROADCASTING, Sept. 2). On editorializing—one of the many subjects covered—"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."

This is a ridiculous proposal.

If such a suggestion had been made in a gathering of newspaper executives, the speaker would have been roundly booed and probably evicted from the premises.

Radio and TV stations across the country should not depend on the networks for editorial opinion. For one thing, such opinion may not be at all

# Gugler Litho- graphic competes successfully in any city in the U.S.A. because of fast, sure Air Express service.

Air Express has helped Gugler Lithography triple its volume!

Gugler, the nation's leading producer of bill posters for advertising agencies, uses Air Express when, as often happens, there are only hours between the end of a production run and the client's deadline.

REA Express trucks deliver shipments right to Milwaukee's Billy Mitchell Field. (Since Air Express has priority on all 38 scheduled airlines, they move out on the first available flights.) At the destination airports, REA trucks speed the shipments direct to consignees. In most cases, the entire operation takes less than 24 hours!

Air Express' super-speed can help you, too. And it costs less than you think.



BROADCASTING, September 16, 1963

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

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

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

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

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

Oct. 15-17—Ninth Tri-Service Conference on Electromagnetic Compatibility at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

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

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

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

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

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

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

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

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

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

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

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

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

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

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
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Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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

\*Reg. U. S. Patent Office  
Copyright 1963: Broadcasting Publications Inc.

# ALL ABOARD THE \*5:15

. . . leaving the Twin Cities daily, bound for variety, drama, comedy, news, weather and sports.

The great stars and shows of KSTP-TV (Channel 5), are aboard . . . The Lieutenant, Mr. Novak, Bob Hope, Grindl, Mitch Miller, Dr. Kildare, Bonanza and many more . . . bringing you the brightest entertainment in the Northwest.



Also riding first class are the stars of KSTP Radio (15 on your dial), Steve Cannon, Jane Johnston, Brooks Henderson, Elt Ryberg, Marv Henry and the rest — the finest talent in the market.

Combined with the outstanding news coverage that has made KSTP Radio and TV famous, the 5:15\* provides a sales ride you can't afford to miss.

So catch the 5:15\*! It's the most effective, most dependable vehicle for your selling message in the Northwest. All aboard!

Represented nationally by Edward Petry & Co.

**K S T P**

\*

CHANNEL

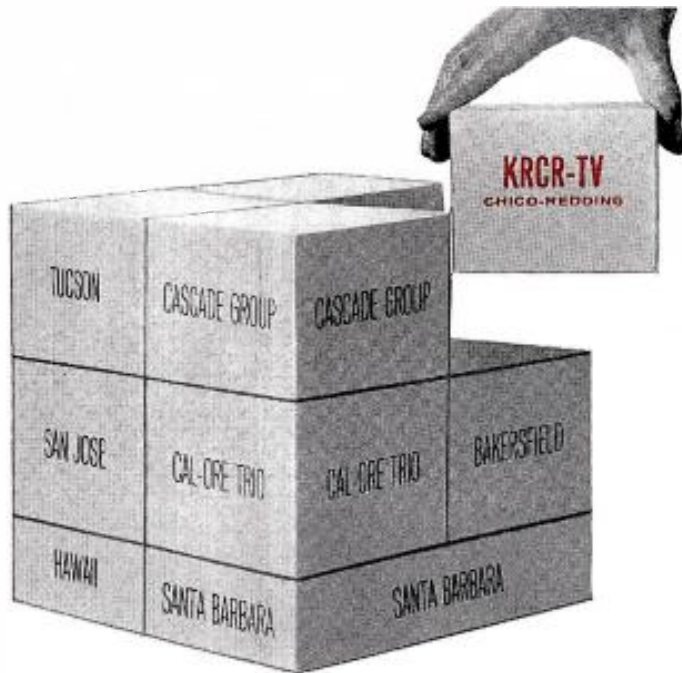
KILOCYCLES

**5 - 15**

**TELEVISION RADIO**

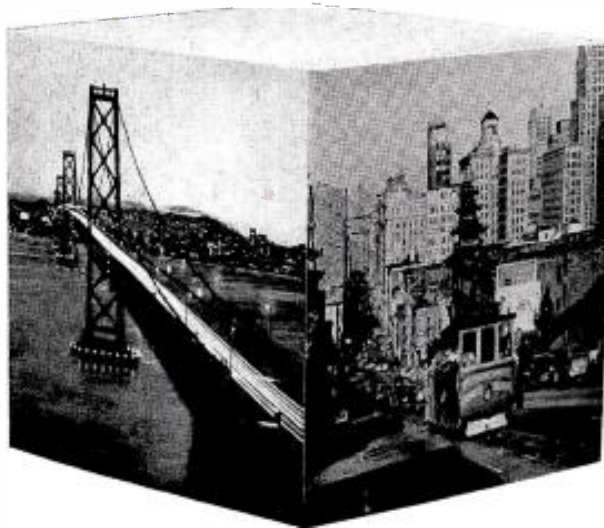
**MINNEAPOLIS-ST. PAUL**

**HUBBARD BROADCASTING, INC.**



THE  
ALL  
NEW

## KRCR-TV COMPLETES A MAJOR TV MARKET IN THE WEST



**NOW AS LARGE AS SAN FRANCISCO!**

**KRCR-TV CHICO-REDDING, CAL. NBC-ABC**

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NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS  DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS



... and have you caught their *new* late afternoon programming for Mom and Dad, too? *Adventures in Paradise*, *Rifleman* and *Zane Grey Theatre*.

I can't wait to see that new *Jerry Lewis Show*.

KTVI's new Weather Girl is lovely. Even makes a rainy forecast sound good.

There will be more new shows this fall on KTVI

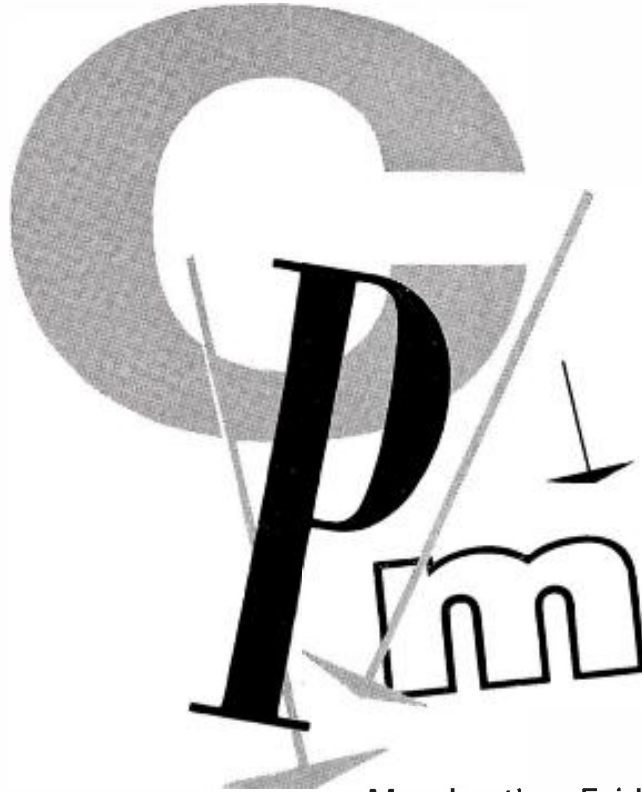
*The Price Is Right* moves to KTVI

# NEW

Say "new"—when you say "KTVI"! Simple fact: KTVI leads in offering new programs to the St. Louis audience this fall. Start with the new ABC line-up.

