



BROADCASTING

THE B

ON AND RADIO

NOVEMBER 11, 1963

Ratings No. 1 topic on Madison Avenue as 2d national Niensens near 35

Howard Bell named to replace Robert Swezey as NAB code director 58

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Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales.



Aren't you glad you use Kprc-TV!



(don't you wish nobody else did?)

21-3805
481

Courtesy of
Dial



**track
records
in
Indianapolis!**

COLUMBIA
PICTURES

***The COLUMBIA
features on WTTV
and Rodger Ward
at the Speedway!**

The COLUMBIA features can be currently seen in more than 140 markets

Distributed exclusively by
SCREEN  **GEMS**

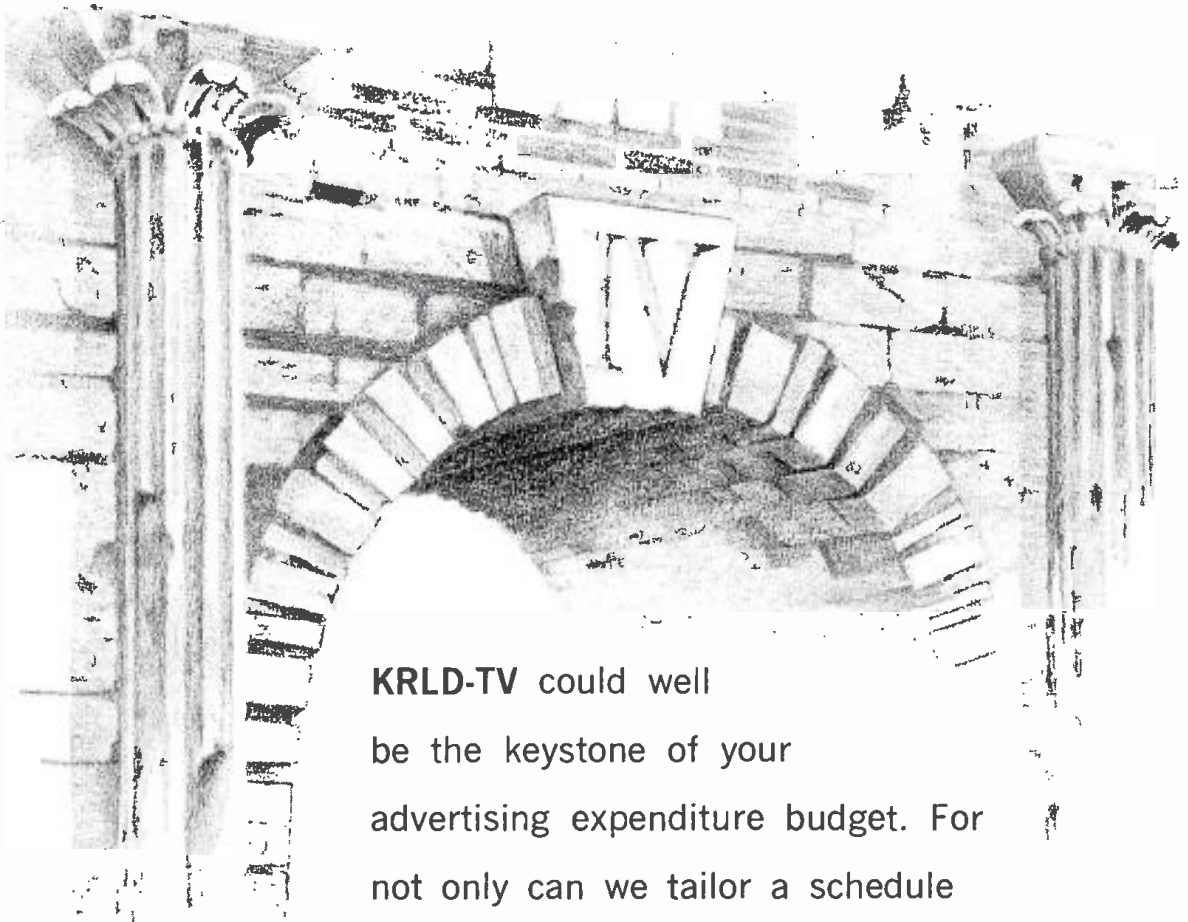


OINK!

Buying a pig in a poke is no way to live high on the hog.

In some parts of the country, you can buy the two biggest tv markets in sight, and you've got most of the tv homes in the bag. Do the same thing in North Carolina, and you may be buying a pig in a poke. Down here, the two largest markets overlap like crazy. This makes it tough to tell what kind of coverage you've really bought. The logical way to cover North Carolina with tv is by combining Charlotte with Raleigh. The Raleigh-Charlotte combination gives you unduplicated coverage of more people than any other two-station buy. And coverage of the counties that rack up 88% of all retail sales. Who to buy in Raleigh? We'd say WRAL-TV. But don't take our word for it. Call up that guy from H-R. He'll show you plenty of proof that WRAL-TV really brings home the bacon for advertisers.

WRAL-TV, RALEIGH-DURHAM, N. C.



KRLD-TV could well be the keystone of your advertising expenditure budget. For not only can we tailor a schedule to your specific requirements, but we can also get your message to Texas' most informed, best entertained — most discriminating — television audience.

Find out for yourself.

See your **ADVERTISING TIME SALES** representative.

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

Choosy buyers

Television program producers and network executives who are now deep in next year's planning are concerned over attitude of major cigarette advertisers. Reason: Not only are cigarette sponsors generally seeking later time slots (CLOSED CIRCUIT, Nov. 4) but are also said to be shying away from programs with controversial or "depressing" themes. It's enough to make three-pack-a-day smokers out of all who are involved.

Where it hurts

Echo of comment in House hearing that FCC Chairman E. William Henry may be "getting too big for his britches" (story page 42) was expressed in closed-door discussion of Senate appropriations subcommittee Friday (Nov. 8). Senate unit voted to slice \$400,000 off FCC's fiscal 1964 budget and criticized commission for straying into areas not intended by Congress. FCC's rulemaking to set commercial standards was one specific instance that irritated senators. House voted \$15.8 million for agency; Senate cut still would give FCC increase over current budget.

Elsewhere in Senate there's also concern about growing argument over broadcast commercial practices. Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, in letter to LeRoy Collins, NAB president, has pointedly asked what broadcasters are doing to reinforce their codes and thus relieve pressure for government control of advertising volume. Indications are that Mr. Pastore may be thinking of moving into situation, perhaps informally, if he doesn't get assurances that progress in self-regulation is being made.

Code compliance

Most TV code subscribers called on carpet by National Association of Broadcasters' code authority for repeated violations of commercial time standards (CLOSED CIRCUIT, Oct. 7) have voluntarily ceased use of "excessive" spots. Of nearly 20 stations that were told they were not operating according to standards, only four have either resigned or are facing expulsion. Crackdown was authorized by TV code board early last month.

Impact survey

Where do TV commercials get best attention: mid-program, in "clutter" positions, daytime, nighttime? How well does spot TV do? Is suburban

CLOSED CIRCUIT*

housewife more attentive than her city sister? Needham, Louis & Brorby is quietly making major study with own money to find answers to those and other questions, hopes it will have significant results by April.

NL&B's big project involves in-depth telephone interviews with 12,000 housewives in six-county greater Chicago area; 19,000 calls are being made to assure base sample. Preliminary returns indicate daytime attention levels equal those of nighttime.

Another hobble?

FCC Chairman E. William Henry has been handed request from solicitor general's office that could involve commission in hot new controversy over programing control. Request is that commission ask broadcasters to avoid interviews with persons who have been arrested but not yet brought to trial. Justice Department is concerned about effect of such interviews because of Supreme Court action in sending back for new trial case of man who had been convicted of bank robbery and murder in Lake Charles, La. Television in area had covered sheriff's interrogation of prisoner, during which defendant admitted guilt. Supreme Court said this had made fair trial in Lake Charles impossible and that lower court should grant defendant's plea for change of venue. Matter is now under study by commission's general counsel.

Tune in next week

FCC continues to maintain suspense in VHF drop-in case. Commission had hoped to act on matter last week, but didn't, putting it over for second week in row. Moment of truth in case is now scheduled for Nov. 15, in special meeting set to begin at 3:30 p.m. Betting on whether commission will reverse itself and drop short-spaced V's into seven markets is still 6-5 and take your pick.

Commission last May rejected, by 4-3 vote, proposal to drop V's into Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); Charlotte, N. C. (channel 6). Last month, commission heard oral argument on petitions for reconsideration.

Robinson package

ABC-TV is seriously considering new hour show that Hubbell Robinson, former senior vice president for programs at CBS-TV, would develop for 1964-65 season. Tom Moore, ABC-TV president, and other network program experts reportedly were impressed with projected series that has tentative title of *Homicide*.

Warming up

Chairman Oren Harris (D-Ark.) of House Commerce Committee may have some pointed observations to make on FCC's arrogation of power and disregard of congressional intent in major address to be delivered Nov. 14 before Association of Broadcasting Executives of Texas, in Dallas. Legislator, who has become one of most influential members of House, usually takes calm approach but is represented as feeling that FCC is going beyond reasonable lengths in its regulatory processes in relation to broadcasting. He gave strong indication of those feelings last week in comments during hearings on House bill to prohibit FCC from imposing commercial limitations on radio and TV (see story page 42).

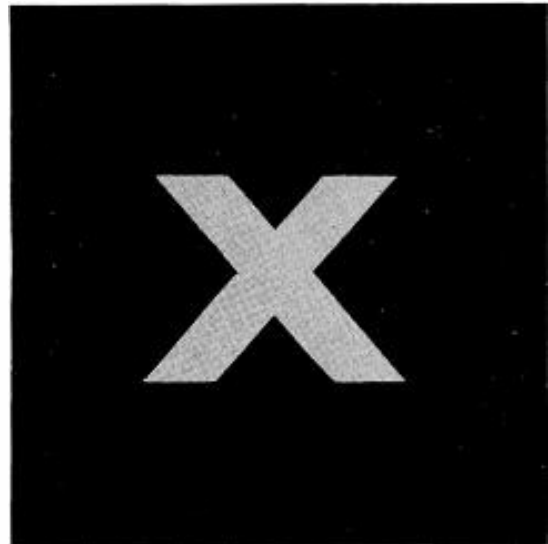
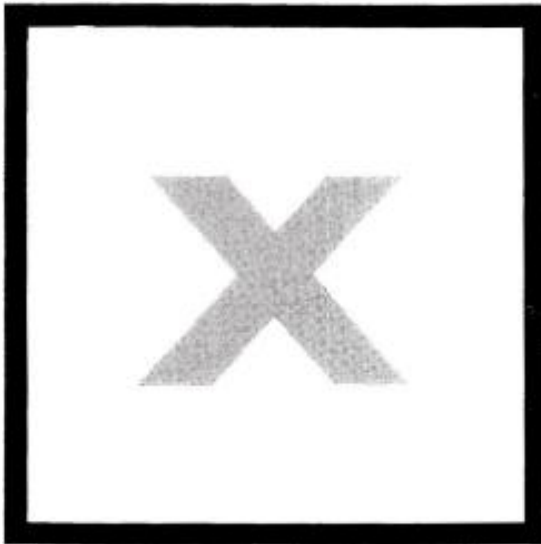
Flip flop

CBS-TV will transpose positions of two of its programs on Saturday nights. Thinking is to move *Phil Silvers Show* from 8:30-9 to 9:30-10 and *Defenders* from 9-10 to 8:30-9:30, allowing latter program to take advantage of *Jackie Gleason Show* lead-in. It's believed such move may reverse recent decline in *Defenders* ratings. *Silvers* has not retained ratings level presented it by *Gleason*. If move is made, it may be made effective as early as Nov. 16 (next show date).

Toward utility concept

Action of Britain's Independent Television Authority in revising downward agreements with independent program contractors (equivalent to our commercial networks) is causing concern in U. S. and in other areas in which commercial TV operates. Effort appears to be toward reducing return to "reasonable percentage" on investment rather than what traffic will bear. Observers see in this possible harbinger of what could happen elsewhere.

**Which
X
is
lighter
?**



Yours is—when the X stands for your marketing task in Washington. Just turn it over to WMAL's John Wilcox.

Late afternoon listeners like his good music, easy-going conversation, unpredictable comments and the up-to-the-minute news from ABC and WMAL newsmen. And the mobile masses heading home know their best traffic tips come direct from WMAL's "Trafficopter" on the John Wilcox show. Put your commercials in the proper surroundings and accomplish your Washington task without illusion.

WMAL RADIO  WASHINGTON, D.C.

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

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

WEEK IN BRIEF

Ratings hysteria on Madison Avenue rises to new heights on eve of second national Nielsens. Factor fomenting mania: report that some major advertisers are readying 1964-65 commitments. See . . .

MAD OVER RATINGS . . . 35

Broadcasters pour it on FCC at congressional hearing. Charge commission has no power to define overcommercialization. Support for broadcasters voiced by Harris and Rogers but Henry stands firm. See . . .

ASSAULT AND BATTERY ON HILL . . . 42

Advertising needs new creative talent, and it may come from Negroes, scholars or even "kooks." Concern over costs and effectiveness spurs search for better writers and thinkers. See . . .

4As COVER AD SPECTRUM . . . 50

Collins and executive committee have meeting of minds on code director; job given to Howard Bell, NAB vice president and assistant to NAB president, subject to board approval. See . . .

BELL IS CODE DIRECTOR . . . 58

Educators turn to computer for UHF allocations and show how 600 more assignments can be made in FCC's proposed table. Provides also for 900 ETV reservations, does not disturb existing stations or grants. See . . .

NAEB HAS ITS OWN TABLE . . . 66

Television and newspapers supplement each other, they don't replace one another, Michaels tells Canadian broadcasters. Experience in newspaper strikes shows newspapers fulfill one need, TV other. See . . .

TO EACH HIS OWN . . . 90

Two stations say "no" to requests under fairness doctrine, submit views to FCC. WMAL-TV cites Rev. McIntire complaint as "reckless and unsubstantiated," and KBAT tells citizens group it is fishing. See . . .

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Wide area broadcasting of radio and TV from satellites is discussed at Geneva space conference. Topic raised by Soviets and all agree CCIR should hurry its considerations of the technicalities. See . . .

FROM SPACE TO HOMES . . . 86

Tower becomes chairman of TV music licensing negotiating committee, succeeding Shea who steps down to vice chairman. Committee is awaiting hearing in appeals court as ordered by Supreme Court. See . . .

SHEA-TOWER SWAP PLACES . . . 78

Elman, Reilly get routine hearing at Senate committee on nomination to be FTC commissioners. Expected questions on wiretapping for Reilly don't eventuate; Elman who is already member excused without questioning. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

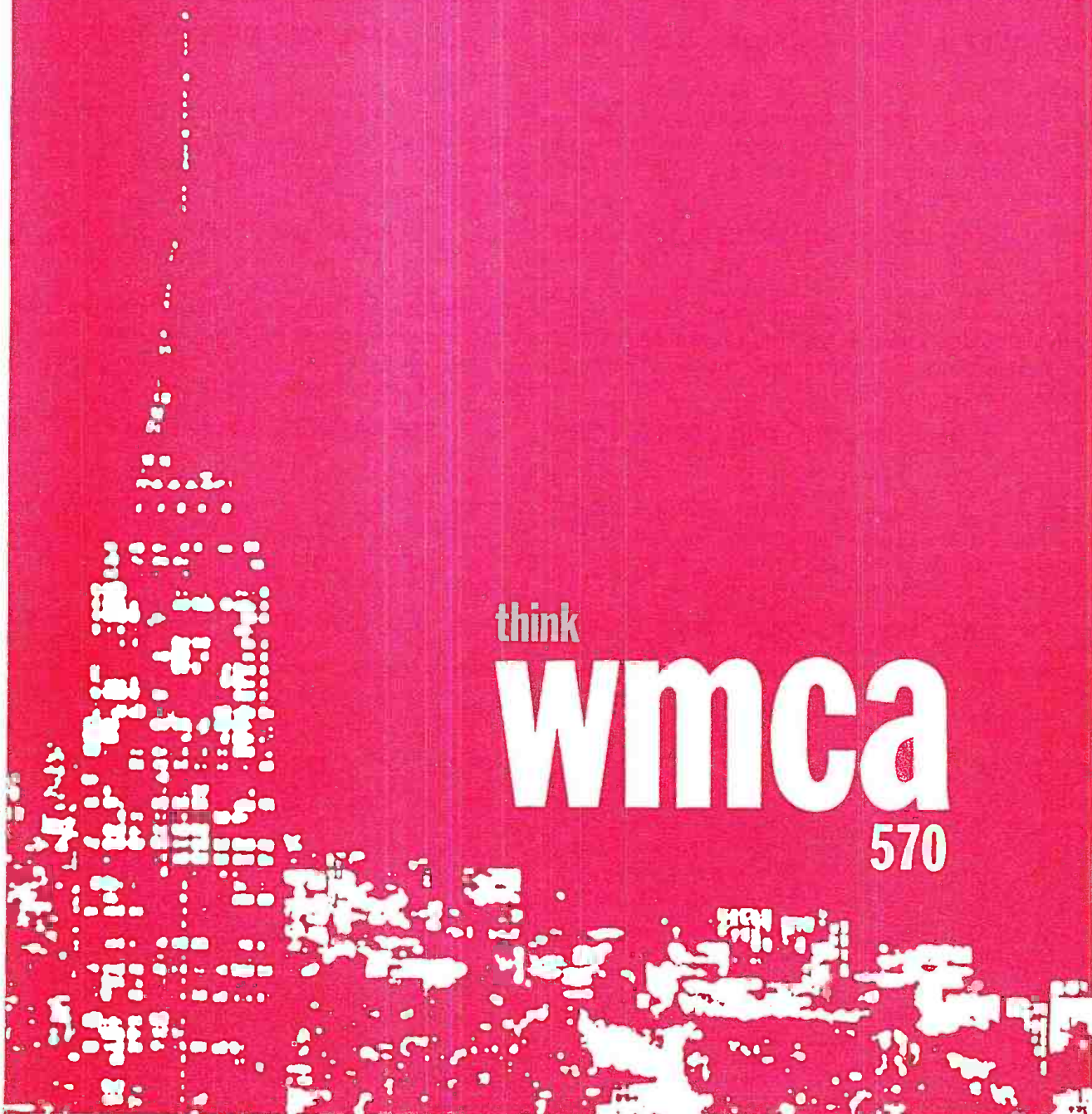
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when you think

NEW YORK
RADIO



think

wmca

570

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

BROADCASTING, November 11, 1963

CBS-TV extends its lead in 30-city Nielsen

CBS-TV took first place over ABC-TV by more than 2 average rating points and over NBC-TV by more than 2.5 in Nielsen 30-market report for week ended Nov. 3, issued Friday (Nov. 8). Estimates are based on analyses by two networks. CBS also was shown in first place six nights of week, with ABC first on Tuesday. These reports show marked change from preceding week's 30-market figures, which showed CBS nosing out NBC by about two-tenths of point.

Network analyses Friday showed following top 10 programs for week ended Nov. 3:

1. Miss Teen-Age America (CBS)
2. Beverly Hillbillies (CBS)
3. Candid Camera (CBS)
4. Bonanza (NBC)
5. Dick Van Dyke (CBS)
6. Jackie Gleason (CBS)
7. McHale's Navy (ABC)
8. My Favorite Martian (CBS)
9. Ed Sullivan (CBS)
10. Tie: Twilight Zone (CBS)
Lawrence Welk (ABC)

FCC lashing goes on at Hill sessions

Broadcasters resumed pummeling FCC for commercial standards proposals Friday (Nov. 8) as 15 witnesses testified in favor of legislation to prohibit commission from taking restrictive action on commercials.

National Association of Broadcasters President LeRoy Collins said question is whether present free enterprise system of broadcasting will be continued or government-operated arrangement will be installed. He told House Communications Subcommittee windup session (story page 42) that FCC no longer is taking "retaliatory attitude" in dealings with industry.

Representative Oren Harris (D-Ark.) said Commerce Committee which he heads has leaned over backward to let industry regulate itself:

"I am not altogether satisfied that the industry has accepted its responsibility," he said in reference to problems in ratings. "Our patience can run out."

Former FCC Chairman John C. Doerfer said there has been "pattern of encroachments" into broadcasting by FCC dating back to my time (he was chairman last 2½ years of his 1953-60 term on FCC).

Mr. Doerfer spoke for Maryland-D. C.-Delaware Broadcasters Association and said FCC proposal is utility type of regulation never contemplated by Congress.

Surprise witness at end of hearing was Rev. Dr. Carl McIntire, who complained that stations' fear of time limit rule is keeping some from accepting his radio program, *Twentieth Century Reformation Hour*, time which he usually buys himself with listener help.

Witnesses who appeared for their re-

spective state broadcaster associations:

James R. Terrell, KTVI(TV) Fort Worth; A. James Ebel, KOLN-TV Lincoln, Neb.; Ronald Hickman, WNNJ Newton, N. J.; W. Jack Brown, WLON Lincolnton, N. C.; Gene Wilkin, Guy Gannett Broadcasting, Portland, Me.; John P. Carr; WDNE Elkins, W. Va.; Cecil Woodland, WEJL Scranton, Pa.; Howard B. Hayes, WPIK Alexandria, Va.; Don C. Dailey, KGBX Springfield, Mo.; Thad M. Sandstrom, WIBW-TV Topeka, Kan., and James Caldwell, WAVE Louisville, Ky.

Also appearing: Mark Evans, vice president, Metromedia Inc., and John J. Ryan, general counsel, Advertising Federation of America.

RED HUNT AT PACIFICA FCC asks about Communists; wants answers under oath

FCC has asked directors and other officials of Pacifica Foundation to answer under oath questions about possible Communist affiliations.

Pacifica spokesman said Friday (Nov. 8) that commission questionnaires were received by Foundation's directors, executive vice president and by managers of three Pacifica stations.

Each was asked to reply under oath whether he is or has been Communist Party member.

Pacifica attorneys believe questionnaire is first of its kind ever sent to operator of broadcast station.

Pacifica directors were to meet in San Francisco Saturday (Nov. 9) to consider their response.

Pacifica operates KPFA(FM) Berkeley, KPFK(FM) Los Angeles and WBAI (FM) New York. All are supported by listener contributions.

Commission queries are result of Senate Internal Security Subcommittee

hearing last winter on whether Communists had infiltrated Pacifica's stations (BROADCASTING, Jan. 14, et seq.).

Pacifica officials said their response to commission will depend on their view of constitutionality of request.

Commission has been upheld by courts in submitting similar questions to applicants for operator licenses. However, Pacifica spokesman said, commission's right to ask question of station licensee has never been determined.

Pacifica officials received commission questionnaires Oct. 7 but delayed disclosure on advice of counsel until request has been studied.

Original deadline for returning sworn statement to commission was Thursday (Nov. 7), but deadline was extended to Dec. 16.

AFTRA set to strike, but negotiations go on

Armed with strike authorization, American Federation of Television & Radio Artists continued negotiations with networks over weekend on contract that is scheduled to expire Friday (Nov. 15).

AFTRA's negotiators received power to strike, if necessary, against networks by members voting last week in New York, Chicago and Los Angeles. Union considers proposals made by networks for new radio-TV program codes "unsatisfactory."

AFTRA also is continuing its joint negotiations with Screen Actors Guild on TV and radio commercial contracts, which also expire Friday. Expectation is that strike deadline for both network and commercial contracts will be extended, though course of negotiations this week will be factor in decision.

4A panelists urge greater Negro use

NAACP's Roy Wilkins issued plea Friday (Nov. 8) for increased use of Negroes in natural situations in advertising campaigns.

Executive secretary of National Association for the Advancement of

Maxon, P-K-G merger off

Proposed merger of Maxon Inc. and Post-Keyes-Gardner has been cancelled, both agencies announced Friday (Nov. 8). Talks begun in August have halted because of unexpected product and client conflicts.

WEEK'S HEADLINERS



Mr. Kaplan

Cy Kaplan, national sales manager of Independent Television Corp., New York, elected VP and general sales manager. Mr. Kaplan joined ITC in 1959 as sales executive and was placed in charge of national sales

in December 1962. Earlier he had served as national sales manager of National Telefilm Associates and in sales executive capacities with Television Programs of America and with WONS Hartford, Conn.

Robert W. Castle, senior VP and board member at Ted Bates & Co., New York, placed in charge of all Colgate-Palmolive operations at agency. **Dwayne L. Moore**, VP and account supervisor, assumes responsibility for household products division of Colgate account. **Rudolph Montgelas**, agency's president, remains management representative on Colgate.

Howard Bell, vice president for planning and development of National Association of Broadcasters, named director of NAB code authority effective

Dec. 1 (see page 58). Mr. Bell, whose appointment is subject to ratification by NAB board, succeeds **Robert D. Swezey**, who announced his resignation last summer (BROADCASTING, Aug. 19).

Theodore F. (Ted) Koop, Washington VP for CBS Inc., elected national president of Sigma Delta Chi at professional journalism society's annual convention Nov. 9. Mr. Koop moved up from first vice presidency of society. Veteran CBS news executive before transferring to corporate vice presidency two years ago, Mr. Koop has long been active in journalism affairs. In 1953 he became first broadcast newsman to be chosen as president of Washington's National Press Club. Succeeding Mr. Koop as first VP of Sigma Delta Chi and on escalator for presidency next year was **Ralph Sewell**, assistant managing editor of the *Daily Oklahoman and Times* (WKY-AM-FM-TV Oklahoma City). Both elections took place at society's annual convention in Norfolk, Va. (also see story, page 61).



Mr. Koop

Dec. 1 (see page 58). Mr. Bell, whose appointment is subject to ratification by NAB board, succeeds **Robert D. Swezey**, who announced his resignation last summer (BROADCASTING, Aug. 19).

senator, member of Senate Communications Subcommittee, said "I will be interested in how the balance of your show is presented on the radio." Senator Thurmond earlier in week threatened government regulation of networks (see story, page 78).

Space radio traffic given 2,000 mc

Two thousand mc of radio spectrum, allocated to space communications at Geneva, are wide enough to handle 10 TV channels or 3,000 telephone calls, it was reported Friday (Nov. 8).

Information was released by government and Communications Satellite Corp. officials at news conference in Washington. Voice of Joseph H. McConnell, chief of U. S. delegation in Geneva, was relayed by Syncom via 55,000-mile radiophone circuit.

Frequencies assigned for communications satellite traffic comprise four bands, each 500 mc wide. They are: 3700-4200 mc, satellite to earth; 5925-6425 mc, earth to satellite; 7250-7750, satellite to earth, and 7900-8400, earth to satellite.

Other highlights of Mr. McConnell's report:

- All western countries except Cuba agreed to reserve for 10 years 608-614 mc (UHF channel 37) for radio astronomy. This already has been done by FCC for U. S.

- Overall, 2,800 mc of space were allocated for satellite communications —of which 2,000 mc were included in original U. S. proposals.

- Band 144-146 mc was allocated for amateurs in space communications.

- Exclusive allocations were made for navigational satellites.

FCC adopts new rules for emergency broadcasts

FCC has adopted new rules governing operation of AM, FM and TV stations during times of local emergency.

New rules, which become effective Nov. 18, will permit daytime-only and other restricted-hours AM stations to operate outside of normal hours if service is not available from unlimited-time station in emergency area.

New rules will also permit unlimited-time AM stations to operate at night with daytime facilities if no other AM emergency service is available.

Stations engaged in emergency operation may not carry commercials under new rules, although they may broadcast music when not carrying information.

Stations may also transmit information intended for specific individuals.

Commission order states that decision to engage in emergency operation is left to licensee, not to local or other officials.

For other personnel changes of the week see FATES & FORTUNES

Colored People reminded American Association of Advertising Agencies meeting in New York (story page 50) that selective buying weapon held by Negroes could be used in fight to eradicate stereotype image of Negro.

Robert Liddel, vice president and associate media director, Compton Advertising, another speaker on Negro marketing panel, stressed importance of integrated advertising using Negroes in "natural situations." He referred to project of Center for Research in Marketing, Peekskill, N. Y., which showed "Negroes and whites exhibit far more similarities than differences in relationship to TV ownership and TV viewing than might be expected."

William Grayson, vice president of Johnson Publications (*Ebony*, *Jet*, *Tan*, *Negro Digest*) noted "willingness" of agency business and other industries to correct employment inequities.

IBA members called on to oppose managed news

Illinois Broadcasters Association at annual meeting in Chicago Friday (Nov. 8) gave support to "managed news" protest voiced by Sigma Delta

Chi Freedom of Information Committee report and urged IBA members to individually register concern with their congressmen.

Robert W. Frudeger, WIRL Peoria, retiring IBA president, called for "increased activity . . . particularly in the area of freedom of news."

Joseph M. Baisch, WREX-TV Rockford, was elected president of IBA.

Newsman finds Thurmond less than cooperative

One of harshest critics of broadcast news programming tangled with medium again Friday (Nov. 8), according to Associated Press. Senator Strom Thurmond (D-S.C.), during speech at University of Wisconsin, Madison, said students should report teachers they suspect of being subversive. Robert Beringer, newsman at WISM Madison, repeatedly asked legislator to name one teacher convicted of such offense, but senator demurred.

After Mr. Beringer left, unsatisfied, Senator Thurmond complained of TV camera trained on him "while strange questions were being asked."

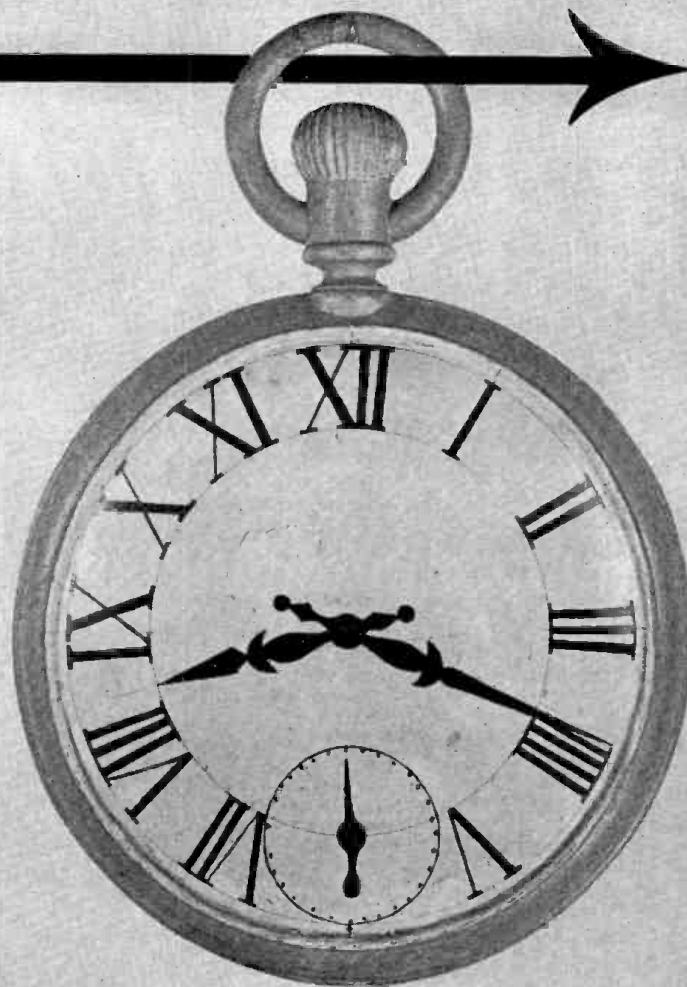
Speaking to another WISM staffer,

retail dealer sign/jeweler

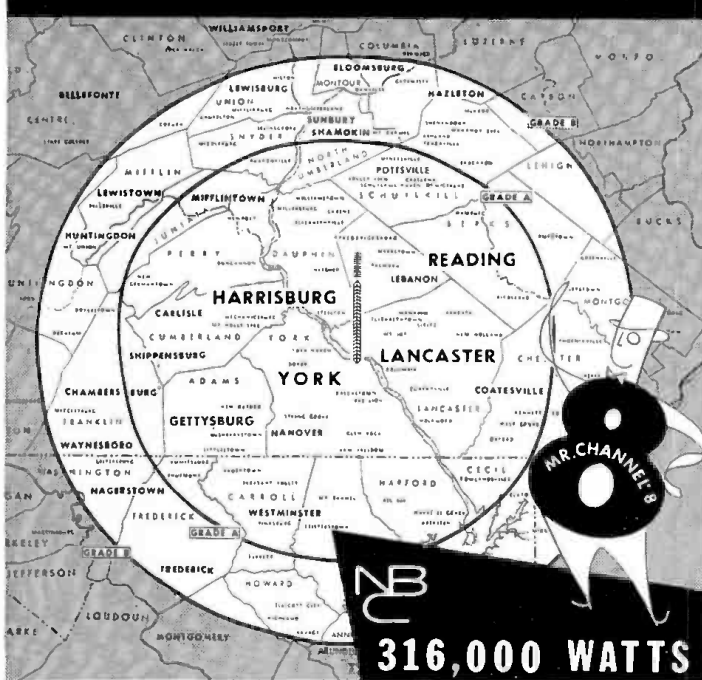
circa 1860

The Bettmann Archive

Superior Dealer Support



MULTI-CITY TV MARKET



Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. *Whatever your product*, WGAL-TV increases dealer-support, sales, and profits.

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

What makes a great salesman?

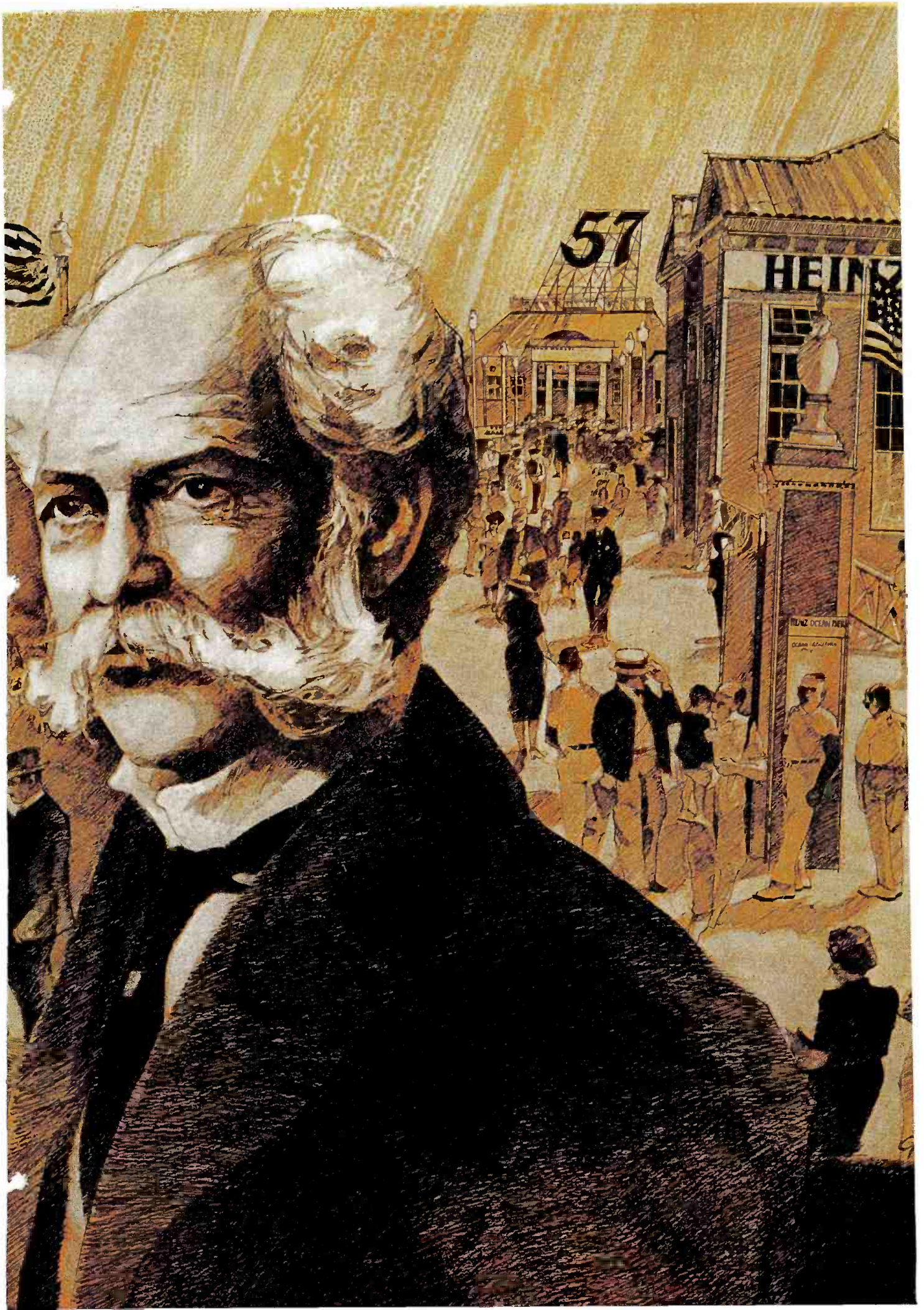
Folks around Sharpsburg, Pennsylvania, used to shake their heads in wonder at the enterprise of young Henry J. Heinz. From the age of eight he marketed spare vegetables from his family's garden, and it came as no surprise to the townspeople that by the time he was twelve his thriving retail business' assets included a horse and wagon. This auspicious beginning heralded the sales career of a man who succeeded for one very important reason: he wanted the consumer to get the worth of every penny paid — because he knew the worth of a satisfied customer.

The H. J. Heinz Company grew by leaps and bounds, spurred by Heinz' integrity and creative ingenuity. He insisted that every Heinz product be displayed in clear glass bottles rather than the green glass in common use at the time. He originated the trade slogan which made "57 Varieties" famous throughout the world. As a promotional gimmick he developed the highly successful Heinz pickle pin. (Over 80,000,000 have been given away to date.) And when he crusaded for pure food and drug legislation he spoke not only for his business, but for the entire industry.

Henry J. Heinz was a great salesman because he kept aware of the needs of his consumers. So, too, for over 36 years, Storer has made it a practice to give its listeners and viewers what they ask for...its advertisers what they pay for. Responsible management and progressive programming have paid off for Storer...will pay off for you! In Los Angeles, Storer's great salesman is KGBS, an important station in an important market.

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





ROCHESTER IS A "MUST-BUY" IN NEW YORK STATE

PER HOUSEHOLD INCOME*

- ★ **ROCHESTER: \$8356.** National Rank, 16; New York State, 2.
Syracuse: \$7790. National Rank, 35; New York State, 4.
Buffalo: \$7658. National Rank, 40; New York State, 5.
Albany-Schenectady-Troy: \$7277. National Rank, 80; New York State, 7.

PER HOUSEHOLD RETAIL SALES*

- ★ **ROCHESTER: \$4860.** National Rank, 44; New York State, 2.
Syracuse: \$4409. National Rank, 119; New York State, 5.
Buffalo: \$4103. National Rank, 181; New York State, 11.
Albany-Schenectady-Troy: \$4275. National Rank, 151; New York State, 6.

*Copyright 1963 Sales Management Survey of Buying Power. Further reproduction is forbidden.

WHEC-TV (CHANNEL 10) IS A "MUST-BUY" IN ROCHESTER

The ARB estimates for Feb-Mar. and May-June, 1963, award us most "total homes" average, from 9:00 a.m. to midnight, Monday through Sunday.* Our strong CBS schedule, outstanding local news coverage and programming, and heavy station promotion are responsible for this excellent position in the rich Rochester market.

In New York State—you need **ROCHESTER**
In **ROCHESTER**—you need **WHEC-TV**

WHEC-TV CHANNEL 10 ROCHESTER, N. Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

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

United Press International news produces!

DATEBOOK

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

■ Indicates first or revised listing.

■ Nov. 11—Detroit chapter of Station Representatives Association holds its second annual reception and luncheon for advertising agencies in the Cleveland, Ohio, area. Guest speaker will be FCC Commissioner Robert T. Bartley.

Nov. 11-12—Radio Advertising Bureau board of directors meeting, Sheraton Park hotel, Washington, D. C.

Nov. 11-13—Fall radio meeting, sponsored by Electronic Industries Association Engineering Department. Among speakers will be Charles F. Horne, EIA president, and Rear Admiral E. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

Nov. 12—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Omaha, Neb.

Nov. 12—Group W (Westinghouse Broadcasting Co.) fifth public service programing conference, Cleveland. FCC Chairman E. William Henry will be principal luncheon speaker. Other speakers include Secretary of State Dean Rusk, and Francis Keppel, U. S. Commissioner of Education.

■ Nov. 13—International Advertising and Publicity Seminar, sponsored by the International Advertising Association and the world trade department of Los Angeles Chamber of Commerce, Ambassador hotel, Los Angeles. Keynote luncheon speaker will be Will C. Grant, board chairman of Grant Advertising ("The World Is Your Market").

■ Nov. 14—Southern California Broadcasters Association luncheon meeting, 12 noon, Hotel Continental, Los Angeles. John J. O'Connell, media director of Young & Rubicam, Los Angeles, will talk on "How To Get More Out of Radio's Mass Selectivity."

Nov. 14—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Memphis, Tenn.

Nov. 16—UPI Indiana Broadcasters convention at the Indianapolis Press Club. Speaker is Edward F. Ryan, general manager for news and public affairs at WTOP-AM-FM-TV Washington, who is president of the Radio-Television News Directors Association.

Nov. 16—Advertising Career Conference, sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

Nov. 16—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of UPI Broadcasters of Pennsylvania, Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.

Nov. 16—Institute of Social Ethics, Georgetown University, discussion on ethics, advertising and responsibility. Participants to in-

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

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.

the \$842 million market **S**ome timebuyers miss

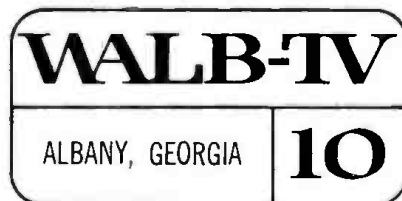


Tucked away in the southwest tip of Georgia . . . and stretching southward into Florida to include Tallahassee, there's a \$842 Million Trading Area some time buyers miss! It's not a glamorous hard-packed market like Fresno or Youngstown, but a look at page 100 of your ARB Television Market Analysis for 1962 will show you that it's bigger in tv homes!

The New South is Here! An industrial revolution has taken place in Dixie, and here's where it shows up best! Fields that once produced tobacco, cotton and peanuts now serve as plant sites for America's best known industrial firms. New payrolls and new people have swelled the population to over 880,000. Ex-farmers have moved to town to stay . . . while down the road, farms are big-

ger, better, producing more, paying off more than ever before! Sleepy country towns have come alive. Traffic lights now stand next to courthouse square statues, and inside the stores . . . there's a happy cash register jingle that can be heard all the way from Unadilla to Tallahassee!

Only WALB-TV sells it all! If you want to reach into the 49 county market



NBC
ABC

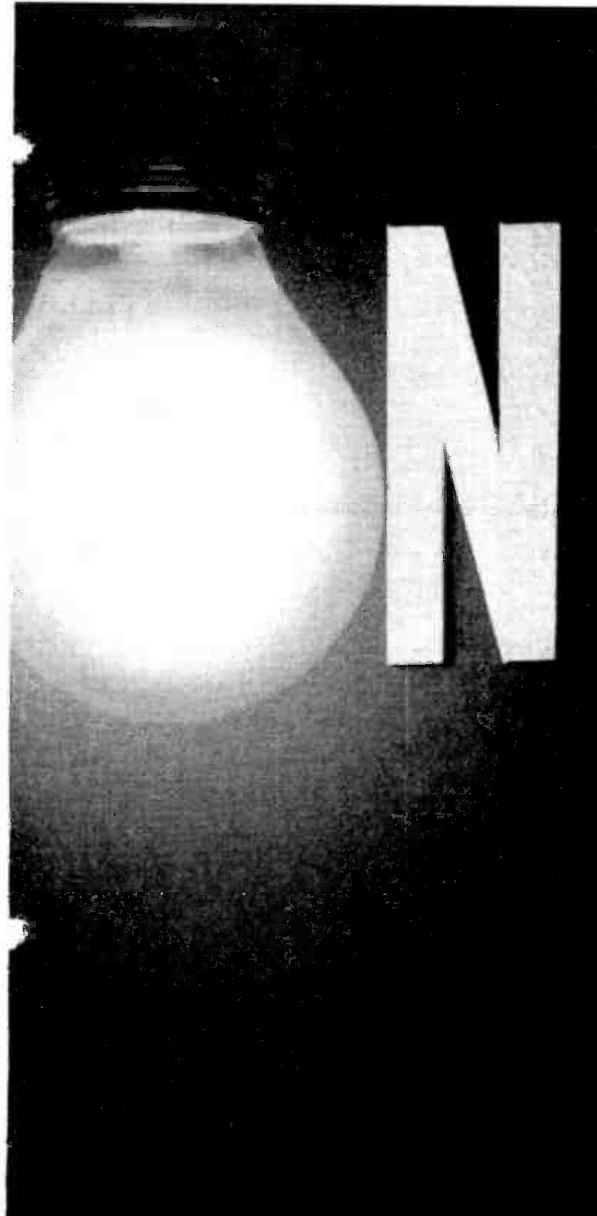
"The BIG Scope Station
in the \$842 Million Market"
Raymond E. Carow, General Manager

surrounding Albany, Georgia, named by Forbes Magazine as one of the top ten trade cities . . . want to sell the area that Sales Management has listed as a "preferred" market . . . put your schedules on WALB-TV . . . the only television station that effectively sells it all with a 1,000 foot tower and 316,000 big watts!

The BIG Surprise! WALB-TV has more equipment, including video tape . . . is better equipped for remotes with permanent inter-city micro-wave installations, has more seasoned air salesmen and directors than most top metro market stations. Call now for avails. You'll look good on Channel Ten! Represented nationally by Vernard, Torbert & McConnell, Inc., and in the South by James S. Ayers Company.

IMAGINATI





is the one-station network

Turning on the creative light in programming is something that happens regularly at WPIX-11. The presentation of our unique Documentary Specials is a good example.

Since WPIX-11 started producing its own provocative specials, other producers have been attracted by this climate of imaginative programming and have brought some of their most noteworthy productions to New York's Prestige Independent.

Twelve more Documentary Specials have just been added to the current season, including six new David L. Wolper hour specials.

When you're looking for the bright light of imaginative, attention-getting programming for your product, look to WPIX-11, New York's one-station network.

WPIX TV/11 THE ONE STATION NETWORK **NEW YORK**



Left to Right:
Benito Mussolini "Death of a Dictator"
Greta Garbo "Hollywood—The Golden Years"
Prince Phillip "The New Ark"
General Douglas MacArthur "Day of Infamy"
Jacqueline Kennedy "The American Woman in the Twentieth Century"

represented by
Peters, Griffin, Woodward, Inc.



Mr. James Ward
Executive Vice President
Green Spring Dairy, Inc.

"A testimonial for WFBR? What can I say other than, Green Spring Dairy sponsors 20 newscasts per week on WFBR."

Green Spring Dairy is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first ten months of 1963 than during any corresponding period in the station's 41 year history.

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

RADIO WITH REASON



BALTIMORE

clude FCC Commissioner Robert E. Lee, Cunningham & Walsh Vice President Newman McEvoy, D'Arcy Vice President Robert Sorensen. 36th & Prospect, Washington.

Nov. 17-19—Annual meeting of French-Language Radio and Television Broadcasters Association, Chateau Frontenac hotel, Quebec City.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry. Other speakers include Robert Lewis Shayon ("Responsibility in Educational Broadcasting"), radio-TV critic for the *Saturday Review*, and Arthur Sylvester ("Broadcasting Public Affairs"), assistant secretary of defense for public affairs.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

■ Nov. 18—Western States Advertising Agencies Association dinner meeting at Sheraton-West hotel, Los Angeles, 7 p.m. Saul Bass, graphic designer, and Norm Owen, vice president for marketing services, McCulloch Corp., will discuss creative graphic communications and product marketing.

■ Nov. 18—Hollywood Advertising Club luncheon, 12 noon, Hollywood Roosevelt hotel. David L. Wolper, president of Wolper Productions, will speak on "The Arbitrary Position Of Networks Regarding Independent Documentaries."

■ Nov. 18—Screen Actors Guild annual membership meeting, 8 p.m., Beverly Hilton, Beverly Hills, Calif.

■ Nov. 18—Eighth annual Edward Petry & Co. seminar for promotion managers of Petry-represented radio and TV stations. Talks by firm's West Coast executives and promotion case histories by Petry stations. Jack Tar hotel, San Francisco, at 5-7 p.m.

Nov. 19—Argument, U. S. Court of Appeals for District of Columbia, on appeal by WKDK Kingtree, S. C., from FCC decision denying license renewal. Federal Courthouse, Washington, D. C.

Nov. 19—Broadcasting Executives Club luncheon, Sheraton Plaza hotel, Boston.

Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 21—National Conference of Christians and Jews first annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries. Chairman: Thomas W. Sarnoff, NBC VP. Beverly Wilshire hotel, Beverly Hills, Calif. Formal. \$100 a plate.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

■ Nov. 25—American Jewish Committee Appeal for Human Relations, dinner for broadcasting and advertising division at New York Hilton hotel in honor of William S. Cutchins, president of the Brown & Williamson Tobacco Co. Senator Thruston Morton (R-N.Y.) is the speaker. Co-chairmen: Everett H. Erlick, vice president and general counsel of American Broadcasting-Paramount Theaters, and Sydney Eiges, NBC vice president.

■ Nov. 26—Annual stockholders meeting, Screen Gems Inc., New York.

Nov. 29-Dec. 1—Annual convention of the

National Association of Radio and TV Farm Directors, Chicago.

DECEMBER

Dec. 2-3—NBC Affiliates annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5—Board of directors meeting of the Association of Maximum Service Telecasters, Riviera hotel, Palm Springs, Calif.

■ Dec. 5—Association of National Advertisers will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp.; William Weilbacher, C. J. LaRoche; Wallace Drew, Coty Inc.; and William Gillilan, Ketchum, McLeod & Grove.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, Plaza hotel, New York.

Dec. 6—Arizona Broadcasters Association annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

■ Dec. 9—FCC hearing on commercial time limitations, Washington, D. C.

JANUARY 1964

Jan. 3—Comments due on proposal to authorize on regular basis operation of Midwest Program for Airborne Television Instruction Inc. (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of UHF table of assignments.

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

■ Jan. 17-18—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

FEBRUARY

Feb. 3-5—Second annual Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Na-

■ Indicates first or revised listing.

Worth Repeating!

TRIANGLE BROADCASTING CORPORATION

WSJS TELEVISION - CHANNEL 12

WINSTON-SALEM, NORTH CAROLINA

HAROLD ESSEX
PRESIDENT

AFFILIATED WITH
WSJS RADIO

November 7, 1963
~~March 5, 1962~~

November
~~March~~ is another rating month.

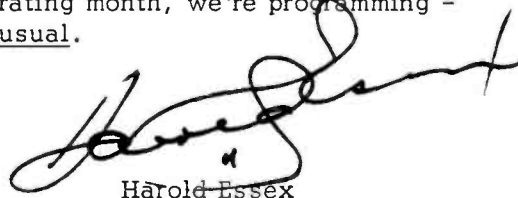
This could be regarded as the time to orbit a whole string of razzle-dazzle promotions, gimmicks, vest-pocket spectaculars and clusters of blockbusters.

It is not so regarded by WSJS Television!

We believe that programming is a year 'round responsibility, and not just something to which we pay special attention only when a rating period comes around.

"Hypoed" programming helps no one. It serves only to create artificial ratings and to undermine the selling integrity of an industry which has enough problems already.

That's why, during rating month, we're programming - and promoting - as usual.



Harold Essex

Represented by Peters, Griffin, Woodward, Inc.

Keep This
Under
Your Hood



STEVENS

This is the fifth straight year NBC Television has led the field in automobile advertising. But we really wouldn't like that to get around. First thing you know, some conclusion-jumpers will assume our television network is strictly a vehicle for vehicles.

The plain, non-gingerbread truth is that the types of sponsors on NBC are as varied as our program schedule—a schedule whose versatility attracts more advertisers than any other network.

Sponsors have their special ways of making friends. Kraft chooses the tension-filled suspense play and the tension-less Perry Como. Du Pont favors both fictional drama and real-life specials. Hallmark is equally at home with classical and contemporary theatre.

In the news area, the Gulf Oil Corporation backs the famed "Instant Specials" while the "Huntley-Brinkley Report" is sponsored by companies as diverse as the Aluminum Company of America and the American Home Products Corporation.

Even the aforementioned auto-makers (who, after all, have a common goal of selling cars) use a *variety* of NBC shows for displaying their wares.

Chevrolet's television stage is the action-filled Ponderosa of "Bonanza," while Ford's setting is the hardly-more-serene suburbia of "Hazel." Chrysler's television messages are brought home through a full-hour drama series and the comedy-variety of Bob Hope.

Buick is represented on such diverse offerings as "Sing Along With Mitch," "Eleventh Hour," "Mr. Novak" and "Saturday Night at the Movies." And, for the day of October 1, the entire "Johnny Carson" and "Today" shows were purchased by Pontiac for the television unveiling of its 1964 models.