Add KTVI's new programming. Include the continuing successful local leaders—*Steve Allen*, *Divorce Court*, *Chiller Theatre*, *True Adventure*, etc. And all launched with a fresh, new promotion campaign that's got the whole town talking. When you think of St. Louis, think of the station creating the most excitement





According to the July, 1963, Nielsen Station Index, KRLD-TV delivers more homes, 9:00 am-6:30 pm,

Monday thru Friday\*, than the next two stations combined in the 4-station Dallas-Fort Worth market.

With Channel 4 consistently delivering more homes, larger audience shares and higher ratings, where else but KRLD-TV can you get so much for your ad dollar? See your ADVERTISING TIME SALES representative.

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

**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

## Spot overtakes network

Two significant trends in television at mid-point of 1963—on basis of statistics only now being made available—are: (1) Spot TV for first half year has stepped out in front of network in terms of gross time billings. (2) Bristol-Myers in mid-year has climbed from sixth position it had in 1962 in rank of top advertisers in TV (network and spot) to second. Procter & Gamble still is No. 1. Spot TV billings for January-June: \$442.8 million. Second quarter network gross total hasn't yet been released, but it's estimated six-month period this year won't reach spot's figure.

## More money for news

To beef up its news operations under direction of Elmer W. Lower, newly appointed president of ABC news, special events and public affairs, network reportedly is giving him minimum budget of \$16 million, considerable increase over former level of news spending. Project contemplates immediate development of ABC's own camera crews abroad as well as in U. S. CBS and NBC are budgeting some \$30 million each for informative programing this year.

*Mr. Lower, who was enticed away from NBC News, where he was vice president and general manager, is understood to be getting \$43,000 annual base, with \$50,000 salary assured by end of five-year contract.*

## Way out or way out?

Still groping for way out of a license renewal dilemma, FCC is considering new tack that would eliminate both program categories and commercial vs. sustaining breakdowns in radio (but not in TV) application forms. Tossed into discussion last week by Commissioner Fred W. Ford, plan would eliminate Part IV of radio renewal form and simply ask applicants to supply written statements on what had been done during preceding license period in interest of local community and what plans were projected for ensuing three-year license period. Also sought would be breakdown of amounts of time devoted to programing and to commercials, without category breakdowns, during typical broadcast week.

*Notion is that, with 4,000 radio stations, interplay of competition would take care of any problems of over-commercialization, since advertisers would be disposed to use best programed, which presumably would be stations equitably balancing their schedules. Based on track records it's assumed that Commissioners Hyde,*

# CLOSED CIRCUIT®

*Ford and Lee would go for proposal, and that Commissioner Loevinger, in view of recent hands-off programing pronouncements might be so disposed, too. Mr. Ford previously had proposed commercial check-off method in TV on ground that limitation of stations licensed makes for less rigorous competition than in radio.*

## Eternal sea

NBC's much-shown documentary, *Victory at Sea*, rolls on and on. Network already has sold out for Dec. 7, 90-minute special program, distilling highlights of 26-episode *Victory at Sea* series. Advertisers are Procter & Gamble (two-thirds) and American Tobacco Co., Pillsbury Co. and Vick Chemical Co. (each one-ninth). Series began on NBC-TV in 1952 and since network run has been continuously in syndication. Special 90-minute version was shown once before—on Dec. 3, 1960.

## Foreign labels

Legislation—six identical bills—introduced in House to require identification of film made outside United States has aroused opposition not only of motion picture industry but of program syndicators supplying television with syndicated film, commercials and features. Two California congressmen, Everett G. Burkhalter (D) and Cecil R. King (D), were among authors of measure (Burkhalter bill is HR 7672) instigated by labor groups to meet so-called "runaway productions" problem involving production of film abroad by American producers. Problem, however, has ameliorated during last year, according to motion picture sources.

*Legislation would require labeling as to country of origin of every foreign film segment used on air, as well as on motion picture screen. It's argued, moreover, that if foreign program were mentioned in daily newspaper log, copy would have to show where film was photographed. Legislation would amend Federal Trade Commission Act.*

## A new reason for inaction

Proposed \$400,000 sale of WROK-AM-FM Rockford, Ill., is stalled as result of FCC refusal to approve transfer until dispute between prospective purchaser and union representing employes is settled. National Association of Broadcast Employes and Technicians—which represents four of 20 station's employes—is demanding that WROK Inc. promise to grant union members benefits similar to those now contained in contracts with present

owner, Rockford Broadcasters Inc. WROK Inc. maintains it would be improper to negotiate with union until transfer is approved. Application has been pending since March, and sale contract, which was scheduled to expire Sunday (Sept. 15), has now been extended to Oct. 15.

*In effort to expedite matters, commission last week called attorneys for NABET and WROK buyer and seller into unusual meeting with members of commission staff. At meeting it was decided that WROK Inc. would file additional information on its intentions regarding health, pension and savings plans now provided union members. Some FCC members are disturbed by agency's involvement in union contract matters. They feel these are responsibility of other government agencies. However, at least one commission member, supported by staff, reportedly argued that prospective purchaser's willingness to negotiate with union should be considered by commission in determining its qualifications to be licensee.*

## A special special

Novel promotion idea for introduction of new auto models reportedly is being discussed by Lincoln-Mercury Division of Ford Motor Co. and ABC-TV. Lincoln-Mercury is seeking to purchase entire hour of early morning network time for special promotional broadcast directed to dealers.

## NAB-RAB accord?

Insiders predict that Radio Advertising Bureau stands better chance of receiving financial backing from National Association of Broadcasters for its research methodology study today than several months ago. Optimism is based on new RAB plans which place greater stress on overall audience measurement problem and less on singular radio problem of measuring out-of-home listening (see page 27). RAB says change in direction has been "evolution" resulting from five months of detailed planning in preparing for study. NAB Research Committee meeting is expected to be called soon to consider final answer to RAB.