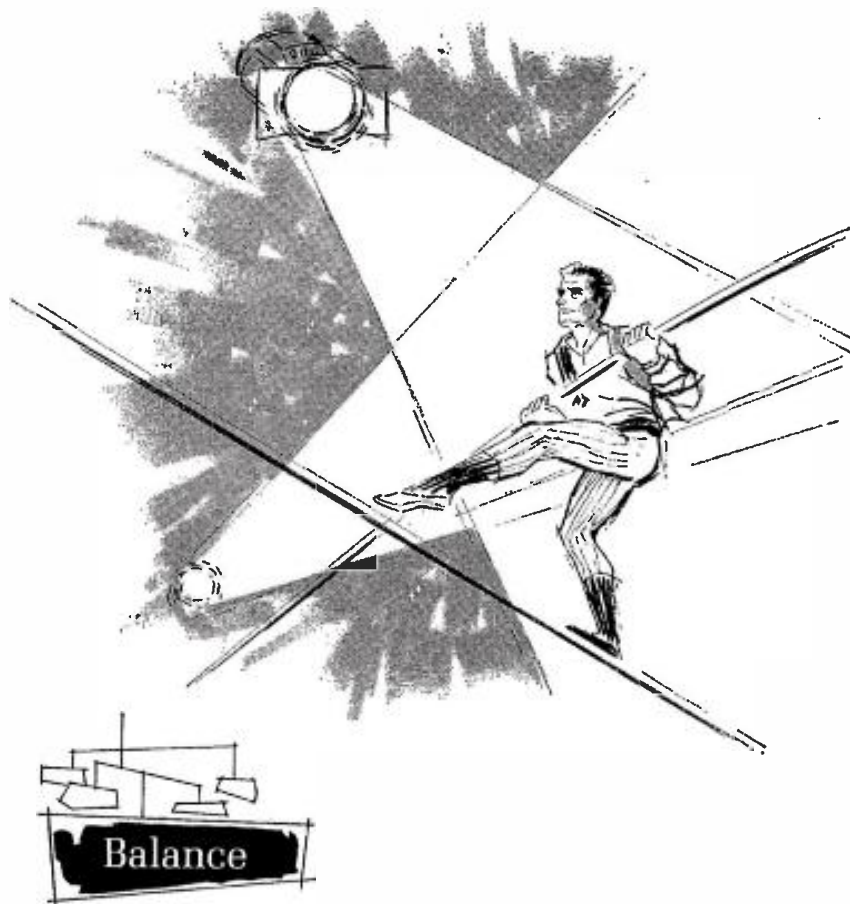
And it's not merely the *giants* of American business and industry who choose to use NBC. We also serve many, many medium-sized and small companies—firms selling everything from cough-drops to potatoes.

In fact, there's only one type of small company we'd advise *not* to advertise on NBC: the one that wants to stay that way.

THIS IS NBC

...serving 410,000,000 people all over the world





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 1460 **HR**
Representatives, Inc.

ROCHESTER, NEW YORK

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- | | | |
|---|--|---|
| <input type="checkbox"/> 52 weekly issues \$8.50 | <input type="checkbox"/> 104 weekly issues \$14.00 | <input type="checkbox"/> Payment attached |
| <input type="checkbox"/> 52 issues & 1964 Yearbook \$13.50 | | <input type="checkbox"/> Please bill |
| <input type="checkbox"/> 1963 Yearbook \$5.00 (so long as supply lasts) | | |

name _____ title/position* _____

address Business Home _____

city _____ state _____ zip code _____

company name _____

*Occupation Required

tional Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

■ March 4—International Radio and Television Society 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

■ March 9—Symposium on electronics marketing, sponsored by the Electronic Industries Association, Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of American Association of Advertising Agencies at Riviera motel, Atlanta.

March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York.

APRIL

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

April 7—Premium Advertising Conference of the Premium Advertising Association of America, McCormick Place, Chicago.

April 13—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 21-24—Alpha Epsilon Rho, honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

MAY

May 6—Broadcasting follies and annual meeting of the International Radio & Television Society. Luncheon at Grand Ballroom of Waldorf Astoria, New York.

JUNE

June 13-16—Summer convention of the Georgia Association of Broadcasters, Calaway Gardens, Ga.

■ Indicates first or revised listing.

BMI

music is used
every day on
every TV network
...112* out of 163
regularly scheduled
shows every week

SUNDAY

The Twentieth Century	CBS
Mister Ed	CBS
The Ed Sullivan Show	CBS
Candid Camera	CBS
Lassie	CBS
Look Up and Live	CBS
Lamp Unto My Feet	CBS
Camera Three	CBS
The Original Amateur Hour	CBS
The Catholic Hour	CBS
The Bill Dana Show	NBC
Walt Disney's Wonderful World Of Color	NBC
Grindl	NBC
NBC News Encore	NBC
Wild Kingdom	NBC
G.E. College Bowl	NBC
Discovery '63	ABC

MONDAY

To Tell the Truth	CBS
I've Got a Secret	CBS
The Lucy Show	CBS
The Danny Thomas Show	CBS
The Andy Griffith Show	CBS
Wagon Train	ABC
The Outer Limits	ABC
Sing Along With Mitch	NBC

TUESDAY

Marshall Dillon	CBS
Petticoat Junction	CBS
The Jack Benny Program	CBS
The Garry Moore Show	CBS

Redigo	NBC
The Richard Boone Show	NBC
The Andy Williams Show/The Bell Telephone Hour	NBC
The Fugitive	ABC

WEDNESDAY

The Adventures of Ozzie and Harriet	ABC
The Patty Duke Show	ABC
The Price Is Right	ABC
Channing	ABC
The Beverly Hillbillies	CBS
The Dick Van Dyke Show	CBS
The Danny Kaye Show	CBS

THURSDAY

My Three Sons	ABC
The Flintstones	ABC
The Donna Reed Show	ABC
The Jimmy Dean Show	ABC
The Sid Caesar Show/ The Edie Adams Show	ABC
Dr. Kildare	NBC
Hazel	NBC
Kraft Suspense Theatre/ Perry Como	NBC
Rawhide	CBS
Perry Mason	CBS
The Nurses	CBS

FRIDAY

International Showtime	NBC
Bob Hope Presents The Chrysler Theatre	NBC

Harry's Girls	NBC
The Jack Paar Program	NBC
The Great Adventure	CBS
Route 66	CBS
Twilight Zone	CBS
The Alfred Hitchcock Hour	CBS
Burke's Law	ABC
The Farmer's Daughter	ABC
Friday Night Fights	ABC

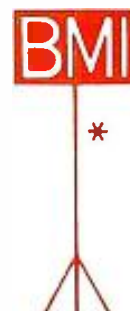
SATURDAY

The Joey Bishop Show	NBC
The Ruff & Reddy Show	NBC
The Hector Heathcote Show	NBC
Fireball XL-5	NBC
Dennis the Menace	NBC
Fury	NBC
The Bullwinkle Show	NBC
Exploring	NBC
Sgt. Preston of the Yukon	NBC
Captain Gallant	NBC
NFL Pro Football Highlights	NBC
The Jackie Gleason Show	CBS
The Defenders	CBS
Gunsmoke	CBS
Quick Draw McGraw	CBS
Mighty Mouse Playhouse	CBS
The Adventures of Rin Tin Tin	CBS
Sky King	CBS
Do You Know?	CBS
Hootenanny	ABC
The Lawrence Welk Show	ABC
The Jetsons	ABC
The Magic Land of Allakazam	ABC
My Friend Flicka	ABC
American Bandstand	ABC

DAILY SHOWS

Today	NBC
Say When!	NBC
Word For Word	NBC
Your First Impression	NBC
People Will Talk	NBC
The Doctors	NBC
Loretta Young Theatre	NBC
The Match Game	NBC
Make Room For Daddy	NBC
Concentration	NBC
Missing Links	NBC
The Huntley-Brinkley Report	NBC
The Tonight Show	NBC
The Price Is Right	ABC
Seven Keys	ABC
Tennessee Ernie Ford Show	ABC
Father Knows Best	ABC
Queen For a Day	ABC
Who Do You Trust?	ABC
Trailmaster	ABC
I Love Lucy	CBS
The McCoys	CBS
Pete and Gladys	CBS
To Tell the Truth	CBS
Captain Kangaroo	CBS

*(as of November 1, 1963)

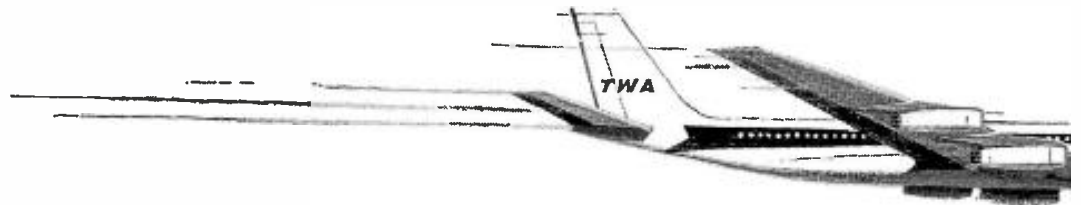


BROADCAST MUSIC, INC. 589 Fifth Avenue, N. Y. 17, N. Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

EASIEST CONTEST IN HISTORY.

5 FREE TRIPS TO EUROPE



WHAT'S IN IT FOR US?

We get ten minutes of your time and attention. In that time, we can alert you to the unique marketing opportunities for you in PARADE. Your own answers to this contest will tell you why PARADE makes your dollars work harder—where you sell goods.

WHAT'S IN IT FOR YOU?

A luxurious 12-day trip to Europe for 2—or 1 of 150 U.S. Savings Bonds worth up to \$100! More important, you discover how Parade Target-Marketing cuts fat from media budgets—concentrates dollars where market-size concentrates your customers.

THE ANSWERS!

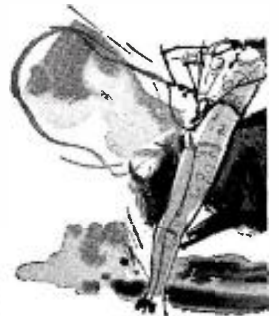
Lean, powerful Parade Target-Marketing gives you cannonball coverage in the kind of markets in which *your* customers are concentrated. By targeting your markets, you cut the fat you get in overweighted, over-rated media big on figures, but light on coverage where your goods are sold.

You have 7 ways to buy Parade—but an infinite number of ways to use Parade. The total Parade 73-market network, "Jumbo", hits 12 million homes. Studies show 2 adults read every copy. Of these 24 million readers, an average of 75% reach each page, say independent surveys. Thus, the Parade Jumbo Network

brings 18 million people to *your message*.

Big-city marketers can buy the 20-city Big-Top Network, sell 6,650,000 families, 80% in Nielsen "A" counties. In 53 other key markets, Parade Bandwagon Network brings your message to 5,400,000 homes, 2 out of 3 in Nielsen "B".

Parade Western Network covers 2 million homes in 14 West Coast markets. You can combine Western with Big-Top or with Bandwagon—or buy Jumbo *without* Western. Just choose the Parade network or combination that concentrates your dollars—targets the markets where you sell goods!



THE RULES

1. Anyone may submit an entry if employed by an advertiser or advertising agency using national advertising media, and who is in a position involving the marketing or advertising of goods or services. Employees of Parade Publications, Inc., its advertising agency, and other media are not eligible, nor are members of their families.
2. Entrants must fill out correctly and mail an official entry blank from a Parade advertisement or one secured from a Parade representative.
3. Entries must be postmarked by Dec. 31, 1963, and received by Jan. 7, 1964.

4. Correct entries will participate in a drawing conducted by D. L. Blair Corporation, an independent judging organization. Judges' decisions will be final on all matters relating to this offer. Winners will be notified in person or by mail within 30 days of the close of the offer.
5. Travel prize must be taken on date specified. Trip is scheduled to start on March 27, 1964, and return 12 days thereafter.
6. All entries become the property of Parade Publications, Inc., and none will be returned. This offer is subject to all federal, state and local regulations.

PARADE
"Target © Marketing"

THROUGH STRONG NEWSPAPERS COAST TO COAST
PARADE PUBLICATIONS, INC., 733 THIRD AVE., NEW YORK, N.Y.

HERE ARE ALL THE ANSWERS!

FOR 2!

ENTER

PARADE

"Target Marketing"

SWEEPSTAKES

155 PRIZES!

5 FIRST PRIZES!

TRIP TO EUROPE FOR 2—ENTIRELY FREE

Including transportation from your home to New York and back!

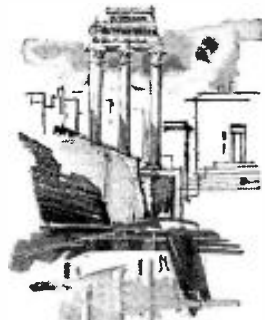
Fly TWA Starstream Intercontinental Jet to Milan, Italy. Then enjoy any 12-day tour you arrange, for which Parade provides \$30 per person per day. Return to Rome for flight home.

150 MORE PRIZES!

10 SECOND PRIZES \$100 Savings Bond to each

30 THIRD PRIZES \$ 50 Savings Bond to each

110 FOURTH PRIZES \$ 25 Savings Bond to each



OFFICIAL PARADE "Target Marketing" SWEEPSTAKES ENTRY BLANK

(check box next to correct answer)

- How many million homes does the Parade Jumbo Network reach?
 2 6 12
- What percentage of Big-Top Network lies in Nielsen "A" areas?
 20% 40% 55% 80%
- How many million homes does Bandwagon Network cover?
 2.2 3.6 5.4 8.0
- How many million readers does Parade Jumbo Network deliver?
 4 12 24
- The only readers who pay off are those who reach your ad. How many millions reach your ad in Parade Jumbo Network?
 8 12 18
- How many different ways can you now buy Parade?
 3 5 7
- What is Parade's great exclusive difference from other media?
 regional breakdowns city-size only
 choice of Nielsen "A" or "B" concentration

YOUR NAME _____

POSITION _____

EMPLOYER _____

BUS. ADDRESS _____

CITY _____ ONE _____ STATE _____

MAIL THIS ENTRY BLANK TO: Parade Target-Marketing Sweepstakes, Box 145, New York, N.Y. 10046

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!



BILL BENNETT
"Bumper to Bumper Club!"
2-6 p.m.

This music spinner has definite ideas about family togetherness. He believes husbands and wives should be on the same wave length—WLOL. And he puts them there, with his inimitable Bennett blend of top-pop tunes and pleasant humor. Ladies first, at his 2 p.m. sign-in. Joined by the boys at drive-time. Bill's BUMPER TO BUMPER CLUB is the afternoon showcase for AIR WATCH, the Twin Cities' only traffic report broadcast from the air. It directs toiling husbands homeward through the quickest and least congested routes, with Bennett putting merriment in every mile.

MINNEAPOLIS • ST. PAUL
WLOL

LARRY BENTSON, *President*
Wayne 'Red' Williams, *Vice-Pres. & Gen. Mgr.*
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

A **MIDCO** STATION

OPEN MIKE ®

Against commercial limits

EDITOR: A controversial issue here in Washington is a bill which would prevent the FCC from putting regulations into effect which would interfere with the free choice by consumers and radio and television stations in the matter of advertising.

While I feel that the quality of advertising should not be directed to the seventh grader, and that it should improve, I believe that it will improve through the free choice by all of us as will also the matter of length of time given to commercials.

Our increasing level of education will, I believe, compel advertisers, their agencies and stations to improve their standards without any need for government intervention.—*Representative Sherman P. Lloyd (R-Utah), Washington.*

Public information tool

EDITOR: BROADCASTING is an excellent magazine that we refer to constantly in our daily public information projects. The YEARBOOK issue has been invaluable to our activities.—*Jeffrey W. Gain, Ensign, U. S. Coast Guard Reserve, district public information officer, St. Louis.*

(Some copies of the 1963 YEARBOOK are still available. The 1964 YEARBOOK will be published in December.)

TV in the theaters

EDITOR: We would appreciate receiving tear sheets of each of the following articles:

"Color TV system for theaters revealed" (GE projection equipment will find closed-circuit use) (BROADCASTING, Feb. 25, 1963).

"Is pay TV's place in the theaters?" (BROADCASTING, March 4, 1963).

"Theater TV network to have 100 outlets" (BROADCASTING, March 11, 1963).—*J. H. Keller, manager of marketing research and planning, Curtiss-Wright Corporation, Wood-Ridge, N. J.*

Spot TV and new products

EDITOR: You are to be commended on the way in which you handled the latest Petry study on behalf of the spot television industry (BROADCASTING, Oct. 28). You took our topic, the extensive use of spot TV to launch new products, and gave it an even greater depth. The additional research, combined with our study, resulted in a wealth of material on the subject.

We were delighted, not only with the nice exposure which our study received, but also with the editorial enterprise and further substance which you added to the subject.—*Robert L. Hutton Jr., Edward Petry & Co., New York.*

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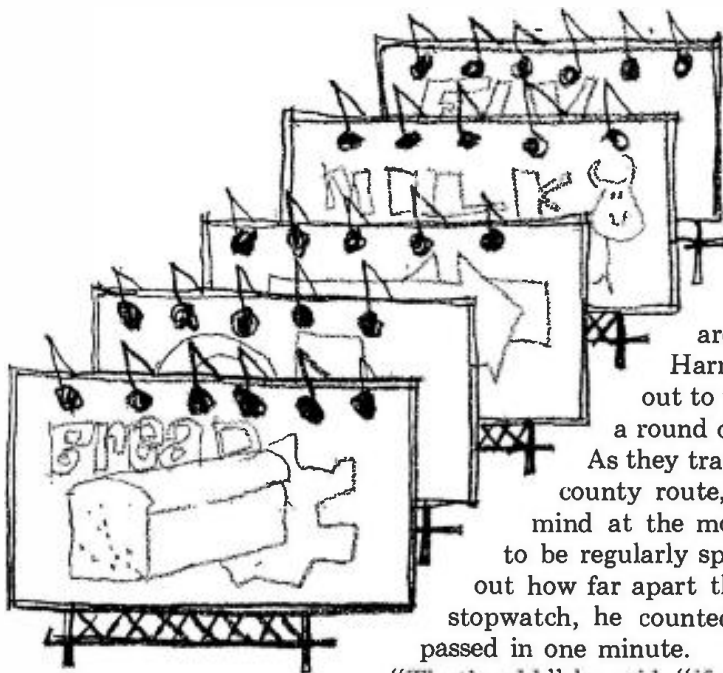
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*Reg. U. S. Patent Office

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BROADCASTING, November 11, 1963



puzzle:
Road Test

Our hospitable National Sales Representative, Bob Whiteley, (try him the next time you're in the Washington area) was driving Jim Parsons of Harrington, Righter and Parsons, Inc. out to the club for a couple of rounds and a round of golf.

As they traveled along a well-billboarded back-county route, Jim, who had nothing else on his mind at the moment, noted that the signs seemed to be regularly spaced and decided to try and figure out how far apart they were. Whipping out his trusty stopwatch, he counted the number of billboards they passed in one minute.

"That's odd," he said, "if you multiply the number of signs we pass in a minute by 10, it equals the car's speed in miles per hour." Assuming that the car's speed is constant, that the signs are equally spaced and that Jim's minute began and ended between two signs, how far is it from one sign to the next?

Correct answers rate awards.

You can't hardly find any billboards in the D. C. area any more (They're prohibited in D. C. and on new highways), which is one more reason for putting your client's product on WMAL-TV. For maximum exposure with maximum effectiveness, try NEWS 7—our popular hour-long evening newscast. Call Jim Parsons, or anyone else up at HR&P, for current availabilities.

*Puzzle adaption courtesy Dover Publications, New York, New York 10014
 Address Answers to: Puzzle #91, WMAL-TV, Washington, D.C. 20008*



Evening Star Broadcasting Company
 WASHINGTON, D. C.

*Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
 Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.*

A giant step toward control

EDITOR: A member of the American Bar Association who "performs" in an unethical manner will have disbarment proceedings started against him, and, more than likely, he will no longer be a practicing lawyer.

This is not a condemnation of the practice, rather it is a comment on the lack of such force in the National Association of Broadcasters. For years the NAB has had a radio code committee and a TV code committee. As with the lawyers in the ABA, broadcasters are regulating broadcasters. Only problem is, where is the regulation?

A station may belong to the NAB but it does not have to subscribe to the code. Thus a station may gain the benefits of belonging to this professional organization but it does not have to follow its "Canons of Ethics."

What kind of organization is this?

Even the simplest neighborhood kids' club has rules and if you don't follow them you get kicked out. In the NAB . . . they just shrug their shoulders and go blissfully on their way reworking a code that doesn't have to be adhered to.

Unfortunately, this haphazard way of viewing their own codes has resulted in the "vast wasteland" of Newton Minow

and now, what's even worse, E. William Henry's proposal to adopt and adapt these same codes into FCC regulations. What can be done?

It may be too late, but perhaps some immediate action by the NAB and its legal staff can forestall any action of this type. The action to be suggested might result in the NAB being called a bunch of "finks" but they should be big enough to stand up to this if it results in the FCC going back to what it was created for: the regulation of channels, frequencies, powers, etc.

The NAB can act as an arm of the FCC through the "public interest, necessity and convenience" clause of the Communications Act.

The NAB's legal staff can bring stations who do not comply with the codes to the attention of the FCC. The charges would be "failure to comply with the public interest, necessity and convenience clause." Such charges would be filed as a complaint against the station by the NAB.

Sound drastic? Possibly it is. But it may mean the difference between self-regulation and complete governmental regulation. If the FCC's plan goes into effect, it will be the first "giant step" toward complete program control.—*Donald W. Hansen, director of radio KMUX(FM), University of Wichita.*

Permission for 'Hornet'

EDITOR: I have noticed that an article stating that *The Green Hornet* will be handled by Charles Michelson Inc. says that he had received permission from the Trendle-Campbell Broadcasting Co., owner of the series (BROADCASTING, Oct. 28).

This is not correct. *The Green Hornet* is owned by The Green Hornet Inc., and this is an entirely separate organization in which H. Allen Campbell and I are financially interested, along with Raymond J. Meurer.—*George W. Trendle, president, The Green Hornet Inc., Detroit.*

Right man, wrong job

EDITOR: YOUR STORY CONCERNING JOHN GRIFFIN JOINING WTAR NORFOLK, VA., NEWS STAFF, MISTAKENLY IDENTIFIED HIM AS NEWS DIRECTOR OF KSLA-TV SHREVEPORT, LA. (BROADCASTING, OCT. 21). LEST ANYONE THINK DON OWEN, OUR NEWS DIRECTOR OF 10 YEARS AND ONE OF AMERICA'S HIGHEST RATED NEWSMEN, HAS DEPARTED, PLEASE CREDIT MR. GRIFFIN WITH HAVING BEEN NEWS DIRECTOR OF KTAL-TV TEXARKANA, TEX.—*Winston B. Linam, vice president and general manager, KSLA-TV Shreveport, La.*

(A news release on Mr. Griffin was in error.)

ANOTHER FILMLINE FIRST!

The REVOLUTIONARY R-36

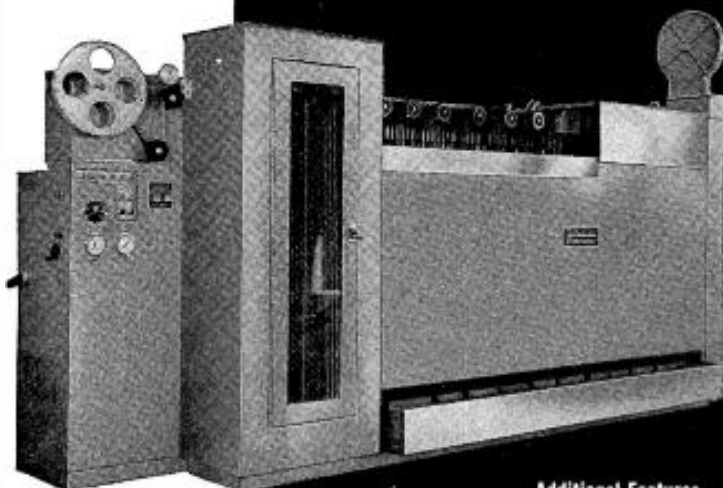
DEVELOPS 16MM FILM AT 2160 FT. PER HR.
NEGATIVE FILM AT 3000 FT. PER HR.
POSITIVE FILM AT 3600 FT. PER HR.

Super Speed—Super Quality. The R-36 is the answer to the film industry's exacting requirements for increased speed and quality in reversal processing. It is ideal for military, industrial and commercial use. The Filmline R-36 gives you performance that never existed before. You must see it in action . . . see its results to believe it. Write or phone today.

- EXCLUSIVE OVERDRIVE TRANSPORT SYSTEM eliminates film breakage, automatically compensates for elongation—tank footage stays constant.
- OPERATES at 83°F at better than 60 ft. per min.
- EASY TO OPERATE . . . needs no attention.
- COMPLETE DAYLIGHT OPERATION on all emulsions—no darkroom necessary.
- FEED IN AND DRY BOX ELEVATOR, plus 1200' magazine permits continuous processing.
- TEMPERATURE CONTROL SYSTEM controls heating and cooling of all chemical solutions.
- VARIABLE SPEED DRIVE, development times from 1½ to 15 minutes.



Milford, Connecticut



K-87

Recent Filmline Installations:

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FAST! MODEL R-36 REVERSAL FILM PROCESSOR

Additional Features:
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• Rotary Oilless air compressor • Dry box and solution thermometers • Plumbed for continuous replenishment • Weight: Approx. 1150 lbs. • Size: 9'4" x 33" x 55½" • Only \$7950.00 F.O.B. Milford, Conn.

WHEN YOU BUY QUALITY—FILMLINE COSTS LESS

Dept. BY-64

THE



SUN

WMAR Show Exhilarates

By DONALD KIRKLEY

THE best documentary study of narcotics addiction I have ever seen was presented on WMAR-TV last Wednesday. It also set a new high in every phase of production for the station, which has made some good ones in the past year.

The first of a three-part study of the subject, it dealt with the problem from the point-of-view of one victim. The second will be on the relationship between the addicts and the law and what is being done by the authorities. The final one will discuss efforts to find a cure, and more satisfactory ways of providing help for those who need it.

The staff responsible for it scored an achievement which is extremely rare in television; indeed, I can think of only a very few factual programs in which it was noted. That is, they found a way to build the opening film around a real-life person, willing to brave the stigma which is the heroin user's lot. She talked freely about herself and a period of misery which began sixteen years ago, when she was 12 years old.

Tremendous Impact

This gave the story a human

quality and an impact which go beyond the power of words to describe. But this was only one of many assets. Technically, it was brilliant, an adjective which may be used only once in a while in reference to locally produced documentaries.

Everything meshed — the production by Bob Cochrane, the script by George Gipe, the photography by Charles Purcell, the direction by Janet Covington, the narration by Don Bruchey.

Part Of Pattern

They were fortunate as well as enterprising in their discovery of a young woman who was able to tell her own story, largely in her own words, in an articulate but simple, sincere manner. She didn't learn to talk this way in school; she was a high school drop-out. She was taught mostly during periods of confinement in the Maryland Institute For Women. She has three children, not shown, of course, in the film. She displayed, without coaching or rehearsing, a surprisingly thorough comprehension of the nature of the drug habit and its consequences.

Her story was set off by concise statements of facts about the problem as it affects Baltimore, and the whole pattern, of which she is an individual part. Also, there was a most remarkable kind of counterpoint in Mr. Purcell's photography, which deserves special mention.

His camera, with liberal use of close-ups of inanimate objects as well as faces, told a complementary story about the various environments in which the young woman has lived—home, jail, the streets and alleys, stores. One of the most remarkable things about the film is that the sound track alone would be absorbing on radio, and the pictorial background, would be fascinating, if shown by itself with a few subtitles.

Both would profit from a fine musical score by Glenn Bunch, which stressed the changing moods without being obtrusive.

If Parts II and III, to follow on dates not yet announced, maintain this standard, Drug Addiction will be in strong contention for whatever prizes are offered in the documentary field this season.

"The Octopus . . . and the Addict"

Another in a series of documentary programs produced in the public interest by the WMAR-TV editorial projects team.

In Maryland Most People Watch

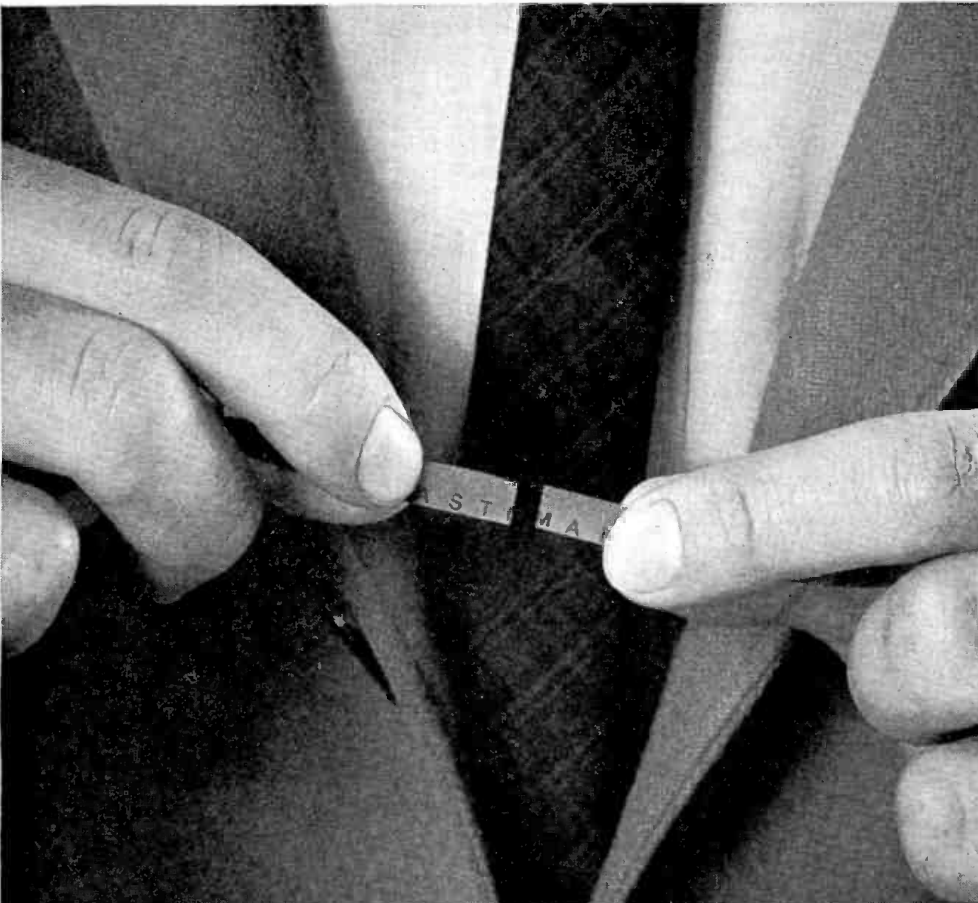
WMAR-TV



TELEVISION PARK, BALTIMORE 12, MD.

Represented Nationally by THE KATZ AGENCY, INC.

Now...new EASTMAN Sound Recording Tapes!



Stop!

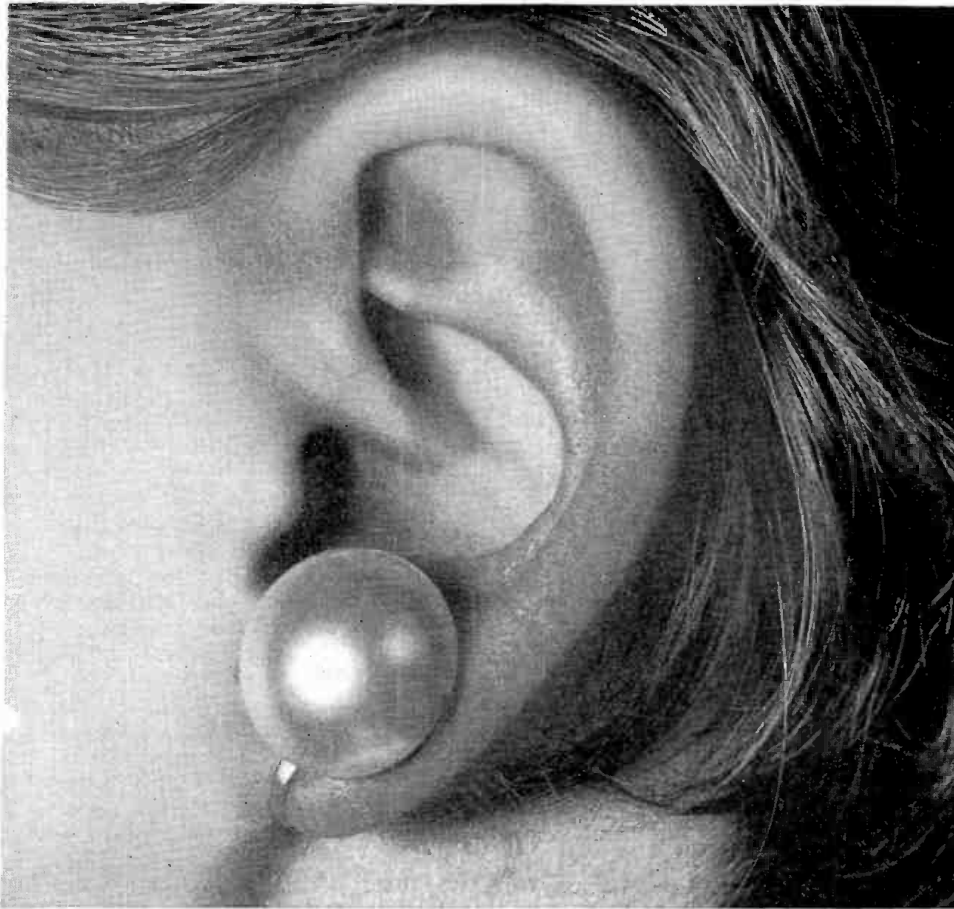
Accidents will happen! New DUROL Base provides extremely high tensile and yield strength, yet should equipment failure take place, the tape will break clean without stretch. As a result, splices are made easily, quickly—with minimum program loss.



Look!

New "Lifetime Coding!" ...Your assurance of highest quality! A permanently printed legend continuously repeated on the back of all new EASTMAN Magnetic Sound Recording Tapes (1) identifies Eastman Kodak Company as the manufacturer; (2) provides a convenient means of indexing tapes.

Three important new developments give you sound recording at its best!



Listen!

The new "R-type" binder, a super-smooth, tougher homogeneous oxide layer suppresses tape noise and distortion . . . prevents oxide build-up on the head; at the same time, chemical stability extends longevity. Even more important are the superb magnetic characteristics of the new "R-type" binder dispersions. These make possible two superlative tapes of widely different performance characteristics . . . an extra-low print-through and a high-output low-noise tape.

Remember: It's Eastman for superb sound recording tapes.



For fast loading—extra convenience . . . the unique ultra-handly Thread-Easy Reel with indexing scale and built-in splicing jig.

Ask for them at leading electronic supply houses: Type A303, a vastly superior low-print tape with output comparable to a fine general-purpose tape . . . Type A304, a high-output tape with remarkably low print-through.

©Eastman Kodak Company, MCMLXI

For information, see your electronic supplier or write
Magnetic Product Sales

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

MONDAY MEMO

from WILLIAM E. HOLDEN, Fuller & Smith & Ross Inc., New York

Pretesting: when it should be done

The most important function of today's advertising agency—what it *must* do in order to profit and progress in the vast, hotly competitive and often fuzzy marketing picture—is for the agency to improve the effectiveness of the client's dollar.

A tired old bromide? Or is it? Consider this against a basic agency-client fact of life that in any medium (whether TV, radio or print), it costs more to do the same job and to reach the same people today than it did 10 years ago. It behooves the agency to look further and deeper into the speediest possible ways and means of pinpointing a client's needs and consumer wants.

We rely on basic research to determine who the customer is, where he is, what he wants and to what appeals he will respond. We have access to all kinds of measuring devices, rating systems and market surveys. These help clarify a multitude of needs, wants and preferences.

And yet a confusing picture often emerges. A reason is the unprecedented traffic jam between the flow of new products and the buying consumer, the jam created as products proliferate and their distribution becomes hazy.

More New Products ■ There are now more new products, more improved "old" products, more direct selling, more chains, cooperatives and new kinds of discount operations than ever before.

American industry is better than ever at "finding needs," and fantastically better at filling them, too. In this new situation, the thundering junction of products and sellers and buyers, the advantage lies with the agency that's the innovator and the diversifier.

I do not mean to mourn for the "good old days" of advertising when the agency head was of necessity often a jack-of-all-trades (and frequently master of some). The services that can be rendered clients today are more widespread, more diversified and more challenging—a situation that is good and that is healthy.

But the crying need is for the agency to concentrate more on isolating, determining and delivering the single selling difference of a product. This is where the effectiveness of the client's dollar enters, and also where there's a necessity for speedier research techniques.

Efforts to improve the efficiency of marketing and research methods have been focused on consumer interviewing and analytical approaches, and on the use of computers in simulation studies. But little has been done to reduce the

"time gap" between management's need for answers and the ability of marketing and research to provide the answers.

Marketing elements in today's business operate at a wide range of speeds. Often research and development produce a finished item in a short period, only to find market pretests requiring months of planning.

Again, advertising and promotion efforts at times involve deadlines for finished creative approaches that can't wait for the results of slow-moving consumer "concept" studies or market pretests, and sales personnel often find it impossible to "sell in" a product according to established timetables. These "clocks running at different speeds" often upset complex test market plans, or even entire market introductions, and in addition to causing delays give competitors time to observe strategies and tactics.

Emphasis On Speed ■ We need faster reporting methods, faster data processing and informational retrieval, new and more imaginative ways of getting reliable research results to the right people at the right time.

At FSR, for example, we have invested considerable effort and money in developing research techniques that help reduce the time gaps. We do much of our broadcast pretesting on our own premises, using closed-circuit facilities. With this means, findings can be tailored to the requirements and interests of our creative people but in time to do some good. So often, research has been accessory *after* the fact when it should have been accessory *before* the fact.

With the magic of electronics, we frequently conduct what we call "Focused Group Interviews" which pretest creative "concepts" among con-

sumer groups representing audiences of interest.

Groups of from seven to 10 respondents, selected and screened from a larger group on the basis of responsiveness, are interviewed on two-way closed-circuit TV. Clients, creative people and other interested parties can observe and take part in the discussion while observing the panel from another room.

We find this to be one of our most valuable tools to appraise rapidly firsthand what consumers like or dislike about packaged foods, drugs or detergents before the products are marketed.

The pretesting of a product to determine the format and theme of a TV commercial without doubt can save the client considerable money and certainly improve dollar effectiveness.

The instant and spontaneous reaction thus obtained can provide the agency with a microscopic view. In the way that fine precision machinery is calibrated to hair-breadth degrees, research techniques are being "calibrated" in progressively finer degrees to mirror more precisely the wants and opinions of the consumers—the men and women who can make or break a product.

Specifically, in the case of Lestoil, one of our clients, focused group interviewing proved a definite aid in developing certain creative approaches and marketing concepts. It also contributed substantially to the preparation and direction of Lestoil's TV commercials by showing us clearly and quickly what was important about the product to the consumer.

With the accent on time-saving research methods, the effectiveness of the client's dollar can't fail to be improved if an agency is willing and able to make the necessary investment in time, money and ingenuity.

William Holden is senior vice president and manager of Fuller & Smith & Ross Inc., New York. Before he joined FSR in 1961, Mr. Holden was with Doherty, Clifford, Steers & Shenfield for 14 years as account supervisor, agency director and officer. He is a graduate of Boston University. Mr. Holden has had considerable experience in all phases of communications, including sales management and investment analysis work. He resides with his wife and family in Chappaqua, N. Y.





new show

**NEW
NAME**



WKMJ IS NOW

WKNR

**THE STATION THAT
KNOWS DETROIT**

A dramatic change to emphasize new programming, new research, new influence in Dynamic Detroit. In the weeks to come we'll be revealing to you the WKNR Index of Detroit, an exciting collection of new facts about the lives, habits and availability of the people who make up the nation's fifth major market.

The new data have provided the basis for every minute of WKNR's new sound. It will also be the basis for new buying patterns to extend your reach in Detroit.

Mrs. Fred Knorr, President Walter Patterson, Executive Vice President & General Manager

KNORR BROADCASTING CORPORATION
REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

MIDGETS, MERMAIDS AND ELEPHANTS **P.T. BARNUM**

An American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman but above all, Old P.T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

KBOXDALLAS

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



MADISON AVE. MAD OVER RATINGS?

- Niensens stir more excitement this year than ever before
- Narrowing margins between networks make competition fiercer
- Big money advertisers wait in the wings for best program buys

The ratings mania that has gripped the television advertising business this fall continued to foment last week, building toward a new peak that will come tomorrow (Tuesday) with delivery of the new season's second Nielsen national report.

The excitement, which by most evaluations has reached unprecedented intensity this year, was generally attributed to several agitating factors, some of which were still at work last week but some of which appeared to have been largely deactivated, at least temporarily.

The factors most frequently credited—or blamed—were these:

- Reports that several major advertisers were preparing to make multi-million-dollar commitments for 1964-65, using this year's early season ratings as a guide. Most attention focused on General Foods, which for years has concentrated most of its network money on CBS-TV and most of that on Monday nights. But the word from General Foods representatives and others close to the negotiations indicated late last

week that, although the CBS business may have been shaky earlier in the season, GF probably would retain most if not all of its CBS commitments next year—but might also expand, with all three networks apparently still in contention for the extra business if not a share of CBS's. Other advertisers appeared to be waiting, for the most part, for GF to act first.

- The wide variations in network positions in Nielsen's weekly 30-market ratings and its one national report to date. All three networks have had their ups and downs. Factors most frequently singled out as contributors are the almost one-two-three order in which the networks rotated their new-season premiere periods this year, and the NBC schedule's earmarking of four hours or almost 20% of its prime-time programming for motion pictures, whose appeal historically can range from very high to very low, depending on what movie is being shown.

- The so-called "gamble" by ABC in reprogramming big chunks of its schedule this year and at the same time in-

troducing several innovations as part of what was widely believed to be an effort that could either put ABC back into serious contention or, at the other extreme, leave it seriously lagging.

- The government's overriding preoccupation with ratings during much of the past year, particularly including the protracted congressional investigations challenging the validity of ratings. These hearings and the headlines accompanying them made the public widely aware of ratings and, in the opinion of observers, have led newspapers to report this fall's measurements in far greater depth and detail than ever before. One observer suggested that the hearings had reflected "a Fanny Hill syndrome," in that "they made an essentially dull occupation seem spectacular."

- A seemingly overpowering compulsion of at least two of the three networks—probably due to a combination of highly developed competitive instincts and the attraction of big chunks of advertiser money reportedly about to be committed for 1964-65 — to present

Ratings: How to get 'em while they're hot

The two telephones pictured at right turned into hot lines the night of Oct. 28 when the first national Nielsen ratings for the new television season were put into the mails.

The phones are the only two pay stations in the Evanston, Ill., post office where the A. C. Nielsen Co. regularly mails its ratings reports that are destined for delivery in Chicago. (Evanston, a Chicago suburb, is about two miles from the Nielsen plant.) By careful timing, Nielsen drops its Chicago mailing in the Evanston post office at the same time it drops its air mail reports for other points at a post office at Chicago's O'Hare airport.

In anticipation of the posting of the first Nielsen nationals (which were presented in detail in BROADCASTING Nov. 4), all three television



networks rented private boxes in the Evanston post office. The Nielsen delivery was made at about 8 p.m. Within minutes copies of the new

reports were in the network boxes.

ABC's New York headquarters got the word first. Two ABC representatives were at the Evanston station. They split the ABC copy and began dictating its parts to New York over the two pay phones.

NBC got the word next. Its Chicago man lives near the Evanston post office and placed his New York call from his home.

CBS, which had been comfortably leading in the earlier 30-city Niensens, was more leisurely. Its man returned to his Chicago office before telephoning New York.

CBS reportedly follows the same routine regularly. NBC does so occasionally. ABC, as far as could be learned, set up its system of expedited reporting for the first time this season on Oct. 28.

their own positions in the best possible light, and their competitors' in the worst. This competitive drive, evident also among some agency executives, contributed to the widest leakage of copyrighted and ostensibly confidential ratings that consumer and business papers have ever enjoyed. It appeared unlikely that leakage would be anywhere near so rampant again, however, at least in the immediate future, because the A. C. Nielsen Co. was preparing to put up new and firmer warnings against unauthorized subscriber-disclosure, effective with the 30-market reports that were due last Friday.

Although observers felt that all these factors figured prominently in this season's rising excitement over the ratings, the one that seemed to add the ultimate flourish was the report that General Foods in particular, and probably other leading network users, were on the verge of major 1964-65 commitments. If so, it was felt, every extra rating point in the current, early-season reports could hold out the prospect of millions of dollars in business.

Program Changes ■ The General Foods situation was spotlighted more than usual because one of its CBS programs *The Jack Benny Program*, is moving to NBC next year and another, the *Danny Thomas Show*, appears set

for abandonment by its star after this season (BROADCASTING, Nov. 4).

But GF representatives and other insiders and close observers late last week appeared to scotch speculation that there might be wholesale moves by General Foods away from CBS next year. An executive in a position to speak for GF scoffed at reports that a move was contemplated, at least at this time. He also denied that GF would sponsor the Benny program on NBC.

Other sources close to or in on the negotiations indicated that the fate of GF's commitments was much more up in the air a few weeks ago than now. It was reported that GF had earlier asked all three networks to submit proposals; that NBC proposed to shift *Dr. Kildare* and make room for a GF block, that CBS proposed retention of the block and addition of another hour later in the week, and that ABC proposed to spread the GF programming over several nights.

The GF lineup on CBS currently consists of parts or all of *I've Got a Secret*, *The Lucy Show*, the *Danny Thomas Show* and the *Andy Griffith Show* consecutively on Monday nights, Jack Benny on Tuesdays and the *Phil Silvers Show* on Saturdays.

Because of the big chunks of time involved, insiders thought most other

major network advertisers would wait until GF had made a final decision before undertaking major decisions of their own. Once General Foods is set, however, it was believed that other top advertisers like Procter & Gamble, Colgate-Palmolive, Lever and the tobacco companies would start sifting availabilities and begin 1964-65 plans.

Even some competitors speculated that General Foods probably would stay put, at least on its big Monday-night sequence. But until the contracts are signed, and so long as there seemed to be a prospect that GF might take on another hour — as some sources appeared to think—then none of the networks was abandoning hope of getting more business out of whatever the final decision may be.

The importance in which ratings are held has been manifest in many ways throughout the season. One involved "the Evanston post office episode," (see story page 35).

In another, NBC, having detected signs of a trend which it thinks will push it within overhauling distance of front-running CBS, took the unprecedented step of releasing its projections of what the second national Nielsen will show tomorrow, not only in network averages but program by program (story and list below).

NBC confident of big gains tomorrow

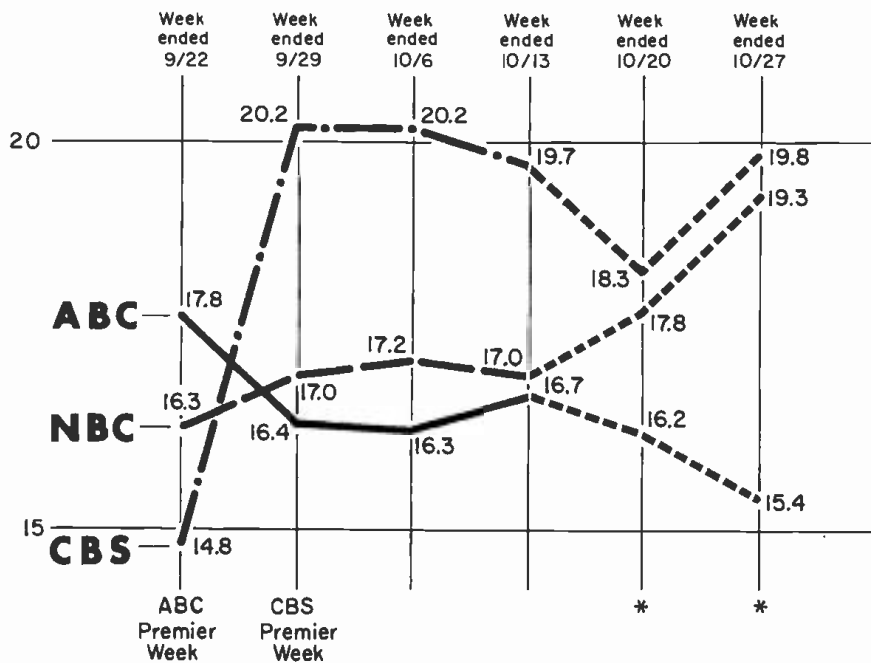
PREDICTS NIELSENS WILL SHOW IT LESS THAN POINT BEHIND CBS

NBC laid it on the line last week, predicting that it will pull within four-tenths of a rating point of front-running CBS-TV in the Nielsen national ratings that will be out tomorrow (Tuesday).

It backed its prediction with the unprecedented disclosure of program-by-program as well as network-by-network projection of what, according to the NBC research department, tomorrow's Nielsen will show.

Using a formula derived from the relationship between the first October Nielsen report for 30 markets and the first Nielsen national, the NBC research department estimated on the basis of the second October 30-market ratings that the second Nielsen national tomorrow, for the two weeks ended Oct. 27, will show NBC-TV with an average rating of 18.6 against 19.0 for CBS and 16.0 for ABC. This would compare with the first Nielsen national's average of 17.1 for NBC, 20.0 for CBS and 16.5 for ABC for the two weeks ended Oct. 13.

The projection also assigned estimated ratings to all prime-time shows on all three networks (see list) and predicted that in the top 10 NBC would have four programs amounting to seven half-hours, CBS six programs totaling seven half-



*NBC estimates based on MNA report of the week.

Here's how the three TV networks have been faring week by week in the national Nielsen ratings, plus NBC's projections of what the national report

due out tomorrow will show. The chart is based on one provided by NBC research department. For formula see text of the story.

hours and ABC one program of one half-hour. The programs total 11 because of a predicted three-way tie for ninth place (see list).

Declines in Share ■ In a corollary study the NBC researchers said they found that over half of CBS's nighttime programs (17 of 32) and more than 42% of ABC's (11 of 26) had declined two points or more in share of audience between the first and second 30-market reports for October, as against less than 20% (5 of 26) on NBC.

In the same period, the study continued, 14 NBC shows gained two points or more, as against seven on CBS and six on ABC. NBC had seven, CBS eight and ABC nine whose shares in the second October report were within two points of their shares in the first October report.

The changing shares, according to the NBC research report, "illustrates the movement of the TV audience in the early season." It continued:

"Out of 84 programs on the air, 33 have gone down (2 or more share points), only 24 stayed even and 27 are going up. As far as half-hour segments are concerned, 56 are down, 39 even and 51 up. Any preoccupation with the first October Nielsen national report therefore will be misleading and premature."

Programs listed as having declined two or more share points between the first and second 30-market reports for October were these;

CBS—*The Nurses, Lucy Show, My Favorite Martian, Twilight Zone, Perry Mason, Garry Moore Show, I've Got a Secret, Danny Thomas, Andy Griffith, Red Skelton Show, Gunsmoke, Password, Glynis, Route 66, Great Adventure, Phil Silvers* and *Rawhide*.

NBC—*Jack Paar Show, Disney, The Lieutenant, Mr. Novak* and *Bell Telephone Hour*.

ABC—*Patty Duke Show, Fugitive, Ozzie and Harriet, Breaking Point, Ben Casey, Greatest Show on Earth, Lawrence Welk, Channing, Wagon Train, Arrest and Trial* and *ABC News*.

On the Upgrade ■ Programs listed as having gained two or more share points in the same span were:

CBS—*Beverly Hillbillies, What's My Line?, Candid Camera, Dick Van Dyke Show, Jackie Gleason Show, Danny Kaye Show* and *East Side/West Side*.

NBC—*Bonanza, Kraft Suspense Theatre, Saturday Movies, Dr. Kildare, Hazel, Eleventh Hour, The Virginian, Monday Movies, Hollywood and the Stars, Andy Williams Show, Chrysler Theater, Richard Boone Show, Harry's Girls* and *Temple Houston*.

ABC—*Flintstones, Combat, Outer Limits, 77 Sunset Strip, Jimmy Dean Show* and *Fight of the Week*.

Estimates by NBC of how programs will compare

MONDAY

ABC		CBS		NBC	
Outer Limits	22.0	To Tell the Truth	20.0	Monday Movies	20.7
Alabama Crisis	6.4	I've Got a Secret	22.0	Hollywood & Stars	15.2
Wagon Train	17.4	Lucy Show	23.7	Sing Along With Mitch	12.6
Breaking Point	15.0	Danny Thomas	22.5		
		Andy Griffith	25.5		
		East Side-West Side	14.0		

TUESDAY

Combat	21.1	Red Skelton	24.0	Mr. Novak	16.1
McHale's Navy	21.4	Petticoat Junction	27.5	Redigo	13.3
Greatest Show	17.5	Jack Benny	22.1	Richard Boone	18.5
Fugitive	18.4	Garry Moore	17.0	Bell Telephone Hour	8.5
				Andy Williams	13.9

WEDNESDAY

Ozzie	19.1	CBS Reports/ Town Meeting	7.2	Virginian	23.8
Patty Duke	21.0	Glynis	13.0	Espionage	8.7
Price is Right	17.7	Beverly Hillbillies	38.5	11th Hour	17.9
Ben Casey	21.4	Dick Van Dyke	30.4		
Channing	9.3	Danny Kaye	17.5		
Western Man	8.7				

THURSDAY

Flintstones	21.5	Password	15.9	Temple Houston	13.1
Donna Reed	24.0	Rawhide	18.0	Dr. Kildare	25.5
My 3 Sons	21.5	Perry Mason	22.0	Hazel	24.2
Jimmy Dean	13.5	Nurses	19.0	Kraft Suspense Theater	19.0
Edie/Caesar	7.5				

FRIDAY

77 Sunset Strip	15.8	Great Adventure	11.6	International Showtime	17.9
Burke's Law	17.9	Route 66	11.5	Bob Hope Theater	19.0
Farmer's Daughter	16.8	Twilight Zone	16.0	Bob Hope Special	27.5
Fight of Week/ Make that Spare	8.3	Alfred Hitchcock	21.0	Harry's Girls	14.5
World's Girls	12.7			Jack Paar	15.0

SATURDAY

Hootenanny	13.6	Jackie Gleason	22.5	Lieutenant	14.8
Lawrence Welk	18.8	Phil Silvers	15.0	Joey Bishop	19.3
Jerry Lewis	12.3	Defenders	16.6	Sat. Night Movie	20.5
		Gunsmoke	19.5		

SUNDAY

McPheeters	15.5	Favorite Martian	23.5	Walt Disney	20.0
Arrest & Trial	13.8	Ed Sullivan	23.5	Grindl	22.0
Laughs For Sale	8.5	Judy Garland	13.3	Bonanza	35.0
		Candid Camera	24.0	Du Pont	15.8
		What's My Line?	21.0		

This night-by-night layout shows how the NBC research department estimates that network prime-time programs will fare in relation to their competition in the new Nielsen national report. The figures are the average ratings for each program as projected by the NBC researchers on the basis of past per-

formance in the two 30-market reports for October and the first national report of the new season, issued a fortnight ago (BROADCASTING, Nov. 4). From these figures were drawn the predictions of top 10 programs and night-by-night wins as shown in other tables on page 38.

The study stressed that "program popularity, particularly at the beginning of the season, is constantly shifting" (also see chart), and that the 30-market reports, showing the networks' competitive positions in areas where they program head to head, provide "trends" while the national reports provide "cir-

ulation figures." The 30-market reports, the study asserted, "forecast the future nationals."

In preparing its forecast of what this week's national will show, the NBC researchers explained, they determined for each program the ratio between its first October 30-market rating and they

applied this to the second October 30-market rating, making "slight" adjustments as necessary for lineup, delayed broadcasts etc.

The basic formula was this: first October national rating over the first October 30-city rating multiplied by the second October 30-city rating, equals the projected second October national radio rating.

CBS and ABC authorities declined to release their own projections of what this week's Niensens will show.

The Nielsen report is scheduled to go into the mails tonight (Monday) in Chicago. If experience with the first national report of this season repeats, the networks will be busily analyzing its contents by midnight.

NEW SEASON ABOUT PAR

That's the opinion of public, according to TvQ polling of 1,000 scientifically selected families

Audiences score the overall appeal of the new television season at about par, but rate the season's new shows slightly subpar.

This conclusion, emerged last week from a special five-year analysis prepared by the TV division of Home Testing Institute, market research firm based at Manhasset, L. I. TvQ, now in its sixth year, undertakes to measure the "basic appeal" of TV shows by polling different but matched and nationally distributed panels of 1,000 families 12 times a year.

The study showed that the average TvQ score for all nighttime programs this season is within one point, up or down, of the averages recorded at approximately the same time in each prior season from 1959 through 1962. But the average for the new shows is down three points or about 11% from last year's new-show average and, in the five-year span, has been exceeded by one to four points in every year since 1959 (see tables).

The TvQ is the proportion of people who, having said they are familiar with a program, also rate it as "one of my favorites." On this basis, considering all 91 programs logged in the networks' nighttime schedule, four program categories are equalling or exceeding their last year's scores, while five have suffered losses in appeal. Among the 35 new programs covered, five categories have gained or held even and two have lost.

Average Off ■ The average TvQ for all evening programs this year was put at 28, compared to 29 a year ago, while the average for new shows was 25, as against 28 a year ago.

Westerns scored highest in both the new and the full-schedule evaluations. The average for all westerns, old and

TOP TEN

Beverly Hillbillies	38.5
Bonanza	35.0
Dick Van Dyke	30.4
Bob Hope	27.5
Petticoat Junction	27.5
Andy Griffith	25.5
Dr. Kildare	25.5
Hazel	24.2
Donna Reed	24.0
Red Skelton	24.0
Candid Camera	24.0

These 11 programs will form the top 10, thanks to a three-way tie for ninth, if the NBC research department projection of this week's new national Nielsen report proves correct. It amounts to six programs for CBS, four programs for NBC, and one half-hour program for ABC.

WINS BY NIGHT OF THE WEEK

	NBC	CBS	ABC
Monday	17.6	19.2	15.8
Tuesday	15.0	21.9	19.3
Wednesday	17.8	18.8	16.9
Thursday	19.9	19.1	16.9
Friday	18.1	14.9	15.0
Saturday	18.7	18.9	14.5
Sunday	23.4	20.3	13.5

The NBC research department's forecast in terms of average ratings, night by night and network by network, is shown above. What it comes down to is a prediction that CBS will win Monday, Tuesday, Wednesday and Saturday nights, and NBC Thursday, Friday and Sunday nights.

new, was 37—the highest at this time of year since 1958 for new westerns alone the average was 31, equalled in two prior years but exceeded only by last year's 32 average.

In the full-schedule evaluation, comedy (31 score) and adventure (29) also exceeded the all-program average of 28, while drama hit 28 on the nose. Falling below average in the full-schedule study were suspense-mystery (27), quiz and panel (25), musical (24), news and documentary (24) and variety (also 24).

In the new-show study, suspense-mystery (30), drama (29), and adventure (28) joined westerns in exceeding the new-program average of 25, while comedy scored 25. Falling below the average for all new shows were variety (19) and musical and musical variety (14).

By age groups, the new shows—as a whole—seemed to be holding their appeal at about the 1962 levels.

Dramatic programs showed gains in all age groups, suspense-mystery gained in all but one and fell back in none, and westerns gained slightly in all but the youngest.

Adventure dropped off except among the oldest group, where it held even. New musical variety and comedy programs as categories, showed declines in all age groups.

Double Measurement ■ The TV service has gained considerable acceptance as a measurement of what its executives call the "hard core" audience. Actually there are two measurements in addition to the TvQ score: (1) "familiarity" or "have seen," and (2) "favorites," or the proportion of the total sample who rate a show as "one of my favorites" (as opposed to "poor," "fair," "good" or "very good").

TvQ officials see their service as a complement to ratings, not a competitor. Aside from forecasting future audiences, they say, it can be used to isolate basic appeal from other factors—time period, weak lead-in, etc.—in-

AVERAGE TVQ SCORES, ALL EVENING PROGRAMS BY PROGRAM TYPE—1959-1963

Program type	Year				
	Oct. 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
TOTAL—all types¹					
No. of programs	91	102	110	115	130
Average TvQ	28	29	29	27	28
Adventure					
No. of programs	3	3	6	9	8
Average TvQ	29	36	27	24	26
Comedy					
No. of programs	22	29	34	28	19
Average TvQ	31	30	30	31	29
Drama					
No. of programs	15	17	10	8	10
Average TvQ	28	29	29	24	25
Musical²					
No. of programs	6	6	5	5	9
Average TvQ	24	26	30	31	26
News & Documentary					
No. of programs	5	8	6	3	5
Average TvQ	24	29	28	38	38
Quiz & Panel					
No. of programs	6	7	5	8	10
Average TvQ	25	23	25	25	26
Suspense & Mystery					
No. of programs	9	6	17	19	19
Average TvQ	27	27	30	30	27
Variety³					
No. of programs	10	7	5	4	6
Average TvQ	24	26	21	26	23
Western⁴					
No. of programs	8	13	15	21	27
Average TvQ	37	34	30	31	32

¹Miscellaneous programs like sports, movies, etc., included in total although not shown as separate categories.

²Includes musical variety.

³Includes comedy variety.

⁴Includes "modern" westerns.



The spot for spot

For any Carolinas kick-off, *your sales drive should start from Charlotte. Center of thickly urbanized 75-mile radius market with largest population in the Southeast. For a better return on your spot buying, let WSOC-TV carry the ball for you. Nearly 3 million viewers are served by this great area station. Ask us to tell you more about this market and the support we will give you.*

Charlotte's WSOC-TV

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

volved in low ratings, and as a product sales tool can help advertisers select the "right" programs for the audiences they want to reach.

As an example of its usefulness to advertisers, they cite a June-July TvQ study last year that showed, they say, that *Ben Casey* and *Andy Griffith* scored equally among total users of aluminum foil. But if heavy users of aluminum foil were the advertiser's primary target, they report, the study gave the edge to *Casey*, showing a higher percentage of heavy users favored the medical program.

Started by Home Testing Institute in June 1958, TvQ now has a client list that includes all three TV networks, 14 advertising agencies, four leading production companies and two of the country's biggest advertisers — Procter & Gamble and General Motors.

International ■ It recently went international, signing an agreement in August with TAM, the British rating service. TAM will use the TvQ name and methodology in England, and expansion into some of the western European countries is reported to be a good possibility.

In addition, TvQ is considering going local. Its officials report that a number of station groups are currently considering launching TvQ studies in selected markets.

As a service of Home Testing Institute, TvQ is headed by Henry Brenner, who was an agency (Benton & Bowles), independent and advertiser (Standard Brands, where he was research director) researcher before he founded HTI in 1953.

Mr. Brenner is president of HTI-TvQ; Herbert Altman is director of client services and Robert Schultz is senior account executive.

NEW NIGHTTIME PROGRAMS

Average TvQ Scores—By Program Types—
Totals and by Age Groups 1959-63

Program type	Oct. 11 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
TOTAL NEW PROGRAMS					
No. of new programs	35 ¹	33	40 ²	36	41 ³
Average TvQ	25	28	29	26	25
Age 6-11	45	51	52	54	49
12-17	35	37	36	37	39
18-34	24	25	27	23	16
35-49	19	22	23	20	19
50+	21	22	24	19	18

Program type	Oct. 11 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
TOTAL NEW PROGRAMS					
No. of new programs	35 ¹	33	40 ²	36	41 ³
Average TvQ	25	28	29	26	25
Age 6-11	45	51	52	54	49
12-17	35	37	36	37	39
18-34	24	25	27	23	16
35-49	19	22	23	20	19
50+	21	22	24	19	18

Program type	Oct. 11 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
TOTAL NEW PROGRAMS					
No. of new programs	35 ¹	33	40 ²	36	41 ³
Average TvQ	25	28	29	26	25
Age 6-11	45	51	52	54	49
12-17	35	37	36	37	39
18-34	24	25	27	23	16
35-49	19	22	23	20	19
50+	21	22	24	19	18

ADVENTURE

Program type	Oct. 11 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
No. of programs	1	2	3	6	6
Average TvQ	28	38	18	23	28
Age 6-11	51	54	39	43	49
12-17	40	57	33	37	44
18-34	21	36	17	22	23
35-49	18	31	14	17	21
50+	19	19	14	15	21

Highest and lowest among the new programs

Highest ranking network television shows in TvQ's second October report are shown here, plus the six highest and lowest scoring new shows. Scores are for the 10-day period that started Oct. 11. They

compare with an average of 28 for all nighttime network programs, 25 for all new nighttime shows (see page 38) all material is copyright by the Home Testing Institute Inc., 1963.

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)	52	83	67	46	41	45
2	Bonanza (NBC)	50	58	60	46	45	49
3	Saturday Night Movies (NBC)	45	50	54	47	40	38
4	Red Skelton (CBS)	44	76	54	37	39	35
5	Disney World of Color (NBC)	43	76	49	33	35	36
6	Andy Griffith (CBS)	41	53	42	37	39	42
6	Outer Limits (ABC)	41	72	60	35	21	20
8	Combat (ABC)	40	58	52	40	33	25
9	Dick Van Dyke (CBS)	38	57	54	39	33	24
9	Gunsmoke (CBS)	38	45	36	31	35	46

*Percentage of those familiar with program and say it is one of their favorites.

TOP SIX NEW SHOWS

Program	TvQ score
1. Outer Limits (ABC)	41
2. Petticoat Junction (CBS)	36
3. The Lieutenant (NBC)	35
4. Mr. Novak (NBC)	34
5. Burke's Law (ABC)	33
6. Patty Duke Show (ABC)	33

BOTTOM SIX NEW SHOWS

Program	TvQ score
1. Judy Garland Show (CBS)	8
2. Sid Caesar Show (ABC)	9
3. Edie Adams Show (ABC)	10
4. Phil Silvers Show (CBS)	14
5. Harry's Girls (NBC)	16
5. Channing (ABC)	16

COMEDY

No. of programs	9	12	14	14	7
Average TvQ	25	32	28	28	23
Age 6-11	58	63	63	63	62
12-17	39	43	37	40	41
18-34	16	23	20	21	17
35-49	14	22	17	20	14
50+	16	20	16	17	13

SUSPENSE-MYSTERY

No. of programs	5	1	5	9	11
Average TvQ	30	25	29	25	23
Age 6-11	46	32	31	41	37
12-17	38	26	38	36	35
18-34	31	31	29	26	23
35-49	24	20	27	20	18
50+	25	20	24	19	17

DRAMA

No. of programs	8	9	7	2	1
Average TvQ	29	24	33	19	19
Age 6-11	39	30	33	22	18
12-17	37	28	37	14	24
18-34	33	24	37	16	19
35-49	23	22	32	19	18
50+	22	21	29	23	19

VARIETY

No. of programs	3	1	3	0	1
Average TvQ	19	26	24	10
Age 6-11	40	50	37	33
12-17	28	35	23	14
18-34	18	23	24	7
35-49	12	23	20	6
50+	16	19	24	11

MUSICAL & MUSICAL VARIETY

No. of programs	3	3	0	0	2
Average TvQ	14	25	19
Age 6-11	20	51	17
12-17	18	22	24
18-34	13	17	19
35-49	12	17	18
50+	15	29	21

WESTERN

No. of programs	2	4	1	4	10
Average TvQ	31	32	31	26	31
Age 6-11	37	47	49	46	54
12-17	35	45	38	37	44
18-34	34	33	28	24	26
35-49	25	24	25	17	24
50+	28	24	27	22	21


QUIZ & PANEL

No. of programs	0	1	0	1	2
Average TvQ	11	36	17
Age 6-11	14	40	49
12-17	20	30	18
18-34	9	33	13
35-49	9	37	13
50+	10	41	17

¹Total includes 4 unclassified shows.

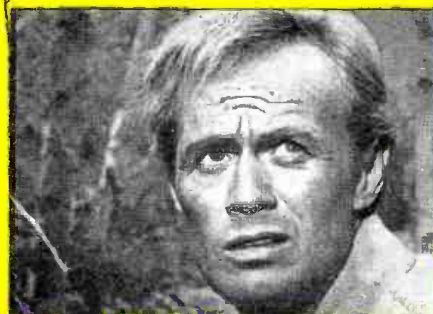
²Total includes 7 unclassified shows.

³Total includes 1 unclassified show.



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Assault and battery on Capitol Hill

BROADCASTERS AND CONGRESSMEN GANG UP ON FCC TIME LIMIT PLAN

Broadcasters and members of Congress combined forces at a House Communications Subcommittee hearing last week and launched a joint assault on the FCC's proposal to set standards for the length and frequency of radio-TV commercials.

But the FCC — the Congress and broadcasting notwithstanding — stood firm. Chairman E. William Henry declared that the commission's "primary motivation" is to clarify its long-standing but admittedly undefined policy against overcommercialization.

Under attack almost from the moment he and his fellow commissioners sat down at the congressional hearing Wednesday (Nov. 6), Chairman Henry nonetheless defended the commission's claim that it has all the power it needs to make such a rule under the "public interest" provision of its licensing authority.

And that, contended the congressmen and the broadcasters almost in one voice, is where the commission is out of

clear that his fire was not aimed at the FCC alone; he said his concern extended to all the regulatory agencies.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of legislation to prohibit the FCC from making rules on commercials, said that if anybody had such power it was the Congress—not the FCC. He and his subcommittee, except for the lone dissent of Representative John E. Moss (D-Calif.), charged the commission to show (1) that it had the authority to make rules on commercials and (2) that overcommercialization was problem enough to require government action.

Broadcasters streamed in from all over the country to present their views, and impressed the subcommittee with the "quality and reasoning of their statements," as Representative Rogers put it. Many of them referred to the extensive comments they had previously presented to the commission on its proposed rulemaking (BROADCASTING, May 20, et seq).

commercial time limitations in broadcasting . . . is not the proper business of the FCC." FCC adoption of its own proposal "would portend a complete change in the present structure of broadcasting and a conversion to something out of harmony with competitive enterprise which has been the taproot of American economic progress."

For those broadcasters who could not make the government's plan work, he said, the next step would be an FCC examination "of the licensee's books to determine whether his management judgments equate with the government's concepts of efficiency. . . .

"And then who would really be in control? How free would broadcasting be?"

Representative Glenn Cunningham (R-Neb.), a congressman from Omaha who has been blasting Chairman Henry since the local television program hearing in his city last January (BROADCASTING, Oct. 28), poured it on again last week. Labeling the chairman "a mischievous young man," Representative Cunningham said it was "time somebody's wings were clipped," and he left no doubt whose he meant.

The FCC split 4-3 this spring when it officially announced a proposed rulemaking on the length and frequency of commercials (BROADCASTING, May 20). Changes in the membership of the commission since then and second thoughts by some of the members who voted leave some question that another ballot would produce a majority favoring adoption of a rule. The May vote:

- For: Commissioners Henry, Kenneth A. Cox, Robert E. Lee and former Chairman Newton N. Minow, no longer with the FCC.

- Against: Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford.

Commissioner Lee Loevinger, appointed since that vote, has not publicly taken a position on the merits of the proposal.

Henry Unrattled ■ Through it all, Chairman Henry stuck by his guns and said the entire commission supported his contention that the FCC has the authority to make rules on commercials if it chooses. Even those commissioners who disagreed on the wisdom of a rulemaking said the commission was on sound legal footing, he said.

Speaking for the commission, Chairman Henry urged the subcommittee to hold off its consideration of the commercial question until the commission makes up its mind. The FCC has been taking written comments on the subject since May and plans to hear oral



Rep. Rogers (D-Tex.)

Rep. Younger (R-Calif.)

• A partisan attack on FCC's commercial plan.

line—way out.

Representative Oren Harris (D-Ark.), chairman of the full Commerce Committee and watchdog of all regulatory agencies for almost a decade, warned the commission that it was trying to carve out greater authority for itself than the Congress ever intended it to have.

That "dangerous trend" whereby federal agencies contend "that if the broad lateral, general authority is provided [by Congress], regardless of the conditions and circumstances at the time, whether it was thought of or intended or not," could, he said, provoke the Congress to severely limit agency powers. Representative Harris made it

Seventeen broadcasters had testified in person through Thursday (Nov. 7), and almost a dozen more were scheduled Friday. Four congressmen, not members of the subcommittee, went to bat for the broadcasters and made personal statements at the hearing favoring the rulemaking ban.

Many of the witnesses had coordinated their statements with the National Association of Broadcasters, chief organizer behind the scenes, to show that the FCC proposal failed to take into account differences each broadcaster faced in his own market.

NAB President LeRoy Collins said in a statement prepared for delivery at the Friday session, that "to fix com-

arguments next month, he said (BROADCASTING, Nov. 4). When all the facts are in the commission may reject a rulemaking, he said, but if it went ahead with one, that would be the proper time for Congress or the courts to review its action.

Representative Rogers would have none of that. He said privately that he plans to call an executive session of the subcommittee as soon as possible and move toward reporting the bill to the full committee. "In all fairness to the commission . . . I think it's Congress's duty to act in this matter," he said.

Waiting for an appeal to go through the courts could see some stations go bankrupt, he said. And stations might have a difficult time persuading the courts to overrule the FCC unless they could show the agency acted capriciously, the congressman said.

Chairman Henry said the commission would not make a ruling that would be economically harmful to broadcasters. "I believe we can come up with a clarification, possibly a rule, that 95% of our licensees could come up to right away."

The licensees who came to Washington last week couldn't have disagreed with the chairman more. They said government regulation would amount to rate setting and would be impracticable and unworkable.

The chairman argued that the commission has said all along that it did not believe one standard could apply to all stations, as some broadcasters said the commission intended. The commission is quite aware that exceptions and waivers may be necessary, he said.

Broadcasters countered that so many exceptions would be needed that a ruling would be impossibly complicated to administer—and excessively costly, too—a point that made some of the economy-minded congressmen shudder. Representative J. Arthur Younger (R-Calif.) said the agency had enough trouble trying to keep up with its present work load.

To the argument that adoption of the NAB commercial codes would be a mistake, Chairman Henry said the commission has referred to the codes only as "a realistic point of departure for our study." But it is quite obvious that even the commercial standards in these codes, worked out over many years by broadcasters themselves, are insufficient, for they are regularly exceeded by many subscribers, the FCC chairman said.

"I don't see how we can continue to tell the industry and the public that overcommercialization is bad, but that we don't know what it is," Chairman Henry continued. Those opposing a rulemaking "do not quarrel with the commission's general policy on over-

commercialization as a matter of principle." Their objection, he said, "is solely to the commission's proposal that its policy be made more specific and embodied in a rule."

Representative James T. Broyhill (R-N.C.), sponsor of a bill identical to Representative Rogers's, asked what the FCC's present standards on commercials are for license renewal.

"I don't know," Chairman Henry replied. They have never been set down, but an unwritten standard has been passed down through the years and it has been continually relaxed, just as the NAB codes have relaxed, Chairman Henry said.

He reported that the FCC's own analysis of station logs showed that 40% of 134 stations recently before the commission for renewal violated the NAB radio code limit of 18 minutes of commercial time in one or more hours. Of these, 64% were full time stations, 16% were daytimers. There were also examples of "highly profitable metropolitan stations which have broadcast 21 to 26 minutes of commercials in prime listening hours," the chairman said.

things, to devise new ways to use a certain authority they have interpreted as given [to them]. . . . The Congress is not provoked to take action except under strained circumstances. But I recall that these circumstances developed and we came up with the McFarland acts . . ." which were "bitterly opposed" by commissioners because "it interfered and put some limitation on some of the actions taken by the commission."

The acts "went too far," Representative Harris continued. "But that was because the Congress was provoked to take some action in view of what was being imposed on the industry itself." Similarly, he recalled, the commission tried to assume legislative authority by okaying a pay TV experiment in the 108 largest markets, but Congress resisted.

He warned the commission, six of whose members were present at the congressional hearing (Commissioner Rosel H. Hyde was delivering a speech in Florida), that "in my judgment I think the commission should be exceedingly careful . . ." and should seek changes through "the regular, estab-



FCC's Max Paglin
Commission sticks to its planned action.

The concern shown by the congressmen and Governor Collins about the FCC seeking to change the face of American broadcasting was amplified by Richard D. Smiley, owner of KXXL Bozeman, Mont., and president of the Montana Broadcasters Association.

Mr. Smiley charged that the commission is "by design" taking over legislative duties from Congress and said some FCC officials "seem to be enamored by the idea of controlling the mass broadcast medium. When I say control, I mean absolute control."

Representative Harris addressed this subject in a quiet, emotion-filled voice. "There have been efforts made by the commission, different commissioners, I know for the last 20 years, to change

lished way. If the Congress and the general public feel that it is good policy and ought to be done . . . there are ways to get to it."

The congressman also advised the commission not to give too much weight to complaints (Chairman Henry said the FCC had received about 2,500 complaints on commercials in the past year). He also said harsh rules could hurt the innocent and "I don't know if it is best to get at violators by penalizing everyone at once."

Commissioner Lee Loevinger said enactment of the Rogers bill would also prevent the FCC from later requiring educational stations not to carry commercials.

Chairman Henry denied charges that



FCC commissioners and staff members listened to criticism of the FCC's proposed rulemaking on commercial length and frequency last week. Shown at the hearing (l-r): Joel Rosenbloom, special assistant to the chairman;

Commissioners Frederick W. Ford, Lee Loevinger, Robert T. Bartley, Kenneth A. Cox and spectators. Commissioner Robert E. Lee was elsewhere in the audience; Commissioner Rosel H. Hyde was speaking in Florida.

an FCC rulemaking would open the door to regulation of programing, but broadcasters said such action would do that and more—it would also open the way toward federal rate setting. Broadcasting, they chorused, is not a common carrier.

Governor Collins stressed broadcaster concern that control of commercials "could well mean control of the broadcaster himself, and hence of what he broadcasts."

NAB Codes Defended ■ Broadcasters "recognize that there is a need for advertising improvements," the NAB president continued. But the way toward betterment is through competition and self-regulation, he said.

Taking issue with Chairman Henry's contention that the codes have been progressively relaxed, Governor Collins said that they "have been materially strengthened in all respects." He cited the establishment of code offices in

Hollywood (1959) and New York (1960) and said the codes "go far beyond any provision that the Congress could constitutionally enact into law, and certainly beyond any rule that the FCC or the Federal Trade Commission could practically or lawfully administer."

Neither the codes nor their enforcement are perfect, Governor Collins said, but they "are the strongest voluntary self-regulatory effort being made in the whole of American private business." They are under constant review, he said.

The congressmen showed particular interest in the presentations of individual broadcasters, especially those from smaller communities. Kenneth E. Duke, KDDD-AM-FM Dumas, Tex., spoke for the smaller market broadcaster whose "future is in the broadcasting business, good or bad." The FCC proposal would not only limit his income but his right "to choose how I can operate my station, so long as I operate in the public interest. . . . The proposed rule will choke off my future potential earning power," he said.

Leo Hackney, president and general manager KGVJ Greenville, Tex., noted his market's dependence on the cotton crop and said his station runs almost as much advertising in October as in January and February combined, and almost as much on Thursday and Friday as the rest of the week combined. Similar problems apply to many broadcasters, he and other witnesses pointed out.

Network support for Representative Rogers' bill was supplied by ABC, CBS and NBC in comments which largely repeated their earlier FCC filings (BROADCASTING, Oct. 7).

ABC argued that FCC limitations would be both a breach of the right of

free speech and "too hard and fast" to be "sound public policy." The network appealed to the subcommittee to forbid FCC interference with commercial time by amending the no-censorship provision of the Communications Act instead of that portion which deals with the general powers of the FCC, as the Rogers bill would do.

Peter B. Kenney, NBC Washington vice president, supported the proposed House legislation as a needed slap on the FCC's hand. Mr. Kenney also noted that "less than 1%" of the network's mail complains about commercials. "Each individual licensee," he said, must make its own determination on number and frequency of commercials. The FCC's proposed rulemaking, Mr. Kenney charged, would "supersede" the NAB codes and "make self-regulation academic in the field of time standards for broadcast commercials."

Mr. Kenney denied Chairman Hen-



Peter B. Kenney
NBC's opinion



Kenneth E. Duke
Small market viewpoint



ED SULLIVAN SUCCESS NOW HOLIDAY TV SPECIAL

Choose the troupe that set an all-time record for mail response on The Ed Sullivan Show . . . Podrecca's Piccoli Theatre. After an entire show was devoted to these magnificent marionettes from Italy, Sullivan wrote: "The appearance of your puppets . . . on our program still holds the all-time record of 130,000 pieces of mail from delighted viewers . . . I think you should stress this to all possible sponsors. . . ." A refreshingly new show, available for the first time in a superb one-hour color film with Dick Clark as host. See for yourself. Write or phone now for an audition print.

Other audience-building films available from Triangle include "Frontiers of Knowledge," and in color, "This is America" and great motor racing films such as Sebring, Riverside, Road America 500 and others.


 TRIANGLE STATIONS
PROGRAM SALES

TRIANGLE PROGRAM SALES • 320 PARK AVENUE • NEW YORK 22, N.Y. • 212-HA-1-2770

TELEVISION DIVISION OF TRIANGLE PUBLICATIONS, INC.

ry's contention that the commercial situation is "deteriorating." He pointed instead to the considerable changes in broadcasting which have evolved over the years. One of the most significant, he said, is the greatly decreased number of fully sponsored programs in radio and TV. He also cited the parallel increase in spot advertising.

The subcommittee also was interested in the question of commercial loudness, and Mr. Kenney noted that the FCC is studying the issue. "Sponsors feel that if a fella's going to be soothed to sleep by his program," Representative Rogers interjected, "he ought to at least wake

up for the commercial."

Payson Hall, president of Meredith Broadcasting Co., pointed out Congress's repeated reluctance to give the FCC power to limit commercials, going back to 1928. The commission's excursion into regulation, as its proposal on advertising would be, "is in fact legislating," Mr. Hall said. This "trend of thought at the commission is all the more disturbing" because of the Omaha inquiry led by Chairman Henry.

That inquiry, "like the attempt to regulate commercials, is an attack on profits, a penalty placed on success and an attempt by government to influence

competition," he said. Meredith Broadcasting is licensee of, among other stations, WOW-AM-FM-TV Omaha.

Representative Cunningham said something should be done about Chairman Henry, "that mischievous young man. . . . We should take him by the hand and keep him out of mischief," he said.

If Congress doesn't stop the FCC, enactment of its commercial proposal "would open a Pandora's box" of trouble, warned W. M. Jones, WCHJ Brookhaven, Miss., and president of the Mississippi Broadcasters Association.

John Coyle, president, KVIL-AM-FM Highland Park (Dallas), pointed out the importance of broadcasters, acquainted as they are with the day-to-day needs of their communities, deciding such questions as commercial length and frequency on their own stations. "You can't really know what's going on locally unless you live there," he said. He also referred to response to a KVIL editorial on the issue (see above).

Marshall H. Pengra, part owner and general manager, KLTV(TV) Tyler, Tex., said the essence of his objection to the proposed rulemaking could be expressed in the line from a familiar commercial message: "Mother, please, I'd rather do it myself."

Georgia was represented by the president and a past president of the Georgia Association of Broadcasters. Raymond E. Carow, GAB president and general manager of WALB-TV Albany and WJHG-TV Panama City, Fla., iterated the contention that broadcast regulation

So good to be with... 1-1-3



Good things go together—good company, good music, dependable news—on radio 1-1-3.

Detroit's good music station...

One of a series in Detroit newspapers and Adcrafter.

W-CAR
radio 1-1-3

5 7 11 13 16

Representation: AM Radio Sales

KVIL gets support



Mr. Coyle

The mayor of Dallas, city councilmen and other responsible citizens have responded favorably to a KVIL Dallas editorial that asked whether "a federal agency or the management of KVIL" should decide KVIL editorial, commercial and programing policies, John Coyle, president, reported last week.

Mr. Coyle, in Washington to testify at a congressional hearing on regulation of commercial time limits (story this page), said more than 60 persons had written the station urging him to testify against federal regulation; two favored it.

The KVIL editorial noted that Mr. Coyle would be testifying on the matter and that he wanted to know how its listeners felt about the matter.

BLAIR

DOC

You might think Ward Carroll's nickname "Doc" is short for Ph.D. You'd be wrong. When he came in as eleven years ago to build our research department - the first ever created by a station representative, our salesman? I jokingly dubbed him "the veterinarian." In affection and esteem, the abbreviation followed soon after and has remained. Doc's ability to analyze research data and come up with fresh, new answers has given that ordinary level of "veterinarian" pause to think. When it comes to sporting popular myths and deflating comfortable fallacies, he can be formidable and usually states his history. He produced when he showed that slavishly buying by the numbers can be a misleading as a Chevy vs. Ford reading. He proved that statistical variations - depending on the size of the sample - can be grossly inaccurate, are usually meaningless. And a fact of life! He has since helped educate agency and advertising people by holding seminars throughout the country that numbers are a guide - not a straitjacket! One of the biggest problems faced by television advertisers is watching hundreds of thousands of dollars go down the drain, because of misplanning and misapplication. Doc developed Blair's TMP - Test Market Plan

- that enabled advertisers to go into a market with a limited amount of money and have their marketing, merchandising and advertising approach to a razor-edge. The phenomenal success of TMP is testified to by the large number of advertisers who continue to employ it on Blair-represented stations. All this wouldn't amount to much if the light of Doc's research were hidden under a bushel. It isn't. Our television know every fact and fact the instant new listing data is available. We're slightly proud of the fact that they're the best research-equipped stations in the business. Doc, of course, does not work alone. He is surrounded by a staff of statistical wizards "second to none." His team of research experts are forever striving to give the Blair-represented station as well as advertisers and agencies the very best in consumer markets, the measurement of a market and the effectiveness of the broadcast media. It is in the best of research that helps the advertiser to measure product impact in the market. The secret when you put your commodity on a Blair-represented station, you get the most accurate and valid picture of your coverage, the deepest penetration of your market for the dollar you spend. We state our report to you on time. It's Blair's the best!



BLAIR TELEVISION

Unbeatable Research Department

SALESMEN

Give them a good product. They'll give you results. A sales organization such as Blair Television is only as good as its personnel, particularly its sales personnel. We know this. For years we've been selecting top-quality men and in that time we've come to recognize the characteristics that make them top-quality. The truly outstanding salesman brings an enthusiasm to his work that is moving to his own. Partly because of his own personal objectives, partly because the Blair man has a goal for the product he sells. We've given Blair men a superior product to sell. They've given us results. They recognize and accept the fact that their job requires more than eight hours a day - it requires years to develop the knowledge and skill necessary to sell their product effectively and they give their years. (If you've

worked with Blair Television, you know the promoter and stability of our personnel. Our turnover is the lowest in the industry. What do we try them to recruit? Once a Blair man chooses us and we choose him, he's made a commitment to the company. He doesn't work for us in a bottled environment. Perhaps the agencies and advertisers Blair Television serves don't know just what the secretaries of John Blair mean. They know that the intimate knowledge Blair men have of their stations and markets will get them the information they want get it quickly, and get it accurately. These qualities and abilities of our sales organization together with the tools with which they are supplied, have established our company as the outstanding sales organization in our industry.



BLAIR TELEVISION

Unbeatable Salesmen

SALES SERVICE

Sales Service is one of the reasons why a Blair representative is the best equipped salesman on the street today. Blair Sales Service is a new concept in the representative field - a concept designed to keep our sales staff up-to-date in every respect on all Blair-represented stations. Blair Television Sales Service is the information hub of every Blair office. It is the clearing house for all up-to-the-minute station availability, traffic control and programming information for each Blair-represented station. In essence Sales Service is a connecting link between Blair station and salesman and agency. Today, train coast to coast, there are 21 people on the ever-growing staff of Blair Television Sales Service Department. They work side by side with each and every Blair salesman, enabling you, the Media Buyer, to note in minute detail each bit of information concerning a Blair-represented station. Blair's Sales Service enables a Blair salesman to put you, the Media Buyer, in the middle of a Blair-represented station. It is the best thing to bring them an person when you are represented by a Blairman who is backed up by the Blair Sales Service Department. Sales Service does the detail work, leaving the salesman free to concentrate on understanding your client's marketing objectives, and to make certain that every availability and recommendation offered by Blair is in behalf of each of its stations as you presented to your objectives. At Blair, Sales Service replaces "substitutes" with creative thinking. Media Buyer after Media Buyer looks forward more and more to the detailed information provided by a Blairman today. Up-to-the-minute evaluations mean greater confirmation of purchase schedules, less back-tracking and re-buying. Actually, Blair Television Sales Service helps agencies buy better. You should report that from Blair - Blair sets the pace.



BLAIR TELEVISION

Unbeatable Sales Service

PROMOTION AND MARKETING

What's Blair's Promotion and Marketing Department doing for you today? If you're a Blair client, you could probably talk about it for the next hour. Promotion and Marketing provides the facts and tools Blair salesmen need to serve you better. Helps you map a strong selling campaign... a campaign supported by local promotion and merchandising... a campaign that turns viewers into customers. To do it all, Promotion and Marketing works closely with Blair research. Stays on top of changing market conditions. Watches advertising patterns. Checks media coverage. Keeps an eye open for additional opportunities, audience trends, employment and industrial factors. Result: increased audience

and sales for clients and stations, recognition and turnover for the staff of promotion and marketing (they have won numerous awards for outstanding sales promotion, audience promotion and merchandising); a smooth-running Blair team. Blair specialists on the behind-the-scenes service that is the key to the top-selling, Creative groups of reports to Research, Special Projects, Sales Service, Promotion and Marketing back the best equipped and best informed sales team in the business. The sales team that shows you how to hit the hottest markets at the right time and with the right kind of creative. Blair service is a service with a difference, the degree of difference that separates you from other advertising agencies. Try it and we'll



BLAIR TELEVISION

Unbeatable Promotion and Marketing

TMP

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 more than that not originally envisioned. It has been used to test brand awareness, introduce a new product, test the impact of copy changes, the effectiveness of different media, test the total copy approach, compare new advertising time that, match commercial against commercial, check package appeal, and explore many other aspects of spot television. Blair developed TMP because, as station representatives, we hope 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 on most of America's major cities, Blair knows their marketing goals firsthand and knows how to make spot television sell in three steps. 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 markets or markets, secure the best schedules, and choose the best method of interviewing. All these research spots are purchased by Blair and its represented stations. The advertiser pays only the normal media costs involved. Your Blair salesman of 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

Unbeatable Market Research Service

Try us and see.

SPECIAL PROJECTS

Just what is Blair Television Special Projects? It's not too easy to specify. Usually, Special Projects is Blair's specialized effort to help negative national advertisers who have localized problems with special features of targeted local appeal available for sponsorship. It is also Blair's answer to the growing need of national advertisers to pinpoint advertising to their most logical customers. Blair Special Projects does not do the so-called established programming pattern, yet offers uncommon values to the advertiser who wants to take advantage of localizing his product and identify it more strongly with individual consumers. No one knows his community better than the Blair Television Station Manager, and it is logical to assume that with his programming skill and his intimate feel of his market, he can derive programs with unique local appeal and community interest. City-by-city ratings prove that no nationally broadcast program has universal appeal; television variations market-by-market are always present. A local program directed to Seattle television viewers dealing with an important local problem would be of little interest to mid-western TV viewers but would be of the utmost interest to those

in that Seattle community. The program, "Last Carrot," originated a \$10,000,000 bond issue by the city to improve the docks. This imaginative development of special-interest programming is only part of the project-writing programs of this type require creative thinking and hard work, and that is where Blair Special Projects takes over. It is an additional - being here developed to influence the man who is behind marketing and media planning. Blair Special Projects has succeeded! Nearly 200 of these kind sales have been made for our stations in the last 18 months. If you are a national advertiser, ask Ralph Allred or Earl Thomas about Special Projects and what it can do to help you win good will with your dealers and the customers for your products. As an illustration, consider a national brand name brand, introduced nearly every where who couldn't crack the New Orleans market until a Blair project was shipped in. He showed that a year-round schedule of special events with wide local appeal on community-minded WDSU-TV could win customers faster than anything else. It's the first time such a sales program has been created by a station representative - not unusual for Blair, Blair sets the pace.



BLAIR TELEVISION

Unbeatable Special Projects

BLAIR TELEVISION



Marshall Pengra Wayne Kearn Jim Terrell
Part of the eight-man Texas task force.



Jack Harris
Major market viewpoint

should be "by the market place and not by the federal government."

H. Randolph Holder, president and general manager of WGAU-AM-FM Athens, Ga., and a past president of GAB, restated the theme that the ad limits would probably put many small stations out of business.

E. L. Byrd, president of the Michigan Association of Broadcasters and general manager of WILS Lansing, said the extremely varied conditions under which stations operate would mean that "each case would have to be considered and evaluated separately."

John Hopkins, president and general manager of KCOP(TV) Los Angeles, supplied an affidavit that KCOP "has not received over four letters in the past year" on overcommercialization. Mr. Hopkins summarized his argument by stating that the FCC judges overcommercialization through its analysis of renewal applications and said no further control is needed.

Wayne Kearn, general manager of

KENS-TV San Antonio, Tex., noted that broadcaster self-regulation is a continuing dialogue which is always taking changes into account. "It would be a serious mistake," Mr. Kearn said, "to change this continuing process into a frozen design, as the FCC in effect proposes."

Joseph P. Dougherty of WPRO-AM-FM-TV Providence, R. I., and president of the Rhode Island Broadcasters Association, showed that radio stations in Providence already suffer enough problems without commercial regulation by the FCC. The agency's own figures reveal that in 1950 the area had nine stations averaging a profit of \$45,000 each. In 1960 the number of stations had climbed to 13, but profits had changed to loss—an average loss of \$17,000 per station, Mr. Dougherty said.

Jack Harris, general manager, KPRC-AM-TV Houston and president of the Association of Maximum Service Telecasters, said the FCC's proposal would

"impose restrictions on broadcasters" that "would not only be unfair, but could eventually strangle the broadcast industry." By the time the FCC could "react to changing conditions," he warned, "there might only be time to attend the burial of some of the patients."

Mr. Harris ridiculed the FCC's reference to 2,500 complaints on commercials. "Stated another way, it is one complaint for each 270,000 broadcast receivers in the hands of the public," an "infinitesimal sample." He recalled Commissioner Robert T. Bartley's opposition to the commission proposal—"an irritating act of futility." The Texan also suggested that the subcommittee examine the language of the Rogers bill to close "possible loopholes" for means left to the FCC to carry out its purpose through routes other than rule-making.

Other broadcasters who appeared included Morton H. Henkin, KSOO-AM-TV Sioux Falls, S.D., and president of the



John Hopkins Raymond Carow Joseph Dougherty Morton Henkin
More broadcast opposition to FCC plans.

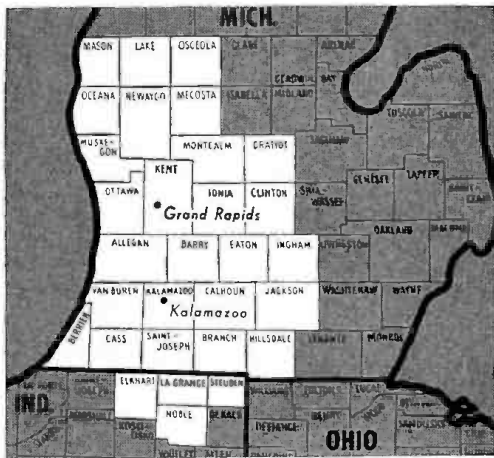


Payson Hall
Group owner opinion



YOU MAY NEVER YAWN FOR 35 DAYS* —

WKZO-TV MARKET
COVERAGE AREA • NCS '61



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

BUT... WKZO-TV Keeps 'Em Awake in Greater Western Michigan!

More people sit up nights with WKZO-TV than with any other Michigan station outside Detroit. See NSI (March '63). It credits WKZO-TV with delivering 39% more homes than Station "B," 7:30-11 p.m., Sunday through Saturday, and with 48% more from 11 p.m. to 1 a.m.

We have the *day* people, too. ARB (March '63) shows 75% more bright-eyed ones watching WKZO-TV than Station "B" from 9 a.m. to noon weekdays.

Let Avery-Knodel give you the whole dreamy story of this wide-awake outlet! *And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

* A 15-year-old girl yawned continuously for five weeks in 1888.



The Felzer Stations

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

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

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

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



Delivers a top morning audience at attractive new rates for both one-time and multiple spots, as well as economical part sponsorship.

HERE'S HOW IT WORKS

YOU BUY any number of :60 commercials, for as little as \$210 (5 x/wk) or \$250 for a single spot . . . or invest in quarter hour sponsorship for \$487 (end rate).

YOU GET a most sizable audience of both children and adults in this 9-9:55 AM, Mon-Fri period.

PLUS the persuasive selling power of a live, lively local show that was extended from 30 to 55 minutes literally "by popular demand."

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

South Dakota Broadcasters Association; and William S. Morgan, KNOR Norman, Okla., and president of the Oklahoma Broadcasters Association.

Congressmen who made separate statements included Representative Kenneth A. Roberts (D-Ala.), who said the commission "is reaching . . . to make the broadcaster more amenable to its dictates"; Representative Graham Purcell (D-Tex.), a sponsor of a bill identical to the Rogers bill; Representative W. Henry Harrison (R-Wyo.), who delivered a statement for the Wyoming Broadcasters Association that stressed the danger of the FCC proposal to broadcasters, serving widespread areas that rely almost entirely on broadcasting for news and other vital information, and Representative John O. Marsh Jr. (D-Va.).



E. L. Byrd
State association spokesman

4A'S COVER AD SPECTRUM

'Top students, qualified Negroes, outcasts' considered best sources of young creative talent

Concern over costs and advertising effectiveness, the search for creative talent and the emergence of the expanding Negro market dominated discussions at the three-day annual eastern conference of the American Association of Advertising Agencies in New York last Wednesday through Friday (Nov. 7-9).

Thirty-seven speakers and panelists participated in 10 events during the conference. During a special keynote session for all member agency personnel, a panel of scholars, consultants to industry and spokesmen for consumer interests discussed ways in which psychology, economics and sociology could play roles in advertising.

The Negro Area ■ One of the most significant aspects of the conference was the attention devoted to the Negro market. An entire session was devoted to this subject last Friday and during an earlier panel, one speaker, David B. McCall, vice chairman and creative director, C. J. LaRoche, said the Negro group represents one of three major areas in which "advertising may find its most able and brave leaders for tomorrow."

Stressing that there is a need for young creative talent, Mr. McCall suggested that the void can be filled by qualified Negroes, by top-flight students in colleges and graduate schools, and by the "outcasts of civilized school life—the dropouts, the dreamers, the rational kooks."

"I often think what a matchless copywriter James Baldwin would have made," Mr. McCall observed. "Brilliant. Lucid. Impassioned. Unfair. Committed. Arrogant. Baldwin is almost the sum

total of the good copywriters I have observed. He would have been hell to get along with, but my, oh my, what campaigns he would have turned out."

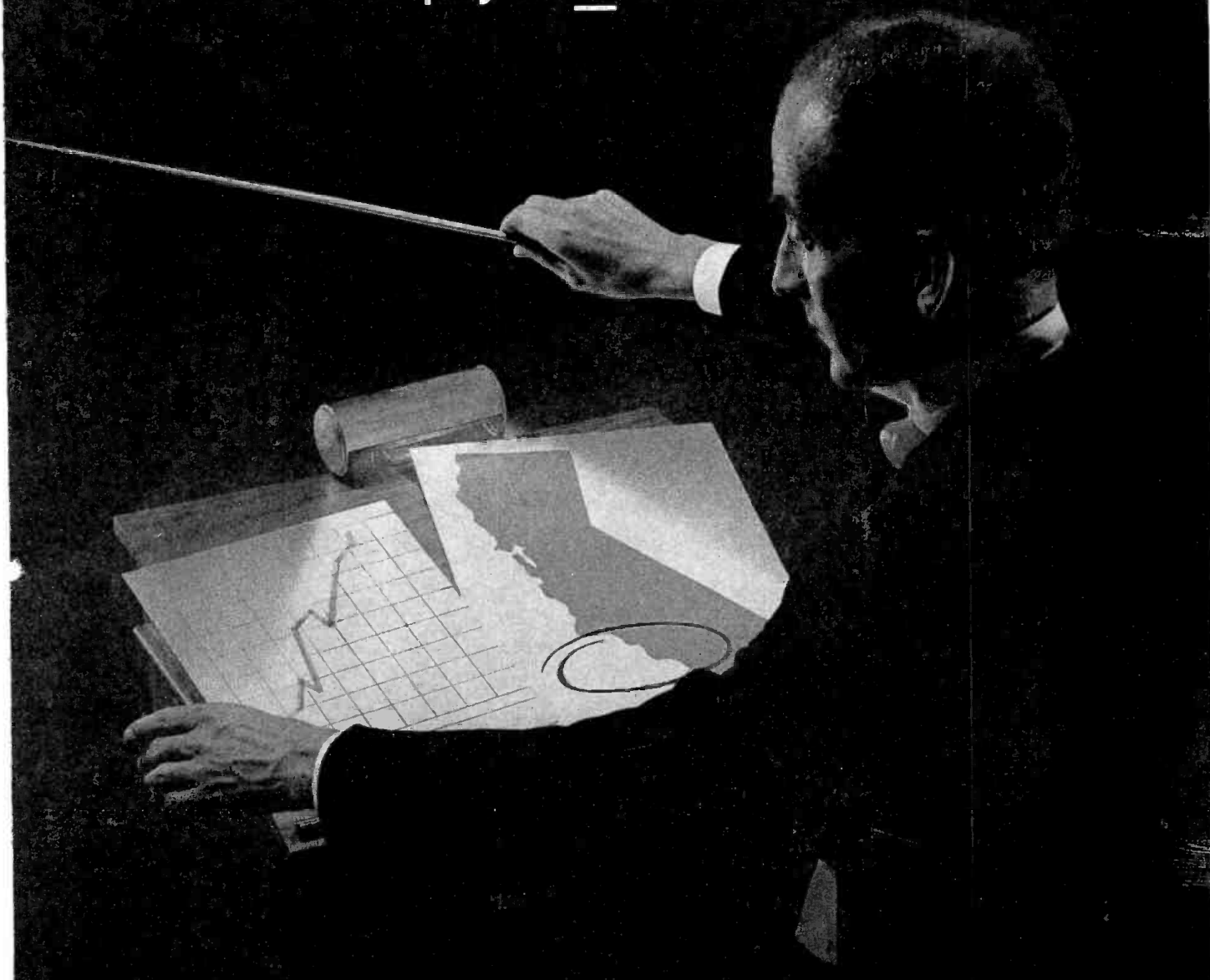
Mr. McCall also urged that agencies seek out the brilliant students from law schools, the classics scholar and winner of scholarships in painting. He stressed, too, that agencies should not overlook the "outcast" group, consisting of school dropouts and "dreamers." He pointed out that many from this group already have made their mark in advertising, and mentioned the following as not having completed college—consultant James Webb Young, Rosser Reeves of Ted Bates, Emerson Foote, of McCann Erickson, Norman Strouse, of J. Walter Thompson, and Raymond Rubicam, one of the founders of Young & Rubicam.

The Negro market was explored by Michael J. Donovan, vice president and media manager of BBDO, at a session scheduled for last Friday. He paid particular attention to media considerations and concluded that, at present, only Negro radio can compete efficiently with the non-Negro media.

Mr. Donovan reported that the Negro obviously is represented in the audiences of all general media. With respect to television and radio, Mr. Donovan said they both are powerful media to reach the Negro, but indicated research is needed to ascertain more about the Negro programming taste.

Profit Or Pandemonium ■ In a panel discussion of new product development titled "Profit or Pandemonium," Donald Armstrong, senior vice president, J. Walter Thompson, called for delegation of authority in new product decisions to

If you're conducting a radio campaign in Los Angeles
...be sure to play to all of the audience!



KFAC's huge audience is unique!

It's a mature, intellectual audience which clearly enjoys the finer things in life. It's an audience which is better educated, earns more, and occupies higher positions in the business and professional world.

There's one good place to talk to this audience. Just one. **KFAC.***

**And if you must buy cost-per-thousand...check the latest Pulse!*

Radio 1330/fm 92.3 **KFAC**  THE MUSIC STATION
FOR LOS ANGELES

5773 WILSHIRE BOULEVARD, LOS ANGELES 36, CALIFORNIA • WEbster 8-0161

Represented nationally by G. P. Hollingbery Co.

COMMERCIAL PREVIEW: Eastern's push for winter tans

Eastern Air Lines, New York, starts a new TV spot campaign today (Nov. 11) in prime and fringe time on more than 15 stations in five major markets. Its theme points up the "wonders" of Florida for a winter vacation, and of course, air travel.

For the campaign—which will involve an estimated \$800,000 in the initial two-month thrust—Eastern will use two "names," humorist Sam Levenson and sports announcer Bud Palmer. Fletcher Richards, Calkins & Holden, New York, is EAL's agency.

Eastern will run (six one-minute and six 20-second commercials were taped) several spots weekly in prime and fringe time in New York, Boston, Philadelphia, Washington and Chicago. In New York alone, for

example, the schedule will have spots running at the weekly frequency of about eight spots on WOR-TV, four or six on WABC-TV, several on WNBC-TV and WCBS-TV, five or six on WNEW-TV. Also included in the campaign are announcements on the *Tonight* and *Today* shows on NBC-TV.

Three one-minute commercials feature Mr. Levenson as a "spectator sportsman" who gets his exercise watching porpoises being fed at Miami's Seaquarium or Indians wrestling alligators. Mr. Levenson portrays the person who gets most pleasure out of just soaking up the Florida sun. Mr. Palmer taped three commercials, one each on golfing, water skiing and fishing. Themed in all the commercials: "Be the man with the Florida tan," and of course

by flying to Florida with Eastern.

Location Taping — Portions of the commercials were taped over a four-day period on location in Miami and interior scenes at Videotape Center in New York—Videotape handled the commercials, while Sy Frolick, the agency's director of radio and television, was producer. Tom Mullen, assistant advertising director at Eastern, represented the client on location.

Eastern's push is to expand its Florida "market" and also will feature Sam Levenson and Bud Palmer in its print and radio advertising. In addition to its "Flite Facts" (announcements every hour on the hour on 10 stations in the major Eastern Air Lines cities), Eastern has a lineup of about 60 stations carrying the radio spots.



Sun-loving Sam Levenson gets a reservation and enjoys exercise while in flight.

advertising agencies.

As "custodian of the consumer," he said, the agency is apt to be a better judge of psychological factors which affect the marketing success of a new product than is the client who originates the new product idea.

Mr. Armstrong suggested a decision-making role for the agency in the new product area before such products reach the test marketing stage. He noted that new product ideas which are presented to agencies for further development are often not carried through to the point of practical application by those who conceive them.

He said that a check on new product activities made at one point this year showed 80 such projects either in the planning or test marketing stage at JWT. Mr. Armstrong also pointed out that agencies seldom, if ever, receive com-

pensation as such for their new product services.

In discussing key financial problems in the advertiser agency relationship, Philip H. Schaff Jr., chairman of the executive committee, Leo Burnett Co., noted there has been a general trend upward for agency operating expenses since 1950. In that year, operating expenses (exclusive of U.S. income taxes) were 91.6% of agency gross income; they rose to a peak in 1958 of slightly more than 95%. In 1962, they amounted to a little over 94%, according to Mr. Schaff. (The basis of his figures was the annual studies of advertising agencies' costs and profits conducted by the 4A's.)

Mr. Schaff also reported on a study made recently by Burnett on the cost to the agency of helping clients develop new products. This was the cost borne

by Burnett from the time it received the assignment until the first ad or commercial ran in test markets.

In this study, he said, the lowest total cost for a single product was \$40,000. The highest was slightly over \$200,000.