## Luncheon dates

Southern California Broadcasters Association will meet with two FCC Commissioners at separate luncheons during commission's visit to Los Angeles (story page 97).

Commissioner Kenneth A. Cox will be association's guest on Sept. 28. Commissioner Lee Loevinger will attend luncheon Oct. 2.

Statue of Robert Morris, George Washington and Haym Salomon, Wacker Drive, Chicago



# What makes a great salesman?



At the time of the revolution, two prosperous Philadelphia merchants were our nation's first and greatest salesmen.

The two—one born in Liverpool, England, the other from Poland—undertook the formidable task of raising money to back the revolution. Their personal indorsements and subscriptions encouraged citizens' confidence in the tenuous financial affairs of the young nation. The outcome of the struggle may very well have been determined by the financial acumen and personal salesmanship of the great Philadelphians, Robert Morris and Haym Salomon.

Vigorous salesmanship is a vital asset of the Philadelphia community. For over 5 years, dominating radio in the City of Firsts is WIBG, Radio 99 . . . first in listenership according to Pulse, Hooper and NCS. Of prime importance to every salesman!

*Represented by Katz Agency*

<b>STORER</b> BROADCASTING COMPANY	LOS ANGELES KGBS	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	<b>WIBG</b> PHILADELPHIA
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

# WEEK IN BRIEF

Uncertainty and bewilderment increases for broadcasters in ratings muddle as government keeps pressure on but won't say what it wants. Problem: how to sell without risking FTC, FCC reprisal. See . . .

## THE RATINGS MESS . . . 27

Subscription Television Inc. recruits one of TV's more colorful executives, Pat Weaver. He will be president of new venture that proposes to introduce wired pay TV in Los Angeles and San Francisco. See . . .

## DODGER-GIANT PAY TV . . . 48

Indications are that auto makers will spend \$10 million more on radio and TV advertising this fall than they did a year ago. BROADCASTING survey shows plans call for about \$75 million for broadcasting. See . . .

## AUTO MAKERS TO SPEND MORE . . . 30

Television Bureau of Advertising pleasantly surprised when second-quarter's spot TV billings turn out even better than TvB's earlier optimistic forecast. \$223 million for period includes auto's \$9 million-plus. See . . .

## SPOT TV BETTER THAN EXPECTED . . . 36

Airlines' TV activity zooms in first half of 1963. Gross time billings in spot for two quarters comes to \$4.5 million, 219% more than same periods in 1962. Biggest spender is Eastern Air Lines. See . . .

## AIRLINES' BILLINGS SOAR . . . 42

That congressional resolution lifting equal-time obligations in next year's presidential and vice-presidential race gets closer to fruition. With just two minor changes, it passes Senate Commerce Committee. See . . .

## EQUAL-TIME CLEARS . . . 94

Broadcasting journalists today face gravest threats to their freedom, but in fight to remain unfettered must show responsibility and objectivity. This was one theme at last week's news directors' conference. See . . .

## RTNDA MEETS IN MILWAUKEE . . . 54

College radio stations start to feel effects of tobacco companies' withdrawal from campus advertising. Spokesman for outlets says as many as 20 stations may have to discontinue operations. See . . .

## THE CURSE OF NO TOBACCO . . . 34

Four top production executives tell why they like trend to longer TV programs. It permits better plot development, fits better into sponsorship pattern. Noted: two-hour and longer shows may be next. See . . .

## IT'S EASIER WITH LONGER SHOWS . . . 83

Counsel for KWK St. Louis, facing death penalty for conduct of treasure hunt promotion, argues FCC's punishment is too severe. Commission's Broadcast Bureau contends revocation is warranted. See . . .

## KWK REVOCATION CASE REARGUED . . . 92

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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when you think

NEW YORK  
RADIO

think

**wmca**

570

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

BROADCASTING, September 16, 1963

## WALA saved from possible revocation ILLNESS ABSOLVES LICENSEE OF RESPONSIBILITY

FCC has lifted death penalty hanging over WALA-AM-TV Mobile, Ala., because of "severe health disability" of stations' licensee, W. O. Pape.

Commission instituted license-revocation proceeding in March as result of charges management demanded money from architectural firm to refrain from editorial attacks on it and had attempted to coerce local candidate to use WALA-TV exclusively for his political broadcasts (BROADCASTING, March 11).

Commission terminated revocation proceeding Friday (Sept. 13) in order in which it attributed alleged misconduct to actions of Mr. Pape's nephew, Wadsworth Pape, who was managing stations, and another employe, whom it didn't identify.

Commission said W. O. Pape is legally responsible for stations' operations but is excused because of his health. It said Mr. Pape, 71, victim of stroke and brain hemorrhage, has not been able to exercise effective control for past several years. Commission noted that

Wadsworth Pape and other employe, said to be responsible for irregularities, have left stations.

It also said Mr. Pape's infirmities present "no further problem" since voting trust agreement, pending before commission, "will provide diligent and attentive control" by four proposed trustees. These include Mrs. W. O. Pape, Thomas H. Wall, Washington communications attorney, and two Mobile lawyers, Thomas S. Twitty and Marion Vickers.

Commission said it will be able to consider misconduct allegations concerning Wadsworth Pape when passing on application for extension of time to construct WBVI-TV Panama City, Fla. Wadsworth Pape is stockholder and vice president of permittee corporation, Bay Video Inc.

Commission also said it would "review prior conduct and consider future conduct" of WALA-AM-TV directors when stations' licenses come up for renewal on April 1, 1964.

## News directors rebel at 'fairness' doctrine

Strong protest against new FCC fairness doctrine and other government incursions into broadcast news field was expected to be adopted by Radio-Television News Directors Association at annual convention Saturday (Sept. 14) in Minneapolis. Indication of high interest for fighting federal inroads came Friday in delay of resolutions actions until last day of four-day meeting which heard frequent charges against rising threats of control (early story page 54).

Survey of RTNDA delegates by wcco Minneapolis asking "Do you believe the FCC doctrine on fair handling of controversies inhibits your station's editorial freedom?" drew 62% "yes" replies. Survey results released Friday found also that 69% do not endorse FCC Commissioner Lee Loewinger's proposal that broadcasters establish their own exclusive news service.

Other results of survey (100 of 200 delegates replied): only 36% felt progress is apparent in fight to modify American Bar Association's Canon 35 banning courtroom coverage while 42% said no progress has been made and 22% said ground has been lost; 74% consider Senator Barry Goldwater to be leading Republican presidential candidate, 17% chose New York Governor

Nelson Rockefeller and rest split between Richard Nixon, Michigan Governor George Romney but 68% felt Republicans have no chance in 1964.