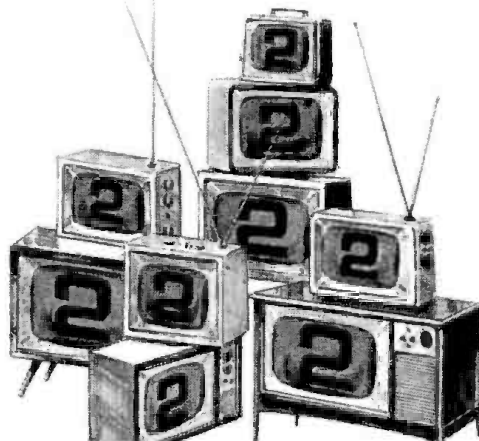
"How long did it take the agency to get back its investment before it started earning money?" Mr. Schaff asked. "The shortest time among the products studied was 24 months from the start of the assignment to the break-even point. Most of them paid out by 36 months." One of them took over five years.

Dr. George Katona, program director, Institute for Social Research, University of Michigan, stressed that in the current mass consumption society with a multiplicity of brands and makes, repetition in advertising plays a role. But he warned that "persuasion without explanation" may backfire.

"can you hear
me in the
back row?"



"loud and clear,
you big beautiful
new, KREM-2
tower"



Listen. There's been a towering change in the Spokane picture. KREM-TV this season delivers every TV-living room in the rich Inland Empire market. To do it, we invested three quarters of a million dollars in new facilities; a soaring 940 foot tower, mounted on top of Power Peak, six miles south of Spokane. Now, the KREM-TV signal reaches it all. North of the Canadian line to Oregon in the South. East to the mountains of Montana, West to the Cascade range. Over a quarter of a million families. . . . many thousands of them receiving KREM-TV for the first time. The situation demands a fresh look this season at your Spokane television buys.

ABC came up with the programs.

We came up with the tower.

The Blair man will come up with the avails.



KREM-TV
SPOKANE, WASHINGTON



A CROWN STATION

KREM-TV Spokane - KING-TV Seattle - KGW-TV Portland



BLAIR TELEVISION
A Division of John Eber & Company



No opposition seen to Elman, Reilly—yet

FTC NOMINEES HAVE ROUTINE SESSION AT HEARING

The Senate Commerce Committee conducted a brief hearing on the qualifications of nominees for the Federal Trade Commission Tuesday (Nov. 5), but held off final action. Nominees often are confirmed at executive sessions held immediately after hearings, but none was held Tuesday. It was expected the committee would meet soon, probably this week.

Except for some pointed questions on wiretapping, John R. Reilly, 35-year-

the committee staff to write the attorney general to determine Justice's policy.

Mr. Reilly had testified that he had no personal knowledge of wiretapping in the department, but said he understood wiretapping was legal as long as information thereby obtained was not divulged.

Senator Cannon cited an instance where taps on telephones in Las Vegas hotels had been traced to an office



Commissioner Elman
Back for another FTC term?

old Justice Department official and a Democrat, enjoyed a routine session.

Commissioner Philip Elman, a Republican named to the FTC by President Kennedy in 1961, was renominated last month for a full seven-year term and merely went through the formality of being present. Endorsed by both the Republican and Democratic senators from Maryland, his home state, Commissioner Elman was excused without questioning. He has made a reputation as a frequent dissenter on the FTC, and for a while this fall there was speculation President Kennedy would not re-appoint him.

Senators Howard Cannon (D-Nev.) and Strom Thurmond (D-S.C.) asked Mr. Reilly about his understanding of wiretapping policies of the Justice Department. He heads the executive office for U.S. attorneys and is assistant to the deputy attorney general.

Senator Cannon said after the hearing that it was obvious that Mr. Reilly was not familiar with laws governing wiretapping and that he had instructed



Mr. Reilly
A new face at the FTC?

leased by the Justice Department. "If wiretapping is illegal for an individual," Senator Cannon said, "it certainly is illegal for the Justice Department."

Business briefly . . .

The Miller Brewing Co., Milwaukee, through Mathisson & Associates, that city, has purchased sponsorship in NBC-TV's *Espionage*, starting Jan. 15. The program is broadcast Wednesdays (9-10 p.m. EST).

Beech-Nut Baby Foods, through Benton & Bowles, New York, has purchased sponsorship of the special *ABC News Reports* program on the Fischer quintuplets—scheduled for Nov. 17 (10:30-11 p.m. EST).

John Hancock Mutual Life Insurance, Boston, through McCann-Erickson, New York, has purchased an alternate-week quarter hour in NBC-TV's *Huntley-Brinkley Report* beginning in January.

Schick Inc., Milford, Conn., through

Norman, Craig & Kummel, New York, has purchased sponsorship in NBC-TV's *Today* through mid-December.

Four advertisers have purchased sponsorship on NBC-TV programs to be broadcast during the fourth quarter of 1963 and the first quarter of 1964. The sponsors and their shows are: **Canada Dry Corp.**, through J. M. Mathes, New York, *Sing Along With Mitch*, *The Richard Boone Show*, *Espionage*, *International Showtime*, *Temple Houston*, *The Lieutenant* and *NFL Highlights*; **The Pillsbury Co.**, through Campbell-Mithun, Minneapolis, *International Showtime*, *The Lieutenant* and *Temple Houston*; **Maybelline Co.**, through Post-Keyes-Gardner, Chicago, *The Lieutenant* and *Espionage* and the **Gillette Co.**, through Maxon, Detroit, *The Joey Bishop Show* and *The Eleventh Hour*.

ABC-TV rings up \$8 million in sales

ABC-TV last week announced new and renewed prime-time sponsorship business representing over \$8 million—most of the orders for programs during the first quarter of 1964.

The network's continuing clients include: the American Tobacco Co. in *The Jimmy Dean Show*, Brown & Williamson Tobacco in *Channing*, Kaiser Jeep Corp. in *The Greatest Show on Earth*, Procter & Gamble in *Burke's Law* and the Block Drug Co. in *The Price Is Right*. Block Drug also purchased new sponsorship in *Wagon Train*, *The Fugitive* and *Burke's Law*.

Norwich Pharmacal increased its already scheduled sponsorship in *The Jerry Lewis Show*, *Breaking Point*, *Wagon Train*, *The Fugitive* and *The Outer Limits* and signed for new sponsorship in *Channing* and *Arrest and Trial*. Other new sponsorships are: Schick Safety Razor in *Combat* and *The Outer Limits*; Beecham Products in *The Outer Limits* and *Wagon Train*; and Gillette in *Arrest and Trial*, *Outer Limits*, *Wagon Train* and *Burke's Law*.

Rep appointments . . .

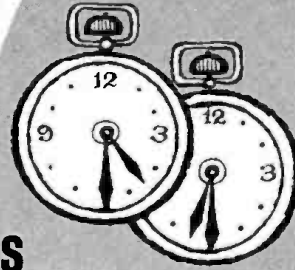
- **WDRG Hartford, Conn.:** Metro Radio Sales named national representative, effective Dec. 1.
- **KLUB Salt Lake City:** Savalli/Gates Inc. named national representative.

Champion Oil buys 'Line'

Champion Oil and Refining Co., Fort Worth, has signed to buy one-minute participations in Official Films Inc.'s *Battle Line* series in 15 markets in Oklahoma, Nebraska, Kansas, Minnesota, Iowa and North and South Dakota, it was announced last week by Charles

New

WBEN-TV's



2 full hours to sell the families of Western New York

The Western New York market has over 1.3 million families who spend almost 6.5 billion dollars at the retail level.

This is worth looking into if you've got a product to sell. While you're looking, look at this new line-up of family programming on WBEN-TV. Low cost participation and spot rates make it a bargain buy.

How good? Ask Harrington, Righter and Parsons, our national reps. They'll fill you in on our "focus-on-the-family" TV fare.

4:30-5 pm

family fun



LEAVE IT TO BEAVER

first re-run of this popular network show

5-6:15 pm

family film fare!

The 5 O'CLOCK SHOW



top films including new Screen Gems package

6:15 to 6:30 pm

news-weather-sports

HEADLINES

are the most comprehensive round up of local news and events with local TV favorites Van Miller and Chuck Healy



WBEN-TV

affiliate of WBEN radio
the Buffalo Evening News Stations



CH.

4

CBS in Buffalo

King, vice president in charge of sales for Official. The agency is Tracy-Locke Co., Dallas.

The stations have not been designated since time has not been cleared in all markets. Mr. King indicated that Official expects to have full clearance within the next few weeks. Official recently completed another regional transaction on *Battle Line* with Pacific Gas and Electric Co. for full sponsorship in seven California markets.

Alexander Film Co. sale is revealed

The sale of Alexander Film Co., Colorado Springs commercial producer, to a four-man group headed by Alexander's president, Keith Munroe, was announced last week. Sale price of the 45-year-old firm was reported between \$2 million and \$3 million.

The buyers, in addition to Mr. Munroe, are Cortland S. Dietler, Denver oil man; F. M. Late, San Angelo, Tex., Chevrolet dealer, and J. A. Oleson, Sterling, Colo., oil man and rancher.

The sellers were not identified. J. Don Alexander Sr., who co-founded the company, died in 1955. His brother, Don M., and two sons, J. Don Jr. and John H. were affiliated with the firm.

Mr. Munroe, who will remain president of the new corporation, also announced the election of three new directors, certain new officers, and the formation of Alexander Film of Canada Ltd., a wholly owned subsidiary.

Elected directors were Messrs. Dietler, Late and Oleson. Mr. Dietler is chairman of the board and chief executive officer; Mr. Oleson, executive vice president; Mr. Late, vice president, and F. W. Marting, vice president and controller.

Mr. Munroe, who joined the firm in 1957, was named president six months later.

Alexander employs about 200 at its 26-acre Colorado Springs studio and has sales offices in New York, Chicago, Detroit, St. Louis and San Juan, P. R.

Pulse to syndicate QPD based on pilot study

The results of a Cleveland pilot study conducted by The Pulse Inc. with a new qualitative, personally placed diary have encouraged the audience measurement firm to syndicate the research method.

The "highly gratifying" Cleveland experiment found a return of 86% of the data sheets placed and 75% of all attempted placements. The QPD—an acronym for its description; qualitative, personally placed diary—also was collected personally in the Cleveland test, but The Pulse will in the future discard

A helping hand to TV

The hand that guides the toy doesn't necessarily buy it. That is why Kiddie City, with 16 toy centers in the Philadelphia area, is using radio and newspaper in addition to TV in a pre-Christmas drive. "Toy advertising on TV helps the child decide what toy he wants; but radio and newspaper will help sell the parent on Kiddie City as the place to buy that toy," President Leonard Wasserman said last week.

Accordingly, the \$100,000 two-month campaign includes a schedule of 80 spots a week on WIP, WCAU and WIBG, all Philadelphia, backed by full-page ads in three local newspapers. "Supplementing" this effort, according to Michael Schwartz Associates Advertising, Philadelphia, account agency, is a weekly 15-minute program on WRCV-TV that city.

the personal collection as unnecessary. The data sheet is broken down to show, in addition to TV audience quantity, viewer's age, sex, family size, family income, age groups of children and viewer consumer trends.

Chicago Dodge dealers join in all-media push

Dodge dealers of the greater Chicago area last week announced the formation of new metropolitan advertising committee to place a record local dealer budget of \$150,000 for advertising in a special five-week campaign to support the national Dodge factory-placed advertising. About 40% will go for TV and radio. Two even larger flights are planned later.

The Chicago Dodge dealers have never before joined for such a large local promotion. But the venture was precipitated by the recent record breaking sales drive of the Detroit Dodge dealers who also used heavy broadcast schedules. The Chicago dealers additionally cited the current high sales momentum of Dodge, which last year broke all previous totals. Dodge's national agency, BBDO, is representing the Chicago dealers.

Agency appointments...

▪ Sea Breeze, Pittsburgh manufacturer of multi-purpose antiseptics and toilettries, has named Ketchum, MacLeod & Grove, Pittsburgh.

▪ Air France, without an agency since BBDO resigned the account in mid-August, has appointed Fuller & Smith & Ross to handle the American market.

Air France's announcement that creative work would be done in Paris rather than in the U. S., reportedly prompted BBDO's resignation. Billings are estimated at \$1 million-\$1.5 million.

▪ Spring Air Mattress Co., Chicago, has named Arnold & Co., Boston, to handle all advertising. Spring Air will use radio and television extensively in a major promotion to begin in early 1964.

TvB to introduce film at membership meeting

"Heart Beat," the Television Bureau of Advertising's new half-hour color film presentation, will be shown for the first time at the bureau's membership meeting in Chicago Nov. 19-21. The film is a qualitative rather than statistical study of television commercials.

Motion, image, time, space and sound are examined in the presentation as aspects which lead to emotional involvement in a viewer's perception of a TV commercial. The film documents production techniques.

On Nov. 20, TvB also will hold its third annual sales managers meeting, also in Chicago. Among the speakers scheduled are Dr. Seymour Banks, Leo Burnett vice president, and Dr. Kenneth McFarland, consultant to General Motors.

Toro '64 model mowers will get TV spot push

The Toro Manufacturing Corp. has planned an extensive television spot campaign in the U. S. and Canada to promote its 1964 line of power lawn mowers.

The advertising program, through Campbell - Mithun, Minneapolis, is scheduled to begin with the first sign of spring grass. A spot campaign is being used to direct the advertising dollar where it will do the most for local dealers. The spots will be shown on more than 115 stations on week nights and weekends, with an eye to capturing the male audience.

The spots will demonstrate the various models and features of the Toro line of mowers, and will tie in with display models to be used by local dealers.

St. Louis agency merger

Two St. Louis advertising agencies—Ridgway, Hirsch & French and Hart & Johnson—have merged retaining the name of the former agency.

Jack Hart and Souldard Johnson, H&J president and vice president respectively, have been named vice president of RH&F, and their staff has moved into the Ridgway office at 8012 Carondelet Avenue.

“WHAT IS NBC REALLY AFTER?”

Some observations by TV and radio editor Richard K. Doan,
excerpted from the Sunday Herald Tribune of November 3, 1963

“Television’s rage for ratings is possibly more feverish this fall than ever before. People in the business feel it, and can’t particularly account for it. . . .

“The upshot . . . has been a general blurring of any programming standards other than the gauge of mass appeal as reflected in ratings of individual shows; the ‘shares’ of audience they pull against other shows on the air at the same time; and the competitive standings of the networks in terms of total homes reached. . . .

“The picture is distorted. . . .

“This (NBC) is the network that is currently making a solid effort to determine whether original anthology drama (dramatic series without continuing characterizations) can win enough audience to survive Madison Avenue’s scalpels.

“Five weekly hours—‘The Richard Boone Show,’ ‘Suspense Theatre,’ ‘Espionage,’ ‘Bob Hope Presents’ and ‘Show of the Week’—represent an immense gamble (by some sponsors as well as NBC) to restore TV’s so-called ‘golden age’ of original dramas—if indeed it can be revived. Nobody yet knows, including NBC’s decision-makers. But everybody knows that such dramas hardly ever pull Top 10 ratings.

“What is NBC really after, then? An NBC spokesman put it this way

the other day: ‘As the critics know, or should know, a network can’t pursue quality and diversity in its schedule and expect blockbuster ratings week after week.

“NBC, believing that “it all begins at the typewriter.” has enrolled the finest dramatic writers in the business this season for its original series. Among them are Robert Dozier, Rod Serling, Dale Wasserman, Ernest Kinoy, Carson McCullers, Michael Dyne, Eugene Burdick, Howard Rodman, Paul Brickhill and Budd Schulberg. And we have freed these writers from the limitations of creating for continuing series and their stars. Dramatic license in good taste, we feel, is giving these writers new horizons of creativity. Many stars and agents have told us they feel NBC’s renaissance of original drama has “given the medium back to the adults.”

“Is NBC, aside from this, really a second-place network?

“Well, it is the network whose news and public affairs programming occupies more than one-quarter of its total time. (No rival can say the same.)

“It is the network that threw off all its money-making commercials for one night to air an unprecedented three-hour civil rights special.

“It was NBC that sparked last season’s unusual excitements with

the remarkable ‘The Tunnel’ and the color-filmed tour of the Kremlin.

“It is NBC that presents the distinguished ‘Hall of Fame’ dramas; that supports an opera company, five of whose productions will be seen this season; and that brings us the ‘Telephone Hour’ musicales which, for all their excellence, drag down the network’s rating average.

“It is NBC that has singlehandedly pioneered color TV, to the annoyance of its competitors. . . .

“The point is that we are in danger of being engulfed altogether by the myth that what the Nielsen rater likes best is all that really counts.

Last year, for example, NBC could claim close to 150 major awards for its programming—more than any other broadcast organization received. No awards, in case it needs to be pointed out, are made for Top 10 ratings.”

NBC Postscript: Of course we are not displeased at the findings of the Nielsen MNA report for the week ending October 27. The nighttime average audience figures for all network programs, 7:30-11:00 pm, were: CBS 18.7, NBC 18.5, ABC 16.1. These are estimates provided by the A. C. Nielsen Co. subject to the qualifications issued by this rating service.



New code director is Howard Bell

COLLINS NAMES TRUSTED AIDE TO JOB THAT SWEZEY IS LEAVING

Roy Collins dipped into the National Association of Broadcasters staff last week to pick a new director of the NAB code authority.

The NAB president chose Howard H. Bell, who has been vice president for planning and development and a frequent companion of Governor Collins on trips and in Washington conferences.

The selection of Mr. Bell as code director was approved by the association's executive committee. Mr. Bell will assume the new duties Dec. 1, but the appointment still is subject

to the approval of the full NAB board which next meets in January.

Governor Collins appeared before the executive committee Thursday (Nov. 7) with his intention to advance Mr. Bell to the job being vacated by Robert D. Swezey, and the appointment was announced that afternoon. The meeting had been called by Chairman William Quarton, WMT-TV Cedar Rapids, Iowa, to explore the future direction of the codes and the relative responsibilities of the new director and the respective radio and TV code boards

(BROADCASTING, Oct. 28).

In calling the meeting, Mr. Quarton took exception to the position enunciated by Governor Collins at meetings of the code boards five weeks ago (BROADCASTING, Oct. 7) and asked the NAB president not to appoint a new director until after last week's meeting.

Following the executive session, Mr. Quarton said that matters were "worked out to the satisfaction of all." He said there is a clear understanding that the new director will answer to the code boards. Governor



Future direction of the NAB radio and TV codes—and a new director to administer them—were the principal subjects of conversation in Washington last week as the NAB executive committee met with President LeRoy Collins. The committee approved, subject to confirmation by the full NAB board, the selection of Vice President Howard Bell (far r) as code authority director.

At the executive committee meeting were (l to r) President Collins; William Quarton, WMT-AM-TV Cedar Rapids, Iowa, chairman; James D. Russell, KKTV(TV) Colorado Springs; Ben Strouse, WWDC Washington, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. Richard Chapin, KFOR Lincoln, Neb., a committee member, was not present.

NAB AND RAB FINALLY GET TOGETHER

Will jointly make study to define ratings methodology

It's now official.

The National Association of Broadcasters and the Radio Advertising Bureau will conduct a joint study of methodology used in measurements of radio audiences. Final approval of the \$200,000 endeavor was given last week by the NAB board, ending six months of negotiations between the two organizations.

Approval for a joint study already had been given by the RAB board,

which will meet in Washington tomorrow (Nov. 12) for a report on the progress made to date in the study of radio audiences. RAB already has taken several steps toward the project before it was certain the NAB would participate.

In announcing the agreement last week, the NAB released terms as sent to its board members the previous week (BROADCASTING, Nov. 4). The terms were listed in the form of a letter to

RAB President Edmund Bunker and signed by Howard Bell, NAB vice president for planning and development, on behalf of Donald McGannon, president of Westinghouse Broadcasting and chairman of NAB's Research Committee.

The terms were worked out by negotiating teams headed by Messrs. Bunker and McGannon. Both RAB and NAB are to put up \$75,000 for the study with RAB to raise the remaining \$50,000 from outside sources. The research will be done in phases relating to the ultimate objective and would be re-assessed at the end of each phase. Either party has an option to drop out

Collins, in his presentation to the code boards, had expressed the view that the code authority director has "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past."

Grounds for Dispute ■ Mr. Quarton, in a letter to Governor Collins calling last week's meeting, said that "our code board members, backed by the NAB directors, are not going to give up their policy making authority to anyone. Whoever is appointed code director should know that."

None of the NAB staff attended the executive committee meeting at which the NAB president made his command appearance. Later, however, Mr. Bell and the NAB executive vice president, Vincent Wasilewski, met with Mr. Quarton. Other members of the committee include James Russell, KKTU(TV) Colorado Springs (TV board chairman); Ben Strouse, WWDC Washington (radio board chairman); Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. (TV vice chairman), and Richard Chapin, KFOR Lincoln, Neb. (radio vice chairman), who was not present for last week's meeting. Mr. Quarton is chairman of the combined boards.

Mr. Bell will be only the second code authority director. The position was created by the NAB board in 1961 and Mr. Swezey was signed to a two-year contract at \$40,000-per-year. His resignation, announced last summer (BROADCASTING, Aug. 17), was to have been effective with the expiration of his contract Oct. 15, but he has stayed on at the request of the NAB president. Mr. Swezey and Governor Collins disagreed several times on specific code activities and their concepts of the duties of the director were at variance.

In announcing Mr. Bell's appointment, Governor Collins said that salary and other aspects of the new job will be worked out "with board collaboration and approval." A

spokesman said that Mr. Bell would not be offered a contract and the salary would be less than that paid Mr. Swezey.

Praise From Collins ■ Governor Collins praised Mr. Bell as "a man of high idealism and intelligence. He has the courage of his convictions . . . and has vast experience in working with both radio and television and I feel confident he will serve in this new position with conspicuous competence."

"I look forward to undertaking this challenging assignment and shall strive in every way to merit this trust," Mr. Bell said of his appointment. He joined the NAB in 1951 as assistant to the vice president for TV and became assistant to the president in 1954. He was made a vice president in May 1960.

A native of New York, Mr. Bell is a graduate of the University of Missouri School of Journalism and holds a law degree from Catholic University, Washington, D. C. Before joining the NAB, Mr. Bell worked at KFRU Columbia, Mo., and was sales promotion manager for WMAL-TV Washington.

When the NAB board established the post of code authority director, the duties were specified in the code regulations as: to maintain a continuing review of all radio and TV programming and advertising, particularly that of subscribers; to act on complaints; to define and interpret the codes; to maintain liaison with government and private organizations; to review and monitor; to reach conclusions and make recommendations to the code boards concerning violations of the codes; to recommend code amendments to the code boards.

The duties of the two code boards include recommending amendments to the parent radio and TV boards; to consider appeals from decisions of the director and others.

at the completion of each specific step without further obligation to contribute financially.

With Vigor ■ "The object to be achieved would be to vigorously attack, in the most progressive way available to us, a solution to the problem of measuring individual radio listenership," according to the NAB letter to Mr. Bunker. "The overall effort would be approached by undertaking sequential projects, all of which would properly relate to the above objectives and advance the project in that direction."

The study will be directed and controlled by a steering committee consist-

ing of not less than five members representing each sponsoring organization. The steering committee would in turn select a chairman, not included in the 10 members "but involved in the field of broadcasting" and with a research background.

Subcommittees of the steering group will be named to (1) handle the professional and technical aspects of audience measurement, methodology and statistical research and (2) formulate overall policy for the study.

Target for completion of the project has not been set. However, either party may withdraw if the study "is permitted

to become static or fails to progress. . . ."

A spokesman said last week that actual field work probably will not begin before the first of the year. Three markets of various sizes are to be selected for extensive testing of methodology. RAB already has done some pretesting in New York City, which is expected to be used for the large market study.

Audits & Surveys Co. has done the preliminary work for RAB and is expected to play a role in the future studies. RAB expects to raise the additional \$50,000 from advertising agencies and stations in the markets where the tests will be conducted, in return for the right to use the results.

The NAB-RAB project will be separate from the extensive grading of research companies planned by the NAB's Research Committee and the affiliated Ratings Council.

Part two of NAB fall meets to begin

Broadcasters from the South and Midwest will gather in Nashville, Tenn., Thursday and Friday (Nov. 14-15) as the National Association of Broadcasters starts on the second half of its annual fall conferences.

Just as at the previous four conferences, the threat of federal intrusion into the daily operation of radio and television stations will be the main topic of conversation both in formal panels and question and answer sessions. The Nashville conference will be held in the Dinkler-Andrew Jackson hotel.

The formal agenda calls for broad participation by individual broadcasters with most sessions set up as panel discussions designed to encourage questions from the floor. A major change in the program from the previous four conferences is the substitution of a new problem at the Thursday afternoon TV session.

For the first four conferences, delegates discussed an unidentified TV station in a four-station market which was having trouble with its network and a local advertiser. Objections were raised by the TV networks (CLOSED CIRCUIT, Oct. 28) and as a consequence the NAB substituted a new situation.

NAB President LeRoy Collins will open the Nashville session with an informal talk, as he will at the conferences to follow in Fort Worth (Nov. 18-19), Denver (Nov. 21-22) and San Francisco (Nov. 25-26). NAB board member who will participate in Nashville include Lester G. Spencer, president-general manager of WKBV Richmond, Ind.; John F. Box Jr., executive vice president, WIL St. Louis; Robert T. Mason, president, WMRN Marion, Ohio; Henry B. Clay, executive vice president, KTHV(TV) Little Rock, Ark., and Robert

ONE,



Wright, president of WTOK-TV Meridian, Miss.

Mr. Mason, chairman of the all-industry radio committee to negotiate music licensing contracts, is the only broadcaster who will participate in all eight conferences. Mr. Mason will report on the activities of his committee which last week began negotiations with the American Society of Composers, Authors & Publishers (ASCAP) for new radio music performance contracts (see page 77).

Rufus Jarman, radio-TV personality and author of *A Bed for the Night*, will address the Thursday luncheon. Mr. Jarman is currently a regular on the Arthur Godfrey CBS Radio program.

Certain to be discussed in Nashville is the appointment of Howard Bell as director of the NAB code authority, announced last week (see page 58). Mr. Bell currently is NAB vice president for planning and development and will moderate a Friday morning panel on controversy.



As chairman of the all-industry committee to negotiate music performance rights, Robert T. Mason, president of WMRN Marion, Ohio, is the only non-NAB staff member who is on the program for all eight NAB fall conferences.

BPA announces seminar program schedule SAN FRANCISCO MEETING BEGINS NOV. 18

The Broadcasters' Promotion Association last week released its program to date for the eighth annual BPA Seminar, which starts next week (Nov. 18) in San Francisco.

An opening session Monday morning will be followed by a discussion of broadcast promotion featuring Sterling Quinlan, WBKB(TV) Chicago; A. Donovan Faust, WJRT(TV) Flint, Mich.; Richard Block, Kaiser Broadcasting, Oakland, Calif.; Charles Tower, Corinthian Broadcasting Corp., New York; John Sullivan, WNEW New York; and Joseph Drilling, KFWB Los Angeles. Keynote speaker at a luncheon Monday afternoon will be Jack Webb, head of Warner Bros. TV operations.

Monday afternoon activities will also include a discussion on presentations made to agencies on behalf of stations. Participating in this event will be Dean Linger, Corinthian Broadcasting Corp.; Lon King of Peters, Griffin, Woodward Inc. New York; Rod McDonald of Guild, Bascom and Bonfigli, San Francisco, and John Vrba, Fourth Network.

Also on Monday afternoon will be a discussion of merchandising campaigns including Dick Paul, WAVY-AM-TV Norfolk, Va.; Robert Werden, U. S. Borax, Los Angeles; Art Garland, General Electric Stations, Schenectady, N. Y., and Leo Gutman, Four Star Distribution, New York. This discussion will be followed by a panel on promotion of special and sports programs including Steve Libby, Infoplan, New York; Alex Kennedy, CBS-TV; John Mileham,

KTVH(TV) Wichita, Kan., and Paul Sheldon, Gulf Oil Corp., Pittsburgh. Monday's program will be completed with a discussion on graphic arts featuring Paul Woodland, WGAL-TV Lancaster, Pa.; Edwin L. Jay, WAGA-TV Atlanta; R. O. Trautwein, Multilith-Addressograph, San Francisco, and Dean Smith, a designer from San Francisco.

Tuesday Plans ■ Tuesday (Nov. 19) activities will feature three discussions on humor in broadcasting with Stan Cohen, WDSU-TV New Orleans; Alan Alch, Alan Alch Inc., Los Angeles; Paul Lindsay, WIND Chicago; John Asher, Golden West Broadcasters, Hollywood; Norman S. Ginsburg, CBS Radio Spot Sales, New York; Carl Hixon, Leo Burnett, Chicago; George Stantis, KFMB-TV San Diego; Don Garrett, Screen Gems; Steve Fox, KOA-TV Denver, and Charles Cash, WSB-TV Atlanta.

David Klemm, wxyz Detroit, will present BPA "On-the-Air" promotion awards at a luncheon Tuesday—an event to be followed by a discussion on radio station publicity problems featuring J. W. Axtell, KRLD Dallas; Robert Blake, Westinghouse Broadcasting Co., New York; Dwight Newton, *San Francisco Examiner*, and Bruce Wallace, WTMJ-AM-TV Milwaukee. This discussion will be followed by a panel on TV movies including Donald Peacock, WBAL-TV Baltimore; Gerald Rowe, NBC, New York; Robert Nelson, KNXT(TV) Los Angeles, and Keith Nicholson, KOGO-TV San Diego. Other activities Tuesday will include a BPA member-

ship business meeting, a trade press cocktail party and an evening banquet.

Wednesday activities will start with a discussion of the role of the spot rep, with Robert Adams, WTOP-TV Washington; Avery Gibson, H-R Representatives, New York; Kenneth Mills, The Katz Agency, New York, and Ruth Jones, J. Walter Thompson, New York.

Also on Wednesday morning will be a panel discussion on the advancement possibilities for promotion men, a discussion featuring Fred Birnbaum, WCAU Philadelphia; Don B. Curran, KGO San Francisco; William Stipich, Schlitz Brewing Co., and Jules Dundes, KCBS San Francisco. The closing session of the seminar will take place before noon Wednesday and include a talk on the *BPA Bulletin* by Casey Cohlma, WFAA-TV Dallas.

Full head of steam for Calif. pay TV

Its stock sale approved and its stock sold out, Subscription Television Inc. is moving ahead full speed to meet its committed deadline of 20,000 homes connected for closed circuit pay TV service in San Francisco and the same number in Los Angeles by July 1, 1964.

Initial service areas in both cities will soon be selected on the basis of population density and economics, plus practical engineering considerations. Contracts with both Pacific Telephone & Telegraph and General Telephone Co. will be submitted to California's public utilities commission for rate approval in the near future.

Plans for signing up subscribers (at a \$10 installation cost and weekly service charges of \$1, plus whatever is spent for programs) are virtually complete. Reuben H. Donnelley Corp., which will handle all sales and sales promotion, is developing plans, subject to STV approval, for an initial three-pronged attack designed (a) to educate the public about pay TV, (b) to sell the concept of this new in-home program service and (c) to sell STV installations. The second phase will be the continuing job of selling specific programs to be offered on the system's three channels.

To be announced this week is acquisition of a Hollywood studio building capable of providing full color "live" programming, and another building to house STV-assigned personnel of Donnelley and Lear Siegler Service Inc., which will install and maintain STV equipment in subscribers' homes. The company headquarters will remain in the Los Angeles area, although probably not for long in present quarters in Santa Monica.

The problem of obtaining sufficient programming for three-channel service day-in and day-out does not worry STV

executives, who point out that unlike other experimental pay TV operations, STV's will be a full-fledged commercial enterprise from the outset, able to develop many programs for itself and to buy others (such as theatrical motion pictures) on a competitive basis, in addition to color coverage of all home baseball games of the San Francisco Giants and the Los Angeles Dodgers for the next five years.

EACH TO HIS OWN JOB

Cronkite cites government 'hobbles' on broadcasting

Walter Cronkite, CBS News correspondent, called for "competitive co-existence" between newspapers and broadcasting in an address last Thursday (Nov. 7) to Sigma Delta Chi, national professional journalism society.

Mr. Cronkite addressed a dinner meeting at the society's annual convention in Norfolk, Va.

Neither newspapers nor broadcasting can do the whole news job that needs to be done in contemporary America, Mr. Cronkite said. Both media are needed.

"Broadcasting is powerful," he said. "It can grab the headline readers, but it cannot do the depth job."

In its journalistic mission, broadcasting suffers from what Mr. Cronkite described as "the well-founded fear of trouble in Washington." He said it was "perfectly ridiculous that a major communications medium should be hobbled" by government controls.

Broadcasting, in Mr. Cronkite's personal opinion (he said he was not speaking for CBS), is "not half free and half slave but all slave."

Press and Local Interest ■ In a keynote address to the Sigma Delta Chi convention on Thursday, Barry Bingham, editor and publisher of the *Louisville Courier-Journal and Times* (WHAS-AM-TV), advocated the formation of voluntary "press council" in individual communities to establish a "dialogue" between newspapers and the public. These councils would be especially useful in cities with newspaper monopolies, he said.

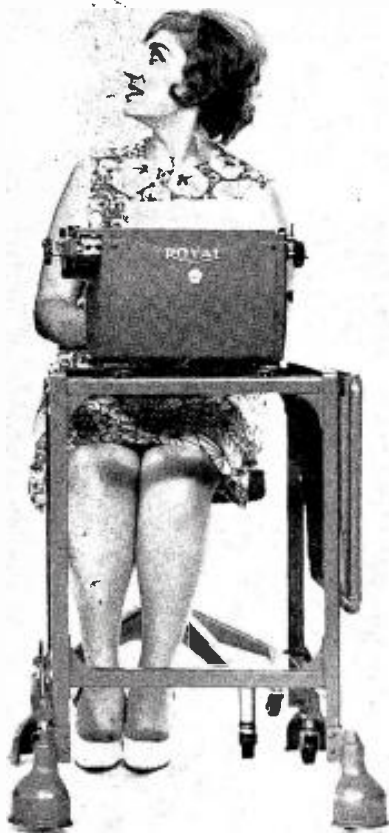
"I would ask such a council to make periodic reports to the public," Mr. Bingham said. "To reach a wide audience, I would put a council session on local television at least four times a year. I would urge that responsible newspaper executives appear on that program, not only to defend but to explain their positions."

He suggested that a local press council consist of three to five prominent citizens who would command respect. Members would read the local papers thoroughly and analytically and would undertake to read at least three other

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newspapers from other cities for comparison. Anyone active in politics would be disqualified because he would be unable to appraise a newspaper's performance objectively. People of retirement age, whose intellectual interests are still lively, would seem best qualified, he said, although younger persons would not necessarily be excluded.

Mr. Bingham said the creation of public trust "is the only permanent protection against censorship, against governmental control, against any of the other outside influences we dread."

The annual convention, the biggest in Sigma Delta Chi's history, had an attendance of 650 professional and undergraduate members.

Theodore F. Koop, CBS Washington vice president was elected president of the society (see WEEK'S HEADLINERS, page 10).

AM-FM DUPLICATION Supporters argue it actually helps in growth of medium

Owners of AM-FM stations continue to defend the desirability of having FM stations duplicate the programming of the AM outlet, using the argument of the National Association of FM Broadcasters, the arch opponent of duplication, for support of their own views.

This latest exchange on the duplication question came in reply comments to the FCC's proposed rulemaking to revise its AM allocations policy and provide for a future integrated AM-FM service. The latter provision contains a clause that would restrict FM duplication of AM programming to 50% if the stations are located in cities with a population of 100,000 or more. There was also projected as a long-range goal for separation of the common ownership of AM-FM stations in the same market.

When comments were originally filed last September and support for the rulemaking was small—comments argued the population principle proposed by the commission for AM allocations was too inflexible and that the facets involving FM would be unjust to the AM broadcasters who have supported the development of FM (BROADCASTING, Sept. 16, 23).

Storer Broadcasting Co. last week turned its argument on the comments of NAFMB. Storer attacked the FM association's comments on the ground that they refuted themselves. NAFMB claims that duplication of AM programming has deterred the development of FM and cited the situation in New York as an example. NAFMB said that because of duplication New York has only four independent FM stations. Storer turned the gauntlet by saying

that although there are few independents, there is the highest percent of FM receiver ownership in New York. If anything, Storer claimed, this shows duplication has promoted FM growth.

Begging To Differ ■ Storer also challenged NAFMB's comparison of Chicago FM with that of New York. Storer said NAFMB put the average revenue of the four independent New York FM stations at \$48,084 in 1961, while 15 independent stations in Chicago earned an average of \$50,805 (NAFMB's reply comments placed the figures at \$51,905 and \$77,870, respectively).

Storer said these figures, presumably the ones it quoted, don't justify NAFMB's conclusion that the greater number of Chicago independents has led to corresponding increases in revenue.

"It is submitted that the real problem facing the FM service is to retain audience support with programming that is a suitable vehicle for advertising," Storer concluded. Storer suggested that nonduplication is not the answer, but did not suggest an answer.

In its reply the NAFMB said that broadcaster claims (notably the National Association of Broadcasters) that FM provides an indispensable support to AM coverage merely show FM as a superior service, and separate programming is the way to demonstrate its superiority. The association said the sharp increase in receiver sales over the last three years can be attributed to partial separation of programming of some AM-FM stations. Stereo broadcasting is another reason, it said, and AM cannot provide this service.

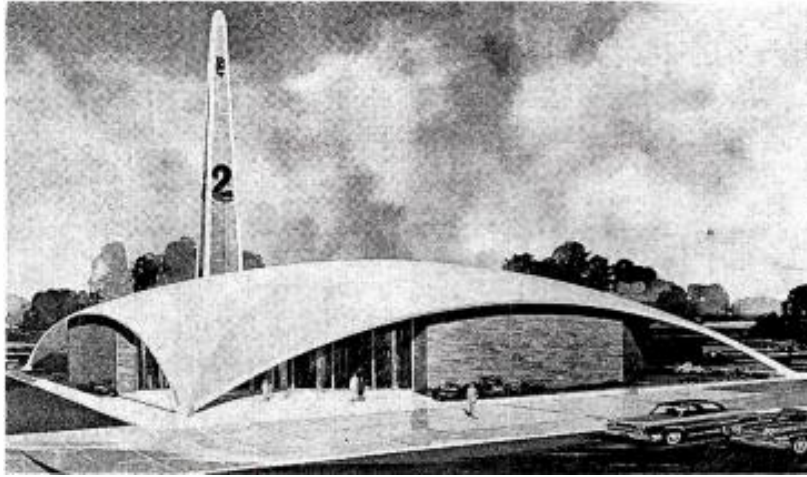
The NAFMB said that if separate programming becomes a reality the increased revenues would be taken from television, not from AM.

The Real Matter ■ The Association on Broadcasting Standards, criticized the majority of comments on the rulemaking with concerning themselves too much with the FM problem and failing to grasp the real intent of this rulemaking—that is to work out a new allocations standards for AM.

ABS said the problem of adjacent channel and co-channel interference with AM broadcasting "is perhaps the most crucial one facing" the industry. However, ABS noted that its "review of the comments of other parties indicates little, if any, attention has been given to the realities of interference phenomena."

The ABS urged the FCC to hold an en banc hearing on the allocations matter. The association said that it is made necessary by the weight of the commission's proposed abandonment of its policy of acting on applications according to need, in favor of establishing definite population criteria.

ABS would also like to see formed a



KMID-TV moves into futuristic home Dec. 1

The modernistic structure shown above comes from an architect's drawing board, not just his dreams. Designed to house the offices and studios of KMID-TV Midland-Odessa, Tex., the \$165,000 building is now nearing completion.

To form the roof, 10,000 tons of concrete were poured in a single day, and its four corners droop to touch the ground and support the building. The walls, which offer no support to the roof, form a perfect octagon, the shape of the building's in-

terior, in which offices surround a large central studio. The structure contains 14,000 square feet of floor space, and an adjacent tower will beam KMID-TV programs to the station's transmitter some 10 miles away.

Designer of the building, scheduled to open Dec. 1, was Crain & Cannon of Odessa. Special structural engineering was handled by Terry & Rosenlund, Dallas, and construction was done by the King & King company of Odessa.

joint industry-government committee to study allocations problems. ABS said that it had arrived at four approaches to the study that it believes are useful:

- Sunrise and sunset propagation transitions are different.
- A simplified skywave propagation measurement program that will be directed towards demonstrating the above.
- Program will consider representative frequencies as well as various path lengths.
- Analyze the data as study progresses adding necessary revisions and further data.

ABS also joined the opposition to the proposed rules governing AM-FM operations. It is a well known fact, the association said, that "duplication of AM and FM programming has brought about substantial benefits to the public."

Kennedy has Ohio media men to lunch

President Kennedy had lunch last week with 20 Ohio publishers and editors, nine of them connected in ownership with radio-TV stations.

Those present who are affiliated with broadcast stations: Paul Block Jr., *Toledo Times and Blade* (Block family also is principal owner of the *Pittsburgh*

Post Gazette which owns WWSW-AM-FM and 50% of WUC[TV] that city). James E. Fain, *Dayton Daily News* and Glenn Thompson, *Dayton Journal-Herald* (the Dayton newspapers are part of the chain owned by James M. Cox Jr. (Cox Stations).

John G. Green, *Canton Repository* (a Brush-Moore newspaper, interlocking ownership with WHBC-AM-FM Canton and WONE-AM-TV and WIFE[FM] Dayton). Clay Littick, *Zanesville Times Recorder* (affiliated in ownership with WHIZ-AM-FM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va.), Ben Maidenbourg, *Akron Beacon Journal* (owns 45% of WAKR-AM-FM-TV that city).

Louis B. Seltzer, *Cleveland Press & News* and Dick Thornburg, *Cincinnati Post & Times-Star* (both Scripps-Howard newspapers associated with Scripps-Howard Stations). Robert H. Wolfe, *Columbus Dispatch* (WBNS-AM-FM-TV that city).

CBS gaining 2 stations

Two currently unaffiliated stations will join CBS Radio Dec. 1, it was announced last week by the network. They are WJAN Ishpeming, Mich., operating with 5 kw on 970 kc daytime, and WDSR Lake City, Fla., on 1340 kc with 1 kw-D, 250 w-N.

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COMMISSION MOVES TO CUT RED TAPE

Staff given wider discretion in station transfers

The FCC last week launched its long-awaited campaign to reduce its backlog of pending cases.

Its primary target: 150 pending station transfers. And the method of attack is to give the staff wider authority, at least temporarily, to operate under its delegations of authority.

FCC Chairman E. William Henry is expected to discuss this development in letters to key members of Senate and House who have often complained about the commission's mounting backlogs. Details of the procedural change were not immediately available last week. Commission officials, however, said basic delegations of authority were not changed.

A major complaint by some commissioners has been that the staff has too often brought cases to the commission for decision that the staff had the authority, under delegations of authority, to handle.

Petty Problems ■ However, in many instances, the formal delegations have been limited by detailed instructions, with the result that the staff has brought comparatively minor problems to the commission's attention.

It's understood that the commission in effect told the staff to ignore the limiting instructions and not let "minor" details hold up action on pending transfers.

One commissioner said the action, in a sense, amounts to a vote of confidence. "We told the staff to exercise their authority with the assurance that we would back them up."

He added that there will undoubtedly be cases that are "so close" the staff will want to get a decision from the commission. But in the vast majority of cases, he said, the staff should be able to act on its own.

The staff is expected to operate under its basic delegations, unfettered by special instructions, for up to 90 days. In the meantime the commission hopes to devise new instructions which will express the agency's aims without leading to new delays and backlogs.

One kind of case on which the staff will be able to act with greater dispatch involves the three-year rule. This rule, which prohibits the sale of stations held less than three years, provides for some exceptions. However, the staff normally brings all three-year cases to the commission for a decision on waiving the rule. The staff was instructed last week to act on all cases clearly coming under the exceptions.

Move On Radio ■ In another development in the FCC's effort to reduce its backlog, the commissioners were re-

ported planning to discuss this week a revised program reporting form for radio stations. There were even some indications the commission might be prepared to take definite action on a new form, on which some work has been done (BROADCASTING, Nov. 4).

Officials say this project is a much simpler one than that involving television. It was not certain, however, whether the commission would simply adopt a new form for radio, as a conclusion to the outstanding rulemaking proceeding on program reporting forms, or put the proposed document out for further comments.

The commissioners feel that a new reporting form for radio which would provide more meaningful information than that which applicants now can provide would help speed the renewal application processing.

There were no developments last week on other aspects of the commission's antibacklog campaign.

■ Work on revising the TV program reporting form was at a standstill.

■ No action was taken on proposals to liberalize guidelines followed by the staff in considering renewal applications.

■ And the proposed procedural change that would require licensees to apply for renewal six months ahead of their renewal date instead of three (BROADCASTING, Nov. 4), was not even on last week's agenda.

GIVE 'EM WHAT FOR

Swafford charges industry created its fearful plight

If broadcasters had more vigor, confidence and maturity "we wouldn't right at this moment be standing around, wringing our hands, while the FCC proceeds to kick hell out of us," Thomas Swafford, president of KDEF-AM-FM Albuquerque, N. M., told the Oregon Broadcasters Association Nov. 1.

The industry, he said, is gripped in "fear—galloping, growing, withering fear. Fear of competitors, fear of creditors, fear of cancellations, fear of failure. . . . And most of all, fear of government."

A former CBS vice president and general manager of the network's WCAU Philadelphia for 11 years, Mr. Swafford said broadcasting is being governed by the "very whims of a very small group of very willful men." But, he said, the industry is responsible for permitting this condition to exist. "As a group, we are forever forced into the unhappy role of defending the weakest, shabbi-

est, most unscrupulous member in our midst. . . . And, constantly on the defensive, we're operating at half strength," he said.

"We as broadcasters, particularly in radio, present a picture of disunity and disorganization." State associations adopt resolutions often completely counter to a position taken by the National Association of Broadcasters, Mr. Swafford said. He pointed out that only half the radio stations belong to the NAB and less than 40% to the NAB radio code. "The rest are content to stand outside, making faces through the window," he told the Oregon broadcasters. "You don't build strength that way. Divided, we'll never fight off the continuing intrusions and incursions by the federal government."

Mr. Swafford said that he is disturbed by a lot of things about the NAB. "But, if I'm going to change any of the things I disagree with, I'll have to do it from within the organization," he said.

He termed FCC Chairman E. William Henry's recommendations in the Omaha report on local TV programing (BROADCASTING, Oct. 28) a "condescending, paternalistic, Hamiltonian philosophy."

The FCC should be more concerned over the growing number of stations "wallowing in red ink" than an alleged overcommercialization in broadcasting, Mr. Swafford said. Stations with heavy commercial schedules are the successful stations financially able to offer better programing to the public, he said. Chairman Henry's position on commercial practices is "not only built on a wobbly and woefully inadequate base, but on a completely fallacious conception of how broadcasting works in this country," he said.

Addressing the same Oregon convention, NAB Vice President Howard Bell said the time has come for the industry to get off the defensive and "accentuate the positive."

FTC is a little slow in answering its mail

A station that failed in three efforts to get official Federal Trade Commission word on its policy toward broadcasters' promotion of ratings has now made a fourth effort—also unavailing as of last Thursday.

The efforts came to light last week when WMCA New York released a copy of a letter—the most recent epistle in the series—sent by Stephen B. Labunski, WMCA vice president and general manager, to FTC Chairman Paul Rand Dixon. Mr. Labunski's letter recapitulated WMCA's series of requests, gave up on those, and posed a new one.

It all started, the letter said, after the FCC's June 13 public notice on the use of ratings called attention to a "public notice issued this day" by the FTC. Here's the chronology as given by Mr. Labunski:

On Sept. 16 WMCA wrote to the FTC asking for two copies of the public notice, giving the date and the subject matter. No answer. On Oct. 4 another request was sent. On Oct. 10 a letter arrived in which the FTC said it may have sent the wrong material the first time—material that was never received—but that new material was enclosed. The new material was something else. In a third letter, on Oct. 14, WMCA tried again, and a week later it got back, not the public notice it had asked for, but a news release on the subject.

"This press release," Mr. Labunski told Chairman Dixon, "reiterated the very admonition which has con-

cerned us all along, to wit: 'If a broadcaster claims that a survey proves that he has a certain percentage of the listening audience in his territory, and investigation discloses that the claim is false and deceptive, the commission will take vigorous action to prohibit the claim.'"

Mr. Labunski's letter continued:

"Since we are unable to obtain a copy of the FTC's 'public notice' on the subject of ratings, let us pose a specific question which is of prime importance to us at the moment."

Mr. Labunski then listed "the latest overall ratings for New York radio," from Pulse and Hooper reports. He noted that both services put WMCA in first position, but that Pulse gave WMCA a 20% advantage over the No. 2 station and 42% over No. 3, while Hooper put WMCA 4% ahead of a different No. 2 and 62% ahead of a different No. 3. He continued:

"While we have always recognized that ratings are not the only criteria for programing or sales, we must still face the reality that most advertisers continue to seek some sort of objective—that is, statistical—standards in arriving at their decisions.

"Do you see any reason why WMCA cannot, in the light of the above ratings, claim to be the station with the largest radio audience in New York?"

The letter, with copies to all FCC members was sent to Chairman Dixon Oct. 31. As of last Thursday afternoon—no answer.

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NAEB HAS ITS OWN TABLE

UHF allocations plan, produced by computer, is offered in place of 'hand made' FCC table

The National Association of Educational Broadcasters, using a computer, has designed a UHF table of assignments containing some 600 more allocations than the UHF plan recently proposed by the FCC.

NAEB President William G. Harley unveiled the table at a news conference last week as a rival to the proposed FCC table, on which industry comments were invited two weeks ago (BROADCASTING, Oct. 28).

The NAEB is urging the commission to adopt the computer-drawn plan as "a new basic table" of allocations. It also says the FCC should use computer methods in the solution of future allocations problems. The association feels its pioneer computer study has proved the computer superior to conventional methods of making allocations.

The NAEB table (which is reprinted in full beginning on page 102), contains some 2,600 assignments, 900 of which would be reserved to meet "minimum" ETV needs. None of the 2,365 new assignments would affect the 202 commercial and educational UHF stations now operating or holding construction permits. Also untouched are the 584 VHF assignments.

The FCC's proposed table provides for 1,975 UHF assignments. Of these, 600 would be reserved for education. The existing allocations table contains about 1,600 UHF assignments, including 230 set aside for ETV. These latter are in addition to the 100 VHF channels reserved for education.

All 'Taboos' Considered ■ Unlike the experimental table the NAEB designed by computer last winter, the current proposal is said to embody all constraints and "taboos," including those resulting from international agreements with Canada and Mexico. The association's so-called feasibility study resulted in a saturated table of 3,298 assignments (BROADCASTING, Jan. 21).

The NAEB has informally asked the commission to issue the computer-drawn plan as an alternative to the one fashioned manually by the FCC staff. If this request is turned down, the association will submit the plan in the form of a comment in the rulemaking proceeding involving the UHF table.

Mr. Harley said the NAEB feels the FCC plan falls short of meeting the future needs of ETV. He also said the association believes the computer-drawn table does a better job than the commission's in solving allocations problems of commercial stations. "Although there is a considerable amount of time neces-

sary to prepare basic input information and computer programs, the actual assignment procedure was conducted in a matter of hours," the NAEB said in an accompanying report.

Mr. Harley said the NAEB plan contains more channels than the FCC's because of the capacity of the computer to work faster and more efficiently than engineers using conventional techniques.

Recommendations ■ The report recommends that the commission adopt NAEB's table and that it use computer techniques in conducting periodic re-examination and possible reallocation of unoccupied UHF channels. The association noted that the data used to program its study is available to the commission.

The data, stored on magnetic tape, includes information on 1,596 separate locations, covering virtually all of the inhabited areas of the country, indicating population, relative sizes of communities, shared uses by contiguous political subdivisions, and FCC engineering rules and regulations.

NAEB also recommends that the ETV reservations contained in the table be considered only as meeting the "minimum educational needs." The report said the unreserved channels should be held available for either commercial or educational applicants "without a prejudgment that a number of educational reservations fixed at this time can serve all future educational needs."

In this connection, the NAEB rejected an FCC contention that the 2,500 mc band, recently made available to educa-

New NBC grant to ETV

NBC Board Chairman Robert W. Sarnoff last week announced a \$250,000 contribution from NBC to Community Television of Southern California. The money will go toward construction of an educational UHF in Los Angeles.

Mr. Sarnoff said: "NBC has always given strong support to the proper development of educational television, both as an urgently needed instrument of instruction and as a resource for intellectual and cultural stimulation."

It was reported last August that CBS had contributed a total of \$250,000 to CTSC for assistance with educational television (BROADCASTING, Aug. 26).

tors for point-to-point service, would relieve some of the pressure for new ETV channels. NAEB said that although the band would be used, the demand for broadcast television to serve prime educational needs would continue to increase.

FCC Studying Plan ■ FCC officials, who were fully informed of the work being done by the NAEB, said the commission decided to issue its own table without waiting for the computer-drawn plan because of "pressure" to put out an expanded table. The FCC table had been in preparation for 2½ years.

Commission engineers are now making a detailed comparison of the two tables. When this job is completed, officials said, the FCC will decide what action is warranted. This could include issuing the NAEB table as an alternative proposal or making revisions in the FCC plan.

The NAEB, in selecting reserved allocations, considered statewide television plans developed for ETV, NAEB surveys of educational need and other data indicating needs for educational needs. A number of communities were provided with at least two ETV channels; some were allocated as many as four.

The association said that in selecting 1,596 locations for UHF channels, it used as a basic list all locations with a population of at least 10,000. However communities with smaller populations were included if they had demonstrated an interest in ETV or if they were located in sparsely populated centers not likely to be covered by other facilities.

In addition, some communities of more than 10,000 were deleted if they were considered suburbs of large cities. In some cases, a number of communities were lumped together in market areas, such as Minneapolis-St. Paul.

General Plan ■ In general, the computer was directed to provide 3 channels for communities of up to 50,000; 5 for communities of from 50,000 to 150,000;

7 for communities of from 150,000 to 500,000; 9 for communities of from 500,000 to 2 million; 11 for communities of from 2 million to 5 million; and 13 for communities of over 5 million. In each case, existing VHF and UHF licenses and construction permits were considered in determining the number of new assignments to be made.

The NAEB study was conducted by a staff headed by Vernon Bronson, in cooperation with the Jansky and Bailey Broadcast-Television Division of Atlantic Research Corp. The project was financed by a \$40,000 grant under the National Defense Education Act, through the U.S. Office of Education. The same source made a \$55,000 grant for the NAEB feasibility study last year.

NAEB delegates will find 'government' on agenda

The 39th annual convention of the National Association of Educational Broadcasters will be held in Milwaukee's Hotel Schroeder next week (Nov. 17-20). And, like commercial broadcasters, NAEB members plan to devote a lot of time to government matters.

Featured speakers closing day will be FCC Chairman E. William Henry (at the annual banquet) and Arthur Sylvester, assistant secretary of defense for public affairs. Other government officials on the program include John Bystrom, undersecretary of the Department of Health, Education and Welfare for ETV; Harold Kassens and Lawrence Frymire of the FCC, and Thomas Clemens and John Brugger of the U. S. Office of Education.

NAEB President William Harley will speak on the opening day of the convention and all phases of educational radio and TV will be covered in various panels and group meetings. An NAEB official said that advance registrations are three times higher than for the 1962 convention. Approximately 700 delegates are expected in Milwaukee.

Rogers wants delay on FCC license fees

BUT COMMISSION DOESN'T GIVE HIM YES OR NO

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, has asked the FCC to suspend the effective date of its plan to assess licensing fees until "further action" on the issue by Congress.

The effective date of the license-fee rule is Jan. 1. Pending before Representative Rogers's subcommittee is a bill (HR 6697) he introduced that would prohibit the commission from levying fees unless specifically authorized by Congress.

Representative Rogers made his request in a letter to FCC Chairman E.

William Henry. It's understood that the commission, at its meeting last week, decided against a flat yes or no answer.

Instead, Chairman Henry was delegated to inform Representative Rogers of the "difficulties" that would be encountered in delaying the effective date. Commission officials noted that a considerable amount of work has been done preparing for implementation of the license-fee rule—all of it geared to a Jan. 1 starting date.

Hearings Expected In 1964 ■ In his letter to Chairman Henry, Representative Rogers said the subcommittee expects to schedule hearings on his bill

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"at the earliest possible time, which conceivably could be in the early part of 1964."

He added that "it would be advisable for the effective date . . . to be suspended until public hearings can be held before the subcommittee. . . ."

He said that the licensing-fee matter is "highly controversial" and added that "there is serious doubt as to whether or not the Federal Communications Commission has the authority to exact the proposed charges. . . ."

"Under the circumstances, I would respectfully request that the commission suspend the effective date of the order . . . and that no license fees be fixed or charged until further action by the Congress of the United States."

The license-fee order, which affects virtually all nonbroadcast licensees as well as broadcasters, was adopted by the commission on a 5-2 vote in May (BROADCASTING, May 13). It provides for a top fee of \$100 which would be charged for television applications for new stations, major changes, renewals assignments of license and transfers of control. The charge for AM and FM applications in these categories will be \$50. In all, the schedule is designed to provide a return to the U. S. Treasury of an estimated \$3,843,000 yearly.

Changing hands

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

▪ Kso Des Moines, Iowa: Sold by Larry Benson, Joseph L. Floyd and Edmund R. Ruben to Whitehall Stations Inc. for \$435,000. Whitehall Stations is the license of WTAC Flint, Mich., and is principally owned by Gene Milner with the balance held by Philadelphia interests. Mr. Milner, a native of Des Moines, is former sports announcer with KRNT and KCBC Des Moines and WIP Philadelphia. Paul Evans, formerly general manager of WHCT (TV) Hartford, Conn., and before that sales manager of WIP, will be manager of KSO, succeeding Frank McGivern who will remain with the BFR group in an executive capacity. BFR stations in addition to KSO are KELO-AM-TV Sioux Falls, SDLO-TV Florence, KPLO-TV Reliance, all South Dakota; WLOL-AM-FM Minneapolis and WKOW-AM-TV Madison, Wis. Kso, founded in 1921, operates on 1460 kc with 5 kw fulltime. Broker: Hamilton-Landis & Associates.

▪ KWRE Warrenton, Mo.: Sold by Harry H. Coon to Vernon J. Kaspar for \$105,000. Mr. Kaspar owns WIL-

Outstanding Values in Radio-TV Properties

Profitable fulltime AM-FM operation. L. A. Times calls growth astonishing. Good management available. Terms.

**SOUTHWEST
\$400,000**

Good fulltime AM-FM facility. Excellent potential. Needs owner-manager. Terms or all cash.

**SOUTHWEST
\$285,000**

Daytime suburban station. Covers major market. High income resort area. Only \$25,000 cash needed.

**SOUTHWEST
\$130,000**

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Jackson 5-1576

BEVERLY HILLS

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G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

AM-FM Frankfort, Ind. KWRE operates on 730 kc with 1 kw daytime only. Broker: Hamilton-Landis & Associates.

▪ KOVR(TV) Stockton, Calif.: Application by Metromedia Inc. filed to sell to McClatchy Broadcasting Co. for \$7,650,000. Broker: Blackburn & Co. (corrected item; BROADCASTING, Oct. 7).

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 98).*

▪ KMON Great Falls, Mont.: Sold by A. L. Glasmann group to L. A. Donohue and George Buzzas for \$270,000 and agreement not to compete. Messrs. Donohue and Buzzas own several drive-in theaters in the Great Falls area. Principals in the Glasmann group own KLIX-TV Twin Falls, Idaho; KALL and KUTV(TV) Salt Lake City, KLO Ogden, Utah; KGEM Boise, Idaho; KOPR-AM-TV Butte, Mont., and KIMN Denver. KMON is a fulltime station on 560 kc with 5 kw.

No en banc hearing for WDKD

The U. S. Court of Appeals has denied the motion for a full, nine-judge en banc hearing requested by WDKD Kingstree, S. C., in its appeal from an

FCC decision denying renewal of its license (BROADCASTING, Sept. 9, Aug. 26, July 15). The court has also authorized the American Civil Liberties Union to participate in the argument, scheduled for Nov. 19 in Washington. The ACLU ruling was made by Circuit Judges David L. Bazelon and George T. Washington; Judge Wilbur K. Miller dissented to the action.

Hartke introduces presunrise radio bill

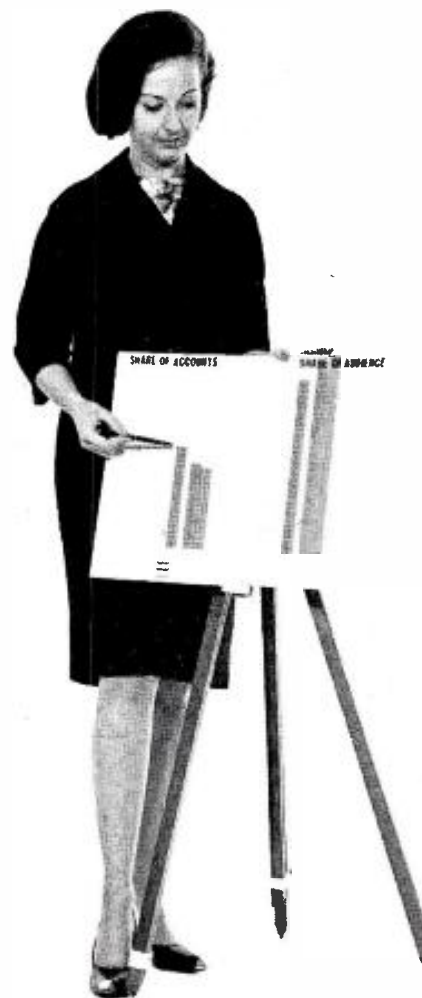
Legislation to permit daytime stations to conduct presunrise operations was introduced Wednesday (Nov. 6) by Senator Vance Hartke (D-Ind.). Senator Hartke said the bill, S 2290, "applying only to the morning hours, is thus not in conflict with the thinking of the FCC currently."

The commission announced a proposed rulemaking last year that would "make daytime operations available under certain circumstances between 6 a.m. and sunrise," Senator Hartke explained. The agency previously opposed authorizing 5 a.m. to 7 p.m. and 6 a.m. to 6 p.m. hours, he said.

The House in 1962 passed the same bill Senator Hartke introduced last week, he pointed out.

"Presunrise restrictions prevent pub-

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EXCLUSIVE BROADCAST PROPERTIES!

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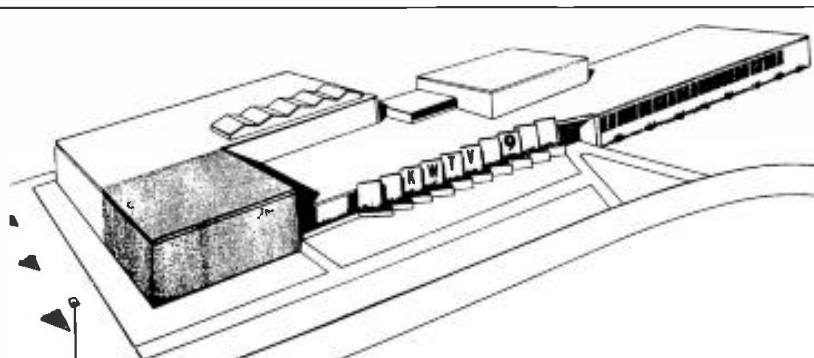
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KWTV (TV) plans studio expansion

A six-month, \$450,000 studio expansion program has been announced by KWTV(TV) Oklahoma City.

A 72 by 76 foot studio will be added, complete with transistorized broadcasting and recording equip-

ment. A separate control room and facilities will also be incorporated, according to Edgar T. Bell, executive vice president and general manager of the CBS affiliate. KWTV, on channel 9, is licensed to Oklahoma Television Corp.



lic service programming to meet the needs of the area with important or even vital morning information" because in some areas extreme seasonal changes in daylight hours may allow stations to sign on no earlier than 7:15 a.m. on the eastern edge of a time zone and if on the western edge, as late as 8:45 a.m.

Senator Hartke noted that with about 1,850 daytime stations in operation, approximately 40% of these are located in areas not receiving primary service from stations permitted unlimited operation.

The senator announced before heading for a radio conference in Geneva last month that he intended to introduce this legislation upon his return (BROADCASTING, Oct. 14).

Applications filed for 6 Kentucky ETV's

The Kentucky State Board of Education has filed six applications for UHF noncommercial educational stations in a further step toward establishing a statewide ETV network.

The applications were for new stations on channel 17 in Bowling Green, channel 54 in Covington, channel 33 Hazard, channel 26 in Madisonville, channel 36 in Morehead, and channel 33 in Murray. Construction of the six outlets is estimated to cost \$2,156,838. The first year's operating expense is estimated to be \$123,200.

The board of education also plans to file applications for channel 78 in Ashland and channel 14 in Pikeville. It has already filed for channel 46 in Lexington and channel 26 in Somerset. The only ETV station presently operating in Kentucky is WFPK-TV (ch. 15) Louisville. WFPK-TV is licensed to the Louisville Free Public Library and it will not be part of the ETV network.

Seattle conferees hear Hurley speak on ETV aid

Educational TV interests from five Northwestern states met in Seattle last Friday (Nov. 8) with the subject of federal aid for ETV the primary topic of consideration. John Hurley, deputy assistant to the undersecretary of the Department of Health, Education & Welfare for ETV, explained the government program and how the various states could apply for financial aid.

HEW has granted five applications for federal funds and 33 others currently are pending. The money, granted on a matching basis, may be used either for the construction of a new station or improvement of an existing outlet. Participating in the Seattle conference were representatives from Washington, Idaho, Montana, Oregon and Alaska.

Mr. Hurley is a former broadcaster and Washington attorney for NBC.

Broadcaster litigation may go to local courts

A bill that would permit broadcasters to appeal FCC actions to U. S. courts of appeal located where they reside or do business instead of in Washington was introduced by Representative Robert T. Ashmore (D-S.C.) last week.

Representative Ashmore said "the right of the appellant to make his appeal within the area in which he resides or maintains his business is fundamental. . . . The right should not be denied because an agency is involved."

A broadcaster who has fought an extensive FCC appeal battle through the courts and the commission for many years, and who has sought this change in the law, was in Washington last week and, as a constituent of Representative

Ashmore, was believed to have been behind the legislation. Walter J. Brown, principal owner of WSPA-TV Spartanburg, S. C., recently began operations from a new transmitter on Hogback Mountain, where he had wanted it since he applied for a construction permit in 1953 (BROADCASTING, Oct. 28).

Related legislation has been offered in the past, but it is believed that this bill, HR 9031, is the first proposal to specify appellate actions from the FCC. Senator Strom Thurmond (D-S.C.), for example, sponsored S 2398 in 1961, a bill that would apply to all agencies, and introduce it again Thursday (Nov. 7) in broadened form as S 2294.

Representative Ashmore's bill was referred to the House Commerce Committee last week. The congressman said he would request hearings on it "in the near future."

Media reports...

New studios ■ WNLN New London, Conn., has moved into new studios on Foster Road in the Waterford industrial triangle, but will maintain its business office in the Mohican hotel.

Move to tower ■ WCKY Cincinnati, in the Sheraton-Gibson hotel since 1939, is moving studios and offices to the fifth floor of the Carew Tower. A long-term lease for the new space has been signed and the station will move in early 1964.

Satellite exchanges ■ ABC-owned WBKB(TV) Chicago has participated with the BBC in London in two-way exchanges of medical programs via both the Telstar and Relay satellites Nov. 4 and 6.

Extra color ■ KHJ-TV Los Angeles stepped up its colorcasting activities last week from the usual 25 hours to more than twice that much time in the station's second "Colorbration Week" of the fall. The weeks, with all of the mo-

tion pictures and some other programs broadcast in color, are tied in with special color promotions of RCA, which sponsors a six-hour colorcast session on KHJ-TV on Saturday afternoons of the special weeks.

Goldenson named '64 Gold Medal recipient

Leonard H. Goldenson, president of American Broadcasting - Paramount Theaters Inc., will receive the 1964 Gold Medal bestowed annually by the International Radio and Television Society in recognition of outstanding contribution to broadcasting and broadcast advertising.

The medal will be presented at the society's anniversary banquet on March 4, 1964, at the Waldorf-Astoria in New York, Sam Cook Digges, IRTS's president, announced last week. (Mr. Digges is administrative vice president, CBS Films).

The gold medal award, begun in 1960, has been given to: Brigadier General David Sarnoff, RCA board chairman, 1960; President Kennedy and Richard M. Nixon, 1961, for their readiness to participate in the now historic TV Great Debates; Dr. Frank Stanton, CBS Inc. president, 1962, Bob Hope, 1963.

Agency surveys farmers' reliance on radio

The higher-powered regional stations continue to dominate the farm radio audience, according to a study by W. D. Lyon Co., agency in Cedar Rapids, Iowa. The mail study was conducted last June by Dr. J. Robert Miller, marketing director of the agency, and was based on usable returns from 555 farmers within a 100-mile radius of Des Moines.

The reliance of farmers on radio is claimed with 99% of the respondents

How's this for overcommercialization?

A comparative hearing on the applications of United Artists Broadcasting and TVue Associates for new stations on channel 23 in Houston has been ordered by the FCC and may prove to be quite a contest of program proposals.

TVue plans to present a different program every minute from 9 a.m. to 7 p.m., with a 10-second commercial with each show. Shows mainly offer informational vignettes, news, travelogues, etc. This would total 3,100 commercial spots per week,

with an added 504 noncommercial announcements. The commission said the TVue failed to demonstrate that it had adequately determined Houston's need for this unusual approach to programming, which TVue calls this application, "Day-Vue."

The commission also wishes to "look behind the corporate veil" of UAB and consider the character of the parent company United Artists Corp. United Artists is currently involved in a number of antitrust suits and has in the past been found guilty on such charges, the FCC said.

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WBT chief's gift in 'living color'

The faithful employe or persevering boss usually earns a watch or a plaque for long service. This, in turn, breeds another presentation publicity picture for the already high stack on the editor's desk. But Jefferson Standard Broadcasting Co. came up with an eye-opener when it marked the 30th anniversary of its president, Charles H. Crutchfield. There was the oversized birthday cake and the warbling of "We Love You, Charlie" by the entire complement of Jefferson Standard officers.

Then, as a gift from the entire staff, a huge carton was wheeled in. Smiling in anticipation as he noted the stamp "RCA Victor Living Color Television," Mr. Crutchfield ripped away the packing tape. Out stepped a "set," as perfectly carved as any cabinet maker would want, and clad in a fetching sunsuit. Mr. Crutchfield (right) was assisted in the uncrating by Personnel Director Bill Melson.

Jefferson Standard stations are WBT-AM-FM, WBT(TV) Charlotte, N. C., and WBTW(TV) Florence, S. C.



reporting radios in their homes, 78% with car radios; 18% with radios in trucks; 18% with radios in barns; 23% with transistors for use away from homes and barns; 3% with radios on tractors, and 8% with radios in other places such as shops.

Peak times for farm radio listening in the surveyed area are 12 noon to 12:30 p.m. and from 6:30 a.m. to 7:30 a.m.

Ocean City to get CATV

The construction of a \$250,000 community antenna TV system at Ocean City, N. J., for H&B American Corp., Beverly Hills, Calif., was announced last week by Jerrold Electronics Corp., Philadelphia CATV manufacturer. The

12-channel system is expected to begin operations in March, with full operations by May 1964. It will receive all four Philadelphia channels and four from New York. H&B American is principally owned by RKO General and is the owner and operator of a group of CATV systems throughout the U. S.

Comment sought on maps

The publication of an AM frequency allocation map book is being considered by Smith Electronics Inc., Brecksville, Ohio. Aiming to take up the slack left by the discontinuance of the allocation map series put out by the Cleveland Institute of Electronics, SEI will

Questions on legality and ethics of merchandising

The legality and the ethics of station-financed merchandising aids to advertisers was questioned last week by Robert F. Hurleigh, president of MBS, in the November issue of the network's newsletter, *Of Mutual Interest*.

Referring to ethical considerations, Mr. Hurleigh observed: "Is it fair, ask the dissenters, that one advertiser should receive merchandising aids while another does not and yet pay an equal amount for their time? Or

is it that the medium itself is so timid that it cannot sustain its own price structure and crumbles at the sight of money?"

On the legality of merchandising aids, Mr. Hurleigh said he had "heard the thought expressed that the concept could well be a violation of some antitrust provision or of the Robinson-Patman Act and that a test case (if one had the courage to bring the matter into court) might well end the practice once and for all."

put out similar publications for FM and TV if the AM version meets with success.

SEI is now trying to determine broadcaster demand for the updated AM allocation maps. Response should be directed to SEI at 8200 Snowville Road, Brecksville.

In need of donations

Paul Fisher, executive secretary of the Freedom of Information Center at the University of Missouri, has issued a call to preserve all aspects of news freedom and access in the mass media. The center is almost out of money, he said.

Mr. Fisher told the Missouri Broadcasters Association earlier this month that although the center serves broadcasters as much as other media, its chief media support has come from publish-

Quick on the trigger

KLOC, a new daytimer in Ceres, Calif., claims to have set a new speed record for getting on the air. The FCC sent a telegram granting KLOC program authorization, and from the time Western Union called, the station said, only two seconds elapsed until the country-and-western outlet was broadcasting a prerecorded inaugural program.

KLOC is licensed to Redchester Broadcasters, a firm owned by Chester Smith and Corbett "Red" Pierce. The 500 watt is on 920 kc and is represented nationally by Ewing Radio.

ers. He said the center is separate from the university and receives no funds from that source.

FINANCIAL REPORTS

SCREEN GEMS HITS NEW PROFIT HIGH

Earnings are \$3.8 million on income of \$64.3 million

New highs in sales and earnings were attained by Screen Gems Inc. during the fiscal year ended June 29, it was announced last week. At the same time proxy statements were mailed out for the annual meeting of stockholders Nov. 26 in New York.

Highlights of the year include formation of Screen Gems-Columbia Music Inc. (BMI) and Colgems Music Corp. (ASCAP) in the music publishing and record manufacturing fields; the agreement with former President Harry S. Truman for a series of 26 half hours for TV on historic decisions made by him during his years in the White House; 16 programs on national TV, and a new Hanna-Barbera cartoon series for national spot.

Screen Gems, which is 89% owned by Columbia Pictures Inc., owns KCPX-AM-FM-TV Salt Lake City and WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico.

The stockholders meeting will be asked to reelect 10 directors, ratify and approve employees' retirement program, ratify and approve option granted to Harry Ackerman, vice president, for 1,500 shares of common stock, elect independent public accountant and auditor, and conduct other business.

In the proxy statement, aggregate remuneration for top executives for fiscal 1963 is given as follows:

A. Schneider, president \$52,000; Leo Jaffe, chairman, finance committee and first vice president, \$30,333.16; Jerome Hyams, executive vice president and general manager, \$52,000; William Dozier,

vice president, \$62,400; John H. Mitchell, vice president, \$51,550; Harry Ackerman, vice president, \$70,200. Messrs. Schneider and Jaffe are Columbia Pictures executives and the amounts shown constitute the one-third remuneration charged to Screen Gems. Other officers also have deferred benefits payable after termination of active employment.

12 months ended June 29:

	1963	1962
Earned per share*	\$ 1.50	\$ 1.37
Television film rentals, commercial sales and other income	64,376,983	52,188,900
Amortization of film costs and independent producers' and participants' shares	42,301,536	34,915,567
Shares to Columbia Pictures Corp. and affiliated companies	8,812,172	5,961,698
General, administrative and selling expenses	5,503,564	4,235,016
Interest expense	197,057	13,430
Income before taxes	7,562,654	7,063,189
Provision for federal, state and foreign taxes	3,762,386	3,596,895
Net income	3,800,268	3,466,294

*Based on 2,538,400 shares outstanding as of June 29.

3M shows earnings increase

A 9% increase in sales for the nine months of 1963 over the same period in 1962 has been reported by Minnesota Mining & Manufacturing Co. 3M President Bert S. Cross expressed confidence that another record sales and

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earning year for the company will result from operations during the fourth quarter. The 3M Co. owns Mutual Broadcasting System.

Nine months ended Sept. 30:

	1963	1962
Earned per share	\$ 1.24	\$ 1.13
Sales	564,115,122	515,694,783
Net income	64,900,008	59,163,578

Reeves earnings up \$111,000 in nine months

The Reeves Broadcasting Corp., New York, reports that its earnings for the nine-month period ended Sept. 30 exceeded net profits for the same period last year by approximately \$111,000. The firm last week released figures showing that earnings for the past three quarters came to \$146,000, as opposed to \$34,900 for 1962.

Reeves owns WUSN(TV) Charleston, S. C.; KBAK(TV) Bakersfield, Calif.; and WHTN(TV) Huntington, W. Va. It also furnishes sound recording and video-tape services and facilities through its studio division in New York.

Nine months ended Sept. 30:

	1963	1962
Earned per share	\$ 0.104	\$ 0.025
Gross revenue	4,013,000	3,573,900
Pre-tax income	293,000	72,000
Net profit	146,000	34,900
Cash flow	510,600	449,500

Macfadden-Bartell has 12% increase in net

Macfadden-Bartell Corp., New York, last week reported that net sales for the past three quarters were up 12%—an increase attributed, in part, to a 208% rise in cash flow from the organization's broadcast operations.

Macfadden-Bartell, primarily a publishing group, owns WADO New York, WOKY Milwaukee and KCBQ San Diego. It also holds a franchise to try out the Teleglobe pay TV system in Denver.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.77	\$ 0.21
Net sales and revenues	19,156,715	17,092,336
Expenses	17,765,437	17,281,767
Operating profit or (loss) before depreciation	1,391,278	(189,431)
Depreciation	154,115	213,531
Net income or (loss) after taxes**	1,237,163	(402,962)
Cash flow generated from operations	1,391,278	(189,431)
Number of shares outstanding	1,591,472	1,943,598

*Based on 1,591,472 shares outstanding, compared to 1,943,598 same period last year.

**No provision for federal and state income taxes necessary because of tax loss carried forward.

Standard Kollsman has drop in sales and net

A decrease in sales and earnings by Standard Kollsman Industries Inc., Melrose Park, Ill., for the nine months of 1963 ended Sept. 30 was attributed by Raymond F. Ryan, treasurer, to cut-

backs in government orders for navigation equipment and losses by the company's electric blanket division.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.16	\$ 0.95
Net sales	55,087,907	67,656,430
Net income before tax	738,389	3,796,979
Net income after tax	350,350	2,138,899

*Based on 2,254,296 shares outstanding at end of each period.

Transcontinent TV's income up, net down

Transcontinent Television Corp. revenues were up but net income was down for the nine months of 1963 which ended Sept. 30. In a \$38.5 million transaction, TTC is selling all its stations except WDOK-AM-FM Cleveland. Buyers are Taft Broadcasting, purchasing Buffalo, Kansas City and Scranton, Pa., radio and TV outlets; Midwest Television, Bakersfield, Calif., and Time-Life, San Diego (BROADCASTING, Sept. 23). The sale awaits FCC approval.

Nine months ended Sept. 30:

	1963	1962
Earned per share	\$ 0.48	\$ 0.63
Broadcasting and other revenues	11,609,941	11,265,933
Total expenses	9,737,035	8,757,071
Income before income taxes	1,872,906	2,508,862
Income taxes	1,007,000	1,391,000
Net income	865,906	1,117,862*

*Before loss of \$87,451 on sale of land.

Zenith sales, earnings reach 45-year heights

Forty-five year records in sales and earnings for both the third quarter and nine months were reported last week by Zenith Radio Corp. The Chicago firm also announced that sales volume in September was the highest of any month in Zenith history with the fourth quarter expected to hit still another all-time high.

Zenith said 1963 will be the fifth consecutive year in which it has sold over a million black-and-white TV sets. Color set sales are running double for those of last year. Zenith subsidiary Rauland Corp. is now producing color TV tubes but the yields have not reached expected levels, Zenith noted.

Nine months ended Sept. 30:

	1963	1962
Earnings per share	\$ 1.37	\$ 1.28
Total sales	257,907,000	227,006,000
Net earnings*	12,570,000	11,591,000

*After federal income taxes of \$14,640,000.

Teleprompter earnings near \$4 million mark

Teleprompter Corp. last week reported earnings of \$77,065 on revenues of \$3,919,070 for the nine months ending Sept. 30. This earning figure, which includes operation of businesses to be disposed of and special gain from property sales, represents 10 cents a share. Comparable figures for the first

nine months of 1962 are unavailable because of changes in depreciation tax rates.

The company has negotiated the sale of three divisions in Cherry Hill, N. J., and the transaction hinged upon stockholders' approval at an annual meeting Nov. 8 in New York.

Capital Cities shows 41% increase in income

Capital Cities Broadcasting Corp. had net income for the first nine months of 1963 that was 41% higher than the same period in 1962. In addition to

its broadcasting stations, Capital Cities has a 40% interest in New York Subways Advertising Co.

Nine months ended Sept. 30:

	1963	1962
Earned per share \$	1.06	.75
Net broadcasting income	12,068,594	10,946,057
Broadcasting expense	7,393,377	6,945,879
Depreciation	864,958	993,645
Interest and financing expense	878,598	1,011,988
Total special charges*	116,496	—
Income before taxes	2,815,165	1,995,445
Income taxes	1,493,369	1,056,248
Net income	1,321,796	939,197

*Includes fees re acquisition of Buffalo stations of \$62,780, and expenses re issuance of shares on exercise of warrants of \$53,716.

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PROGRAMING

STATIONS TALK BACK

WMAL-TV, KBAT tell commission 'equal time' seekers are going too far in their requests

Two stations in different parts of the country have demonstrated that some broadcasters won't be bullied on questions of their fairness in airing controversial issues.

In Washington last week, WMAL-TV made the point in replying to a letter from the FCC passing on a complaint about the station's alleged unfairness in its coverage on the Aug. 28 civil rights march on Washington.

The station not only said that the complaint, made by the Rev. Dr. Carl McIntire, was baseless; it said the commission should not even require licensees to respond to such "reckless and unsubstantiated" charges.

In Texas, KBAT San Antonio, rejected a request from a citizens group for transcripts of "all" programs dealing with controversial subjects in which the group is interested as well as for a blank check for "free and equal time" to reply. The group had cited the commission's July 26 statement on the fairness doctrine in making the request.

KBAT, in a letter that won official FCC endorsement, said commission policy does not require compliance. KBAT sent copies of its correspondence with the group—the Citizens Association of San Antonio—to the commission for comment on the station's interpretation of the fairness doctrine.

Dr. McIntire's Complaint ■ The FCC, in its letter to WMAL-TV, said Dr. McIntire complained that the station, in its coverage of the Aug. 28 march, broadcast views on controversial subjects but did not "present any views opposed to those expressed in said broadcasts."

Dr. McIntire is president of the International Council of Christian Churches as well as of the American

Council of Christian Churches. His complaint about WMAL-TV was apparently a follow-up to a letter he wrote to the FCC two months ago. At that time he said that the ACCC's opposition to the march on Washington had been virtually ignored by all but two Washington area stations (BROADCASTING, Sept. 30). He said this was a violation of the commission's fairness doctrine and asked for an investigation.

Fred S. Houwink, vice president and general manager of WMAL-TV, in his reply to the commission's letter, declared: "The Evening Star Broadcasting Co. (licensee of the station) does not feel that it is in the public interest to require licensees to respond to complaints as reckless and unsubstantiated as the one here involved."

He said Dr. McIntire has apparently made "the astonishing charge that none of the stations complained against" has carried views opposed to those expressed in the speeches at the time of the march. "To the best of our knowledge," he added, Dr. McIntire hasn't substantiated that charge.

Complainants Should Have Facts ■ He said that "just as a licensee should explain his conduct when a factually substantial complaint has been lodged so a complainant should be required to furnish plausible grounds for an alleged grievance as a condition to requiring a licensee's response."

Mr. Houwink said that if Dr. McIntire had attempted "to determine the facts," he would have discovered that in WMAL-TV's coverage of the march, as well as in numerous local and network shows carried before and after the event, the station presented "the points of view of those basically op-



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posed to the positions expressed during the civil rights march."

The problem posed for KBAT did not involve a specific program. Rather, the citizens association ticked off a number of issues in which it is "vitaly interested," such as United Nations, states' rights, and federal aid, then made its request for transcripts of "all proposed programs dealing with such subjects and an opportunity for free and equal time to answer."

W. R. McKinsey, general manager of the station, in his reply, said that compliance with such a request would not only be "utterly impracticable, but I do not feel this was the intent of the Communications Act, nor subsequent interpretations of that Act by the commission."

Quotes Commission ■ Mr. McKinsey recalled that the commission, in discussing fairness doctrine questions, told two Alabama stations (BROADCASTING, Sept. 23) that licensees have "considerable discretion as to the techniques or formats to be employed and the spokesmen for each point of view. . . ."

"Thus, with the exception of the broadcast of personal attack," Mr. McKinsey said, quoting the commission, "there is no single group or person entitled as a matter of right to present a viewpoint differing from that previously expressed on the station."

"Where the licensee has achieved a balanced presentation of contrasting views, either by affording time to a particular group or person of its own choice or through its own programing, the licensee's obligations under the fairness doctrine—to inform the public—will have been met."

Mr. McKinsey went on to note that the commission's July 26 statement on the fairness doctrine has been modified to indicate that stations carrying controversial programs need not provide time for reply to "all" groups. As it now reads, the statement requires that time must be offered spokesmen for "other" groups for the expression of "contrasting viewpoints."

And KBAT, Mr. McKinsey said, has "always presented . . . what it feels to be a fair and unbiased reporting of public affairs. We feel this responsibility to our listeners, not only as a mandate set down by Section 315 of the Communications Act but as responsible broadcasters in the free enterprise system."

Commission's Reply ■ The commission late last week assured KBAT its interpretation of the fairness doctrine was correct. In a letter to Mr. McKinsey, it said, "the commission has carefully reviewed the correspondence you have furnished and it appears that your understanding of the discretion and judg-

ment properly to be exercised by the licensee as recognized and affirmed by the fairness doctrine is correct."

Mr. McKinsey's letter hasn't answered all questions that have been raised by the fairness doctrine and the July 26 statement "clarifying" it.

Lee Ruwitch, past president of the Florida Association of Broadcasters, for instance, complained last week that the statement is discouraging broadcasters from editorializing. Mr. Ruwitch, in a letter to the FCC, specifically mentioned the requirement that stations commenting on an issue in a political campaign send copies of the pertinent continuity to all candidates with an offer of time for reply. He said this requirement would frighten broadcasters into taking the easy way out—that is, abstain from all comment during an election.

FCC officials said this is one of a number of questions concerning the fairness doctrine that will be covered in a primer now being prepared. Officials hope the primer, which would attempt to "clarify" the doctrine, will be released by January, before the 1964 political campaigns get into full swing.

3 Southern stations bypass 'East Side'

A dramatic offering on CBS-TV's new series, *East Side/West Side* (Monday 10-11 p.m. EST), that dealt with a Negro couple's problems in a Harlem slum and featured Negro stars (except for cast regular George C. Scott who plays a social worker) was cleared for telecast on Nov. 4 by about 132 stations, but was not shown by three other affiliates.

Ironically, CBS-TV officials acknowledged last week, the program series of late has been subject of a concentrated and successful effort to obtain additional station clearances in key markets across the country.

It was reported that three stations in the South did not clear the program, entitled "Who Do You Kill?," that was previewed for affiliates on Oct. 31. The stations: WTOK-TV Meridian, Miss; WAGA-TV Atlanta, and KSLA-TV Shreveport, La.

WTOK-TV later explained that the Monday night time was utilized for election eve broadcasts that had been ordered a month before. It pointed out the pre-emptions also blacked out such other Monday regulars as Danny Thomas, Andy Griffith and *To Tell The Truth*.

WAGA-TV said that its decision was made after careful consideration, and it was determined that the telecast would "impair the excellent progress" already made in the area of race relations.

KSLA-TV explained that its decision

Rerun of rerun

The resale value of some syndicated series is pointed up in a report issued last week by Pierre Weis, vice president and general sales manager of Economee Television Programs, on *Highway Patrol*. Since its initial release to TV in 1955, *Highway Patrol* has been sold in 175 first-run markets and subsequently has been bought by 75 stations for repeat showings. Mr. Weis noted that many of the stations have bought the series for as many as six and seven runs. Multiple-run purchasers, he said, include KTVU (TV) Oakland-San Francisco; WABC-TV New York; WBRC-TV Birmingham, Ala.; KTTV (TV) Los Angeles; KBTU (TV) Denver; WAGA-TV Atlanta and WWL-TV New Orleans.

was based on the need to clear time for political broadcasts in connection with the then pending state elections.

CBS station clearance officials say the series will be expected to increase its station lineup. When it first went on the network this fall, the program was not fully sponsored and though Mr. Scott, a dramatic actor, was known he was not immediately recognizable as "a Danny Kaye, for example."

PAM seeks court order against USDA service

A private news service has asked a federal court for an injunction against the Department of Agriculture, AT&T and Secretary of Agriculture Orville Freeman to prevent the Agriculture Department from furnishing its farm marketing service to private users.

The action was initiated by the Private Agricultural Marketing News Corp. (PAM) which operates such a service out of New York. PAM claims that Agriculture's service, which was opened to all customers Aug. 1, puts the federal government into competition with private business, violates some of the provisions of the Communications Act, and is operating illegally.

The Agriculture Department has been operating a private marketing service to its field offices for many years and it was offered to private users last summer at no charge except that the customer must pay line charges. These connections are made through AT&T.

Protests to the FCC were filed by the American Newspaper Publishers Association and some individual newspapers. The commission held that it could not act since this involved another federal agency.

PAM claims that AT&T has not filed

a tariff with the FCC on this service, and that the exclusive arrangement with AT&T is illegal; that while it must collect an 8% federal excise-tax from its customers, subscribers to Agriculture's service pay no such tax, and that a federal agency is using tax money to compete with a commercial service.

ASCAP, radio group start negotiations

The first negotiations for new ASCAP radio music licenses to replace those expiring Dec. 31 were held last week. They consisted of an exchange of views and an agreement to meet again in December for a resumption of negotiations.

Although no details were given, it was assumed that the "exchange of views" was sufficiently explicit to give both sides a basis on which to prepare in the next few weeks for more detailed bargaining when the December meeting is called.

The All-Industry Radio Music License Committee, representing radio stations, has made clear through its chairman, Robert T. Mason of WMRN Marion, Ohio, that it intends to press for substantial reductions in current rates for radio station use of music licensed by the American Society of Composers, Authors and Publishers (ASCAP). ASCAP has been expected to push for higher rates.

All-industry committeemen at the session, held Wednesday in New York, were Chairman Mason; George W. Armstrong, Storz Stations; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KSL Salt Lake City; William S. Morgan Jr., McLendon Stations; Elliott M. Sanger, WQXR New York, and Calvin J. Smith, KFAC Los Angeles. They were assisted by Emanuel Dannett and William W. Golub of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

The ASCAP delegation included Jack Bregman, treasurer of the society, and Herman Finkelstein and Bernard Korman, counsel to ASCAP.

Swapping setup approved

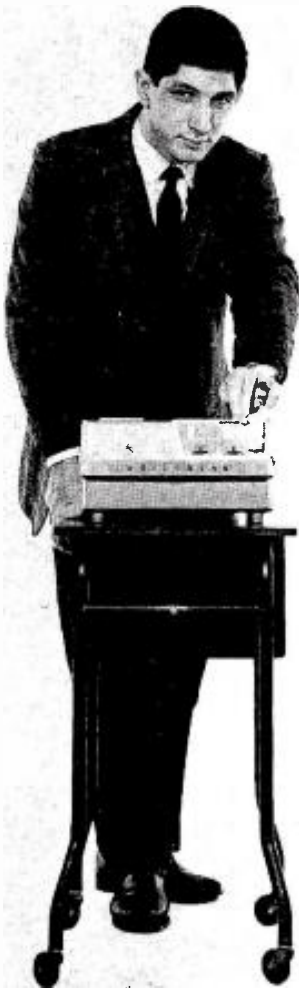
A reciprocal agreement providing for the swapping of personnel and facilities has been signed by Robert Lawrence Productions Ltd., Toronto, and Video Pictures Inc., New York.

The two production firms will be expanded by the agreement, with VPI representing RLP in the U. S. for its Canadian work and the Toronto company reciprocating for VPI in Canada.

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SHEA AND TOWER SWAP POSITIONS

TV music license committee changes leaders

Hamilton Shea, chairman of the All-Industry Television Station Music License Committee, and Charles Tower, vice chairman, traded places last week.

Mr. Tower, who is executive vice president of Corinthian Broadcasting, was elected chairman of the all-industry group and Mr. Shea, who is president and general manager of WSVa-TV Harrisonburg, Va., was elected vice chairman.

The new chairman was named at Mr. Shea's request at a committee meeting Wednesday (Nov. 6) in New York. Mr. Shea noted that he already had served almost three years as chairman and said his station is in an expansion program that will require more of his attention in the immediate future.

He pointed out that as vice chairman Mr. Tower has been closely associated with him in leadership of the committee's affairs and that Mr. Tower's office is in New York, "where most of the [committee's] legal, court and research activity" takes place.

The change came as the committee awaited a hearing, ordered by the U. S. Supreme Court, of the committee's appeal from an adverse lower-court ruling in its rate litigation with the American Society of Composers, Authors and Publishers (BROADCASTING, Oct. 28).

The committee is seeking a new form of ASCAP music license that will not require TV stations to pay ASCAP directly for its music when used in future

syndicated programs and feature films. The U. S. southern district court in New York ruled that ASCAP could not be required to issue this type of license, and the second circuit court of appeals refused to hear the appeal—until overruled by the Supreme Court last month.

A Strain — In explaining his decision to step down, Mr. Shea said that "although I have a fine staff at WSVa-TV" there were times during the past three years when committee business put "a strain on my responsibilities" at the station. Now, he said, WSVa-TV "has embarked on some expansion plans which will make it wise for me to stick closer to home for some time to come."

He said he had "not begrudged a minute of this [committee] service because I am so firmly convinced that this is the negotiation where we must exert every legal means, no matter how long they take, to bring our payments for the use of music on local television stations to a fair and reasonable amount."

Mr. Shea said the new chairman is "completely up to date on our activities" and "starts his chairmanship right on top of our latest positions on objectives and strategy for the future." He also stressed Mr. Tower's "wide industry experience and acquaintance, and his present responsible operating position," as adding to "his fine qualifications as the spearhead of the industry efforts in the future."

"Personally," Mr. Shea continued,

Thurmond swings again at fairness doctrine

Senator Strom Thurmond (D-S.C.) last week raised the spectre of network regulation in his continued attacks on the FCC and "left wing broadcasters" over the commission's public notice on fairness (BROADCASTING, July 29, et seq.).

In an insertion in the *Congressional Record* Tuesday (Nov. 5) Senator Thurmond said, "The public is already subjected to a constant barrage of left wing broadcasts by the three major radio and television networks. If this so-called fairness doctrine is to be applied by the FCC with fairness, it would be well to begin applying the doctrine with the broadcasts of the networks because of the monopoly which the networks have on national broadcasting."

Senator Thurmond, a member of the Senate Communications Subcommittee, has been one of the sternest congressional critics of the fairness statement. Even before it

was issued, he confronted CBS President Dr. Frank Stanton at a hearing on equal time with charges that his network, among others, was slanting racial news (BROADCASTING, July 1).

The senator came to the defense of *The Manion Forum*, which broadcast a vigorous criticism of the fairness statement Oct. 27, and said the program "is one . . . which has already felt adverse effects from FCC intimidation of local radio stations. . . ."

The broadcast said the FCC notice requires "every broadcaster who wishes to be fair, either to expose himself to unbearable sanctions by the commission or to cease expressing or broadcasting views on controversial subjects." What this adds up to, the *Forum* continued, is "that a cease and desist order has been made against all local programs which criticize the policies of the federal government."

"I am very grateful for the many letters and words of encouragement I have received from television station operators over the past three years and for the unstinting help and cooperation of every member of the committee on every occasion. I look forward to my continued participating in committee activities as time permits."

Republican complains about ABC's 'Crisis'

A charge that the ABC-TV broadcast *Crisis: Behind a Presidential Commitment* was not a true documentary but "in fact, partly a staged performance," was made last week by Charles J. Conrad, minority floor leader of the California state assembly. Mr. Conrad, a Republican from Sherman Oaks, made the charge in a letter to William E. Miller, Republican national chairman, urging him to demand an FCC investigation of the program.

"I have worked in the motion picture and television industry for many years," Mr. Conrad wrote, "and am confident that anyone familiar with broadcasting techniques will concur in my opinion . . . On the other hand, millions of viewers must have taken it to be a completely factual and spontaneous presentation. The administration which calls for 'truth in advertising' for shaving soap and beer commercials apparently has no such scruples when it involves prominent members of the Democratic party. . . ."

"The situation should be cleared before the presidential campaign," Mr. Conrad concluded. "Otherwise we may witness the staged recreation of a conversation over the hot line to Moscow a few days before the November election giving the impression that Mr. Kennedy single-handedly averted nuclear war."

Westinghouse conference draws 300 to Cleveland

More than 300 leaders in broadcasting, government, education and entertainment are in Cleveland this week for the fifth Westinghouse Broadcasting Co. Conference on Public Service Programming to be held since 1957.

The theme of the three-day conference, which begins today (Nov. 11) is Communications and Communities. Activities include panel sessions, seminars and "shirt sleeve" working sessions.

Among the top government officials scheduled to address the conference are FCC Chairman E. William Henry, Secretary of State Dean Rusk, who will give a background briefing on world affairs, and Francis Keppel, U. S. Commissioner of Education.

TIO shoots holes in 'violence' test

Television Information Office has mounted a counterattack against a *Look* magazine article "What TV violence can do to your child."

The Oct. 22 article by Albert Bandura, PhD, a Stanford University psychologist, described an experiment which purported to show that children will copy aggressive behavior patterns seen on TV.

The experiment involved 96 children, divided into four groups. Three groups witnessed aggressive behavior against a "Bobo" doll—one group saw real-life adults, another saw a motion picture of an adult attacking the doll, and the third saw a motion picture, projected through a TV set, in which an adult disguised as a cartoon cat attacked the doll. The fourth group saw no aggressive action.

According to Dr. Bandura, the three groups which witnessed aggressive behavior were "twice" as aggressive as the fourth group.

TIO, in its rebuttal of the article, which has been sent to TIO sponsor stations for "appropriate local use," criticized it on several points including: "A Bobo doll is made to be struck." The toy "is made precisely for the purpose of being knocked around by children." The experiment was "direct instruction in violence," TIO continues and asks "Wouldn't a similar demonstration on how to hit a punching bag or how to kick a football have similar results?"

The article states that the three groups exhibited "twice as much aggression" as the control group but does not say how much or what kind of aggression the control group exhibited, TIO observes in calling the experiment a "highly artificial situation."

TIO further criticizes the experiment because no parents were present. The article states that "most parents quickly suppress any learning that conflicts with what they consider desirable conduct." TV's impact, it continues, can only be isolated and measured "when parental influences are removed." TIO counters that "what a child will do under normal conditions cannot be projected from his behavior when he is so carefully isolated from normal conditions and influences of society."

Harold Mendelsohn, PhD, director of research at the University of Denver's School of Communication Arts, in a letter to *Look* said the fourth control group should have included the presence of a parent of each child in the TV situation "in order to measure the countervailing influence of Bandura's very own point about parental

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supervision and discipline. It is quite appropriate to expect that parental presence would have reduced the observed aggressiveness significantly."

Dr. Mendelsohn concludes his letter, "... it is difficult to see what purpose was served by publication of [the] article—other than a play for sensationalism by one medium of mass communication in its competitive battle against another considered to be an arch foe."

Dr. Mendelsohn submitted a research plan to TvB in 1960 which was selected for publication in *Television and Human Behavior*, published this year by Appleton-Century-Crofts.

Jefferson Productions expands its operations

In its first outside program assignment, Jefferson Productions Inc., Charlotte, N. C., has assumed production of the *Gospel Singing Caravan* hour series, it was announced last week by John P. Dillon, sales manager of JP.

The program, which is owned and distributed by Sing Recording Co., Atlanta, has been sold in more than 40 markets, according to A. O. Stinson, sales manager of Sing Recording. The series spotlights four singing groups.

Jefferson Productions is owned by the Jefferson Standard Broadcasting Co., which owns and operates WBT-WBT(TV) Charlotte and WBTW(TV) Florence, S. C. It produces and syndicates *The Arthur Smith Show* and JP facilities are available for outside program productions and for the making of TV commercials.

'Bingo' in 57 markets

TV Bingo, a live program (by Idea Research and Development Corp., Santa Rosa, Calif.), has been sold to KTLA (TV) Los Angeles; WLAC-TV Nashville, Tenn.; KTUL-TV Tulsa, Okla.; CJOH-TV Ottawa; KGNS-TV Laredo, Tex.; WLT(TV) Bowling Green, Ky.; WZZM-TV Grand Rapids, Mich.; WIMA-TV Lima, Ohio; WDSU-TV New Orleans; WHO-TV Des Moines, Iowa; WKRK-TV Mobile, Ala.; KOAT-TV Albuquerque, N. M.; KPAC-TV Port Arthur, Tex.; WTVY(TV) Dothan, Ala.; KFBB-TV Great Falls, Mont. Show is now in 57 markets.

Film sales . . .

15 Feature Films (Westhpton Film Corp.): Sold to WABC-TV New York.

Debbie Drake (Banner Films): Sold to WDAU-TV Scranton, Pa.; WSJS-TV Winston-Salem-Greensboro, N. C., and WEHT(TV) Evansville, Ind.

Bold Journey (Banner Films): Sold to WSIU-TV Carbondale, Ill.; KIMA-TV Yakima, Wash., and WSUN-TV St. Petersburg, Fla.

Tarzan Features (Banner Films):

Sold to WGAN-TV Portland, Me.; WSBT-TV South Bend, Ind.; WFGA-TV Jacksonville, Fla.; WDSU-TV New Orleans; WTVJ(TV) Miami; WSM-TV Nashville; KLZ-TV Denver; WANE-TV Fort Wayne, Ind.; KCRA-TV Sacramento, Calif.; WTIC-TV Hartford, Conn.; WTCN-TV Minneapolis-St. Paul; WBAL-TV Baltimore; KUTV(TV) Salt Lake City; WDAF-TV Kansas City, Mo., and KTVK(TV) Phoenix, Ariz.

Detectives (Four Star): Sold to WCSC-TV Charleston, S. C.; KTTS-TV Springfield, Mo.; KCPX-TV Salt Lake City and KSBW-TV Salinas, Calif. Now in 90 markets.

Cimarron City (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y. and KAIT-TV Jonesboro, Ark.

Crusader (MCA TV): Sold to KTTS-TV Springfield, Mo.

NBC-TV cancels football because of segregation

The Blue-Gray game, a football fixture on NBC-TV since 1954, will not be telecast nationally this year.

The network said it was advised by the Blue-Gray Association of Montgomery, Ala., the sponsoring organization, that Negro players would not be eligible to participate in the game. No Negro player has played in the charity game in the nine years it has been on NBC.

As a result of the association position, NBC said it decided not to televise the Dec. 28 contest. The decision, according to the network, was made with knowledge of the sponsors, Gillette through Maxon, and Chrysler Corp. through Young & Rubicam.

Gillette and Chrysler also co-sponsor the Rose Bowl game on NBC-TV, and Gillette is a participating sponsor on ABC-TV's American Football League games.

Mostel signs for series with Screen Gems in '65

Screen Gems has signed Broadway star Zero Mostel to a three-year exclusive contract calling for a weekly half-hour series for the 1965-66 season and for specials, it was announced last week by Jerome Hyams, vice president and general manager of Screen Gems.

My Hyams said that a series starring Mr. Mostel originally planned for 1964-65 (BROADCASTING, Aug. 26) had to be shelved because of his commitment to the long-running Broadway show, "A Funny Thing Happened on the Way to the Forum." Meetings now are underway discussing the possibility of two 90-minute specials, which could be filmed or tapped in New York while the comedian continues his Broadway performances.

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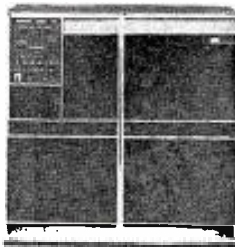
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CHANGES FOR THIS SEASON AND NEXT

Networks plan ahead and make changes in current season

The TV networks continue to look to their programming, not only for this season, but for the one that's far ahead—the 1964-65 season that starts in the fall of 1964.

Next season: CBS-TV announced it has selected the "first new series of the 1964-65 season." The program is *The Jones Boy*, a half-hour comedy series, created by Arne Sultan and Marvin Worth and which has a fix-it shop as the backdrop (BROADCASTING, Aug. 26).

The network said that a rough cut of the pilot had been viewed by James T. Aubrey Jr., president of CBS-TV; Michael Dann (vice president-programs), Roger F. Lewis (vice president-programs, Hollywood), and Hunt Stromberg (vice president-program development, Hollywood) after which the decision to go into production with the series was made.

CBS Movie? ■ Mr. Aubrey indicated that CBS-TV has begun discussions on adapting the series for a "full-length theatrical film." The CBS-TV president said that on the basis of what he'd seen in Hollywood of the pilot, the series "looks like a sure-fire television hit."

The network said that Messrs. Sultan and Worth—represented in negotiations by NRB Associates—would undertake no further network writing assignments on the *Judy Garland Show*. Production has begun on *The Jones Boys*. CBS-TV said flatly that the decision was to place the series on the network schedule next year. Mickey Shaughnessy is said to have a starring role.

This season: NBC-TV announced officially its replacement for *Redigo* (Screen Gems) that will be dropped after Dec. 31 in the Tuesday, 8:30-9 p.m. period. The new show will be a nighttime version of a game program now seen in the daytime hours (Monday-Friday 3:30-4 p.m.)—*You Don't*

Say! It is co-produced by Bill Yagelmann and Ralph Andrews in association with Desilu Productions, and originates in Burbank, Calif.

Brown & Williamson Tobacco Corp., now the advertiser on *Redigo*, will sponsor the game show. The tobacco firm's agency is Post-Keyes-Gardner.

Also at NBC-TV, it's now firm that Colgate-Palmolive has decided to drop *Harry's Girls* (produced by MGM-TV) a week or two after the first 13-week cycle. It was reported that the *Jack Paar Show* may be extended to a 90-minute format with Colgate the sponsor of the first 30 minutes (*Harry's Girls* now is seen Friday, 9:30-10 and is followed by Jack Paar). D'Arcy is the agency.

At CBS-TV, it appeared that *Glynis* will be replaced by a new Allen Funt program that has the working title of *People and Places* (CLOSED CIRCUIT, Nov. 4). The new program is expected to go on the air around the first of the year. The time period is Wednesday, 8:30-9 p.m.

Affiliates contribute to ABC Radio's 'Flair'

ABC Radio's *Flair Reports* daily feature series of current events is moving toward wider coverage of local events throughout the country by using vignettes contributed by the news staffs of the network's affiliated stations.

Co-producers Frank Maguire and Ivan Ladizinsky have announced that in response to their request for cooperation from affiliated stations, the program has "averaged from 20 to 30 phone calls a week from affiliate news directors." They added that many of the leads provided by the affiliates have resulted in stories, and, in some instances, locally use originated actuality

broadcasts have been carried on *Flair Reports*.