RTNDA membership elected Ed Ryan of WTOP Washington as president to succeed Bill Garry, WKBK(TV) Chicago. Other new officers: first vice president, John Thompson, NBC News, Los Angeles; TV vice president, Bruce Palmer, KWTW(TV) Oklahoma City; radio vice president, Harry McKenna, WEAN Providence, R. I.; treasurer, Lee White, KROS Clinton, Iowa. Elected to board: Bill Hutton, CFRB Toronto; Bruce Dennis, WGN Chicago; Norman Heffron, KOTA Rapid City, S. D., and Bob Gamble, WFBM-TV Indianapolis.

RTNDA presented its Distinguished Service Award to Mitchell V. Charnley, University of Minnesota. No Paul White Memorial Award was given this year. RTNDA board also accepted offer of Dean Leslie Moeller of University of Iowa for campus site to establish new RTNDA center. RTNDA convention will be held in Houston in 1964.

## Delta's radio budget a sign of satisfaction

Delta Air Lines, Atlanta, increased its spending in radio from \$300,000 to more than \$11 million over past few years, Burke Dowling Adams, president of agency of that name in Atlanta, told

Radio Advertising Bureau's Management Conference held Friday (Sept. 13) in Georgia capital.

Mr. Adams also told conference that Delta learned that radio can relay quick message to public to meet immediate problems, noting specific instance when competing airline was on strike and Delta used radio to inform listeners that its planes were flying and many had seats open for passengers. That use of radio proved highly successful, and no other media was used, Mr. Adams said.

## Singer, Elgin take new agencies

More than \$5 million in annual billings are involved in agency jugglings announced by Singer Sewing Machine Co. and Elgin National Watch Co., both New York. Singer switch comes after 26 years with Young & Rubicam. Singer will move account to J. Walter Thompson Co., and Elgin, which dropped McCann-Marschalk, New York, will move to unnamed new agency at start of next year.

Singer, at Y&R since 1937, spends about \$2 million of \$4 million consumer account in broadcast, largely daytime network TV. Spokesman said move was made to "provide a new approach" and to utilize JWT's "extensive array of regional offices." Singer's consumer division makes sewing machines, sewing accessories, fabrics, vacuum cleaners, portable typewriters, home entertainment products and floor care equipment.

Elgin account bills "in excess" of \$1. million year. Elgin said agency would

### Good way to start

New FM station in Canada—CHUM-FM Toronto—was completely sold out in advance of air date to 25 advertisers for full year (52-week, noncancelable). Sales concept was developed by station's representative, Stephens & Towndrow Ltd., Toronto.

Rep went after specific group of advertisers, sold them with simple, 10-minute taped presentation on station's policy.

CHUM-FM was to begin operation yesterday (Sept. 15), is being programed as "fine arts" station independently of associated CHUM-AM. Stephens & Towndrow hope to make pattern of selling out for full year in advance for other new FM stations.

### McLendon hires an expert as consultant

Robert E. L. Richardson, chief congressional critic of radio-TV audience surveys, signed contract Friday (Sept. 13) as consultant on use of ratings to Gordon McLendon stations. Mr. Richardson, associate counsel of House Subcommittee on Investigations until Sept. 1, said consultancy would be on nonexclusive basis and that he would maintain law office in Weatherford, Okla.

"What with the FCC, Federal Trade Commission and other groups showing concern over ratings and their use, we feel we need expert advice," Mr. McLendon said in announcing Richardson agreement. Former congressional investigator will advise McLendon stations on how to use rating results without running afoul of federal investigations now underway. McLendon stations, heavy users of rating promotions, include WYNR Chicago, KLIF-AM-FM Dallas, KILT-KOST(FM) Houston, KTSA San Antonio, KABL Oakland-San Francisco and WYSL-AM-FM Buffalo.

Mr. Richardson devoted 18 months to investigations of ratings services prior to three months of public hearings last winter and spring. During hearings, he was chief questioner for subcommittee in attacks on various services. As result of these hearings and subsequent warnings by FTC and FCC, industry is confused over proper use of rating results (story, page 27).

McLendon was witness at hearing. McLendon's new consultant returned to Oklahoma three weeks ago to open law office in his home town. He is chief architect of draft report to subcommittee which recommends legislation if industry does not voluntarily correct ratings abuses (BROADCASTING, Aug. 12). His final draft of report is being completed.

Mr. Richardson will be principal speaker Tuesday (Sept. 17) at Radio Advertising Bureau management conference in Dallas. He will discuss audience surveys and their use by stations pending solutions to present problems and questions.

AM-TV Grand Rapids; Raymond Plank, WKLA Ludington, vice president; A. Donovan Faust, WJRT(TV) Flint, secretary-treasurer, and Larry Carino, WJBK-TV Detroit, John Wismer, WHSL Port Huron, and Harold Waddell, WKWB Muskegon, all directors.

### December meet set for NAB, churches

National Council of Churches and leading broadcasters will meet in New York Dec. 9 to discuss controversial church pronouncement last spring urging tighter FCC regulation of networks (BROADCASTING, June 8). Council will play host at meeting with National Association of Broadcasters to invite media representatives.

Dr. Cy Mack, director of council's radio-TV department, met Friday (Sept. 13) with NAB President LeRoy Collins in what was described as "get-acquainted" session. NAB had urged council to take no action on pronouncement until broadcasters could present their case. View was rejected by church group but NAB has agreed to meet with council to discuss critical issues.

### Breck putting bulk in network TV

John H. Breck Co., Springfield, Mass. will be doubling ad budget for last quarter over advertising expenses in last three months of 1962 and network television is evident beneficiary.

Shampoo manufacturing company will have overall ad budget for last quarter of about \$4 million with approximately \$2.4 million going into network TV. Firm has total of 65 nighttime minutes scheduled between Sept. 18 and Dec. 31 spread over ABC-TV's *Patty Duke*, *Burke's Law*, and *Hootenany* and scatter in 13 NBC-TV shows. Breck stated print advertising for company in last quarter would remain at 1962 level.

### Henry to speak to AWRT

FCC Chairman E. William Henry and top government information officers are scheduled to attend inauguration ceremonies tomorrow (Tuesday) for new officers of Washington chapter of American Women in Radio and Television.

Mr. Henry will speak briefly on matters of interest to AWRT members.

Others expected to be present are Edward R. Murrow, director of U. S. Information Agency; Robert J. Manning, assistant secretary of state for public affairs; and Pierre Salinger, White House news secretary.

continue to handle account through December, and that parting of client and agency would permit new marketing management in company to work with agency of its "choice." Elgin noted that McCann-Marschalk will not work on advertiser's TV special set for late February. New moves at Elgin have been expected since company's activity in new products (clocks, diamond rings, transistor portable radios), through acquisition of Helbros Watch Co. last month, and addition of broadcast-minded executives, such as Norman Gladney, now assistant to chairman of board (CLOSED CIRCUIT, June 24).