Starting late this month, *Flair Reports* will attempt to complete total integration of local and network staffs by broadcasting closed circuit information at regular intervals to ABC Radio's affiliate news directors. This will include specific requests for affiliate contributions for use the following week.

Sinatra golf coverage on special TV hookup

First annual Frank Sinatra invitational golf tournament from the Canyon Club in Palm Springs, Calif., on Nov. 10-11, is being covered by KHJ-TV Los Angeles for two hours each day and fed to a special network including the other RKO General TV stations, WOR-TV New York and CKLW-TV Detroit-Windsor; KPLR-TV St. Louis; KCTO-TV Denver; KPFX(TV) San Francisco and KOGO-TV San Diego.

The telecasts were offered for sponsorship, with all proceeds from the tourney to go to the Frank Sinatra Charities Foundation, which supports youth clubs throughout the world.

The pro finals were held Nov. 10, with pro-celebrity day today. Gene Littler, Sammy Snead, Jimmy Demaret and Julius Boros are among the pros competing. Bing Crosby, Phil Harris and other stars have joined their host, Frank Sinatra, in the celebrity contestant part of the two-day meet.

Music publisher formed

Walter Reade-Sterling Inc., a film entertainment company, and the Frank Music Corp., both in New York, have announced plans to form a jointly owned music publishing subsidiary, Walter Reade-Sterling Music Corp. The new firm will deal with international music rights obtained primarily from motion picture sources.

Frank will have complete management control over the new firm, while Walter Reade-Sterling will supply copyrights to its film scores and sound tracks. Frank has been active in the Broadway musical and publishing fields, and Walter Reade-Sterling produces and distributes films for theatrical, TV and educational use.

New Triangle radio series

Triangle Program Sales, syndication arm of the Triangle radio and TV division, has announced national distribution of *Window on Washington*, a daily radio news series.

The segments—five five-minute programs daily and a fifteen minute special for weekends—of spot news coverage

Networks to bid on NCAA rights Dec. 17

The National Collegiate Athletic Association, whose \$10.2 million two-year contract with CBS-TV expires next month, will pick a network in 1964 and 1965 at bidding in New York, Dec. 17.

The NCAA announced details last Thursday (Nov. 7) of a two-year plan, beginning in 1964, to telecast 29 major college football games annually. The major change over the plan now in effect is that small colleges will be permitted to telecast their games on as many outlets as they can

arrange. In the past, they were restricted to only two stations.

The NCAA plan calls for telecasts of major college games on 13 Saturdays and on Thanksgiving Day each year. Nine of the 14 dates will consist of a single game carried nationally. On the remaining dates four games will be telecast on a regional basis only. One Saturday in December, at completion of the regular season, also was reserved by NCAA for possible telecast of a college division playoff.

State court refuses to act on radio spot

A Pennsylvania judge has told protesting Democrats in Allegheny county that the state court has no jurisdiction over "allegedly objectionable matter" which is broadcast since "it appears" radio and television have been "pre-empted" by the federal government.

Ed Boyle, Democrat incumbent for county district attorney, protested a radio spot run for Republican Robert Duggan, which allegedly depicted Pittsburgh as a corrupt city. The spot was based on an Aug. 5 story in the *Pittsburgh Press*, which reportedly quoted mobster Joseph Valachi, according to GOP testimony. The Republicans said the statement had not been part of Valachi's testimony before a Senate hearing.

A voice which sounded like Sena-

tor Joseph S. Clark (D-Pa.), was also used on the spot, describing "sleazy law enforcement" in Allegheny county.

On Nov. 1 the Democrats sought to enjoin the GOP from running the spot on WWSW and WRYT, calling it "malicious, false propaganda."

Friedman, Susman & Baime, Pittsburgh agency for Mr. Duggan, reported that the spot was being used on seven stations while the case was being argued.

According to the agency, it fashioned a statement from newspaper articles on Valachi's testimony before the Justice Department. "We fashioned a statement uttered by a voice that was designed to sound like a precise quote. We admit that for

dramatic effect we used dramatic license and this voice and statement became part of a one-minute spot."

On election eve, Nov. 4, Judge David Olbum, of the State Court of Common Pleas said, "In reaching our conclusion, it is not necessary for us to discuss the question whether this court has the power to enjoin the broadcast of allegedly objectionable material by a radio broadcasting station which is licensed by an agency of the U. S. government, and is subject in its operation to the rules and regulations promulgated by the FCC. It might appear that the entire field of radio and television broadcasting has been pre-empted by the federal government."

On Tuesday (Nov. 5), Mr. Duggan was elected.

and interviews also will be heard on the five Triangle AM stations: WFIL Philadelphia, WNHC New Haven, Conn.; KFRE Fresno, Calif.; WBNF Binghamton, N. Y., and WFBG Altoona, Pa.

Program notes...

New NBC daytimer ■ NBC-TV plans on Dec. 30 to start *Let's Make a Deal*, an audience-participation game show that will replace *People Will Talk*. The new prize show will be broadcast Monday through Friday at 2-2:25 p.m. EST and will feature Monty Hall as host.

Christmas show ■ Seven Arts Associated Corp., New York, plans to put into distribution for the holiday season a half-hour TV special, *Mahalia Jackson Sings the Story of Christmas*. The program will feature Miss Jackson singing seven Christmas carols.

Christmas sounds ■ SESAC announced last week the new "Sounds of Christmas" package consisting of five LP albums with more than 60 Christmas selections. The package, which includes music and scripts for 13 five-minute programs, is now available to broadcasters at \$19.95.

Pilot show ■ A pilot for a new half-hour comedy series, *Take Me To Your Leader*, will go into production next Monday (Nov. 18) at MGM-TV. Bert Gordon, who created the series with Robin Estridge, will produce the pilot, with Will Hutchins as star. The series is aimed for the 1964-65 season on ABC-TV.

Wolper agreement ■ Wolper Productions will be able to use footage of Deutsche Wochenschau Productions in

its TV programs under an agreement made by David L. Wolper, president of the Hollywood documentary production organization, with Manfred Purzer, chief editor and managing director of the German newsreel company. The German company will be able to draw on the Wolper archives for its own use. First Wolper production to use the German company's material will be *Berlin: Kaiser to Khrushchev*, an hour program being produced for UA-TV.

Radio today ■ Woodgate Associates, Buffalo, N. Y., is offering a new radio transcription library service called "Radio Today." Among the library's offerings are identification jingles, thematic logo beds, sound effects and comedy vignettes. Woodgate has branch offices in Miami, Kansas City, Mo., and Chicago.

Coming up roses ■ A series of nine five-minute radio shows called *Rose Bowl Report* is being packaged by National News Service, Hollywood. The series—which will be aired Dec. 23 through Jan. 1—will feature interviews with coaches, players and others involved in the football classic.

New free offer ■ Records with 10 short interviews with authors and "other interesting people" are being distributed free by Ted White Productions, 345 W. 88th Street, New York. At least one *Assignment: People* record will be mailed out to recipient stations each month, but only one station a market will qualify for the radio series.

Crime special ■ 20th Century-Fox TV has produced an hour special on the history of organized crime in the U. S., *Anatomy of Crime*, and has begun syn-

dication of the program for television. Drawing from Fox Movietone newsreel and TV news film footage, the special follows crime in this country from pre-prohibition to the current Cosa Nostra investigations.

French pact ■ Seven Arts Associated Corp., New York, has a publishing arrangement with Librairie Hachette in France to produce a reference library of practice materials for home study in conjunction with the TV series, *En France*, 26 half-hour French language instruction-entertainment programs now on 60 stations. The series is being presented by Seven Arts Associated Corp. and Time-Life Broadcast Inc. The books and records — a home-study course kit—is being offered on TV at the price of \$24.95.

TV series ■ TV producer Robert Heridge plans to produce a series of six full-hour TV dramas for presentation on Metropolitan Broadcasting stations. Production of the taped series, to be called *Stages Seven*, is expected to start this month with a premiere anticipated in December.

Cliff hangers ■ Embassy Pictures is releasing to TV a new *Sons of Hercules* series of 13 color feature films, E. Jonny Graff, vice president in charge of TV, has announced. The features may be programed in full-length or as one-hour versions for "cliff-hanger" showing, Mr. Graff said.

Comedy to pay TV ■ RKO General Phoneyvision announces that its subscription TV system in Hartford shortly will present a taped program of "Tchin-Tchin," a comedy that played on Broadway last season. The play was taped

Newsmen turn answermen at KNX

An innovation in the Southern California radio news scene was introduced Nov. 4 when KNX Los Angeles started its *Noon Hour News*, a 60-minute mid-day news program which includes not only hard news and in-depth news analysis, but also 30 minutes of audience participation. Listeners may telephone questions to the newscasters about the news KNX has just reported.

Four KNX reporters cover the local scene each morning, reporting from the county board of supervisors; the mayor's office; the city council chambers and on news conferences and stories outside the city's civic center. Each of the quartet contributes taped phone or shortwave reports each day. Al Downs, KNX day news

supervisor, is editor of *Noon Hour News*, supervising the editing and compilation of local news plus integrating it with national and international reports from CBS correspondents (KNX is a CBS-owned station).

At noon in Los Angeles, it is 3 p.m. on the East Coast (the stock market has closed for the day and most business news has been made) and evening in Europe. This means that the *Noon Hour News* can give Los Angeles listeners a wrap-up on much of the day's final news from the rest of the world.

But the real innovation is the second half-hour, during which the newsmen are on the spot, trying to answer whatever questions their listeners phone in to them.

during an actual performance on Oct. 25 at the Cocoonut Grove Playhouse near Miami. The production was by VHF Inc.

'Lux Radio Theater' revival? ■ Gotham Recording Corp., New York, reports it hopes to bring *Lux Radio Theater*, a dramatic radio series that began in the late 30's, back to the airwaves. Herbert Moss, Gotham president, said he is attempting to obtain needed clearances preparatory to distribution to stations.

Science show ■ ABC-TV will schedule *Science All-Stars*, a program showcasing the scientific achievements of children, in its Sunday 4:30-5 p.m. slot beginning Jan. 12. The show, to be hosted by Don Morrow, is a production of MGM-TV. Minneapolis-Honeywell Regulator Co., through BBDO, will be the sponsor.

Rogers show ■ Radio receivers were placed in public school classrooms throughout Oklahoma to pick up a special broadcast last week from the Will Rogers Memorial Commission in Claremore, Okla. The 30-minute program, co-sponsored by the Memorial Commission, Oklahoma Broadcasters Association and the Oklahoma Education Association, highlights the career of the humorist and his impact on the American public. Will Rogers Jr. and Governor Henry Bellmon were on the show and Glenn Condon, KRMG Tulsa, was mc.

New Seven Arts series ■ Seven Arts Associated will distribute the *Out of the Inkwell* series of 100 five-minute cartoons to U. S. television stations. Seven Arts which has distributed the series in international markets acquired domestic distribution rights last week from Video House Inc., New York, producer of the

show. Seven Arts said syndication of the series to U. S. stations began last week.

Vinton series ■ Bobby Vinton, popular recording artist, has been signed by Rolling Productions, subsidiary of Nathan, Johns and Dunlap, to star in 26 half-hour musical variety TV shows. The pilot show is now being screened for advertising agencies and sponsors. Mr. Vinton records for Epic Records.

Preparing for Christmas ■ NBC-TV has scheduled two previously-broadcast color programs for presentation during the Christmas season. The *Project 20* production of "The Coming of Christ" is slated for Dec. 22 (7-7:30 p.m. EST). This will be NBC-TV's third presentation of the program. It will be sponsored by the Union Central Life Insurance Co. through Meldrum and Fewsmith, Cleveland. The show will be produced and directed by Donald B. Hyatt. A new production of Gian Carlo Menotti's opera "Amahl and the Night Visitors" has been taped by the NBC Opera Company for NBC-TV presentation on *Christmas Night* Dec. 25 (9-10 p.m. EST). The opera was first presented by NBC in 1951, and it has been broadcast every Christmas season since.

TAC adds affiliate ■ Television Affiliates Corp. has announced the signing of KEYT(TV) Santa Barbara, Calif. and WCYB-TV Bristol, Va. as subscribers. TAC also announced two new shows in the TAC lineup: *Ballad of Chicago*, produced by WGN-TV Chicago and *Split Image*, produced by KTLA(TV) Los Angeles.

Mutual commentary ■ MBS has reported that its military affairs consultant, retired Marine Corps Brigadier

General James D. Hittle, is appearing every Sunday on a 10-minute program which is devoted to commentary on worldwide military activity. The weekly broadcasts, MBS said, are available to affiliates for sale to local and regional advertisers.

UA-TV deal set ■ United Artists Television has entered into an agreement for the production of a new hour dramatic series aimed for presentation on CBS-TV in the 1964-65 season. The series, created and written by N. Richard Nash, will star Robert Horton in the role of a young adventurer. Robert Alan Aurthur will be executive producer. Production is expected to begin in New York soon.

Libraries on radio ■ Literary appraisal sections of CBS Radio's *Invitation to Learning* will be highlighted this fall and winter by a nationwide program of library displays and book discussions. The planned program sections, expected to involve some 1,500 libraries in 50 cities, will be a joint undertaking of CBS Radio, its affiliated stations and the American Library Association.

MGM pilot ■ The pilot film of a new half-hour comedy TV series, tentatively titled *The John McGiver Show*, will go into production today at MGM-TV. A Lindabob production starring John McGiver, the series was created by Parke Levy, who wrote the pilot script with Normal Paul. Mr. Levy is creator-writer of *December Bride* and *Pete and Gladys*.

Four Star shows in prime time

Four Star Distribution Corp. reported last week that 10 stations have scheduled *Zane Grey Theater*, *The Detectives* and *Stagecoach West* in prime time hours. Len Firestone, vice president and general manager, commented that "some stations prefer using a quality off-network series with a proven record of success rather than take a chance on a new network series." In most cases cited by Four Star Distribution, its off-network series were slotted instead of a new network series.

Telesynd gets 'Car 54'

The U.S. and overseas distribution rights to *Car 54, Where Are You?* have been acquired by Telesynd from Eupolis Productions, it was announced last week by Hardie Frieberg, Telesynd president. The series, of 60 half-hour episodes, was on NBC-TV for two seasons.

Telesynd, a division of the Wrather Corp., recently established its overseas sales force with offices in London and Toronto. It also syndicates *Lassie*, *Sergeant Preston of the Yukon* and *The Lone Ranger*.

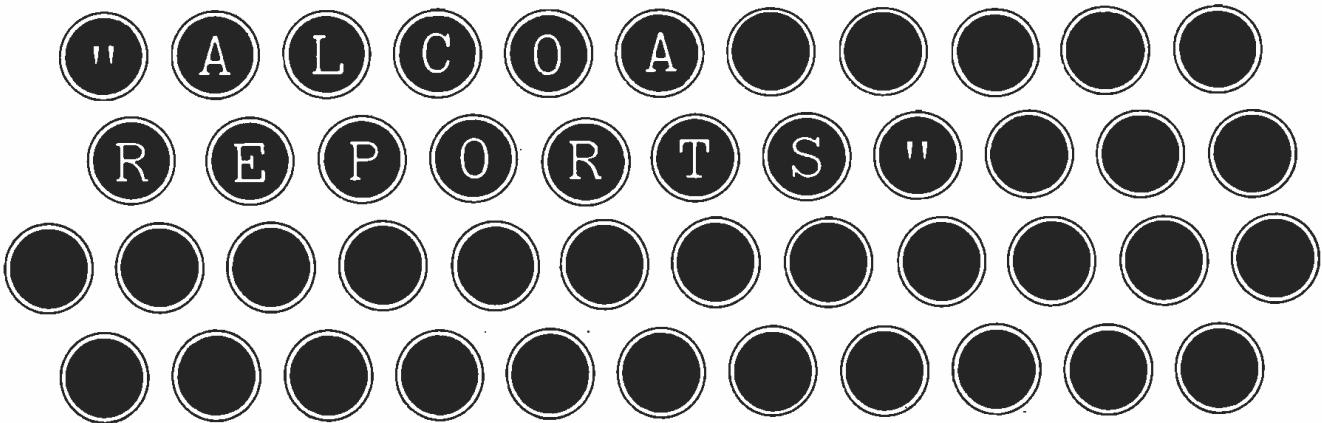
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ALCOA



Broadcasts from space to homes seen

USSR SURPRISES GENEVA TALKS BY REQUEST FOR SPEEDIER STUDIES

An unplanned item momentarily came to the fore at the Geneva conference on space frequency allocations, but it was for the time being "put in the refrigerator," as one participant put it. It is likely, however, to become a major item at the 1966 radio conference, also to be held in Geneva.

The topic? Direct radio and television broadcasting from satellites to home receivers.

The subject was brought up by the USSR. In a relatively innocuous proposal, the Soviets recommended that the International Radio Consultative Committee (CCIR) be asked to speed up its study of direct broadcasting from space. The conference acceded to this request, although there was puzzlement over the purpose of the Russian suggestion in light of the USSR's traditional jamming of international broadcasts that enter its territory.

Although France had proposed in its pre-conference recommendations that a ban be placed on direct broadcasting, that nation did not object to the adoption of the Russian proposal.

The CCIR early this year at its meeting in Geneva adopted a tentative report on direct broadcasting from space submitted by its Study Group 4 (Space) and concurred in by Study Groups 10,

11 and 12 (broadcasting). The CCIR report is only concerned with technical aspects of the subject (power, propagation, receiving antennas, etc.).

Some of the participants at the Geneva conference last week said that the action taken by the group should not be considered too significant since the CCIR work is along experimental lines only. They also pointed out that under the 1959 Radio Convention, pirate broadcasting from ships or airplanes in or over international waters is banned. The wording of this prohibition, they point out, could be considered to cover satellites.

The Soviet recommendation, which could be inferred to mean the Russians are thinking seriously of satellite-to-home broadcasting, is the latest in a series of comment, observation and proposals for a system of spray-broadcasting from communications spacecraft.

Not Considered ■ Even when the whole idea of communications via satellite relay was first broached a scant 10 years ago, reference was made to this possibility. It was only a year ago, however, that the idea occasioned more than casual talk.

Leonard Jaffe, chief of communications research for the National Aeronautics & Space Administration, has

talked about direct broadcasting from satellites twice. The first time was at a UN conference in Geneva last year and the second at an international law conference in Athens last July. Primarily, he spoke of the technical barriers that must be hurdled to make it possible to broadcast directly, but he did say that this type of broadcast system might become a reality in 10 to 20 years (BROADCASTING, July 8).

Robert P. Haviland, satellite and space engineer with General Electric Co., delivered a technical description of a feasible system at Montreux, Switzerland, in the summer of 1962. Mr. Haviland contended that a 500-pound, Syncom-type satellite, using 10 kw radiated power, could cover one entire continent with direct broadcasts to home receivers. He estimated the cost at about \$35 million to encompass broadcasts to one continent using one Syncom, or from \$200 to \$500 million for three Syncoms to have a worldwide system (BROADCASTING, Nov. 12, 1962).

RCA engineers have also made a study of direct broadcasting from space for NASA. And Brigadier General David Sarnoff, RCA chairman in a comment earlier this year, said he thought it was technically possible.

Opposing opinions on the feasibility

FM taking the dual road to reach automobile radios

"Giving 'em the old one-two," is how FM broadcasters are describing a new technique which promises to permit them to reach the increasing number of FM receivers in automobiles.

The one-two consists of doubling the transmitter power of the station and dividing the power between two antennas—one radiating in the horizontal plane and the other vertically.

It's all perfectly legitimate and approved by the FCC. Already, according to commission sources, about 25 FM stations are utilizing dual polarization. Most of them are on the West Coast where, apparently, there has been the heaviest concentration of car FM installations.

Although there are no statistics on FM auto radios, a few brave estimates have been published. These range from 65,000 to 80,000 for such sales in 1962 to about 100,000 altogether. A large number of these sets, it is presumed, are imports, par-

ticularly from West Germany and Japan. In 1962, factory sales of all auto radios were 7.25 million units. Up to August of this year, auto radios totaled over 4.5 million.

A by-product asset for stations using dual antenna-dual polarization techniques is that the combination horizontal-vertical signal tends to fill in holes in the station's service area. This is due to the fact that horizontally polarized signals don't remain horizontal as they travel away from the station. Because of terrain conditions, these signals soon become vertical or in some situations, circular.

Thus a homeowner with a horizontally polarized receiving antenna finds he is receiving a weak signal since by the time it reaches him it is vertically polarized or circular.

By sending out both a horizontal and a vertical signal, these "shadow" areas are being reached.

More Range Yet ■ Another im-

provement, not yet measurable, is an extension of the range of the FM station. As one engineer put it: "It hasn't been measured, but it stands to reason when you double your power it should reach farther, even when you divide it at the antenna." This he explained would also be true because of the fill-in action by the two modes of polarization.

One of the known facts about FM, engineers observe, is that vertical antennas are more sensitive to signals from all directions, whereas horizontal antennas are more directional.

Several years ago Robert M. Silliman and Raymond E. Rohrer, Washington consulting engineers, conducted measurements on polarization in the Washington area. They found, Mr. Silliman said, that even at high signal strength horizontally polarized signals were not being received at some locations with horizontal antennas. They also found,

of direct broadcasts have been expressed by Dr. John Pierce of Bell Telephone Laboratories and former FCC Commissioner T.A.M. Craven.

High Powers ■ For direct broadcasting from satellites to home sets, a basic requirement is high powers from the transmitting spacecraft, and more sensitive receiving antennas for home use. Involved in these considerations are transmitter circuit designs, satellite stabilization, power supplies and directional transmitting antennas. Since all this would require a satellite weighing 500 to 1,000 pounds, more powerful rockets would be needed. This requirement may be answered in the Saturn rocket under development by NASA.

American communications satellites have up to now weighed less than 200 pounds and have radiated not more than 10 w.

Conference Closes ■ Signatures to the final documents agreeing to international allocations for space communications were affixed Friday afternoon by the representatives of the more than 70 nations which had over 400 delegates to the Geneva space conference. Chairman of the United States delegation was Joseph H. McConnell, president of Reynolds Metals Co., and former president of NBC.

The conference was one of the most harmonious in recent years, observers stressed. For the first time, it was pointed out, the United States, USSR, United Kingdom and France cooperated closely in order to insure that space communications will become a reality.

The only problems, it's understood,

however, that weak vertically polarized signals were well received by vertical antennas. These conditions increased with distance from the two FM stations being measured: WMAL-FM and WGMS-FM, both Washington.

So impressed was WGMS-FM with the possibilities that it gave Mr. Silliman the go ahead to transform its facilities into a dual operation. Its new vertical antenna is due to become operational early next month.

WGMS-FM is authorized to operate with 20 kw ERP. It is putting in a new Collins transmitter that will permit it to radiate that amount from both its horizontal and its new vertical antenna.

Mr. Silliman has also personally invested in what he believes is the future transmission system for FM; he is the controlling stockholder and president of Electronics Research Inc., Evansville, Ind., which is supplying vertical dipole antennas to Collins and Gates Radio in their horizontal-vertical FM installations.

came from some of the smaller and newer nations who seemed to fear that the space allocations would deprive them of frequencies for home use.

Although the details of the agreements were lacking at this writing, it is believed that an amicable compromise was effected between the United States's proposal to use 2,725 mc for space communications activities, distributed between 3,700 mc and 8,400 mc in the radio spectrum, and the USSR recommendation that the total amount be not more than 1,600 mc. The UK had suggested that 3,000 mc be used for this purpose. Bandwidths are wide enough to carry TV, it was understood.

Other items at which agreement was reached at Geneva were: identification of satellites, bands for radio astronomy, bands for amateur radio operators and time delay limits for telephone circuits.

Comsat Ready ■ With the conclusion of the conference and the assignment of frequencies for space satellites to use in communications, the wheels of the Communications Satellite Corp. in Washington began to turn.

Although there is much technical data to be worked out, the private space

communications company, established by Congress early this year, is getting ready to issue its first stock offering, reported to be about \$200 million. This is expected to be placed on the market early next year.

Technically, Comsat has not yet determined exactly what sort of a system its circuits will be. Although now assured of proper frequencies, and with some degree of assurance that the nations of the world will cooperate in the venture, no decision has been reached as to whether the satellite communications system should be medium altitude (6,000 miles, requiring 30-40 satellites in random orbit) or a synchronous system whereby three Syncoms at 22,300 miles above the earth would be sufficient to cover 98% of the planet.

Under the terms of its congressional charter, Comsat will be owned jointly by public investors and common carriers. Neither may own more than 50% of the company, and there are restrictions on the amount a single person or entity may earn in either category. Each group of joint owners will elect six directors. Three additional directors will be appointed by the President.

RCA's TK-60, TR-22 set production records

STUDIO EQUIPMENT SALES SINK DOLDRUMS THEORY

Although there is a general impression that broadcast equipment makers are in the doldrums (the AM freeze, the FM freeze, no major rush for UHF television), this isn't completely true. There is still a significant market for studio equipment. Take RCA for example.

In October, RCA's broadcast and communications products division established an all-time high production record in a single month for two items of studio broadcast gear: the TR-22, transistorized TV tape recorder, and the TK-60 4½-inch image orthicon camera.

The company turned out 25 of the TR-22 recorders last month. This brings to 150 units RCA's total production since first shipments began in October 1962.

The division also turned out 40 TK-60's last month. Since commercial deliveries began in May 1961, more than 250 of these 4½-inch IO cameras have been produced and shipped.

In many cases, it is pointed out, the tape recorder and camera were purchased as a package since the two items were designed to operate together.

Although the bulk of TR-22 sales has been to networks and stations in this country, a large number has gone to England, France, Italy, West Germany, Australia and other countries. The recorder is available in two "switchable" models: one with 525-625 and 405

lines and the other with 525-625 and 819 lines.

RCA's 4½-inch IO camera was first demonstrated at the 1960 NAB convention in Chicago. Users include stations and networks (ABC has purchased 26 of them), and production studios, the Navy and Air Force and broadcasters in Japan, Nigeria and Thailand. The camera is also being used for closed circuit educational work in Los Angeles public school system and at Brooklyn College, N. Y.

Radio group against super power stations

The Association on Broadcasting Standards last week urged the FCC to hold an en banc hearing on the "crucial technical problems of standard broadcasting."

Meeting in Washington last week, the ABS board also adopted a resolution urging the commission not to approve "super power" operations for Class 1-A clear channel stations above 50 kw. The board reaffirmed its "action" program to oppose all proposals that would "destroy or degrade optimum radio service" in the U. S.

Joe Hartenbower, vice president-general manager of KCMO-AM-TV Kansas City, Mo., and ABS president, said the board made a careful analysis of the

posture of aural broadcasting at last week's meeting. As a result, he said, the request for an FCC hearing was made to examine the problems of AM in "closest detail." The proceeding was formally requested in the association's reply comments in the FCC inquiry on AM allocations and the relationship between AM and FM (see story page 62).

In opposing AM powers in excess of 50 kw, ABS said that it is convinced such operations will have an adverse effect on the radio service now enjoyed by millions of Americans and seriously

endanger the future sound development of aural broadcasting. "Any attempts to destroy or degrade the present fine radio service must be vigorously protested," ABS said. "ABS firmly believes that the interests of the public will not be served by granting such 'super power' and will vigorously oppose all such proposals and requests."

Five Class 1-A stations have asked the FCC for powers of 500 kw on an experimental basis. The commission has not as yet accepted these applications.

At last week's meeting, the ABS

board established a technical committee to make actual field research on aural signals. Jay Wright, engineering director of the Crown Stations, is chairman while Phil Laeser, WTMJ Milwaukee, will head a subcommittee to conduct the actual field work.

ABS was formed last spring with the first membership meeting held in conjunction with the Chicago convention of the National Association of Broadcasters (BROADCASTING, April 8). All AM stations are eligible for membership, according to Charles Bevis, executive director.

FANFARE



Eagle soars to heights in 'cantest'

For the best of nearly 6,300 entries in a Butter-Nut Coffee "cantest" promotion by WTMJ-TV Milwaukee, Dr. and Mrs. Richard L. Rech received a symbolic key to their new prize home during Butter-Nut commercial on the station's Oct. 24 weather-news program sponsored by Butter-Nut for the past 12 years.

Bill Carlsen WTMJ-TV weatherman

(above) holds the red, white and blue eagle made out of Butter-Nut cans. There were a total of 130 prize-winning entries in the contest, ranging from artistic decorations to toys and other intricate objects. On weekend display at the WTMJ-TV studios, nearly 7,000 people viewed them. Butter-Nut agency: Tatham-Laird, Chicago.

KSON pushes C&W format with \$25,000 campaign

A \$25,000 promotion campaign for its country and western programming has been started by KSON San Diego.

The all-media push includes spots on KFMB-TV and XETV(TV), both San Diego; ads in nine area papers; billboards; transit posters; airplane banners; roving bands; and taxi posters.

Additional promotional material in-

cludes: hospitality hostess greetings to newcomers to the community; distribution of 25,000 imprinted paper dry cleaning bags through four outlets; and distribution of 300,000 leaflets through the 10 DeFalco Food Giant super markets in the San Diego area.

The C&W format, which has also received extensive on-air promotion on KSON, began Sept. 29. Wilson and Stodelle Advertising, San Diego, is handling the campaign.

Boy Scouts tour WLW's modern farm

City-bred Boy Scouts were treated to a weekend in the country last month by WLW Cincinnati, which opened its Everybody's Farm in Southwestern Ohio to the youngsters.

A part of the station's regular farm department public service program, the outing drew 900 scouts, a new record for attendance in a single day, although the farm draws approximately 15,000 persons a year. The farm is the site of WLW's transmitting tower.

The Mound Builders' Area Council Boy Scouts were given guided tours of the modern, well-equipped farm by the station's farm department.

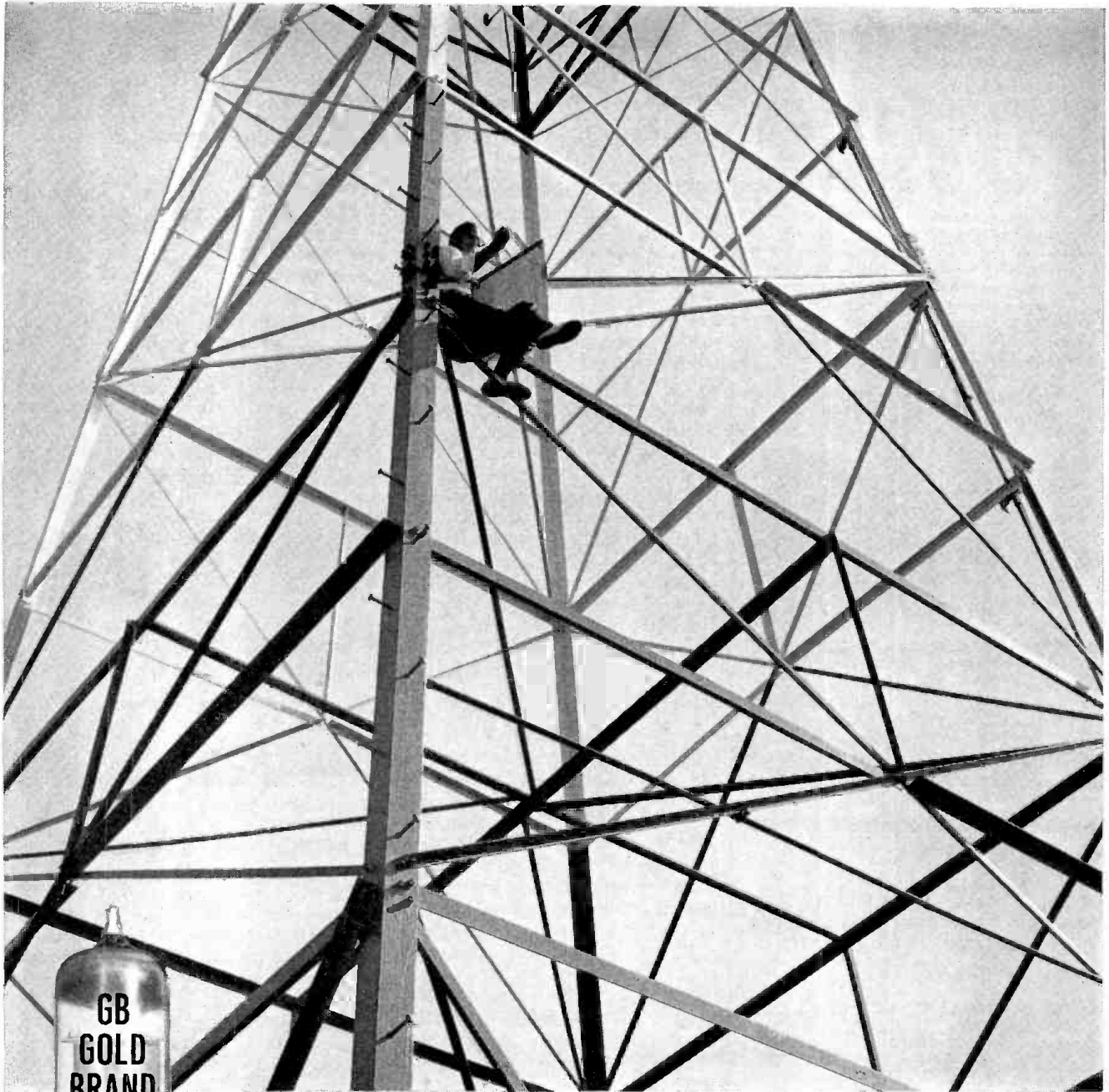
Drumbeats . . .

What about the salesman? ■ ABC-TV will run a contest in the Nielsen 30-city markets to find "Miss Farmer's Daughter USA '64." The promotion, which ties into the network's *Farmer's Daughter* series, will give the winner a role in an episode of the series.

Akron's Doll ■ Judy Doll, winner of the Miss Teen-age America contest, was the second representative of WAKR-AM-FM-TV to reach national prominence in this year's beauty pageants. Peggy Emerson, who represented Ohio in an earlier Miss Teen-age contest, was in this year's Miss America contest.

Deadline set ■ Feb. 15, 1964 is the deadline for entries in the third annual "on-the-air" awards of the Broadcasters Promotion Association. All radio and TV stations are eligible to enter on-air promotions used between Oct. 1, 1962 and Dec. 31, 1963. Information and entry blanks are available from BPA, 215 East 49th Street, New York 17.

Friendly foe ■ KTTV(TV) Los Angeles last week issued a new program schedule which, in addition to the KTTV programs, lists those of the other six Los Angeles VHF stations, with a full page devoted to each.



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...use them wherever reliability is essential

When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes,

each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures,"

reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

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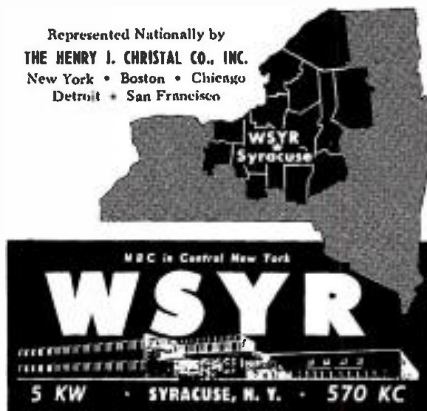
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It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

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:
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WFTV THE SEVEN O'CLOCK HABIT

"Have Gun Will Travel"

MONDAY
 7 to 7:30 P.M.

"The Rebel"
 TUESDAY
 7 to 7:30 P.M.

"Cheyenne"
 THURSDAY
 7 to 8 P.M.

Lee Marvin Presents:
 "Lawbreaker"
 FRIDAY
 7 to 7:30 P.M.

"Sea Hunt"
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INTERNATIONAL

NEWSPAPERS VS. TV: TO EACH HIS OWN

Canadians told they fill different needs of public

Television is television and newspapers are newspapers. To the public "reading, including newspapers, fills one requirement in their lives. Television viewing fills another, and as far as the public is concerned, they supplement one another. They don't replace one another."

The separation of media was noted by Bill Michaels, Storer Broadcasting Co. vice president, television division, Tuesday (Nov. 5) at the Central Canada Broadcasters Association convention in Toronto.

Speaking on "What Broadcasting Learned from the Newspaper Strikes," Mr. Michaels told the broadcasters that Storer learned through the Detroit and Cleveland strikes not "to improvise overnight into something you are not — namely an electronic newspaper. Similarly, don't make the mistake of believing that number and volume of newscasts . . . are, in themselves, going to better serve or please the public. It's not that simple, for there is definitely a saturation point for the viewer."

Mr. Michaels emphasized that he was not advocating a TV station to "go blandly about its affairs with a 'business as usual' attitude. You *do* have an opportunity to strengthen your ties with the public in helping fill the temporary void with additional news and related features. You *should* respond to this opportunity."

But, he warned, disillusionment is in store for the broadcaster who thinks that "overwhelming the public with volume at the expense of overall program structure is going to prove to them that they don't want or need newspapers."

Mr. Michaels cited the reaction Storer's WJBK-TV Detroit received during that city's last strike when the station pre-empted prime time entertainment programs and replaced them with "30 minutes of news which we literally broke our backs putting together and producing."

Only Protests — For their efforts, he said, the station "received absolutely nothing but protests by the hundreds, many of them unbelievably bitter. Nor did we get any favorable reaction to short news inserts in prime time which posed production problems with adjacent programming during a previous strike."

The Storer vice president pointed out that viewers don't want their TV lives knocked into a cocked hat because there is a newspaper strike any more than they want their newspapers completely transformed if there were a citywide

television strike.

The viewers, he said, "simply didn't understand why there was such a big rush in putting on the news at 8:30, or 9, or 9:30, nor did they accept our contention of additional 'public service.' Why wouldn't it wait until 11 when they were used to getting their news? And then let it go on as long as we liked?"

Turning to the commercial aspects of a strike, Mr. Michaels warned the broadcasters not to "take the short-sighted view and let the lure of the easy, quick buck trap you into either overcrowding or improvising your schedule



Mr. Michaels

Mr. Digges

to accommodate more commercials than you know that you should."

He cited two reasons on the "philosophical" side to illustrate this point:

■ "There is not much satisfaction or gratification of achievement in taking advantage of someone else's misfortune, even if it is an economic competitor."

■ "On a truly selfish basis, much of the short term business you inherit will desert you overnight the minute newspapers get back into publication and you find that you have jeopardized long term business which could have been more productive over the long haul anyway."

Great Potential — In another talk at the two-day convention, Sam Cook Digges, administrative vice president at CBS Films, said the projected growth of the Canadian economy through 1970 will provide excellent opportunities in radio and TV for the "creative" salesman.

He noted that the gross national product in Canada will be approximately

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\$43 billion this year and will be near \$60 billion by 1970. "Assuming that radio and television advertising grow at the same rate, the \$90 million now invested annually [in Canadian broadcast advertising] should grow to \$125 million by 1970."

CBS to buy part of Canadian CATV

CBS has acquired an option to purchase an interest in a community antenna TV system serving 17,000 subscribers in Vancouver, B. C., Canada, it was announced last week. In a joint statement, Merle Jones, president of the CBS Television Stations Div., and Sydney Welsh, president of Vancouver Cablevision Ltd., said that the Canadian firm would retain control.

The American network will make a loan to Cablevision which will enable the CATV system to expand its services to a potential 70,000 subscribers, Mr. Welsh said. Mr. Jones said CBS has made recent investments outside the U. S. and the Canadian option is in line with the network's foreign expansion. Mr. Welsh also owns a system in Victoria, B. C., which was not included in the option.

Venezuela TV network to compete with itself

The six-station Venevision network in Venezuela has formed a subsidiary "local" network, Tele-Trece, which will compete with the parent company's stations in the Valencia-Caracas market.

ABC International, which has a minority interest in and represents Venevision, says local advertiser demand for more media time in the heavily populated areas of Venezuela had prompted the move.

The new channel 13 signal will originate in Valencia with satellites in Caracas and Maracay.

ABC International supplies approximately 75% of Venevision's programming, and also acts as the network's sales representative.

It now buys for stations in 21 countries. Last week ABC International reported \$750,000 worth of purchases of program product for its foreign affiliates during the week of Oct. 18.

TTI forms new company for Gibraltar radio

Thomson Television (International) Ltd., owned by Canadian millionaire Roy Thomson, which for the past year has run Gibraltar's commercial TV station is expanding its operations into commercial radio in the British colony.

A new government-controlled broadcasting corporation has been set up which will take over the TV station,

ACRTF's new date

Annual convention of the Association Canadienne de la Radio et de la Television de la langue Francaise (ACRTF), French-language Canadian Radio and Television Association, has been changed from Nov., 10-12 to Nov., 17-19 at the Chateau Frontenac hotel, Quebec City.

but TT(1) Ltd. will continue to run it on a contractual basis.

In addition, it will begin a commercial radio station for this purpose a new company, Thomson Radio and Television (Gibraltar) Ltd., has been formed with James Coltart, managing director of the Thomson Organization, as its managing director. Other members of the board are Hugh Begg, Desmond O'Donovan and Gordon Currie.

Abroad in brief . . .

Grey in Japan - Grey Advertising Inc., New York, has joined Daiko Advertising Inc., third largest agency in Japan, to form Grey-Daiko Advertising Inc. in Tokyo. Daiko says its annual billings come to more than \$46 million, one-third of which is in TV. Grey reports that its annual billings have risen

to more than \$80 million. A continuing exchange of agency personnel between the U. S. and Japan is planned.

Foreign offices - Wrather Corp.'s Telesynd Division is appointing sales representatives in London, Rome, Berlin, Mexico City, Sao Paulo, Brazil, Sydney, Australia, Tokyo and Nigeria to distribute its TV shows.

Fee increase - Television licenses will go up in Norway next year, along with gasoline and liquor taxes, under a budget submitted to the Norwegian legislature. A television license, which is an annual tax on all households using a TV set, is up by 25% to \$17.50.

Telesynd rep named - Orient Television of Tokyo has been appointed Far East sales representative of Telesynd, which has distribution rights to *Lassie*, *The Lone Ranger* and *Sergeant Preston*. Orient will handle sales of these shows in Japan, Okinawa, Hong Kong, the Philippines, Australia and other Far Eastern markets.

Heinz in Canada - H. J. Heinz Co. of Canada Ltd., Leamington, Ont., has signed for a half-hour afternoon program for 32 weeks on the CBC's French-language radio network. The programs deal with preventive medicine and child care. Agency is MacLaren Advertising Ltd., Toronto.

"THE TRUTH ABOUT COMMUNISM"

Ronald Reagan, Host and Narrator

"Many thanks for the film which I have had an opportunity to present to the FBI. . . . I am told that THE EXPERTS THERE CONSIDER IT REALLY ONE OF THE BEST THEY HAVE SEEN."

*James W. Symington, Administrative Assistant
Office of the Attorney General
Washington, D. C.*

AND THESE EXPERTS AGREE:

"Your film, with Ronald Reagan's commentary, is as good or BETTER THAN ANYTHING OF THIS NATURE THAT HAS COME TO OUR ATTENTION."

*Charles J. Arnold, Director
National Public Relations Division
The American Legion*

". . . A REMARKABLE ACHIEVEMENT. It seems to me that every responsible citizen of the United States should see this film . . . DESERVES THE WIDEST POSSIBLE DISTRIBUTION."

*Charles Malamuth, Senior Research
Associate, Institute for Study of
Soviet Strategy and Propaganda, U.S.C.*

"THIS IS A VERY SPLENDID FILM AND ONE WHICH SHOULD BE SHOWN WIDELY TO MATURE AUDIENCES."

*Felix B. Stump, Admiral
USN (Ret.)
Freedoms Foundation at Valley Forge*

"IT SHOULD BE SEEN BY EVERYONE."

*Arnold Finch, Director
In-Service Training Department
L.A. City Schools Districts*

"Your fine production, 'The Truth About Communism, is SUPERB AND EXTREMELY WELL RECEIVED . . . The proof of the enthusiasm of the community is the fact that WE ARE REPEATING IT OVER KTVI."

*Richard H. Amberg, Publisher
St. Louis Globe-Democrat*

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BROADCAST ADVERTISING



Mr. Oswald

George C. Oswald elected executive VP of Geyer, Morey, Ballard, New York. Mr. Oswald joined GMB in 1961 as senior VP with responsibility for creation and coordination of agency's new regional offices. In first year with agency he was made board member and elected to executive committee. Before joining GMB Mr. Oswald was VP and account supervisor at Kenyon & Eckhardt where he served for nine years. Mr. Oswald takes executive vice presidency vacated by **Richard J. Farricker**, who became agency's president last January.

Ross R. Millhiser, VP and director marketing, and **Ray Jones**, VP-sales for Philip Morris Inc., New York, elected to cigarette manufacturer's board of directors. Mr. Millhiser joined company in 1941; Mr. Jones in 1927.

Emmett C. McGaughey, executive VP and Western division manager of Erwin Wasey, Ruthrauff & Ryan, with headquarters in Los Angeles, resigns. To replace him, **David B. Williams**, EWR&R president, has appointed executive management board to run division. Members are: **Howard D. Wil-**

Congress bound

Robert E. L. Richardson, formerly chief congressional investigator on broadcast audience measurement firms, has announced his candidacy for Congress from 6th district of Oklahoma. Mr. Richardson resigned last summer as associate counsel of House Subcommittee on Investigations after two-year investigation of rating services. Since returning to native Oklahoma, Mr. Richardson has practiced law and is consultant on ratings to Gordon McLendon stations (BROADCASTING, Sept. 16). He will oppose incumbent Representative **Victor Wickersham** (D-Okla.) in Democratic primary next spring.



Mr. Richardson

Williams, former chairman of finance committee, now executive chairman; **Mel Smith**, executive VP in charge of operations and client services; **Robert L. Redd**, executive VP in charge of creative services, media and broadcast.

Richard L. Lysaker, for past four years research director of Hunt Foods Industries, Fullerton, Calif., elected VP of Audits & Surveys Inc., New York, and director of test audit division.

Benson R. Bieley, supervisor on Duncan Hines Mixes account at Compton Adv., New York, elected VP.

Donald H. Arvold, management representative for Foote, Cone & Belding, Los Angeles, on Sunkist and Purex accounts since 1960, elected marketing VP for grocery products division of Purex Corp. Ltd., with headquarters at Lakewood, Calif.

Robert J. Kizer, VP in charge of TV sales at Avery-Knodel Inc., national radio-TV sales representatives, New York, elected senior VP. **John S. Stewart**, director of radio sales in New York for rep firm, elected VP. **F. Robert Kalthoff**, manager of Avery-Knodel's Midwest TV sales, with headquarters in Chicago, also elected VP.



Mr. Kizer

Samuel C. Zurich, supervisor of radio and live television production for N. W. Ayer & Son, New York, elected VP and managing director of commercial production for agency, succeeding **William J. Ratcliff**, who resigned. Mr. Zurich joined Ayer in 1955 as commercial producer. Earlier he had been announcer and production executive with various radio and TV stations, including WIS Columbia, S. C., and WBTV(TV) Charlotte, N. C.



Mr. Radzwiler

S. J. (Sy) Radzwiler, VP and account supervisor at Ted Bates & Co., New York, elected senior VP. Mr. Radzwiler, formerly with Grey Adv., joined Bates in 1955 as account executive. He was elected vice president in 1960.

Robert Dusek, **Leonard B. Garbin** and **Thomas G. Hagan** elected VP's of Maxon Inc., New York advertising agency. Mr. Dusek is director of art department; Mr. Garbin, account executive, and Mr. Hagan heads agency's copy department.

Al Munn and **Marvin Pridgen** appointed regional sales manager and local sales manager, respectively, at wsoc-TV Charlotte, N. C. Formerly local sales executive, Mr. Munn has been with wsoc-TV sales department for past six years. Mr. Pridgen, also with sta-

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Ohioans elect Campbell



Mrs. Campbell

Mrs. Marianne Campbell, general manager of WJEH-AM-FM Gallipolis, elected president of Ohio Association of Broadcasters, succeeding James Hanrahan, general manager of WEWS (TV) Cleveland. Other officers named are Walter E. Bartlett, VP and general manager of WLWC (TV) Columbus, first VP; Reggie Martin, VP and general manager of WSPD-AM-FM Toledo, second VP; and Carlton Dargusch Jr., of Columbus, secretary-treasurer (re-elected). Elected to association's board of directors are Richard James, general manager of WBBW-AM-FM Youngstown; and Sandy Dresbach, general manager of WPAY-AM-FM Portsmouth.

tion's sales staff, joined outlet in 1960.

Robert E. Swanson, formerly sales executive with Crosley Broadcasting Corp., joins Peters, Griffin, Woodward, Chicago, as TV account executive.

Charles A. Stewart, for past four years with WRFD Columbus-Worthington, Ohio, joins radio-TV department of Kircher, Helton & Collett, Dayton and Cincinnati advertising agency.



Mr. Sillerman

Michael (Mickey) Sillerman, formerly VP of John D. Boyle Inc. and The Biow Co., both New York, and founder and former president of Keystone Broadcasting System, elected VP of Leon Shaffer Golnick Adv., Baltimore. Mr. Sillerman will make his headquarters in offices soon to be opened in New York City where he will organize national sales staff for agency.

Thomas D. Harrison Jr., previously national sales manager for Franklin Broadcasting Co., appointed national account executive for Roger Coleman Inc., New York-based representative-consultant firm, and national sales man-

ager for WPBS(FM) Philadelphia, station represented by RCI. **William S. Mowbray Jr.**, WPBS sales manager, promoted to general sales manager.

Cyril Wagner, manager of central sales at NBC, appointed director of central sales. Mr. Wagner has been with NBC for 10 years, was named manager of central sales in 1960. Prior to joining NBC, he served as account executive for ABC in Chicago.

John T. King, previously manager of TV division of The Katz Agency's Boston office, joins Metro Radio Sales division of Metromedia Inc. as manager of rep firm's newly established Boston sales office at 430 Statler Office Building. Before joining Katz, Mr. King held sales and sales management posts with Peters, Griffin, Woodward in New York and Boston.



Mr. King

Lee Wilder, former sales manager of KCOH Houston, joins McLendon Broadcasting Co. as VP of sales. McLendon operates WYOU Tampa, Fla.; WENN Birmingham, Ala.; WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, and WRGM Richmond, Va.



Mr. Bowen

Donald C. Bowen, sales representative with ABC-TV Spot Sales, New York, appointed sales director of ABC-owned WBKB (TV) Chicago, succeeding Robert Adams, who resigned.

Walter J. Farrell, head of sales service department in New York office of Blair Television, named account executive for firm's BTA division in Chicago, effective today (Nov. 11). Mr. Farrell joined TV sales representative firm in 1961.

Durwood (Woody) Powell, previously assistant manager and program director of WCVA Culpepper, Va., joins WDBJ Roanoke, Va., as sales representative.

William K. Northrup, for past 10 years VP and account supervisor at Meldrum and Fewsmith, Cleveland advertising agency, has established his own advertising and marketing firm, William Kelly Northrup Inc., with offices at Hotel Westlake, 19030 Lake Rd., Cleveland. New agency will provide complete advertising services, sales promotions and marketing plans.



Mr. Northrup

Joseph E. Mertens appointed account



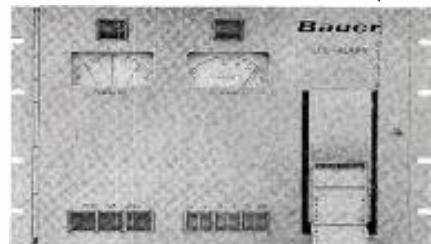
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ABS officials meet in Washington

Officers of the Association on Broadcasting Standards and other broadcasters who met in Washington last week (see story, page 87) are (seated l-r) **Frederick S. Gilbert**, VP of Time-Life Stations; **Jimmie Schiavone**, general manager of WWJ-TV Detroit; **George Comte**, VP and general manager of WTMJ-TV Milwaukee (ABS VP); **E. K. Hartenbower**, VP and general manager of KCMO-AM-FM-TV Kansas City (ABS president); **Fred Houwink**, VP and general manager of WMAL-AM-FM-TV Washington (ABS treasurer); **Alex Buchan**, VP of Air Trails Stations; **John E. McCoy**, VP of Storer Broadcasting Co.; and **Andrew Haley**, of Washington communications law firm

of Haley, Bader & Potts (ABS general counsel).

Standing (l-r) are **John Cross**, engineer consultant; **Ben Strouse**, president of WWDC-AM-FM Washington; **Charles Bevis Jr.**, ABS executive director; **William B. Quarton**, president of WMT-AM-TV Cedar Rapids, Iowa; **Jay W. Wright**, engineering director for Crown Stations.

Attending the meeting, but not available when the photograph was taken, are **R. M. Fairbanks**, president of WIBC-AM-FM Indianapolis; **George C. Hatch**, president of KALL Salt Lake City; **Allen M. Woodall**, president of WDAK Columbus, Ga.; and **Lester M. Smith**, general manager of KJR Seattle.

executive in New York office of Storer Television Sales. He is being transferred from STS's Chicago office where he has served in same capacity.

Robert D. Reeser appointed market and media research director in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. Mr. Reeser has been with EWRR for nearly three years as assistant market research director.



Mr. Murphy

joined H-R in 1960 in sales development department.

Robert Stark, market research director for Foremost Dairies Inc., San Francisco, and former VP and research manager for Young & Rubicam, New York, joins Chesebrough-Pond's Inc., New York, as general manager of marketing research.

John (Jack) Murphy, account executive with H-R Representatives Inc., New York - based national spot sales organization, appointed radio manager for company's San Francisco office. Mr. Murphy

THE MEDIA

Charles M. Phillips, for past four years program manager of WEMP-AM-FM Milwaukee, elected executive VP and general manager of WYLO Jackson, Wis. Licensed to Suburban Broadcasting Co., WYLO has proposed on-air target date of early 1964. Station will operate on 540 kc, daytime hours only, with 250 w power.

Thad M. Sandstrom, VP and general manager of WIBW-AM-FM-TV Topeka, elected president of Kansas Council of Economic Education. Organization, comprised of educational, business and labor leaders, seeks to improve understanding of American economic system.

Everett N. Case, president of Alfred P. Sloan Foundation and former president of Colgate University (1942-62), elected board chairman of National Educational Television (NET), New York, for 1964. Mr. Case succeeds



Mr. Phillips

George D. Stoddard, chancellor and executive VP of New York University, who will continue to serve on seventeen-member NET board. **Edwin R. Bayley**, director of information staff of State Department's Agency for International Development, appointed editor of public affairs programming for NET.

Warren A. Kraetzer, since 1959 chief development officer of National Educational Television (NET), New York, elected executive VP and general manager of WHYI Inc., licensee of non-commercial



Mr. Kraetzer

educational Philadelphia stations WUHY-FM and WUHY-TV (ch. 25) and Wilmington, Del., non-commercial educational WHYI-TV (ch. 12). Before joining NET, Mr. Kraetzer was director of office of radio-television at New York University.

John J. McPartlin, formerly with WBBM and WBKB(TV) Chicago and one-time VP of WTVW(TV) Milwaukee (now WISN-TV), elected executive vice president of WCU(TV) Chicago. New UHF channel 26 outlet expects to be on air next month.

Edward W. Wood Jr., former general sales manager of cellomatic division of Screen Gems Industrial Productions, elected president and general manager of Island Broadcasting System, licensee of WALK-AM-FM Patchogue and WRIV Riverhead, both Long Island, N. Y.

A. J. (Blondy) Stahmer, general manager of KMCS-FM, elected president of Greater Seattle FM Association. Other officers elected are **Jim Wilke**, operations manager of KING-FM, secretary; **Doug Setterburg**, sales manager of KETO-FM, treasurer; **Courtland Clark**, general manager of KLSN-FM, director.

PROGRAMING

Rev. Richard R. Gilbert, of Princeton, N. J., appointed executive director of The United Presbyterian Church in the U. S. A., Radio and Television Div., succeeding **Rev. Lawrence W. McMaster Jr.**, who was named to new post of secretary in office of general secretary of Board of National Missions last July. Since January 1963 Rev. Gilbert has been on leave of absence as director of communications for denomination's division of Evangelism and serving as director of continuing education at Princeton Theological Seminary.

David Bunim, New York City business consultant, and **James H. Wiborg**, president of United Pacific Corp., Seattle, elected to board of directors of Official Films Inc., New York. **Allen Ash**, for past two years Chicago repre-

representative for Official Films, appointed Midwest sales manager.

Frank Browne, who recently resigned as director of special projects for Metro TV Sales, subsidiary of Metromedia Inc., joins Four Star Distribution Corp., New York, as sales representative.

Bill Bryan, formerly of WHRV Ann Arbor, Mich., appointed program director-air personality at WBRD Bradenton, Fla.

Wellington O. (Bud) Sawyer, morning announcer at WGAN Portland, Me., assumes added duties as program director. He has served as assistant program director and morning personality at WGAN since October 1962.

Jack Davis, VP in charge of radio-TV commercial production at Grey Adv., New York, since 1958, joins Eastern Motion Pictures Ltd., that city, as executive VP and executive producer. Before joining Grey, Mr. Davis was VP in charge of production at Transfilm Inc.



Mr. Davis

Ross Miller appointed program manager of WTIC-AM-FM Hartford, Conn., replacing **Bernard L. Mullins**, VP in charge of radio programs, who retired Oct. 31 (BROADCASTING, Nov. 4).

John Bennewitz, sales executive with industrial division of Robert Lawrence Productions of New York, joins Norwood Studios, Washington, as director of special projects.

Bill McKeekin and **Ray Rand** join staff of Olmsted Sound Studios, New York. Mr. McKeekin, formerly with Bell Studios and Mirasound, joins Olmsted as engineer. Mr. Rand will serve on sales staff, assisting Arthur Shaer,

Ritter named CMA chief

Tex Ritter, Capitol recording artist, elected president of Country Music Association last week at Nashville, Tenn. Other CMA officers elected are **Ken Nelson** (past CMA president), Capitol Records; **Jack Stapp**, Tree Publishing Co.; **J. William Denny**, Cedarwood Publishing Co.; and **Steve Sholes**, RCA Victor, all VP's; **W. E. (Lucky) Moeller**, Jim Denny Artists Bureau, secretary; **Doug Mayes**, WBT-AM-FM Charlotte, N. C., assistant secretary; **Dick Schofield**, KFOX Long Beach, Calif., treasurer; and **Juanita Jones**, Nashville ASCAP representative, assistant treasurer.

VP in charge of sales.

Johnny Nicolas signed by MGM-TV as director of photography for *The Travels of Jaimie McPheeters* series.

Aram Bohjalian, associate producer of *Armstrong Circle Theatre* for Talent Associates Paramount, named production supervisor at Trans-Lux Television Corp., New York.

Bill Coleran signed as producer-director for Theatre Color-Vision Corp., Beverly Hills, Calif., National General Corp. subsidiary now developing closed circuit color TV network for theaters, with first of series of public presentations set for Nov. 19.

Arthur N. Nadel and **Charles Russell** signed as regular producers on *Revue's Arrest and Trial* series (ABC-TV).

Gig Young will make his TV debut in Four Star's *The Rogues*, hour-long series. He will participate in ownership of series, in which he will star in 15 episodes, alternating in 15 others with **David Niven** and **Charles Boyer** as stars. Pilot, written by **Ivan Goff** and **Ben Roberts**, is scheduled to go into production next June.

Stan Schwimmer, assistant production supervisor at Screen Gems, signed to new contract as executive production assistant for TV production company.

Bill Adams, formerly program director of KOMA Oklahoma City, joins radio production division of Mars Broadcasting Co., Stamford, Conn.

Dave Michaels, formerly of WAGA-TV Atlanta, joins WMAL-AM-FM-TV Washington as staff performer.

Robert R. Randall, formerly with KILE Galveston, Tex., joins KRYS Corpus Christi, Tex., as air personality.

Bob Dayton, weekend air personality at WABC New York, replaces **Sam Holman**, who resigned, in 1-3 p.m. weekday and noon-3 p.m. Saturday program slots at station. Mr. Dayton assumes his new duties in addition to continuing his noon-5 p.m. Sunday program.

Harriet Adams joins continuity department of KLAC-AM-FM Los Angeles.

Ray Wilkinson named farm director of Capitol Broadcasting Co., effective Dec. 1, with headquarters at WRAL-TV Raleigh, N. C.

Ed Edwards joins WCAU-AM-FM Philadelphia as sports announcer and newscaster.

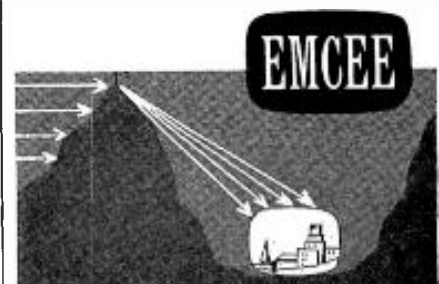
Quincy Jones signed to compose original music score for *Olympiad, 1964*, 90-minute TV special to be produced by Geoffrey Selden Associates. Mr. Jones also will arrange and conduct show's musical background, to be written and narrated by author-journalist, **Quentin Reynolds**. *Olympiad, 1964*

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will present personal interviews with athletes in Europe and U. S. Program is slated for airing just prior to opening of Olympic games in Tokyo next year.

Bob Stambler and **Don Leonard** named associate producer and assistant producer, respectively, by MGM-TV on *Mr. Novak* series (NBC-TV).

Pamela Coe joins WITN-TV Washington, N. C., as director of continuity and production assistant.

Ralph W. Miller, formerly of WGBF Evansville, Ind., joins announcing staff of WKQV Sullivan, Ind.

Dr. Robert Atkinson, nationally known consultant on gardening and horticulture, joins KNX-AM-FM Los Angeles, to present farm and gardening information to listeners and contribute to *Story-Line* each day with appearance on 3:15 p.m. segment of program.

Marty McNeeley, host of *Morning Countdown* show at WRCV Philadelphia, resigns to return to Detroit.

Mauryne Dugger joins WSJS-TV Winston-Salem, N. C., as member of station's afternoon show, *This Afternoon*.

Mort Crowley, formerly of WLS Chicago; **Gary Stevens**, WIL St. Louis, and **Bob Green**, formerly of WQAM Miami, join WKNR Detroit (formerly WKMJ) as air personalities.

Tom Looney, formerly of WIOD Miami, joins WBT-AM-FM Charlotte, N. C., as host of *Nightwatch* show (Monday-Saturday, 10 p.m.-midnight). He replaces **Don Robertson**, who will devote more time as WBT sports director.

Wayne Marsh, formerly of WVAM Altoona, Pa., joins WFBG-AM-FM, that city, as air personality-news-caster.

Bob Hardwick, air personality at KVI Seattle, joins KMPC Los Angeles in same capacity. He is succeeded on 6-9 a.m. morning show at KVI by **Al Cummings**. Both stations are owned by Golden West Broadcasters.

NEWS

H. Meade Alcorn Jr., former chairman of Republican National Committee (1957-59), rejoins CBS News as political consultant to news division's election unit. Mr. Alcorn, partner of Hartford, Conn., law firm of Alcorn, Bakewell & Smith, served in same capacity with CBS News during 1962 campaigns and elections.

Rod Gelatt, former instructor in radio and television at University of Iowa, named news director of KOMU-TV Columbia, Mo., and assistant professor of journalism at University of Missouri. Mr. Gelatt fills vacancy left by death of **Phil Berk** last year. **Eric Engberg** appointed news director of KFRU Colum-

'Sunday's' late arrivals

Five additional editors have been named for *Sunday*, the new NBC-TV news series (4-5 p.m. EST).

Late arrivals on the *Sunday* team are **William K. Zinsser**, entertainment; **Martin Bookspan** and **Frederic Ramsey Jr.**, music; **Aline Saarinen**, art and architecture; and **Edwin Newman**, special features.

The program, a review of the week's events, also features: **Ray Scherer**, news interpretation; **Nancy Dickerson**, the Washington scene; **Joe Garagiola**, sports; **Richard Schickel**, books; and **Frank Blair**, host.

bia, Mo., replacing **Richard Cottam**, now with Associated Press in New York. Mr. Engberg also is part-time instructor at Missouri University School of Journalism where he teaches radio newscasting.

Larry Mackey, former disc jockey at KDOK Tyler, Tex., joins KEYS Corpus Christi, Tex., as news director.

George Lord appointed morning news editor at WCAU-AM-FM Philadelphia.

Jack Delaney, for past year staff newsman at WTEV(TV) New Bedford, Mass., and before that director of news, sports and special events at WNBH-AM-FM, that city, appointed WTEV news director.

John Armstrong, formerly of WCTC New Brunswick, N. J., joins WJRZ Newark, N. J., as night news reporter. **Vince Lindner** appointed WJRZ night news editor.

Jesse Zousmer, former radio and TV news producer with CBS, joins ABC News as director of television news. Mr. Zousmer, for past three years independent film producer, was affiliated with CBS between 1941 and 1960, first in radio news in New York and later as writer on CBS Radio's *Edward R. Murrow and the News*. Mr. Zousmer was co-producer of CBS-TV's *Person to Person* from 1953 to 1960 and since then has co-produced two NBC-TV *Show of the Week* specials.

Gerald Trapp, newsman at Salt Lake City bureau of Associated Press, named AP regional membership executive for Utah, Colorado, Wyoming and Montana, with headquarters at Salt Lake City. He succeeds **David Shuirman**, who is being transferred to San Francisco as regional membership executive

for Northern California and Northern Nevada. Change is effective Nov 24.

Dolores M. Finlay resigns as supervisor of KNBC-TV Los Angeles press staff.

EQUIPMENT & ENGINEERING

Carroll R. Miner, since May 1962 in charge of new product development for Sarkes Tarzian Inc., Bloomington, Ind., appointed director of engineering at Chicopee, Mass., plant of F. W. Sickles division



Mr. Miner

of General Instrument Corp. Sickles division manufactures UHF TV tuners as well as other radio-TV components. Before joining Sarkes Tarzian, Mr. Miner was director of technical services for Hoffman Electronics Corp. and was chief engineer of their consumer products division from October 1959.

C. Gus Grant, formerly VP and general manager of video and instrumentation division of Ampex Corp., Redwood City, Calif., appointed to newly created post of VP-operations, with responsibility for three Ampex divisions: consumer and educational products, marketing, and video and instrumentation. **Robert Weismann**, who has been manager of engineering for video and instrumentation division, succeeds Mr. Grant as its general manager. Mr. Grant joined Ampex in 1962, following 16 years with General Electric Co.

Delbert K. Smith elected VP of Technicolor Corp. and director of corporation's consumer products division.

James B. Hart, formerly with communications products division of Motorola Inc., appointed chief engineer of Dynascan Corp. of Chicago. Mr. Hart will be responsible for all engineering activities relating to test instrument products of B&K Manufacturing division and antenna and communications equipment of Mark division. He replaces **William S. Grossman**, who resigned, effective Dec. 31.

INTERNATIONAL

John L. Watson appointed to newly created post of VP and director of creative services for Toronto office of Cockfield, Brown & Co. Ltd. He will be responsible for supervision of all advertising prepared by that office.

K. G. Anderson, Walsh Adv., Windsor, Ont., elected president of Canadian Association of Advertising Agencies, succeeding **J. E. McConnell**, of McConnell-Eastman & Co., London, Ont. **Harry Foster**, Foster Adv. Ltd., Toronto, elected first VP; **Ral Roach**, McKim Adv. Ltd., Toronto, to second VP; and

Adamson to VOA post

Keith Adamson, career foreign service officer with U. S. Information Agency, appointed deputy director of USIA's broadcasting service, Voice of America, succeeding Arthur W. Hummel Jr., who has been named deputy assistant secretary of state for educational and cultural affairs. Since joining USIA in 1942, Mr. Adamson has served in Cairo, Egypt; Ankara and Istanbul, Turkey, and for past two years as public affairs officer in Bogota, Colombia.

Bryan Vaughan, Vickers & Benson Ltd., Toronto, elected secretary-treasurer.

Derek Lamp joins Halas and Batchelor Ltd., cartoon film producers. He will be attached to television advertising section of company's London studio. Mr. Lamp worked with cartoon unit of National Film Board of Canada for six years as an ideas man, creating story boards and directing animation.

Lord Windlesham appointed chief program executive for Associated-Rediffusion Ltd., London, effective Jan. 1. He is currently head of features and executive producer with company.

George Skinner, technical director of CKOS-TV Yorkton, Sask., appointed assistant general manager of station. J. V. Birt, CKOS-TV sales representative, promoted to sales manager. Geraldine Pepler named program supervisor.

Peter Heneker appointed public relations officer of Television Audience Measurement Ltd., London, new post, responsible for all press and PR work for company. He was formerly with Institution of Electrical Engineers.

Don Harker joins Rank Organization, London, as information controller attached to marketing department. He has been in charge of press and public relations for Granada TV Network Ltd. for past six years.

Harold Hatheway, regional supervisor of public affairs department for Canadian Broadcasting Corp. at Halifax, N. S., named manager of new outlet, CBZ Fredericton, N. B.

Guy Theriault, formerly of Canadian Broadcasting Corp. at Moncton, N. B., named manager of CBAF and CBAFT (ch. 11), that city.

Richard Martin, public relations executive at Leedex Ltd., joins Southern Television Ltd., London, England, as press officer, succeeding Geoffrey Winton, who resigned. Arthur Murphy, announcer, program host and inter-

viewer with Telefis Eirean, Irish TV network, named continuity announcer at Southern Television Ltd. Ken Seymour, for past three years on staff of *Women's Mirror*, joins STL as special production assistant.

Harvey Kirck, director of news department at CFTO-TV Toronto, joins CTV Television Network's newscasting team at CJOH-TV Ottawa, effective Dec. 1, replacing Baden Langton, who resigned to join Washington news bureau of ABC-TV. Mr. Langton has been with CTV national news since it began in September 1962.

Patricia Coleman joins BBDO, Toronto, as copywriter.

M. L. Thomas, promotion manager of Radio Sales Bureau, Toronto, appointed market research and sales promotion director of All Canada Radio and Television Ltd., that city.

FANFARE

Chet Ettinger, formerly head of his own Cedar Rapids, Iowa, advertising agency, appointed promotion and public relations director of KOB-AM-TV Albuquerque, N. M.

Tom Mahaffey, advertising and promotion director of WJXT(TV) Jacksonville, Fla., elected VP of Jacksonville chapter of Florida Public Relations Association.

Conrad Kaminski to assistant promotion manager of WITI-TV Milwaukee.

DEATHS



Mr. Reynolds

George Reynolds, VP-technical director and member of board of directors of WSM Inc. (WSM - AM - TV Nashville, Tenn.), died Nov. 1 of heart attack. Mr. Reynolds joined WSM in 1928 as transmitter and studio operator. He was appointed technical supervisor in 1932, chief engineer in 1942, and elected VP and technical director in 1950.

Charles Lowell Bigelow, 47, VP and San Francisco manager of Marplan, division of Communications Affiliates, and former research director of McCann-Erickson in Los Angeles and San Francisco, died Nov. 1.

George T. Baker, 62, founder of National Airlines, died of heart attack in Vienna, Austria, Nov. 4. He was president of airline when it owned WPST-TV Miami on channel 10. Station's license was revoked when Mr. Baker and others were charged with making off-the-record contacts with then FCC Commissioner Richard A. Mack.

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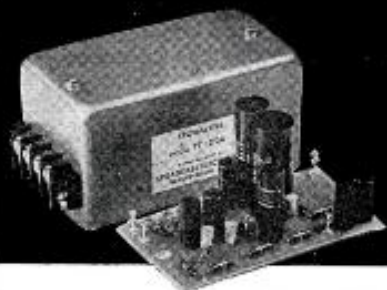
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FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 31 through Nov. 6 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w.—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

APPLICATIONS

*Bowling Green, Ky.—Kentucky State Board of Education. UHF channel 17 (488-494 mc); ERP 243 kw vis., 122 kw aur. Ant. height above average terrain 808 feet, above ground 618 feet. P. O. address c/o O. Leonard Press, McVey Hall, University of Kentucky, Lexington, Ky. Estimated construction cost \$368,084; first year operating cost \$20,200. Studio location Lexington, trans. location Bowling Green. Geographic coordinates 37° 05' 22" north latitude, 86° 38' 05" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Legal counsel Miller & Schroeder, consulting engineer Jansky and Bailey, both Washington. Principals: governing board of Kentucky Authority for Educational Television. Also see applications below. Ann. Nov. 1.

*Covington, Ky.—Kentucky State Board of Education. UHF channel 54 (710-716 mc); ERP 8.6 kw vis., 4.3 kw aur. Ant. height above average terrain 398 feet, above ground 340 feet. Estimated construction cost \$186,833; first year operating cost \$18,200. Studio location Lexington, trans. location Covington. Geographic coordinates 39° 04' 11" north latitude, 84° 31' 33" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-10J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

*Hazard, Ky.—Kentucky State Board of Education. UHF channel 33 (584-590 mc); ERP 232 kw vis., 116 kw aur. Ant. height above average terrain 1,263 feet, above ground 620 feet. Estimated construction cost \$388,586; first year operating cost \$20,200. Studio location Lexington, trans. location Hazard. Geographic coordinates 37° 11' 36" north latitude, 83° 11' 04" west longitude. Type trans. RCA TTU-12A, type ant. RCA

TFU-25G. Other information same as Bowling Green application (see above). Ann. Nov. 1.

*Madisonville, Ky.—Kentucky State Board of Education. UHF channel 26 (542-548 mc); ERP 432 kw vis., 216 kw aur. Ant. height above average terrain 1,136 feet, above ground 1,023 feet. Estimated construction cost \$480,865; first year operating cost \$24,200. Studio location Lexington, trans. location near St. Charles. Geographic coordinates 37° 09' 54" north latitude, 87° 32' 30" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

*Morehead, Ky.—Kentucky State Board of Education. UHF channel 36 (602-608 mc); ERP 232 kw vis., 116 kw aur. Ant. height above average terrain 398 feet, above ground 608 feet. Estimated construction cost \$359,086; first year operating cost \$20,200. Studio location Lexington, trans. location Morehead. Geographic coordinates 38° 10' 38" north latitude, 83° 24' 18" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

*Murray, Ky.—Kentucky State Board of Education. UHF channel 33 (584-590 mc); ERP 234 kw vis., 117 kw aur. Ant. height above average terrain 597 feet, above ground 610 feet. Estimated construction cost \$373,384; first year operating cost \$20,200. Studio location Lexington, trans. location Murray. Geographic coordinates 38° 38' 17" north latitude, 88° 18' 34" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

Superior, Neb.—Bi-States Co. VHF channel 4 (66-72 mc); ERP 25.1 kw vis., 12.5 kw aur. Ant. height above average terrain 1,107 feet, above ground 1,086 feet. P. O. address c/o F. Wayne Brewster, 414 East Avenue, Holdrege, Neb. Estimated construction cost \$305,333; first year operating cost \$66,835; revenue \$140,000. Studio location south of Kearney, trans. location Superior. Geographic coordinates 40° 05' 15" north latitude, 97° 55' 11" west longitude. Type trans. GE TT-40-A, type ant. GE TV-60-F. Legal counsel John P. Southmayd, consulting engineer Commercial Radio Equipment Co., both Washington. Applicant is licensee of KHOL-TV Holdrege, and Superior station will be semi-satellite of KHOL-TV. Ann. Oct. 25.

New AM station

ACTION BY FCC

John Day, Ore.—John Day Valley Broadcasters. Granted CP for new AM on 1400 kc, 250 w. P. O. address c/o T. A. Smith, Box 278, Pendleton, Ore. Estimated construction cost \$15,000; first year operating cost \$30,000; revenue \$35,000. Principals: T. A. Smith and C. H. Fisher (each 50%). Mr. Fisher is part owner of KVAL-TV Eugene, KCBY-TV Coos Bay and KPIC-TV Roseburg, all Oregon; Mr. Smith is part owner of KUMA Pendleton, Ore. Action Oct. 30.

Existing AM stations

ACTIONS BY FCC

WNEL Caguas, P. R.—Granted increased daytime power on 1430 kc from 1 kw to 5 kw, continued nighttime operation with 500 w; conditions include (1) without prejudice to any action commission may deem necessary as final determination with respect to pending application of Naugatuck Valley Service Inc. for renewal of license of WOWW Naugatuck, Conn., and (2) presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Oct. 30.

WRUL New York—Granted waiver of rules and authorized operating schedule of International broadcast station on specified frequencies from Nov. 3 to March 1, 1964. Action Oct. 30.

CALL LETTERS ASSIGNED

- WKAC Athens, Ala.—Limestone Broadcasting Co.
- KCAM Glennallen, Alaska—Central Alaskan Missions Inc.
- WINE Brookfield, Conn.—Eastern Broadcasting System Inc.
- KGBA Santa Clara, Calif.—George B. Bairey. Changed from KGBB.
- WPAS Zephyrhills, Fla.—Paul Lasobik. Changed from WZRH.
- WNJZ Port Chester, N. Y.—Port Chester Broadcasting Co.
- WBZB Selma, N. C.—Carolina Broadcasting Associates.
- WJLE Smithville, Tenn.—Center Hill Broadcasting Inc.

APPLICATION

KSTP St. Paul—CP to change from DA-D and N to DA-N and install new daytime ant. Ann. Nov. 1.

New FM stations

ACTIONS BY FCC

North Adams, Mass.—Northern Berkshire Broadcasting Inc. Granted CP for new FM on 100.1 mc, channel 261, 1 kw. Ant. height above average terrain 480 feet. P. O. address 466 Curran Highway, North Adams. Estimated construction cost \$20,744; first year operating cost \$12,000; revenue \$18,000. Principals: Robert Hardman (51.6%), Harold E. Crippen (13.3%), Donald A. Thurston (10%), James A. Hardman (3.3%), and others. Applicant owns WMNB North Adams. Action Oct. 30.

Hattiesburg, Miss.—Newferte Inc. Granted CP for new FM on 103.7 mc, 70 kw. Ant. height above average terrain 275 feet. P. O. address 302 Hemphill St., Hattiesburg. Estimated construction cost \$21,000; first year operating cost \$25,000; revenue \$30,000. Principals: Jerry A. Fontenberry (95%) and Sebe Dale Jr. (5%). Dr. Fontenberry is major stockholder of WFFF Columbia, and WFOR Hattiesburg, both Mississippi. Mr. Dale Jr. is attorney and minor stockholder in same stations. Both are applicants for new TV on channel 17 in Hattiesburg. Action Oct. 31.

Bowling Green, Ohio—Portage Valley Broadcasters Inc. Granted CP for new FM on 93.5 mc, 3 kw. Ant. height above average terrain 175 feet. P. O. address 114 Fifth Street, Port Clinton, Ohio. Estimated construction cost \$18,600; first year operating cost \$30,000; revenue \$32,000. Principals: Robert W. Reider (60%), R. C. Linker (36%), and James A. Landot (4%). Mr. Reider owns 51% WRWR-FM Port Clinton and 50% WLKR-FM Norwalk, both Ohio. Mr. Linker owns other half of WLKR-FM, and Mr. Landot is former general manager of WRWR. Action Oct. 30.

Dickson, Tenn.—Dickson County Broadcasting Inc. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 250 feet; conditions. P. O. address Box 329, Dickson. Estimated construction cost \$13,412; first year operating cost \$10,000; revenue \$15,000. Dickson County is licensee of WDKN Dickson. Action Nov. 1.

APPLICATIONS


Fort Collins, Colo.—Horsetooth Broadcasting Inc. 93.3 mc, channel 227, 29.87 kw. Ant. height above average terrain 163 feet. P. O. address c/o Leslie P. Ware, Box 722, Fort Collins. Estimated construction cost \$25,625; first year operating cost \$18,488; revenue \$24,000. Applicant is licensee of KZIX Fort Collins. Ann. Nov. 5.

Honolulu—Kaiser Industries Corp. 93.9 mc, channel 230, 26.8 kw. Ant. height above average terrain minus 296 feet. P. O. address Kaiser Center, 300 Lakeside Drive,

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Oakland, Calif. Estimated construction cost \$36,987; first year operating cost \$37,175; revenue \$18,000. Applicant is licensee of KHVH Honolulu. Ann. Oct. 31.

Kokomo, Ind.—Booth Broadcasting Co. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 182 feet. P. O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 26. Estimated construction cost \$14,850; first year operating cost \$10,000; revenue \$15,000. Applicant is licensee of WIOU Kokomo. Ann. Nov. 1.

Fort Knox, Ky.—Fort Knox Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 184 feet. P. O. address c/o B. E. Cowan, Box 68, Fort Knox. Estimated construction cost \$12,500; first year operating cost \$100,000 (AM and FM); revenue \$110,000 (AM and FM). Applicant is licensee of WSAC Fort Knox. Ann. Nov. 1.

Frankfort, Ky.—Capital Broadcasting Corp. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 58 feet. P. O. address c/o Robert B. Doll, Box 381, Mount Sterling, Ky. Estimated construction cost \$12,640; first year operating cost \$12,000; revenue \$15,000. Applicant is licensee of WFKY Frankfort. Ann. Nov. 1.

Louisville, Ky.—Fort Knox Broadcasting Corp. 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o B. E. Cowan, Box 68, Fort Knox, Ky. Estimated construction cost \$15,000; first year operating cost \$28,000; revenue \$28,000. Applicant is licensee of WSAC Fort Knox and applicant for new FM there, which see. Ann. Nov. 5.

Pikeville, Ky.—East Kentucky Broadcasting Corp. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 91.8 feet. P. O. address Williamson Addition, Peach Orchard Road, Pikeville. Estimated construction cost \$14,888; first year operating cost \$7,500; revenue \$7,500. Applicant is licensee of WPKE Pikeville. Ann. Nov. 5.

Alma, Mich.—WFYC Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 186 feet. P. O. address c/o Bilbert Thomas, Alma. Estimated construction cost \$12,630; first year operating cost \$5,045; revenue \$8,245. Applicant is licensee of WFYC Alma. Ann. Nov. 1.

Jacksonville, N. C.—Marine Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 300 feet. P. O. address 625 New Bridge Street, Jacksonville. Estimated construction cost \$39,000; first year operating cost \$27,500; revenue \$30,000. Principals: Jerry J., Alfred B. and Sidney Popkin (each 33 1/3%). Messrs. Popkin have interests in WLAS Jacksonville. Ann. Nov. 1.

Uhrichsville, Ohio—Tuscarawas Broadcasting Co. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 229 feet. P. O. address 226 North Main Street, Uhrichsville. Estimated construction cost \$18,073; first year operating cost \$18,630; revenue \$17,438. Applicant is licensee of WBTC Uhrichsville. Ann. Nov. 5.

Existing FM stations

ACTIONS BY FCC

WBMI(FM) Meriden, Conn.—Granted (1) mod. of license to change designation of station to Hartford-Meriden, and (2) waived Sec. 3.208(b) (2) of rules to permit maintenance of main studio in Meriden only. Commissioner Bartley dissented. Action Oct. 30.

WSPA-FM Spartanburg, S. C.—Granted CP to increase ERP on 98.9 mc from 4.9 kw to 100 kw; ant. height from 520 feet to 1,910 feet; change type trans. and trans. site and ant. system; remote control permitted. Action Oct. 30.

CALL LETTERS ASSIGNED

■ KELD-FM El Dorado, Ark.—Radio Enterprises Inc.

■ WMBM-FM Miami Beach, Fla.—Community Service Broadcasters Inc. Changed from WMBJ(FM).

■ WBRN-FM Big Rapids, Mich.—WBRN Inc.

■ *KMSM(FM) Rolla, Mo.—Curators of University of Missouri, School of Mines & Metallurgy.

■ WERM(FM) Wapakoneta, Ohio—West Central Ohio Broadcasters Inc.

■ WVSC-FM Somerset, Pa.—Radio Station WVSC Inc.

■ WRHM(FM) Livingston, Tenn.—Upper Cumberland Broadcasters.

■ WHNR(FM) McMinnville, Tenn.—Harold N. Roney.

■ KBNO(FM) Houston—Independent Music Broadcasters Inc. Changed from KJSB(FM).

■ KPLA(FM) Plainview, Tex.—KVOP Inc. Changed from KVOP-FM.

■ KIXI-FM Seattle—Metropolitan Radio Corp. Changed from KGMJ(FM).

■ *WSCI-FM Platteville, Wis.—Wisconsin State College & Institute of Technology.

■ WRIG-FM Wausau, Wis.—WRIG Inc.

APPLICATION

KNDX(FM) Yakima, Wash.—CP to change frequency to 107.3 mc, channel 297, increase ERP to 31 kw, increase TPO to 3 kw and change type ant. and trans. Ann. Nov. 6.

Ownership changes

ACTIONS BY FCC

KBHS Hot Springs, Ark.—Granted assignment of license from B. P. Timothy (100%), d/b as Resort Broadcasting Inc., to Mr. Timothy (100%), tr/as Tim Timothy Inc. No financial consideration involved. Action Oct. 30.

KGHT Hollister, Calif.—Granted assignment of license from Richard M. Godfrey and Clifford A. Trotter (both 50%), d/b as Hollister Broadcasting Inc., to Robert C. Erreca and Lloyd D. Cotta (both 50%), tr/as San Benito Broadcasters Inc. Consideration \$28,000. Messrs. Erreca and Cotta are both ranchers and businessmen. Action Oct. 30.

KAVI Rocky Ford, Colo.—Granted assignment of license from Patrick and Ridner Broadcasting Co., owned by Edward J. Patrick and Lloyd A. Ridner (each 50%), to Rocky Ford Investment Corp., whose president is H. Lee Sturgeon. Consideration \$10,000 to Mr. Ridner and \$4,000 and six shares of assignee firm to Mr. Patrick. Action Nov. 1.

WINF - A-M - FM Manchester, Conn.—Granted assignment of license (AM) and CP (FM) from John Deme (100%), d/b as Manchester Broadcasting Co., to Sidney and Marjorie Walton (each 47.5%) and others, tr/as Information Radio Inc. Consideration \$225,000. Assignee is subsidiary of Profit Research Inc., book publishing house; Mr. Walton is radio business information commentator. Action Oct. 31.

WELE South Daytona, Fla.—Granted assignment of license from R. Kelvin Shivers (80%), deceased, and Walter Cronkite (20%), d/b as Quality Broadcasters of Daytona Inc., to Gary E. Smith (50%), Edith L. Speer (26%), Ann Hicks Marsh (13%), Donald L. Ritter (6.6%) and Jerry D. Norman (4.4%), tr/as Seven Cities Broadcasting Corp. Consideration \$50,000. Mr. Smith is in real estate and resort businesses; other principals are past employees of Florida radio stations. Action Oct. 30.

KLGA Algona, Iowa—Granted acquisition of positive control of licensee corporation, KLGA Inc., from Harry Snyder (50%) and Robert Behling (30%) by George Allen (100% after transfer, 20% before). Consideration \$55,200. Action Nov. 1.

KMON Great Falls, Mont.—Granted assignment of license from Copper Broadcasting Co., 100% owned by Salt Lake City Broadcasting Inc., owned by George C. and Ida G. Hatch (each 50%), to KMON Inc., owned by George J. Buzzas and Allen Donohue (each 50%). Consideration \$270,000. Messrs. Buzzas and Donohue are partners in theater business in Great Falls. Action Nov. 1.

KPBM Carlsbad, N. M.—Granted transfer of control of licensee corporation, Coronado Broadcasting Inc., from Hazel H. McEvoy and family (86 2/3%) to Radio Carlsbad Inc., which is owned by Darrell A. Swayze (99.92%), present 33 1/3% owner of Coronado, Blanche A. Swayze and T. E. Lusk (each .04%). Consideration \$90,000. Mrs. Swayze is housewife; Mr. Lusk is attorney. Also see grant below. Action Oct. 30.

KPBM Carlsbad, N. M.—Granted assignment of license from Coronado Broadcasting Inc. to Radio Carlsbad Inc. For other information see grant above. Action Oct. 30.

WEZN - A-M - FM Elizabethtown, Pa.—Granted assignment of license (AM) and CP (FM) from Ira H. Kaplan (100%), d/b as WEZN Inc., to A. R. Whiteman (who votes 100% through Hershey Estates), tr/as Hershey Broadcasting Inc. Consideration \$128,000. Applicant is also applicant for new AM in Hershey, Pa. Commissioners Bartley and Cox dissented. Action Nov. 4.

KFDA Amarillo, Tex.—Granted transfer of control of licensee corporation, Lone Star Broadcasting Co., from Louise M. Jordan, executrix of estate of Charles B. Jordan (75%), to Mrs. Jordan (75%) individually. No financial consideration involved. Action Nov. 1.

KVLB Cleveland, Tex.—Granted assignment of license from Harvard C. Balles (100%) to Stephen Van Sandler (100%). Consideration \$40,000. Mr. Sandler is employee of KVLB. Action Oct. 31.

WQVA Quantico, Va.—Granted assignment of license from Harold H. Hersch (70%), W. T. Merchant (20%) and E. Ewing Wall (10%), d/b as Radio One Co., to Mr. Hersch, Harry G. Sells (each 25%), Mr. Merchant, Samuel J. Cole (each 20%) and Mr. Wall



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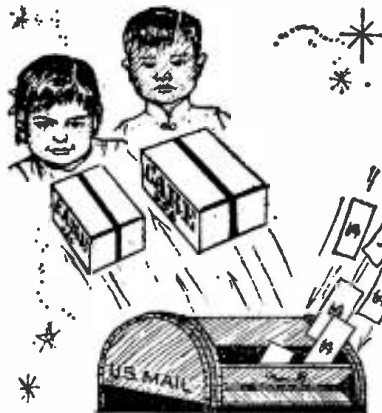
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(10%), tr/as WQVA Inc. Consideration \$600. Messrs. Sells and Cole have interests in WPRW-AM-FM Manassas, Va. Action Oct. 30.

APPLICATIONS

KTPM(FM) Sun City, Ariz.—Seeks assignment of license from Willard Shoecraft, receiver, to Edward W. Butler, receiver. No financial consideration involved. Also see KAKA Wickenburg, Ariz., application. Ann. Nov. 5.

KAKA Wickenburg, Ariz.—Seeks assignment of license from Willard Shoecraft, receiver, to Edward W. Butler, receiver. No financial consideration involved. Also see KTPM(FM) Sun City, Ariz., application. Ann. Nov. 5.

KOVR(TV) Stockton, Calif.—Seeks transfer of control of licensee corporation, Metropolitan Broadcasting Corp. of California, from Metromedia Inc. (98.49%) to McClatchy Newspapers (98.49%), owned by McClatchy family and others. Consideration \$6,205,153. Ann. Nov. 6.

WDSP DeFuniak Springs, Fla.—Seeks assignment of license from Luverne Forster Jr., receiver, to Euchee Valley Broadcasting Co., owned by Marie F. Douglass (97%), Bertie Hinton, Annette Wiles and W. Dexter Douglass (each 1%). Consideration is mortgage foreclosure. Applicant owned WDSP until 1962. Ann. Nov. 5.

WCIU(TV) Chicago—Seeks transfer of control of licensee corporation, Wiegel Broadcasting Co., from D. J. McCarthy (50%) to John Weigel (100% after transfer, 50% before). Consideration \$500. WCIU is still under construction. Ann. Nov. 6.

WRTV(TV) Asbury Park, N. J.—Seeks transfer of control of permittee corporation, Atlantic Video Corp., from Walter Reade Inc. to Walter Reade-Sterling Inc., sister corporations. No financial consideration involved. Ann. Oct. 31.

KIHI-FM Tulsa, Okla.—Seeks assignment of license and SCA from Che Broadcasting Co., owned by J. D. Hopperton (82.4%), William Weinrod (13.7%) and others, to American Television Inc., owned by Donald W. Reynolds, (100%). Consideration \$9,500 and assumption of promissory note. Ann. Oct. 25.

WHHM Memphis—Seeks assignment of license from Marvin C. Goff Jr., trustee in bankruptcy, to WLOK Inc. Proposed assign-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 6

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,844	43	144	299
FM	1,113	17	96	269
TV	521 ¹	55	82	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 6

	VHF	UHF	TOTAL TV
Commercial	473	88	561 ¹
Noncommercial	52	29	81 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521 ¹
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657 ¹
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

ment is part of three-way ownership change with WLOK Memphis (see applications below). Ann. Nov. 1.

WLOK Memphis—Seeks assignment of license from WLOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%), to Marvin C. Goff Jr., trustee in bankruptcy for Mercury Broadcasting Inc. (WHHM Memphis), owned by William H. Grumbles (51%) and Marie G. Copp (49%). Proposed assignment is part of three-way ownership change with WHHM (see applications above and below). Ann. Nov. 1.

WLOK Memphis—Seeks assignment of license from Marvin C. Goff Jr., trustee in bankruptcy, to Century Broadcasting Inc., owned by Dalworth Broadcasting Inc. (80%), licensee of KCUL Fort Worth, and Rodger May (20%). Consideration \$135,000. Proposed assignment is part of three-way ownership change with WHHM Memphis (see applications above). Ann. Nov. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Arthur D. Smith Jr. to change facilities of WMTS Murfreesboro, Tenn., from 860 kc, 250 w-D, to 810 kc, 5 kw-D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Nov. 6.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Porter County Broadcasting Co. for new daytime AM on 1500 kc, 1 kw, DA, in Valparaiso, Ind., conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and denying application of Valparaiso Broadcasting Co. for same facility with 500 w, 250 w-CH. Action Nov. 5.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Big Bear Broadcasting Co. for new daytime AM on 1050 kc, 250 w, DA, in Big Bear Lake, Calif.; conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Nov. 5.

■ Hearing Examiner Forest L. McClenning issued cumulative initial decision looking toward granting application of South Florida Amusement Inc. for new TV on channel 6 in Perrine, Fla., and denying applications

of Publix Television Corp. and Coral Television Corp. for similar facilities in Perrine and South Miami, respectively. (Jan. 3, 1962, commission vacated Sept. 12, 1960, initial decision which looked toward action, and reopened record and remanded proceeding to examiner for further hearing on eight specific issues to explore charges raised against South Florida's president, Sherwin Grossman.) Action Oct. 31.

DESIGNATED FOR HEARING

Capitol Television Inc., Camellia City Telecasters, Sacramento, Calif.—Designated for consolidated hearing applications of Capitol for renewal of license of KVUE(TV) (ch. 40) and Camellia for new TV on channel Action Oct. 30.

TVue Associates Inc., United Artists Broadcasting Inc., Houston—Designated for consolidated hearing applications for new TV stations on channel 23. Action Oct. 30.

OTHER ACTIONS

■ On request of National Association of Broadcasters, commission changed date for scheduled oral argument on possible rules limiting length and frequency of broadcast commercials from Nov. 25 to Dec. 9. Date for interested parties to notify commission of desire to participate is changed from Nov. 10 to Nov. 12. Action Nov. 1.

■ By memorandum opinion and order, commission (1) denied petition by KWK Radio Inc. for reconsideration of May 29 decision which revoked license for KWK St. Louis for willful misconduct in connection with broadcast of two treasure hunt programs; (2) denied petition by KWK for leave to file additional brief, and (3) so that licensee may have opportunity to wind up affairs, directed that order of revocation shall not become effective until 30 days after date of release of memorandum opinion or, if judicial review is sought, until 30 days after final court order concluding such review. Commissioners Hyde and Lee dissented for reasons stated in dissent previously filed; Commissioners Bartley and Cox not participating. Action Oct. 31.

■ Granted renewal of licenses for following: WKOY Bluefield, W. Va.; WRIC Richlands, Va.; WLPK Suffolk, Va. Action Oct. 30.

■ By order, commission, on own motion, directed parties in proceeding on applications of Catskills Broadcasting Co., Ellen-

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ville Broadcasting Co. and Ulster County Broadcasting Co. for new AM stations in Ellenville, N. Y., to be prepared to address themselves at oral argument, rescheduled from Nov. 14 to Dec. 2, to (a) feasibility of commission's granting merged application subject to condition that Ulster not participate in such merged group pending resolution at further hearing of issues looking toward determination of character qualifications or (b) feasibility of any alternative method by which interim operation may be brought to Ellenville pending resolution of Ulster's character qualifications. In view of commission's request for additional views, parties will each be allowed 30 minutes for oral argument. Commissioner Hyde abstained from voting. Action Oct. 30.

■ By order, commission granted request of Tedesco Inc. to dismiss motion for declaratory ruling as to whether hearing examiner could issue partial initial decision in proceeding on application for new AM in Bloomington, Minn., and that of Edina Corp., Edina, Minn. Action Oct. 30.

■ Commission scheduled further oral argument for Jan. 13, 1964, in proceeding on applications of WORZ Inc. and Mid-Florida Television Corp. for new TV stations on channel 9 in Orlando, Fla. In accordance with July 5 decision of U. S. Court of Appeals, oral argument will be on exceptions to Aug. 10, 1955, initial decision on basis of existing record as supplemented by record on remand to permit argument to be directed to questions of effect upon Mid-Florida's qualifications of ex parte communications made by attorney even though principals of company were unaware thereof; to "serious question concerning character of WORZ's principals," to "Roth incident at time when Roth was secretary of Mid-Florida and stock subscriber in corporation," and whether, in circumstances, record should be reopened and filing of new applications permitted. (Mid-Florida has been operating station WFTV-TV [formerly WLOF-TV] [ch. 9] Orlando since Jan. 31, 1958, under program test authority.) Action Oct. 30.

■ Commission scheduled oral argument on Dec. 16 in proceeding on applications of Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. for new TV stations on channel 13 in Grand Rapids, Mich. Action Oct. 30.

■ Commission, at request of applicant's counsel, rescheduled oral argument from Dec. 16 to Jan. 13, 1964, in proceeding on applications of Howard W. Davis, tr/ as Walmac Co., for renewal of licenses of KMAC and KISS(FM), San Antonio, Tex. Action Oct. 30.

■ At request of Channel 2 Corp. (formerly Gotham Broadcasting Corp.), commission granted another one-month extension, from Nov. 3 to Dec. 3, 1963, for commencement of trial of subscription TV programming over KCTO(TV) (formerly KTVR(TV)) (ch. 2) Denver. Commissioner Bartley abstained from voting. Action Oct. 30.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied petition by Greenwich Broadcasting Corp. to sever application for new AM in Greenwich, Conn., from consolidated proceeding in Docs. 8716 et al., and to issue order finalizing grant of application. Board Member Nelson not participating. Action Oct. 31.

■ Scheduled following broadcast proceedings for oral argument for Nov. 28: La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp., Lubbock, Tex.; KPLT Inc. (KPLT), Paris, Tex.; Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp. and Rockland Broadcasters Inc., both Spring Valley, N. Y.; James R. Williams, Anadarko, Okla. Action Oct. 31.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Spa Broadcasters Inc. (WSPN), Saratoga Springs, N. Y., to extend time to Nov. 8 to file exceptions to initial decision in consolidated proceeding on applications involving Martin R. Karig, et al. Action Oct. 29.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on applications of Capitol Television Inc. for renewal of license of KVUE (ch. 40) Sacramento, Calif., and Camellia City Telecasters for new TV on that channel in Sacramento;

scheduled prehearing conference for Nov. 26 and hearing for Dec. 18. Action Nov. 5.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston; scheduled prehearing conference for Nov. 26 and hearing for Dec. 17. Action Nov. 5.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Nov. 4 and 5 prehearing conference on applications of Sunbeam Television Corp. for renewal of license of WCKT(TV) (ch. 7) Miami and Community Broadcasting Corp. for new station on that channel in Miami, scheduled certain procedural dates, further prehearing conference for Jan. 10, 1964, and continued Dec. 11 hearing to Jan. 13, 1964. Action Nov. 5.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV stations on channel 19 in Cleveland, in Docs. 15163-4, granted petition by Community Telecasters for leave to amend application to substitute bank loan for individual stockholder loans in financial data. Action Nov. 1.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al., granted petition by Wellersburg TV Inc. to extend time to Dec. 10 to file proposed findings and to Dec. 17 for replies. Action Oct. 30.

By Hearing Examiner Isadore A. Honig

■ Granted request by O. K. Broadcasting Corp. (WEEL), Fairfax, Va., to extend time from Nov. 4 to Nov. 8 to file proposed findings, with Nov. 15 date for replies unchanged. Action Oct. 31.

By Hearing Examiner H. Gifford Irion

■ Scheduled hearing for Dec. 17 in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Nov. 1.

■ Scheduled prehearing conference for Nov. 25 in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Oct. 30.

By Hearing Examiner Jay A. Kyle

■ Granted joint motion by Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, to continue from Nov. 4 to Jan. 6, 1964, date for exchange of exhibits, and from Nov. 25 to Jan. 27, 1964, for hearing in proceeding on AM applications. Action Nov. 1.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau to extend to Nov. 12 time to file proposed findings and to Nov. 29 for replies in proceeding on application of John Seif for new AM in Winfield, Ala. Action Nov. 4.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at Nov. 4 prehearing conference in proceeding on AM application of Central South Dakota Broadcasting Co. (KEZE), Huron, S. D., scheduled certain procedural dates and ordered that hearing will be on Dec. 12 as now scheduled. Action Nov. 4.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after conference on Nov. 4 in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., and scheduled certain procedural dates and hearing for Jan. 7, 1964. Action Nov. 4.

■ By memorandum opinion and order in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres,



and Robert Hecksher, Fort Myers, both Florida, denied petition by Broadcast Bureau to reopen record for further hearing. Action Nov. 1.

In proceeding on application of North Atlanta Broadcasting Co. for new AM in Atlanta, received in evidence applicant's revised figure D-4 to exhibit 18 and closed record. Action Oct. 30.

By Hearing Examiner Elizabeth C. Smith

Scheduled hearing conference for Dec. 9 in proceeding on application of City of New York Municipal Broadcasting System to operate WNYC New York (licensed on 830 kc, 1 kw, operating between local sunrise in New York and LS in Minneapolis) additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST, and related petition of Midwest Radio-Television Inc. (WCCO), Minneapolis. Action Nov. 5.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Nov. 3

Granted renewal of licenses for following: WBAB Babylon, N. Y.; KHOF (FM) Los Angeles; KMCS-FM Seattle.

KOAD Lemoore, Calif.—Granted mod. of CP to change ant.-trans. and studio location, make changes in ant. system (increase height) and in ground system.

WEZN-FM Elizabethtown, Pa.—Granted extension of completion date to May 1, 1964.

Actions of Nov. 4

K80BH, K70CT, K75AC, all Farmington, N. M.—Granted licenses for new UHF TV translator K80BH and covering changes for K70CT and K75AC; change geographic coordinates and primary stations to KGGM-TV (ch. 13), KOB-TV (ch. 4) and KOA-TV (ch. 7), all Albuquerque, N. M., respectively.

WSAU-FM Wausau, Wis.—Granted CP to increase ERP to 100 kw, decrease ant. height to 990 feet and install new ant.

KBLU-TV Yuma, Ariz.—Granted mod. of CP to change type trans.; condition.

WHEB-FM Portsmouth, N. H.—Granted mod. of CP to move ant. 400 feet from AM tower (same description); decrease ERP to 5.9 kw and ant. height to 140 feet; install new trans. and ant.; and make changes in ant. system; condition.

Following were granted extensions of completion dates as shown: WEMP Milwaukee to Dec. 13; WCPC Houston, Miss. to Jan. 29, 1964; WKRC Cincinnati to Feb. 5, 1964; WMNI Columbus, Ohio, to Dec. 21; WCCO-FM Minneapolis to April 6, 1964; KBLE (FM) Seattle to Feb. 1, 1964; WGEE-FM Indianapolis to March 13, 1964; WDEE-FM Hamden, Conn., to Jan. 1, 1964; KNEV (FM) Reno to April 19, 1964; KDFC (FM) San Francisco to Jan. 11, 1964.

Actions of Nov. 1

KMOO Mineola, Tex.—Granted license and installation of new trans.

WOL-FM Washington—Granted license covering installation of new ant.

WOL Washington—Granted licenses covering installation of new trans.; increase in daytime power and installation of new trans.; and use of old main aux. trans. as alternate main nighttime and aux. main daytime trans.

WBAL-TV Baltimore—Granted CP to re-describe trans. location and change studio location and ant. height to 1000 feet.

WMAR-TV Baltimore—Granted CP to change type ant. and ant. height to 1000

feet and make slight change in trans. line; specify ERP as 100 kw vis. and 50 kw aur.

*WQED(TV) Pittsburgh—Granted CP to change ERP to 295 kw vis. and 148 kw aur., type trans., and make changes in transmission line and equipment.

WJZ-TV Baltimore—Granted CP to change type vis. and aur. ant., and make changes in ant. system.

KSET-FM El Paso—Granted CP to change type trans.; conditions.

WXRT (FM) Chicago—Granted mod. of SCA to add subcarrier frequency of 42 kc.

KCAL Redlands, Calif.—Granted mod. of CP to change ant.-trans. location and studio location to trans. site; conditions.

WBLF Bellefonte, Pa.—Granted mod. of CP to change type trans.

KMNF Albuquerque, N. M.—Granted mod. of CP to change ant.-trans. location, make changes in ant. system and change type trans.

KRIK Roswell, N. M.—Granted mod. of CP to change ant.-trans. and studio location; conditions.

Following were granted extensions of completion dates as shown: KABH Midland, Tex., to Dec. 15; WRSJ Bayamon, P. R., to Jan. 31, 1964; KMNF Albuquerque, N. M., to April 1, 1964; WRSJ-FM Bayamon, P. R., to Jan. 31, 1964.

Actions of Oct. 31

WBOY-TV Clarksburg, W. Va.—Rescinded action of Oct. 15 which granted renewal of license for TV station and auxiliaries.

Granted renewal of licenses for following: WEBB (FM) Chicago; WKBW-TV Buffalo; WTEB (TV) Vail Mills, N. Y.

WCUY (FM) Cleveland Heights, Ohio—Granted CP to change frequency to 92.3 mc, decrease ERP to 25 kw, increase ant. height to 245 feet, install new ant. and make changes in ant. system.

W1AD Keyser and surrounding area, W. Va.—Granted CP to replace expired permit for new VHF TV translator.

K09GC Soldotna, Sterling, Kasilof and Kenal, all Alaska—Granted CP to change frequency to channel 9 and make changes in ant. system for VHF TV translator; condition.

W1AB, W13AC both Berkeley Springs, W. Va.—Granted CP's to include Great Cacapon, W. Va., in principal community, change type trans. and make changes in ant. system for VHF TV translator stations.

K05AL Clayton, Idaho—Granted CP to make changes in ant. system for VHF TV translator.

K80AW Dubuque, Iowa—Granted CP to make changes in transmission line for UHF TV translator.

K11BJ White Bird, Idaho—Granted CP to change type trans. for VHF TV translator.

WGEM-FM Quincy, Ill.—Granted mod. of SCA to make changes in equipment and programming.

WWBR Windber, Pa.—Granted mod. of CP to change ant.-trans. location to near Windber.

WEBB (FM) Chicago—Granted renewal of SCA.

Action of Oct. 30

WKOX Framingham, Mass.—Granted CP to install alternate main trans. at main trans. site.

Actions of Oct. 28

W81AD, W83AE, Cleveland—Granted licenses for UHF TV translator stations; condition for W81AD.

Midnight Sun Broadcasters Inc., Wudwood Military Base, Alaska—Granted CP for new VHF TV translator on channel 4 to translate programs of KENI-TV (ch. 2) Anchorage.

Action of Oct. 22

Tioga Television Association, Poole Plant, Calif.—Granted CP for new VHF TV translator on channel 6 to translate programs of KCRA-TV (ch. 3) Sacramento, Calif.