### Santa Maria TV grant made final by FCC

FCC Friday (Sept. 13) made final Hearing Examiner Herbert Sharfman's December 1962 grant of channel 12 in Santa Maria, Calif., to Central Coast Television.

Action denied application by Santa Maria Television Corp. which lost out to Central Coast due to latter's local ownership and "civic participation," Examiner Sharfman said.

There were originally four applicants for channel 12 facility: Central Coast Television; Santa Maria Television Corp.; M&M Telecasters, and Elson

Electronics.

Central Coast is owned by James H. Ranger, Burns Rick, Mili Acquistapace, Ed Zuchelli (each 22.5%) and Marion A. Smith (10%).

### Ratings secondary to station's image

Advertisers and agencies are more interested in station's community image than in ratings claims, according to Robert A. Dearth, executive vice president of Kenyon & Eckhardt.

Mr. Dearth's views were given to Michigan Association of Broadcasters' convention Thursday-Friday (Sept. 12-13) in Gaylord. He and fellow panelists John Phillips, Marathon Oil Co., and John Malone, Pontiac Division of General Motors, stressed importance to advertisers of qualitative research figures rather than quantitative. Composition of audience is much more important than total, they agreed.

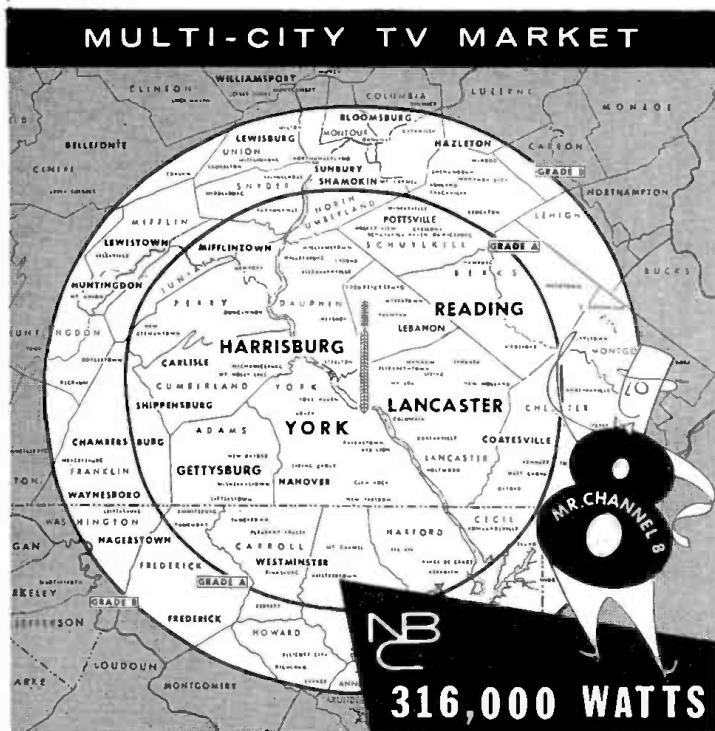
Because of importance of local image to broadcasters, stations should editorialize to build that image, Mr. Dearth said. "Editorializing is essential to the future welfare of broadcasting," he stressed.

MAB officers elected Friday were E. L. Byrd, WILS Lansing, president, succeeding Willard Schroeder, WOOD-





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



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

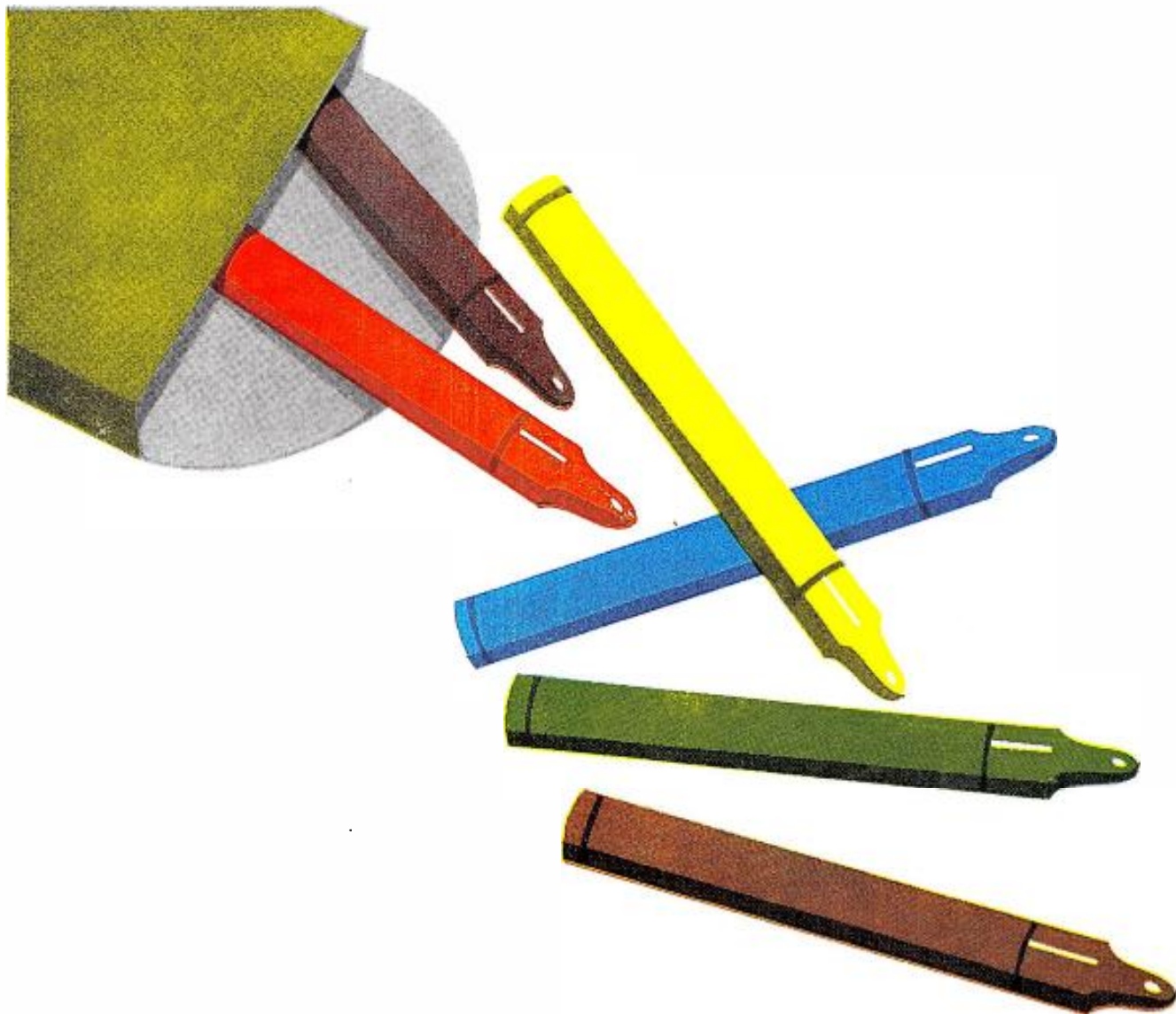
# **WGAL-TV**

## **Channel 8**

### **Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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



# COLOR IT

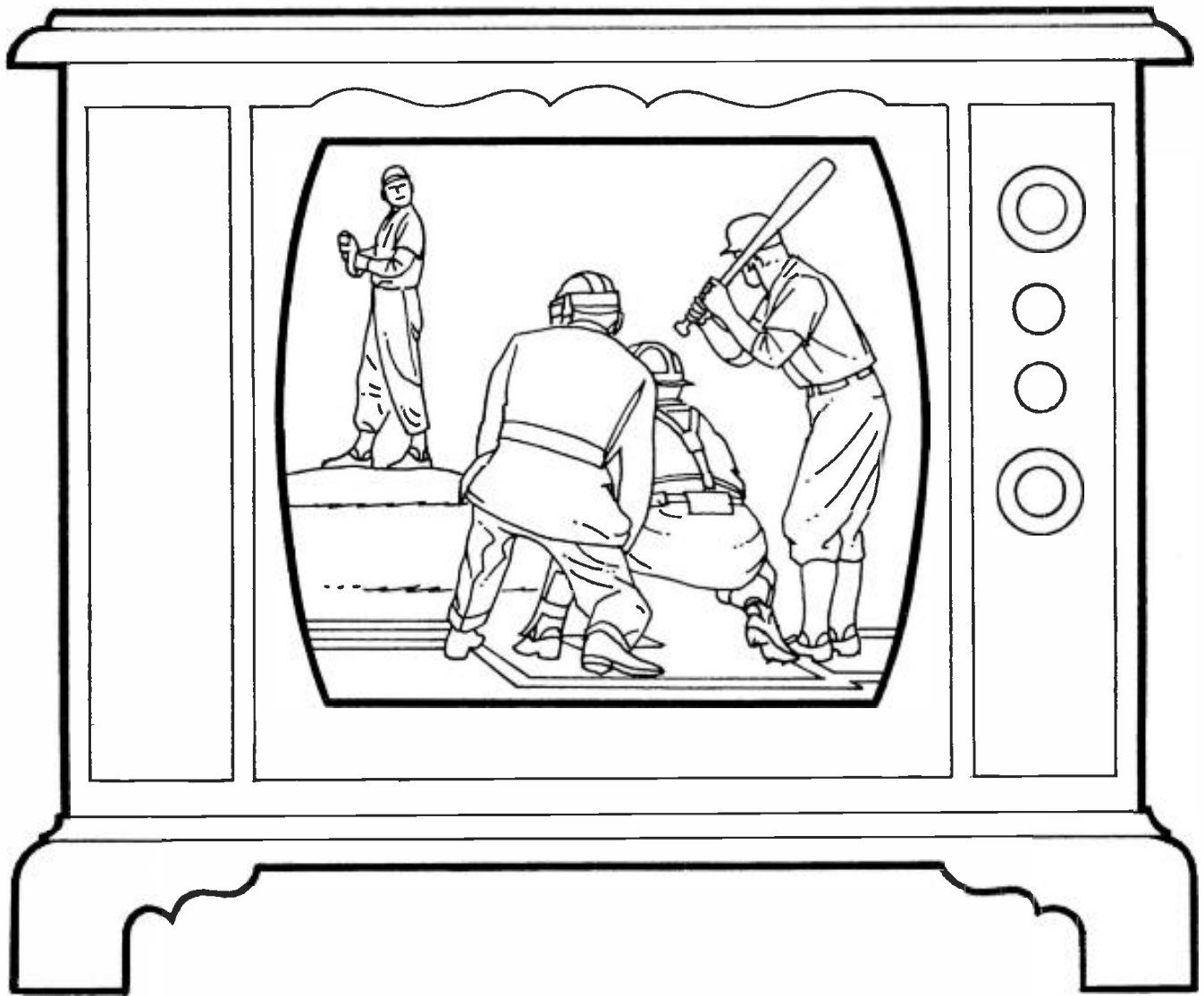
WLW Television! We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets. The WLW TV Stations are the only Stations in their areas originating live local shows regularly. Over 65 hours per week of WLW-T programs are now in color—more than one half of all broadcast hours.

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

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

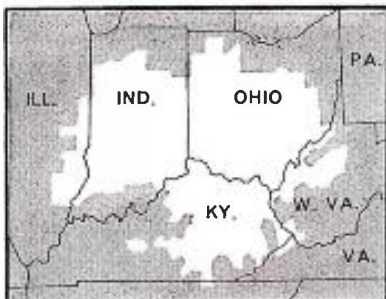
And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white, and color TV commercials rate 3½ times the impression as the same commercials in black and white.

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



# TELEVISION

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



**CROSLY COLOR TV NETWORK**



**NATION'S  
HIGHEST  
FIDELITY  
RADIO  
STATION**

**CROSLY BROADCASTING CORPORATION • A SUBSIDIARY OF *Arco***

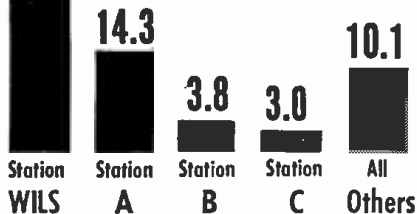
WLW Sales Offices—New York, Chicago, Cleveland • Tracy Moore & Associates—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

RADIO  
**WILS**  
LANSING  
1320

WHOOPING  
NEW 1963  
HOOPER JAN  
MAR '63  
...

68.8%\*

More than three times the total audience of all other commercial Lansing Metro Radio stations combined.



\* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

**LANSING Metro (3 counties)**

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

**MID-MICHIGAN'S BIG NO. 1 RADIO BUY**

RADIO  
**WILS**  
LANSING  
1320 (5000 WATTS)

Representatives:

**Venard, Torbet & McConnell, Inc.**

**DATEBOOK**

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

\*Indicates first or revised listing

**SEPTEMBER**

Sept. 13-22—International Radio, TV & 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 TV Foundation in cooperation with Dutch TV channels.

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—Western States Advertising Agencies Association dinner meeting, 6 p.m., Sheraton-West hotel, Los Angeles. Media-Agency Relations Night. Panel includes Bob Sutton, KNX Los Angeles, for radio; Hal Tucker, Cresmer, Woodward, O'Mara & Ormsbee, for newspapers; Jim Donahue, Pacific Outdoor; Russ Antles, Business Week, for business papers; Pen Tudor, Life, for magazines; Jerry Laurence, KHJ-TV Los Angeles, for TV. Bill Boylhart, Boylhart, Lovett & Dean, is program chairman.

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—Peace Corps and foreign broadcasters will be guests of The International Council and Academy of Television Arts and Sciences at the Overseas Press Club, New York. Buffet dinner will be followed by informal roundtable discussion on television. Chairmen for discussions: Betty Furness, Roger Englander, James F. McAndrew, Peter Affe, Ron Cochran, Frank Marx, Mort Werner, Lloyd Burns and Alvin Boretz.

\*Sept. 17—FCC Chairman E. William Henry will speak at the Washington chapter meeting of the American Women in Radio and Television at the Broadcasters Club.

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 public hearing on broadcast editorializing. Broadcasters to testify.

Sept. 18—Meeting of the Tennessee AP Radio-Television Association, Memphis.

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

Sept. 19-20—Fall meeting of the Tennessee Association of Broadcasters, Hotel Peabody, Memphis. Speakers include FCC Commissioner Robert T. Bartley; James C. Hagerty, RCA; Douglas Anello, National Association of Broadcasters; Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Tennessee Governor Frank Clement.

Sept. 20-22—American Women in Radio and

Television southern area conference, Columbus, Ga.

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

\*Sept. 23—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. Hal H. Thurber, president of Wade Adv., Chicago, will be the main speaker. Snowden M. Hunt Jr., vice president in charge of Wade's Hollywood office, will be chairman of the day.

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

Sept. 24—The Advertising Council's board of directors banquet, St. Francis hotel, San Francisco. Speaker will be Secretary of the Treasury Douglas Dillon.

Sept. 24—FCC Chairman E. William Henry makes first major address to broadcast industry. Newsmaker luncheon of International Radio & Television Society, Grand Ballroom of Waldorf-Astoria, New York.

\*Sept. 26—Annual fall meeting of the UPI Broadcasters Association of New Hampshire, Highway motel, Concord. Reception at 6 p.m. and dinner at 7. Speaker will be Edward J. Powers, newly appointed director of the New Hampshire Sweepstakes, who will discuss media's role in the lottery.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton, N. J. program includes discussion of "Controlling the Cost of TV Commercial Production," led by John Camp of Kraft Foods and William Wesson of Scott Paper, and session on "Financial Aspects of Television Advertising," with Frank J. Harvey of General Foods, Shelby H. Page Sr. of Ogilvy, Benston & Mather, and Harold J. Saz, Ted Bates & Co.

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

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

\*Sept. 30—New deadline for comments on FCC's proposal to adopt NAB's commercial time limits.

\*Sept. 30—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. William R. Baker Jr., president of The Advertising Council, is the featured speaker. Walter Bunker, vice president in charge of the Hollywood office

**NAB CONFERENCE DATES**

National Association of Broadcasters fall conference dates:

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

Oct. 17-18, Leamington hotel, Minneapolis.

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

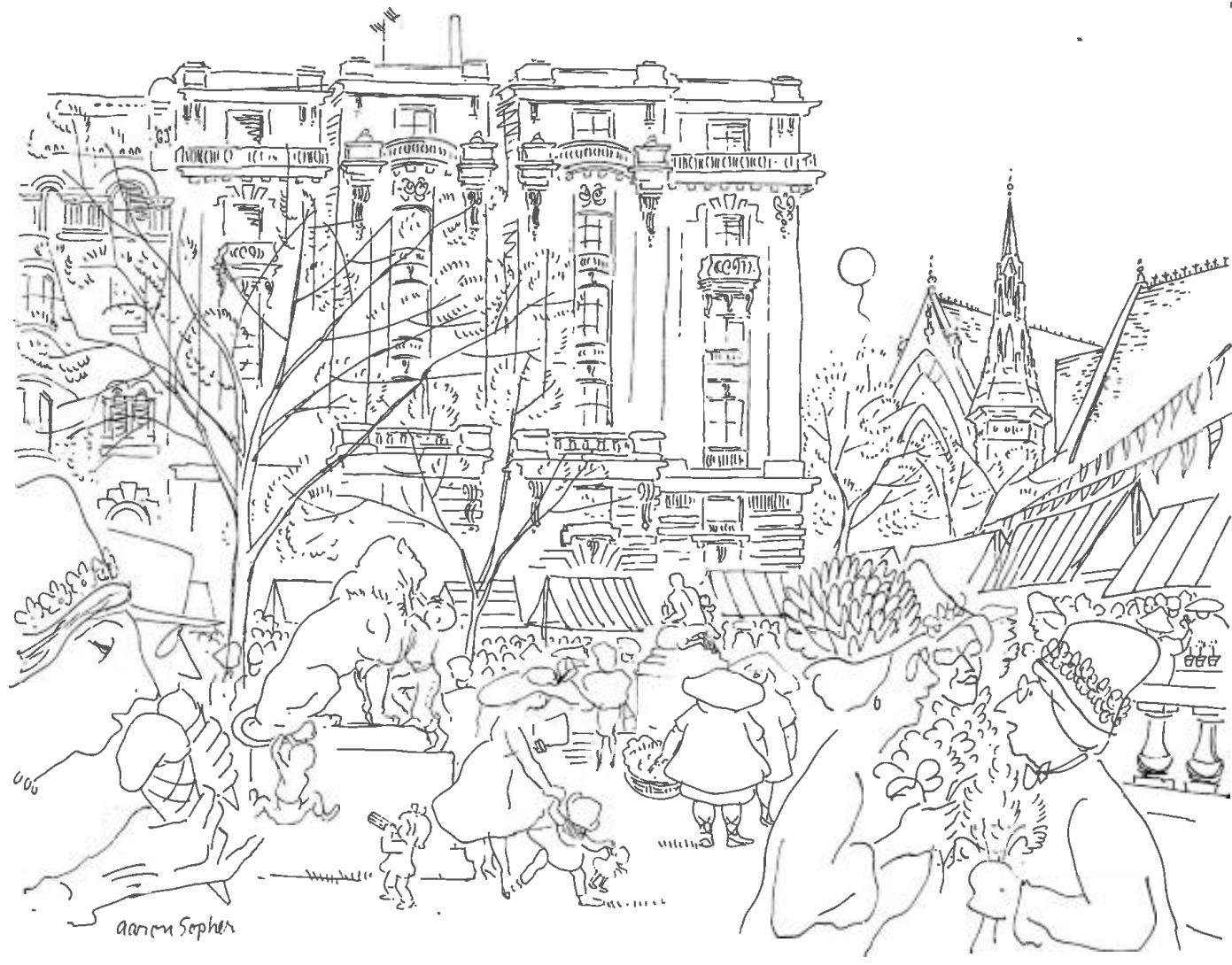
Oct. 24-25, Americana hotel, Miami Beach.

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

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

Nov. 21-22, Cosmopolitan hotel, Denver.

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



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### RAB MANAGEMENT CONFERENCES

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.

of Young & Rubicam, will be program chairman.

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

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

### OCTOBER

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

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

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

Oct. 4-5—Thirteenth annual Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting, Willard hotel, Washington, D. C.

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

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

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

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

\*Oct. 8—Ninth Wisconsin FM Station Clinic, Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

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

Oct. 9-10—Two-day seminar on Pay-TV, sponsored by the Hollywood Press Club. Registration fee is \$50 and by invitation to the trade only. Further information may be obtained from Bruce Robertson, director of BROADCASTING Magazine's Hollywood office.

Oct. 10-12—Annual fall conference of Alabama Broadcasters Association, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

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

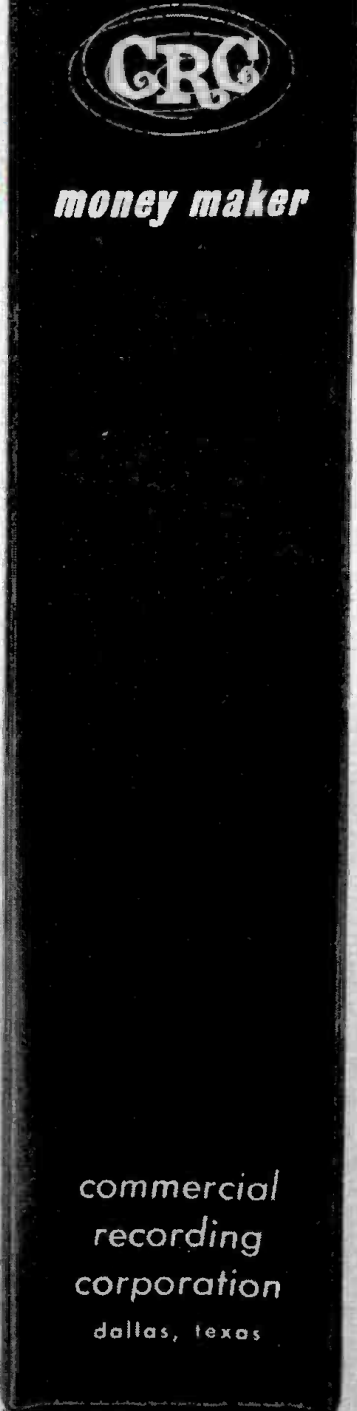
\*Oct. 12-13—Fall meeting of the Illinois News Broadcasters Association, de Ville Motor hotel, St. Louis.

Oct. 12-13—Meeting of Missouri Associated Press Radio-TV Association, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 13-18—Second Advanced Advertising

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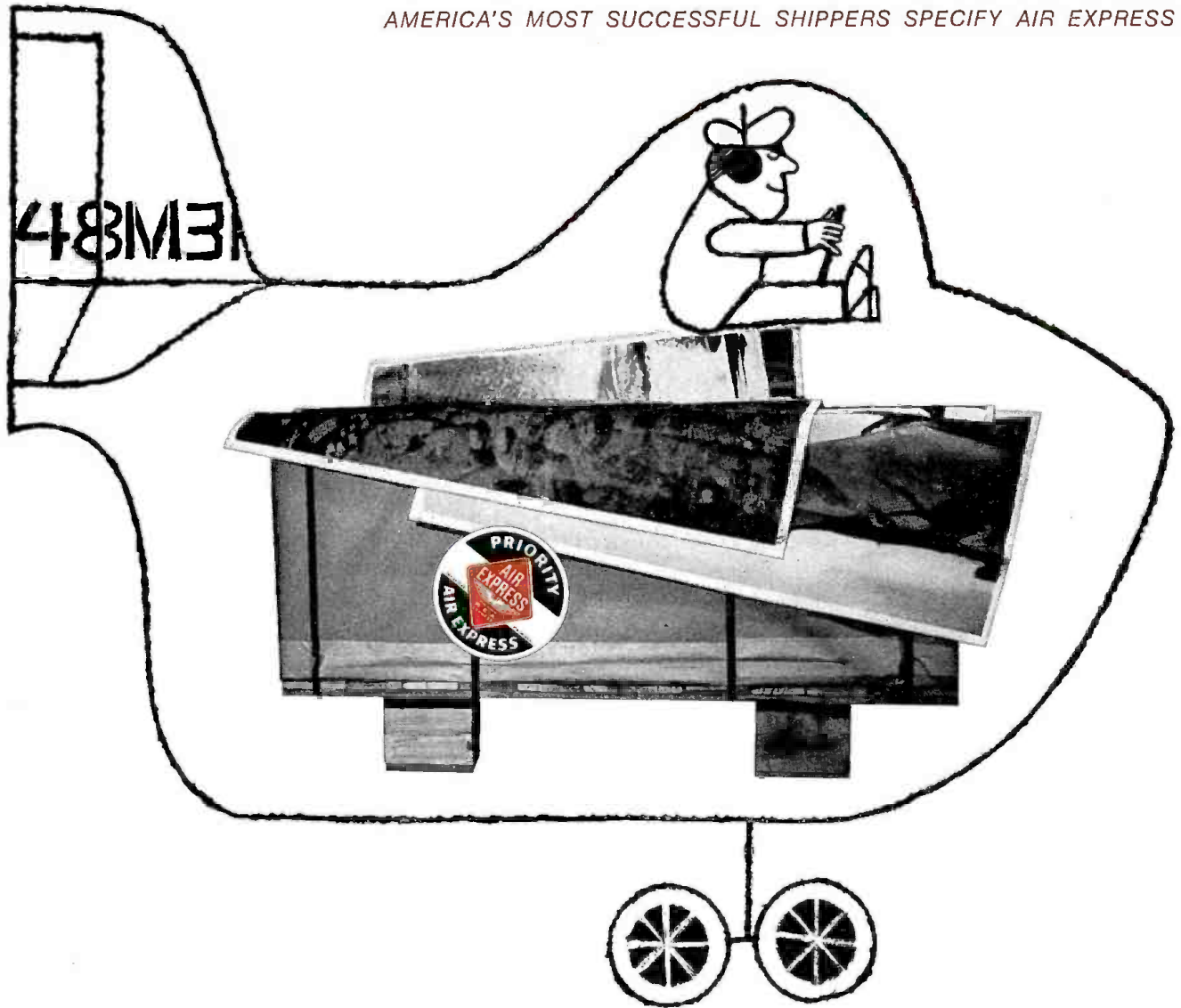
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