Fines

By memorandum opinion and order, commission ordered John, Eli and Harry Daniels, d/b as Heart of Black Hills Station, to forfeit \$1,000 to government for willful and repeated violations of Communications Act and commission rules by operating KRSD Rapid City, S. D., with unauthorized equipment, operating by remote control with defective remote control equipment and for failure to give proper notification to district engineer in charge. Action Oct. 30.

In affirming action of Sept. 5, 1962, in holding four Minneapolis TV stations liable to forfeit \$500 each for "willfully or repeated" failure to identify sponsor of local program, commission interpreted, with citations, word "willfully." Its covering memorandum opinions and orders held that word "willfully," as employed in Sect. 503 (b) of Communications Act with respect to penalties, "does not require showing that licensee knew he was acting wrongfully; it requires only that commission establish that licensee knew that he was doing the acts in question—in short, that acts were not accidental (such as brushing against power knob or switch)." It also stated that "repeatedly" means simply more than once. Forfeitures are imposed on Midwest Radio-Television Inc., licensee of WCCO-TV; Hubbard Broadcasting Inc., licensee of KSTP-TV; Time-Life Broadcast Inc., licensee of WTCN-TV; and United Television Inc., licensee of KMSP-TV. Commissioners Hyde and Ford dissented. Action Oct. 30.

Rulemakings

AMENDED

Commission proposed amending Sect. 3.682(a)(15) of rules governing TV stations to permit VHF stations to operate with aur. power output of from 10% to 70% of peak radiated power of vis. trans., same as was done for UHF trans. on March 27, 1963. Number of TV receiver manufacturers had urged standards be same in order to facilitate set design. At same time, commission, by order, delegated to Chief of Broadcast Bureau authority to act on requests by TV stations for authority to operate experimentally with aur.-to-vis. power ratio other than specified in rules. Action Oct. 30.

PETITIONS FOR RULEMAKING FILED

Regional Broadcasting Co., Halfway, Md.—Requests institution of rulemaking proceeding looking towards allocation of channel 244 to Berkeley Springs, W. Va., by deleting it from Frostburg, Md., and substituting therefor channel 257 at Frostburg. Received Oct. 23.

West Virginia University, Grandview, W. Va.—Requests amendment of rules to allocate and reserve for noncommercial educational TV use channel 9 Grandview. Received Oct. 25.

Rock River Television Corp., Rockford, Ill.—Requests amendment of rules to make following changes in TV allocations table: Rockford: add channel 23; Freeport: delete channel 23 and add 51. Received Oct. 28.

Honorable Alvin E. O'Konski, Washington—Requests institution or rulemaking proceeding looking towards following changes in table of TV allocations: Ironwood, Mich.: delete channel 12; Merrill, Wis.: add 12. Received Oct. 30.

PROPOSED TELEVISION ASSIGNMENT TABLE OF NAEB

The following proposed table of UHF assignments was designed by the National Association of Educational Broadcasters using an electronic computer. It contains a total of 2,600 assignments, including some 900 reserved for educational television.

Channels not enclosed in parentheses are in operation, or construction permits for operation on them have been issued. Channels in parentheses are the new assignments

made by the computer. In both cases an asterisk (*) denotes channels reserved for educational television.

The NAEB is seeking to have the FCC issue the table as an alternative to its own proposed plan of UHF assignments, which was issued two weeks ago. FCC engineers are now comparing the two tables. The NAEB proposal does not change any VHF assignments (Also see story this issue).

ALABAMA	Florence, 15 (*27)
Alexander City, (62)	Gadsden, (21, 66)
Andalusia, (33, 66, *14)	Guntersville, (*50)
Anniston, (*34)	Huntsville, 19, 25, 31 (*48)
Auburn, (65, *44)	Jasper, (67, *14)
Birmingham, 42, 6, 13, *10 (83, *58, *64)	Mobile, 5, 10, *42 (48, 58, 80, *19)
Cullman, (70)	Montgomery, 20, 32, 12, *26
Decatur, 23	Munford, (*40)
Demopolis, (43, *18)	Mount Cheaha State Park, *7
Dothan, (72, *17)	Opelika, (*54)
Dozier, *2 (76)	Ozark, (56)
Enterprise, (36, 82)	Scottsboro, (82, *53)
Eufaula, (78)	Selma, 8 (24)
Fayette, (77, *61)	

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Sheffield, (65)
Sylacauga, (75)
Talladega, (46)
Thomasville, (47, *27)
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Tuscaloosa, (22, 55, *16)
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Merced, (35, 57, *25)
Modesto, (48, 67)
Napa, (78)
Novato, (72)
Oceanside, (69)
Oxnard, (65)
Palm Springs, (48, 83, *28)
Petaluma, (24)
Pittsburg, (80)
Porterville, (19, 77)
Port Hueneque, (38)
Redding, 7 (9, 20, *14)

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San Bernardino, 18, *24 (72)
San Buenaventura, (71)
San Diego, 8, 10 (27, 75, *15, *59, *63)
San Francisco-Oakland, 2, 4, 5, 7, 20, 32, 44, *9 (*62, *74)
San Jose, 11 (22, 54, *16, *38, *64)
San Luis Obispo, 6 (50)
San Mateo, *14
Santa Ana, (74, *64)
Santa Barbara, 3 (20, 36, 61, *14)
Santa Cruz, (26, 83)
Santa Maria, (12, 32, 58)
Santa Paula, (44, *25)
Santa Rosa, (52, *15)
Seaside, (51)
Stockton, 13 (46, 58, *19)
Tulare, (66)
Ukiah, (27, 33, *17)
Vacaville, (68)
Ventura, (81)
Visalia, 43 (*49)
Watsonville, (60)
Yreka City, (29, *19)
Yuba City, (21, 31)

COLORADO

Alamosa, (24, 3, *18)
Boulder, (58, *18, *12)
Canon City, (27)
Colorado Springs, 11, 13 (22, 43, *16)
Cortez, (21)
Craig, (22, *16)
Delta, (32)
Denver, 2, 4, 7, 9, *6 (14, 47, *26, *36)
Durango, 6 (31, *19)
Fort Collins, (39, 64)
Fort Morgan, (33, *20)
Grand Junction, 5 (35, *14)
Greeley, (45, 74, *23)
Gunnison, (29, *20)
La Junta, (31, *15)
Lamar, 12 (34, *18)
Leadville, (28, *17)
Longmont, (42, 68)
Loveland, (55, 80)
Montrose, 10 (51, *23)
Pueblo, 5 (19, 35, 48, *8)
Salida, (46, *25)
Sterling, 3 (28, 38, *17)
Trinidad, (32, 42, *14)
Walsenburg, (40)

CONNECTICUT

Abington, (*50)
Bridgeport, 43, *71
Hartford, 3, 18, *24
Litchfield, (*76)
Meriden, (*46)
New Britain, 30
New Haven, 8, 59
New London, (*26)
Norwich, *63
Stamford-Norwalk, (*81)
Waterbury, 20

DELAWARE

Dover, (*68)
Milford, (*44)
Millsboro, (38, *28)
Wilmington, *12 (83, *54)

DISTRICT OF COLUMBIA

Washington, 4, 5, 7, 9, 14, *26 (78, *48)

FLORIDA

Bartow, (20)
Belle Glade, (42)
Boca Raton, (*73)
Bradenton, (28, 69, *18)
Clearwater, (56, 77)
Cocoa, (61, *24)
Daytona Beach, 2 (71)
De Land, (49, 83)
Delray Beach, (82)
Eau Gallie, (48)
Fort Lauderdale, (44, 54, 64, *33)
Fort Myers, 11 (39, *26)
Fort Pierce, (30, 68, *14)
Fort Walton Beach, (34, 50)
Gainesville, *5 (42, 54)
Homestead, (60, *15)
Jacksonville, 4, 12, *7 (14, 36, *23, *52)

Jacksonville Beach, (62, 82)
Key West, (14, 20)
Lake City, (46, *34)
Lakeland, (*59)
Lake Wales, (78)
Largo, (67)
Leesburg, (55, *21)
Madison, (68, *28)
Marianna, (74, *23)
Melbourne, (70)
Miami, 4, 7, 10, 23, *2, *17 (41, 76, 6, *35, *52)
New Smyrna Beach, (*19)
Ocala, (33, 60, *17)
Orlando, 6, 9, (43, 65, *15, *53)
Palatka, (44, *25)
Panama City, 7, 13, (55, *21)
Pensacola, 3, 15 (61, *25)
Perry, (40)
Plant City, (75)
Quincy, (63)
St. Augustine, (31, 41)
Sanford, (*27)
Sarasota, (50, 79)
Tallahassee, *11 (45, 79, *19)
Tampa-St. Petersburg, 8, 13, 38, *3 (10, 22, *16)
Vero Beach, (58)
Warrington, (38, 67)
West Palm Beach, 5, 12, (36, 62, *25, *46)
Winter Haven, (32)

GEORGIA

Albany, 10 (51, 70, *18)
Americus, (41)
Ashburn, (80, *29)
Athens, *8 (60, 72, *20)
Atlanta, 2, 5, 11, 36, *30 (47, *17, *76)
Augusta, 6, 12 (52, 75, *23)
Bainbridge, (39)
Brunswick, (20, 39)
Carrollton, (68)
Cedartown, (79)
Chatsworth, *18
Cochran, (64, *21)
Columbus, 3, 9, *28 (15, 73, *52)
Cordele, (59)
Dalton, (59, *35)
Dawson, (*31)
Douglas, (*27)
Draketown, (*38)
Dublin, (33, *24)
Fitzgerald, (61)
Fort Valley, (83)
Gainesville, (39)
Griffin, (55)
La Grange, (71)
Macon, 13 (67, *58)
Marietta, (63)
Milledgeville, (42)
Moultrie, (57)
Newnan, (74)
Pelham, (*47)
Rome, (57)
Savannah, 3, 11, *9 (15, 32, 48, *26)
Statesboro, (44)
Thomaston, (25)
Thomasville, 6
Tifton, (35)
Valdosta, (38)
Vidalia, (56)
Warm Springs, (*49)
Warner-Robins, (77)
Waycross, *8 (22, *16)
Wrens, (78, *14)

IDAHO

Blackfoot, (26, *14)
Boise, 2, 7 (36, *14, *4)
Burley, (42, *17)
Caldwell, (38, 9, *20)
Coeur Dalene, (29, 54, *23)
Emmett, (26)
Filer-Jerome-Twin Falls, (*15)
Gooding, (21)
Grangeville, (28, *22)
Idaho Falls, 3, 8 (43, *22)
Kellogg, (51)
Lewiston, 3 (65, *20)
Moscow, (40, 71, *31, *12)
Mountain Home, (18)
Nampa, 6 (57, 12)
Payette, (32)
Pocatello, 6, 10 (38, *20)
Preston, (40, *19)
Rexburg, (34, *18)
Rupert, (33)
Twin Falls, 11, 13
Sandpoint, (63, *34)
Wallace, (72, *18)

Weiser, (60, *16)

ILLINOIS

Alton, (76)
Belleville, (78)
Benton, (59, *53)
Bloomington, 15 (*82)
Carbondale, *8 (41, 51, *25)
Centralia, (29, 57)
Champaign-Urbana, 3, 33, *12 (*65)
Charleston, (44)
Chicago, 2, 5, 7, 9, 26, 32, 44, *11 (*14, *53)
Danville, 24
Decatur, 17 (54, 73, *38)
De Kalb, (*63)
Dixon, (58)
Effingham, (*34)
Elgin, (42)
Galesburg, (60, *49)
Harrisburg, 3 (75)
Jacksonville, (45, 66, *22)
Joliet, (74)
Kankakee, (69, *23)
Kewanee, (81)
La Salle, 35
Litchfield, (*18)
Macomb, (47, *14)
Marion, (31)
Mattoon, (71)
Monmouth, (72)
Mt. Vernon, (47, 77, *23)
Newton, (68, *55)
Normal, (83)
Olney, (*26)
Ottawa, (79)
Peoria, 15, 25, 31, 43 (*52)
Quincy, 10 (50)
Rantoul, (75)
Rock Falls, (30)
Rockford, 13, 39 (80, *17)
Springfield, 20 (64, 70, 82, *42)
Sterling, (71)
Streator, (*41)
Vandalia, (*21)
Waukegan, (76, *55)

INDIANA

Anderson, (*80)
Bedford, (70)
Bloomington, 4 (*25)
Columbus, (82)
Crawfordsville, (51)
Evansville, 7, 14, 50 (69, 80, *30, *9)
Fort Wayne-Roanoke, 15, 21, 33 (*27, *68)
Frankfort, (60)
Gary, (50, 66, *20)
Greensburg, (*23)
Hammond, (82)
Hartford City, (*76)
Indianapolis, 6, 8, 13 (29, 57, 77, *19, *47)
Jasper, (*20)
Kokomo, (*39)
Lafayette, 18 (*30)
La Porte, (56)
Logansport, (78)
Madison, (64, *43)
Marion, 31 (*52)
Muncie, 49 (*55)
Peru, (58)
Princeton, (*46)
Rensselaer, (*48)
Richmond, (*53)
Salem, (*54)
Seymour, (45)
Shelbyville, (17)
South Bend-Elkhart, 16, 22, 28 (61, *40)
Sullivan, (*16)
Terre Haute, 2, 10 (63, 81, *27)
Vincennes, (52, *22)
Washington, (72)

IOWA

Algona, (68, *40)
Ames, 5, (72, *26)
Atlantic, (53)
Boone, (45, 82)
Burlington, (55, *27)
Carroll, (70, *29)
Cedar Falls, (*46)
Cedar Rapids, 2, 9 (42, *20)
Centerville, (54)
Charles City, (41, 67, *23)
Cherokee, (73, *16)
Clinton, (40, *28)
Council Bluffs, (71, *25)
Creston, (74, *18)
Davenport-Rock Island-Moline, 4, 6, 8 (36, 77, *18, *68)
Decorah, (*25)

Des Moines, 8, 13, *11 (35, 47, 76, *24)
Dubuque, (32, 38, 70, *22)
Estherville, (79, *32)
Fairfield, (63)
Fort Dodge, 21
Fort Madison, (39)
Graftinger, (*19)
Iowa City, (16, *65, *12)
Keokuk, (23, 80)
Knoxville, (64)
Le Mars, (57)
Marshalltown, (43)
Mason City, 3 (71, *15)
Newton, (56)
Oelwein, (78)
Onawa, (54, *28)
Oskaloosa, (52)
Ottumwa, (34, *17)
Red Oak, (77, *20)
Shenandoah, (61)
Sioux City, 4, 9 (41, *22)
Spencer, (52)
Storm Lake, (62)
Washington, (*44)
Waterloo, 7 (33, 69, 75, *14, *59)
Webster City, (*49)

KANSAS

Abilene, (45)
Arkansas City, (65)
Atchison, (60)
Chanute, (31, 79, *15)
Coffeyville, (53)
Columbus, (*35)
Concordia, (24)
Dodge City, (*16)
El Dorado, (38, 75)
Ellsworth, (53, *25)
Emporia, (48, *20)
Ensign, 6 (44)
Eureka, (69, *26)
Fort Scott, (55)
Garden City, 11 (24, 33, *13)
Goodland, 10 (29)
Grainfield, (32, *15)
Great Bend, 2 (55)
Hays, 7 (36)
Howard, (*43)
Hutchinson, 12 (76, *28, *8)
Independence, (63)
Iola, (61)
Junction City, (18, 72)
Lakin, (14, 52, *3)
Larned, (27)
Lawrence, (62)
Leavenworth, (78)
Liberal, (22, 42)
Lincoln-Centerville, (14, 66, *9)
McPherson, (22)
Manhattan, *3 (29, 82)
Newton, (51)
Oakley, (41, *21)
Olathe, (80)
Ottawa, (32)
Parsons, (27)
Phillipsburg, (39, *20)
Pittsburg, 7 (57)
Pratt, (23)
Russell, (31, *74)
Salina, (34, *74)
Sedan, (*71)
Topeka, 13 (40, 50, *23, *11)
Wellington, (67)
Wichita, 3, 10 (30, 59, *17, *46)
Winfield, (49)

KENTUCKY

Ashland, 59 (*23)
Bowling Green, 13 (29, *17)
Corbin, 16 (53)
Covington, (*26)
Cynthiana, (78)
Danville, (35)
Elizabethtown, (67, *38)
Frankfort, (81)
Glasgow, (34, 57)
Hazard, (55, *24)
Henderson, (*24)
Hopkinsville, (60)
Lexington, 18, 27 (60, *39)
Louisville, 3, 11, 21, 32, 41, *15 (*83, *62, *73)
Madisonville, (42, *19)
Mayfield, (32, 63)
Maysville, (72)
Middlesboro, (47, 76)
Morehead, (*29)
Murray, (70, *21)
Newport, 74
Owensboro, (48)
Paducah, 6
Pikeville, (63, *45)
Richmond, (51)
Somerset, (71, *22)
Winchester, (69)

LOUISIANA

Abbeville, (67)
 Alexandria, 5 (47, *26)
 Bastrop, (60, 77)
 Baton Rouge, 2, 9 (53, 75, *15, *66)
 Bogalusa, (49, 73)
 Covington, (70, *32)
 Crowley, (46, *27)
 De Ridder, (68, *18)
 Donaldsonville, (79, *31)
 Eunice, (78)
 Franklin, (83)
 Hammond, (41)
 Houma, 11 (74)
 Jennings, (56)
 Lafayette, 3, 10 (*58)
 Lake Charles, 7 (38, 44, *22, *62)
 Mansfield, (65, *41)
 Minden, (45, 75, *20)
 Monroe, 8, *13 (21, 42)
 Morgan City, (77, *21)
 Natchitoches, (43, *24)
 New Iberia, (48, *25)
 New Orleans, 4, 6, 12, 20, *8 (54, 82, *29)
 Opelousas, (36, *17)
 Ruston, (64, *14)
 Shreveport, 3, 12 (25, 67, *15, *54)
 Slidell, (*24)
 Sulphur, (72)
 Tallulah, (81, *34)
 Thibodaux, (57)

MAINE

Auburn, (58, 68)
 Augusta, *10 (27, 66)
 Bangor, 2, 5 (7, 43, *16)
 Bar Harbor, (20)
 Beth, (19, 74)
 Belfast, (25)
 Biddeford, (76)
 Calais, (55, *15, *13)
 Caribou, (53)
 Dover, (34)
 Fort Kent, (17)
 Houlton, (24)
 Lewiston, 8
 Millinocket, (32)
 Orono, *12 (65, *22)
 Portland, 8, 13 (23, 45, 55, *17, *36)
 Presque Isle, 8, *10 (73, *19)
 Rumford, (63)
 Skowegan, (38)
 Waterville, (14)

MARYLAND

Annapolis, (70)
 Baltimore, 2, 11, 13, 24 (75, *18, *53)
 Cambridge, (50, *20)
 Cumberland, (60, *23)
 Frederick, (81, *59)
 Hagerstown, (*31)
 Lower Marlboro, (*42)
 Salisbury, 16 (32, *22)
 Westminster, (65)

MASSACHUSETTS

Boston, 4, 5, 7, 38, 56, *2 (25, *44, *69)
 Fall River, (*82)
 Gloucester, (35)
 Greenfield, 32
 Lawrence, (77)
 New Bedford, (33, *21)
 Newburyport, (65)
 North Adams-Adams, 19 (*70)
 Pittsfield, 64
 Springfield-Holyoke, 22, 40 (*68)
 Worcester, 14 (60, *27)

MICHIGAN

Alma, (*27)
 Alpena, (21, 11, *6)
 Ann Arbor, (60, *26)
 Bad Axe, (28, *15)
 Battle Creek, (29, *23)
 Bay City, 5 (25)
 Benton Harbor, (83, *77)
 Big Rapids, (*52)
 Cadillac, 9 (32, *26)
 Calumet, (28)
 Cheboygan, 4 (50)
 Detroit, 2, 4, 7, 20, 50, *58 (*76)
 Escanaba, (35, 45, 3, *24)
 Flint, 12 (73, *16)
 Grand Rapids, 8, 13 (35, *63, 75, *17)
 Holland, (41)
 Houghton, (40, *22)
 Iron Mountain, (51, 8, *15)
 Ironwood, (29, 39, 12, *16)
 Jackson, (34, 47, 69, *18)

Kalamazoo, 3 (72, *45)
 Lansing, 6 (51, *39)
 Manistee, (60, *20)
 Manistique, (48, *14)
 Marquette, 6 (32, 13, *26)
 Menominee, (33, 61)
 Midland, (49, 61)
 Mount Pleasant, *14 (55)
 Muskegon, (54, *15)
 Owosso, (79)
 Parma-Onondaga, 10
 Petoskey, (39, *17)
 Pontiac, (44, *22)
 Saginaw, 57 (67, *19)
 Sault Ste Marie, 10 (34, 66, 8, *28)
 Traverse City, 7 (29, 42, *23, *71)
 West Branch, (59, *31)

MINNESOTA

Albert Lea, (44, 77)
 Alexandria, 7 (49)
 Appleton, (22, *10)
 Austin, 6 (*31)
 Bemidji, (20, 39, 9)
 Brainerd, (32, 41, *21)
 Cloquet, (36)
 Crookston, (26)
 Detroit Lakes, (38)
 Duluth, 3, 6, 10 (57, *17, *8)
 Ely, (44, *24)
 Eveleth, (40)
 Fairmont, (42)
 Faribault, (54)
 Fergus Falls, (27, 57, *14)
 Grand Rapids, (48, *18)
 Hastings, (72)
 Hibbing, 13 (65)
 Hutchinson, (46)
 International Falls, (*11)
 Little Falls, (19)
 Mankato, 12 (50, 80, *18)
 Marshall, (53)
 Minneapolis-St. Paul, 4, 5, 9, 11, *2 (43, *26, *56)
 Montevideo, (28)
 Moorhead, (60, *35)
 New Ulm, (30, 76)
 Northfield, (*20)
 Owatonna, (48)
 Pipestone, (69, *23)
 Red Wing, (60)
 Rochester, 10 (*36)
 St. Cloud, (29, 62, *16)
 Stillwater, (66)
 Thief River Falls, (31, 10)
 Virginia, (28, 74, *15)
 Walker, 12 (30)
 Willmar, (33, 75, *24)
 Winona, (47, 73, *17)
 Worthington, (74, *14)

MISSISSIPPI

Biloxi, 13 (60, *40, *78)
 Booneville, (73, *38)
 Brookhaven, (33)
 Canton, (68)
 Clarksdale, (56, *18)
 Cleveland, (43, *15)
 Columbia, (*16)
 Columbus, 4 (*35)
 Corinth, (17)
 Greenville, (48, *27)
 Greenwood, 6 (*40)
 Grenada, (52)
 Gulfport, (51)
 Hattiesburg, (44, 71, *28)
 Holly Springs, (*34)
 Indianola, (65)
 Jackson, 3, 12, 25 (50, 72, *38, *63)
 Kosciusko, (*19)
 Laurel-Pachuta, 7
 Leland, (76)
 Louisville, (54)
 McComb, (45, *14)
 Mathiston, (*32)
 Meridian, 11, 30 (*21)
 Natchez, (35, *23)
 New Albany, (81, *51)
 Newton-Decatur, (46)
 Pascagoula, (69, *22)
 Philadelphia, (66)
 Picayune, (62)
 Sardis, (*39)
 Starkville, (74)
 State College, (41, *2)
 Tupelo, 9 (57, *29)
 University, (*62)
 Vicksburg, (55, *22)
 Yazoo City, (59, *17)

MISSOURI

Birch Tree, (34, *18)
 Bowling Green, (56, *24)
 Cape Girardeau, 12 (61)
 Carrollton, (46, *16)

Carthage, (39, 82)
 Caruthersville, (44)
 Chillicothe, (38)
 Columbia, 8 (53, *59)
 Farmington, (62)
 Flat River, (62, *16)
 Fulton, (75, *43)
 Hannibal, 7 (69)
 Jefferson City, 13 (31, *25)
 Joplin, 12 (*29)
 Kansas City, 4, 5, 9, *19 (52, 58, *42, *68)
 King City, (41, *22)
 Kirksville, 3 (57)
 La Plata, (79, *15)
 Lebanon, (44)
 Lowry City, (45, *17)
 Marshall, (71, *26)
 Maryville, (51)
 Mexico, (33)
 Moberly, (*20)
 Nevada, (66)
 Poplar Bluff, 15 (52, *26)
 Rolla, (27, 48, *14)
 St. Joseph, 2 (30, 39, *14)
 St. Louis, 2, 4, 5, 11, *9 (40, 49, 67, *28, *58)
 Sedalia, 6 (76)
 Sikeston, (20, 74)
 Springfield, 3, 10 (28, 56, *22)
 Warrensburg, (21)

MONTANA

Anaconda, (47, 2, *29)
 Billings, 2, 8 (21, 40, *15, *11)
 Bozeman, (14, 23, 41, *9)
 Butte, 4 (57, 6, *20, *7)
 Cut Bank, (20, *14)
 Deer Lodge, (38)
 Dillon, (24, *15)
 Glasgow, (25, *15)
 Glendive, 5 (23, *17)
 Great Falls, 3, 5 (28, 34, *17)
 Hardin, (27, 4, *18)
 Havre, (35, 9, 11, *16, *28)
 Helena, 12 (51, 10, *18)
 Kalispell, (35, 44, 9, *15)
 Laurel, (31)
 Lewistown, (19, 13)
 Livingston, (32)
 Miles City, (22, 28, 3, 10, *16, *6)
 Missoula, 13 (27, 8, *16, *11)
 Shelby, (23)
 Sidney, (21)
 Whitefish, (55, *26)
 Wolf Point, (33, *20)

NEBRASKA

Albion, (35, 8, *14)
 Alliance, (14, 24, *13)
 Bassett, (15, 28, *7)
 Beatrice, (16, 63)
 Broken Bow, (26)
 Chadron, (20)
 Columbus, (19, 55)
 Fairbury, (21)
 Falls City, (33)
 Fremont, (36, 75)
 Grand Island, 11 (23, 52)
 Hartington, (80, *33)
 Hastings, 5 (57)
 Hay Springs, 4 (41)
 Hayes Center, 6 (27)
 Kearney, 13 (39, *17)
 Lexington, (29, 45, *3)
 Lincoln, 10, *12 (44, 79, *27)
 McCook, 8 (19)
 Nebraska City, (69)
 Norfolk, (30, 59)
 North Platte, 2 (16, 25, 44, *9)
 Omaha, 3, 6, 7 (31, *15, *48)
 Superior, (4)
 Ord, (58, *18)
 Scottsbluff, 10 (30)
 Wayne, (76, *24)
 York, (46)

NEVADA

Boulder City, (32, 4)
 Carson City, (26)
 Elko, (20, 10, *14)
 Ely, (15, 3, *6)
 Fallon, (20, *14)
 Goldfield, (16, 5)
 Hawthorne, (27, *15)
 Henderson, (26, 48)
 Las Vegas, 2, 8, 13 (20, 54, *14, *10)
 Lovelock, (18)
 McGill, (21, 8)

Reno, 4, 8 (22, 43, 2, *16, *5)
 Tonopah, (25, 9)
 Winnemucca, (19, 7)

NEW HAMPSHIRE

Berlin, (24, 41, *18)
 Claremont, (53)
 Concord, (*15)
 Durham, *11
 Hanover, (*28)
 Keene, (73, *51)
 Laconia, (34)
 Littleton, (52, *46)
 Manchester, 9 (*81)
 Portsmouth, (47)
 Rochester, (57)

NEW JERSEY

Asbury Park, 58 (*69)
 Atlantic City, 46 (64, 74, *33)
 Bridgeton, (*62)
 Freehold, (*80)
 Linden, 47
 Long Branch, (36)
 Montclair, (*75)
 Newark, *13
 New Brunswick, *19
 Trenton, (41, *63)
 Vineland, (72)

NEW MEXICO

Alamogordo, (26, 35, *16)
 Albuquerque, 4, 7, 13, *5 (14, 36, *20)
 Artesia, (15, 31)
 Deer Lodge, (30)
 Arisico-Five Points, (30, 42)
 Belen, (24)
 Carlsbad, 6 (36, *19)
 Clayton, (36, *20)
 Clovis, 12 (43)
 Deming, (33)
 Farmington, (15, 39, 12)
 Gallup, (18, 28, 3, 10, *8)
 Grants, (16, 26)
 Hatch, (22, 46, *12)
 Hobbs, (38, 50)
 Las Cruces, (38, 54, *14)
 Las Vegas, (21, *15)
 Lordsburg, (23)
 Los Alamos, (17, 33)
 Lovington, (32, 56, *20)
 Portales, (14, 25, 52, *3)
 Raton, (53, *23)
 Roswell, 8 (*10)
 Santa Fe, 2, 11 (25, *9)
 Silver City, (15, 45, 6, *10)
 Socorro, (48, *19)
 Truth or Consequences, (49, *17)
 Tucumcari, (39, *19)

NEW YORK

Albany-Troy, 13 (29, 42, *23)
 Amsterdam, (83)
 Batavia, (67, 79, *29)
 Binghamton, 12, 34, 40, *46 (68, *52)
 Boonlowville, (76, *20)
 Buffalo, 2, 4, 7, *17, *23
 Carthage, 7
 Dunkirk, (*76)
 Elmira-Corning, 18 (42, 66, *24)
 Geneva, (55)
 Glens Falls, (39, 67, *21)
 Gloversville, (*47)
 Hempstead, (*53)
 Hornell, (75, *45)
 Ithaca, *14 (64)
 Jamestown, (*60)
 Johnstown, (58)
 Kingston, (54)
 Lake Placid, 5 (55, *45)
 Malone, (*66)
 Massena, (77, *14)
 New York, 2, 4, 5, 7, 9, 11, 31, *25
 Ogdensburg, (24, *18)
 Olean, (*54, *36)
 Oneonta, (52, *36)
 Oswego, (72)
 Patchogue, (77, *49)
 Plattsburg, (*49)
 Poughkeepsie, (65, *48)
 Riverhead, (55)
 Rochester, 8, 10, 13, *21 (27, 83, *33)
 Saranac Lake, (*27)
 Schenectady, 6, *17
 Syracuse, 3, 5, 9, *43 (74, *80)

Utica-Rome, 2 (25, 41, 71, 82, *15)
 Vail Mills, 10
 Watertown, (50, 70, *16)

NORTH CAROLINA

Ahoscik, (49)
 Albemarle, (60)
 Asheville, 62, 13 (49, 79, *21, *73)
 Boone, (*46)
 Chapel Hill, *4 (27)
 Charlotte, 3, 9, 36, *42 (80, *18, *58)
 Clinton, (*34)
 Columbia, (30, *19)
 Durham, 11 (75, *63, *81)
 Elizabeth City, (36, 52, *17)
 Enfield, (*41)
 Fayetteville, (62, *21)
 Franklin, (83, *27)
 Gastonia, (*70)
 Goldsboro, (67, 79, *16)
 Greensboro, 2 (*30, *51)
 Greenville, 9 (70)
 Halifax, (*29)
 Henderson, (65)
 Hickory, (*14)
 High Point, 8 (17)
 Jacksonville, (28, 58, *18)
 Kinston, (38, *22)
 Lenoir, (78)
 Lumberton, (50, 66, *23)
 Marion, (*41)
 Mount Airy, (69, *22)
 New Bern, 12 (47)
 Raleigh, 5 (54, *43)
 Red Springs, (*44)
 Rocky Mountain, (57, *20)
 Rocky Mount, (59)
 Salisbury, (68, *39)
 Sanford, (72)
 Shelby, (*16)
 Statesville, (35, *14)
 Statesville, (*20)
 Washington, 7 (76)
 Wilmington, 3, 6, (45, 55, 61, *15, *26)
 Wilson, (46, *25)
 Winston-Salem, 12 (77, *47, *56)

NORTH DAKOTA

Bismarck, 5, 12, (26, *17, *3)
 Bottineau, (40, *31)
 Devils Lake, (14, 8)
 Dickinson, 2 (24, *14, *4)
 Ellendale, (32, *19)
 Fargo, 6, 11, *13 (44, 66, *25)
 Grand Forks, 10 (15, 53, *2)
 Jamestown, (29, 39, 7, *18)
 Lisbon, (48, *23)
 Minot, 10, 13 (15, 43, *6)
 Pembina, 12 (59)
 Rugby, (20)
 Valley City, 4 (56)
 Wahpeton, (68, *17)
 Williston, 8 (30, 11, *18)

OHIO

Akron, 49 (29, *23)
 Ansonia, (*44)
 Ashabula, 15 (*43)
 Athens, *20 (36, 76)
 Bellefontaine, (*75)
 Bowling Green, *70 (59)
 Bryan, (*43)
 Cambridge, (52, *26)
 Canton, (61)
 Chillicothe, (67, *25)
 Cincinnati, 5, 9, 12, *48 (61)
 Cleveland, 3, 5, 8 (41, *25, *51)
 Columbus, 4, 6, 10, *34 (47, *56)
 Coshocton, (*77)
 Dayton-Xenia, 2, 7, 22 (42, *16)
 Defiance, (64)
 Findlay, (19)
 Fostoria, (81)
 Greenville, (71)
 Hillsboro, (*50)
 Kent, (*17)
 Lima, 35 (62, *24)
 Lorain, (57)
 Mansfield, (*31)
 Marietta, (88, *55)
 Marion, (*83)
 Newark, *28 (80)

Continued on page 111

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

Immediate need for assistant manager in small North Carolina market. First phone helpful but not essential. Good salary commission arrangement for producer. Send complete resume to Box N-74, BROADCASTING.

Wanted—Station manager, strong on sales and capable of complete management. Young man seeking a chance for advancement. Class one phone desirable but not absolute necessity. Reference must stand inspection. Send recent picture if available. Box N-110, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Bright, middle of road, Eastern Iowa local station needs salesman who can handle short morning on-the-air shift. Job opportunity for presently employed announcer who has some selling experience and wants to increase his income. Need resume, references and picture first. Box M-260, BROADCASTING.

Broadcast service organization desires territorial representatives in midwest, New England, and Southeast. Complete sales training for qualified men. Opportunity equal to ability for ambitious men who can develop large, virgin territories—must be free to travel extensively. Send resume and references to Box N-82, BROADCASTING.

Sales manager—Ft. Lauderdale 10,000 watt fulltime needs experienced radio time sales manager. \$7,500 plus fair override for top grade leader. Written replies only. Confidential. Box N-98, BROADCASTING.

Single market station needs salesman. Excellent income. Fulltime salesman and part time salesman, wanting fulltime sales work. Should apply to . . . Dale Low, KNCM, Moberly, Missouri. AM 3-1230.

Work and play in colorful Colorado, vacationland of the booming Rocky Mountain empire. Opportunity for salesman-announcer with production experience. Write KCOL—Fort Collins, Colorado.

Rockford, Illinois daytimer wants solid, experienced salesmen. 25% straight commission, half on draw, other half when account pays. Young organization. Terrific potential, metropolitan area. Phone, write or see Joe Salvi, WLUV Box 2201, Loves Park, Illinois. Phone 876-2337.

Chicago . . . has a new winner! Yes, WYNR is one year old and growing bigger every day. Our present sales staff cannot handle the load, especially since the latest pulse ratings. This is the spot if you are ambitious, hard working, and know Chicago radio. For those qualified, we have a liberal compensation plan and a real opportunity in the McLendon organization. Call or write sales manager.

Southeastern chain of 4 top-rated station expanding to 6. Birmingham, Jackson, Richmond, Tampa, Shreveport, Little Rock—seeking 2 executive-type salesmen with proven record. Excellent guarantee—insurance plan—moving expenses—management opportunity. Send resume & photograph in complete confidence to McLendon Broadcasting Company, 960-980 Milner Bldg., Box 197, Jackson, Miss.

Help Wanted—Sales (Cont'd)

Capable young salesmen who can prove their selling ability and advance to assistant managership. You will be selling for a tested and proven radio operation with a real powerful selling story on Negro radio. Good guaranteed salary to start with commission plan which will allow you to earn top salesman's pay. We need several men in Gulf coastal southern cities. Give full details about yourself and your experience, write OK GROUP, 505 Baronne St., New Orleans, La.

Announcers

Christian announcer needed for quality religious program and music station in midwest. \$150.00 per week for top announcer, permanent. Send resume with first letter. Box N-14, BROADCASTING.

Announcer for staff work and play-by-play. Position calls for experienced man at solidly established, aggressive, well equipped eastern adult station near metropolitan market. Paid holidays, vacations and fringe benefits. Box N-68, BROADCASTING.

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone helpful. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape, and personal resume. Box N-77, BROADCASTING.

Immediate opening in Rocky Mountain region, experienced morning man, production ability, first ticket, permanent position. Send tape, resume, photo & references. Salary open. Box N-109, BROADCASTING.

Eastern Iowa station needs announcer-salesman. Short morning shift, plus sales. Salary and commission. Job is opportunity for presently employed announcer who has some selling experience and who wants to increase his income. Need resume, references and picture first. Write Box N-123, BROADCASTING.

1st phone announcer with news background for afternoon and early p.m. news. Also includes some dj work. Gather, write and air local news. Typing essential. Jim Jae, KHMO, Hannibal, Mo.

Immediate opening for announcer with 1st phone. Send tape, photo & resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

South Florida 5 kw full time station has an opening for mature first-phone announcer. Heavy on production oriented around a good music format. No dj's. Send resume, salary requirements and audition tape to WDBF, Box 1420, Delray Beach, Florida or call 278-2894.

Here's what we offer you: A free motel room at one of the finest motels on the East coast, 20 minutes from D. C. Indoor and outdoor pool, free TV, air conditioning, cocktail lounge, restaurant and putting green. We also give you \$65 per week spending money and more if you can do play-by-play. What do you do? You run an easy going record show from 5 p.m. to midnight Monday thru Friday and from 7 a.m. to noon on Saturday. You have all day to work another job or if you like to sell time for us, we pay a good commission. You must be a good announcer, have car, be dependable, and easy to get along with. Send tape, and background information to WSMD, Box 401, Waldorf, Maryland.

Announcers—(Cont'd)

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Announcer-engineer, first phone, wanted at once for new 5,000 watt WTIK, Durham, N. C. No maintenance required. Send photo—tape—work history, etc. References.

Golf reporters (broadcast) for west and north, send tape and resume to Sam Zack, WWOM Radio, New Orleans, La.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Immediate opening for experienced pop music dj with expanding 5 station operation. Must be steady, reliable, happy, versatile man with good references. Western Pennsylvania daytimer, medium market near large metropolitan areas. Outstanding opportunity for small market man looking to move up. Rush audition, resume, photo, recent earnings to Jack Sandstrom, P.O.B. 211, Sharon, Penna.

Expanding negro-oriented station group needs experienced, educated personality announcers who will become active in community life. Send facts and tape. Tape will be returned upon request. Southern residents only. Tom Gibson, 6222 North Central Expressway, Dallas, Tex.

Immediate opening for 1st phone announcer for AM radio station, Gaithersburg, Maryland. Salary commensurate with experience. Call Nick Chaconas, Code 301-948-9400.

Wanted negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Lou Emerson Reutsch! Where are you? Write Waldo Brazil, 652 M & M Bldg., Houston, Tex.

Technical

Christian chief engineer needed for quality religious program and music station in midwest. Top pay for right man, permanent position. Limited announcing required. Send resume with first letter. Box N-15, BROADCASTING.

Chief Engineer, 5 kw directional station midwestern major market. Must have directional experience and be able to do production and control room operation and maintenance. No announcing. Excellent salary. Box N-17, BROADCASTING.

Chief engineer in deep south 5 kw daytimer excellent starting salary, opportunity for advancement, fringe benefits for experienced first phone. Send resume including references. To Box N-64, BROADCASTING.

Immediate opening for chief engineer in single market daytimer. \$85.00 weekly. Box N-75, BROADCASTING.

Experienced announcer-engineer, 1st phone. Early morning announcing shift. Good music; good staff; good pay. It's worth your while to contact us. Eastern Iowa. Salary open. Box N-84, BROADCASTING.

Florida. Experienced engineer announcer combo. Middle of road format. Excellent working conditions. Must have mature voice. Great opportunity for right man. Box N-93, BROADCASTING.

Technical—(Cont'd)

Wanted transmitter engineer. No announcing experience required. \$65, forty hours, Western Pennsylvania. Box N-114, BROADCASTING.

Engineer-announcer or engineer-newsman wanted for bright music and news station. Habla, espanol helpful. Send full details KVOZ, Laredo, Texas.

Chief engineer, AM-FM maintenance experience essential. Some board work, limited announcing desired, not required. Send resume, salary. WBRD, Bradenton, Florida.

Engineer-announcer. Emphasis engineering. Contact Bud McClain, WFKY, Frankfort, Kentucky.

First-class engineer announcer. Must be experienced installation and maintenance of broadcast equipment, and fast dj operation. WTIK, New Orleans.

Wanted: Boardman-chief engineer. Interested all phases of radio. \$375 to \$450. Box 1077, Ephrata, Washington. SK 4-4686.

Production—Programing, Others

Get us the morning audience in exciting Southwest metro and your growth potential with group-owned middle-of-the-road regional is unlimited. You must be pd material with mature voice, humor, ideas, production ability. Tape, resume, photo, expected salary to Box N-50, BROADCASTING.

Staff man, all type of broadcasting. Emphasis on gathering and writing news plus play-by-play. Box N-94, BROADCASTING.

New 5,000 watt station in top 30 market looking for program director experience with good music format. Must have fresh ideas, good voice, and good record. Send full details and tape first letter, Box N-116, BROADCASTING.

Indianapolis radio station needs creative girl continuity writer with ideas, ability, imagination and ambition. Young staff. Ideal working condition. Send complete resume, picture, and samples Box N-117, BROADCASTING.

Lou Emerson Reutsch! Where are you? Write Waldo Brazil, 652 M & M Bldg., Houston, Tex.

Wanted skilled program man who can handle details of tape recording, program planning and management of Negro personnel in a Negro format station in New Orleans. Must have good imagination, copy writing ability, understand operation of radio recording and taping equipment. Good salary with chance for advancement. Write giving details of experience and complete background information. Write OK GROUP, 505 Baronne Street, New Orleans, La.

Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

I have twelve years broadcast management experience and bachelor's degree. Am thirty-seven, have a family of four children and have investment income. I am interested in a permanent position as administrative assistant in radio in a University city. Box N-30, BROADCASTING.

General manager—top qualifications. Over 20 years experience, all phases. Box N-47, BROADCASTING.

Number one personality in three station market in Michigan desires to relocate to a central or southern California market, but will consider all offers. Three years experience. Box N-81, BROADCASTING.

General management wanted, prefer college town. Completely experienced. Heavy on sales. Box N-107, BROADCASTING.

Management—(Cont'd)

General manager: One of few experts in sales approach and programing of contemporary radio. Successfully managing now in medium market, Northwest. Seeking larger market management of contemporary radio station. Middle aged family man. Box M-118, BROADCASTING.

General manager—successful manager, salesman, programer, play-by-play. 10 years experience. Emerson graduate. Civic-minded. Family man. Want permanence with solid future. Kenneth M. Albridge, Brookside Terrace, Brattleboro, Vermont.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Chief announcer large market desired pd small to medium. Fifteen years air, sports, production. Six as pd. Excellent references. \$125. Box N-49, BROADCASTING.

Rockies, Pacific northwest. Tight personality dj-newsman. Want permanent slot aggressive, well equipped outlet, \$115. Available January. Box N-67, BROADCASTING.

Capable deejay newsman. Write and deliver news in professional manner. Box N-70, BROADCASTING.

Bright. Happy. Fast not rock and roll. Great production shows. Box N-71, BROADCASTING.

American holding top announcing spot Canada's most progressive fm seeking major market (prefer west coast) am or fm good music opening. 7 years am-fm-tv; U. S. and Canada. University, married, family, aggressive. Good wage brings highest quality program, production, news presentation. Box N-76, BROADCASTING.

Versatile announcer seeks position. Experienced; dj, news gathering and writing, sports-casting. (Prof. musician; knows music) will work diligently in any position for pleasant conditions and fair salary. Ambitious, reliable, sincere. Let's talk. Box N-88, BROADCASTING.

Clever, creative dj, draft-free, top 40 only. Box N-90, BROADCASTING.

Newsman seeks move into news department, preferably one of top ten markets. Believes news coverage way of life not just job. Have built top local news team in large city. Considered one of best on-the-scene men in state. Currently earning \$160 plus talent. Journalism background. If you sensationalize, forget it. Married, 29, settled. Box N-97, BROADCASTING.

Copywriter-announcer. Radio station and advertising agency experience. Tape or copy available. Presently employed. Box N-102, BROADCASTING.

Superb copy, disk jockey, ideal gal too great, hire me, don't wait. Box N-103, BROADCASTING.

Announcer-disc jockey, first phone, presently employed, and one third years AM combo experience, desires move to fm operation in New York or Philadelphia metro area. Phone 201-EL 6-0891 morning or evening, or write, Box N-106, BROADCASTING.

D.J. announcer, authoritative newscaster, tight board, dependable, cooperative, not a floater. Box N-112, BROADCASTING.

Young man very anxious to enter radio. Age 21, high school, one year college. Will relocate. Box N-113, BROADCASTING.

Newscaster, deejay, authoritative, news, tight board, smooth selling sound, broadcast graduate, married. Mature, dependable, N.Y. area, weekends, consider others. Box N-120, BROADCASTING.

Announcer-DJ-bright personality experienced, tight board, authoritative newscast, negro, family man. Want to settle, not a floater or prima donna. Box N-121, BROADCASTING.

Announcers—(Cont'd)

Young dee jay/newsman—had a problem last place I worked, need another chance. Will work anywhere, fine top-flight, dependable performance. Box N-122, BROADCASTING.

Who is Alan London? An experienced emcee-announcer-personality-mime-puppeteer-dj-weatherman who meets challenges. Order air VTR. Box N-126, BROADCASTING.

First-phone announcer—in-experienced. Want to learn maintenance. Age 36, Box N-129, BROADCASTING.

At the risk of seeming boastful: 12 year veteran of the broadcasting and entertaining industry with an unusual broad record of experience & references to back it up desires to relocate in a major market with either personality or top 40 format. Will be desirous of some TV duties if available but this is not imperative. Latest affiliation for 3 years night time personality jock on 50,000 watt with 18 state coverage. Am a family man with no record of floating or boozing. Am looking for a top paying job where the boss expects and gets what he pays for. Complete brochure and tape on request. Box N-133, BROADCASTING.

Urgent-Florida and surrounding areas: Must relocate before Christmas. Three years radio, one year TV, prefer top forty-personality format radio with or without TV, will consider all offers. Presently morning man, midwest, medium market. Phone: Chet Smith, LaCrosse 5-0354, or write WKBH, LaCrosse, Wisconsin.

Personable ambitious announcer-dj. Seeking right offer from good music station. Three years experience, rich pleasant voice. Available immediately. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. 516 MYrtle 4-3885 evenings.

Dublin born disc jockey & announcer. Authoritative delivery. Great personality. Emphasis on news, sports. Barry M. Gordan, 1751 67th St., Brooklin, New York.

Personality deejay with eight years experience available. Good news delivery. First class ticket. Middle-road or mild top 40. Major markets only. Jerry Lee, 10700 Constitution N.E., Albuquerque. 299-8527.

First phone announcer, B.S. Degree in business administration. 25, experienced, married. Excellent credit rating. Desires to move up with well established top 40 station, but will consider good music. References. Contact Richard Sharpe, 1411 Stuart Street, Cleveland, Tennessee. 615-GR6-5343.

Major market newsman/announcer, heavy experience, well-rounded, craftsmanship... desires position of future, and much work. Available immediately. Sincere parties call/write/wire: Ken Lawrence, 16831 Greenfield, Detroit, Mich. 272-3541.

Experienced morning man, first phone, top references, married wants to settle in good station with opportunities for advancement. Will travel, now employed. Call Jay Jenson, 722-4585, Minneapolis.

Quality professional staffer. Six years radio. Anywhere southwest-California \$85-\$90. Bob Cohen, 234 Crescent St., New Haven, Conn. —UN 5-3528.

Technical

Chief engineer with many years experience. Installation, operation & maintenance both low and high power transmitters, also directional arrays. Available on two weeks notice. Box M-270, BROADCASTING.

Experienced chief engineer desires position willing to relocate anywhere. Box N-3, BROADCASTING.

Chief Engineer position—no announcing—age 27, good technical qualification, \$130 week plus relocation. Box N-34, BROADCASTING.

Technical—(Cont'd)

Chief engineer: Presently chief at am, fm installation. Also have had tv-uhf transmitter experience. 15 years combined am-fm-tv and industrial electronics experience. Family man, age 42, good references. West or northwest. Box N-66, BROADCASTING.

Chief AM/FM Proofs Directionals, some TV solid air work. Outstanding references. Box N-87, BROADCASTING.

22 yrs. electronic field. 14½ yrs. broadcast field. 6½ yrs. chief engr. 5 kw AM & FM installation. Desire employment as chief at 5 kw, or transmitter engr. at a 50 kw station. Age 45, family. Box N-108, BROADCASTING.

Experienced engineer wants permanent job at stable station, preferably as chief . . . will relocate anywhere. Salary open. Steve Burgess, 624 Oakley, Topeka, Kansas. CE 4-1026.

Arkansas or vicinity. First phone. Presently in communications. Jimmy Higgins, 2035 Sw. 59 Ave., Miami, Fla., 33155. Phone MO 7-7105.

Production Programing & Others

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 25, single. Past experience includes news, sports, program director and sales. Also interested in promotion, public relations and publicity work. Box N-16, BROADCASTING.

Experienced, authoritative, grown-up newscaster can provide delivery and copy that'll put some vitamins in those hourly lulls. Larger markets, location unimportant. Box N-19, BROADCASTING.

Let's talk turkey before Thanksgiving. Want job as program director. Main course—brightest sound of good music in U. S. You'll relish the fine production. The specialty—award-winning news operation. Will this cure your indigestion? Presently employed in similar capacity. Want more challenge. Box N-36, BROADCASTING.

Sales-writer-announcer. Old pro wants to do morning show and sell middle or major market. Extensive Rep. experience. Got potential good card and commission? Box N-65, BROADCASTING.

Artist with 12 years experience in all phases of art, promotional, etc. Seeking permanent position. Prefer deep south. Box N-69, BROADCASTING.

Is your programing dull? East coast personality has top notch interview program for syndication. Everything tailor made for your station. Biggest names in show business. Information and samples first program. Box N-73, BROADCASTING.

Veteran news-sportscaster with attractive authoritative presentation now employed in management and sales as well, wishes to exchange loyalty and guaranteed production with stable radio/TV in medium to large market. Write Box N-100, BROADCASTING.

TELEVISION

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Wanted. Engineer trainee. No experience necessary. Must have first phone. Contact: Chief engineer, WCCA-TV, Columbia, South Carolina. Telephone 782-2525.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

TELEVISION—Help Wanted—Technical

Continued

Immediate opportunity for young man with TV control room and VTR operations experience to advance towards maintenance also an opening for control room and VTR operations trainee. Send full particulars, availability and salary requirements at once to Chief Engineer, WENH-TV, Box Z, Durham, N. H.

Production—Programing, Others

Producer-director needed for community minded VHF in midwest. Must have experience. Car essential. Send pictures, salary requirements 1st reply. Box N-127, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAIH-TV, Atlanta, Ga.

Production manager for midwest medium market VHF. Experience necessary—must be able to assume responsibility of busy production department. Salary open. Write or wire Jack Berry, WNEM-TV, Saginaw, Michigan.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

General manager/sales manager with 10 yrs. experience in all phases of Broadcast management wishes to affiliate with progressive company. Proven profit records. Salary—basic plus percentage with option to invest. Resume per request. Box N-83, BROADCASTING.

TV station manager. Available early 1964. Presently employed. 21 years experience broadcast management, last 9 in television. Fully knowledgeable all phases, sales supervision, operational economy, public relations, FCC, personnel, corporation, etc. Inquiry will bring full details in brochure. Seeking small or medium market or assistant to general manager in major outlet. Age 41, reliable, conscientious. Box N-95, BROADCASTING.

Situation Wanted—Announcers

Successful television announcer. Fourteen years radio and television. Experienced in supervision, production, announcing. Heavy on emcee, personality, some singing, weatherman, quiz shows, audience participation, news, commercials. Very qualified all phases broadcasting . . . solid man. Thirteen years same operation. Relocate anywhere for promising offer. Seeks new challenge . . . new opportunity. Let's talk business. Box M-269, BROADCASTING.

Announcer 15 yrs. radio. Desires TV. Won't someone give me a chance. Thanks. Contact. Carmine Diorio, Peru, N. Y.

Technical

Maintenance or assistant chief—good technical qualifications—age 27—\$130 week plus relocation. Box N-35, BROADCASTING.

First phone. Transmitter operation, maintenance. Locate anywhere if permanent and solid opportunity, some experience. Box N-134, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, construction. Box N-104, BROADCASTING.

Production Programing & Others

Experienced news director: Top-rated investigative reporter, excellent airwork, references. Consider exceptional staff job, major market. Box N-89, BROADCASTING.

Production Programing & Others

Continued

Highly qualified television production manager, producer-director and/or writer available. Nine years experience including 4 years teaching TV production at a major university. 33, married, college grad. Particularly interested in special events, public affairs or sports production but willing to discuss all opportunities. Resume upon request and available for personal interview. Box N-44, BROADCASTING.

Program manager. 12 years radio-television experience. Married, vet, journalism degree. Background in network relations, film buying, directing, production, announcing. Box N-91, BROADCASTING.

Producer-director-extensive videotape and remote experience. Degree and draft exempt. Seeking floor manager or directing position in medium to large market or independent videotape production Co. Complete resume available. Salary open. Will relocate anywhere. Box N-92, BROADCASTING.

Public affairs. Mature writer-narrator, have produced many outstanding public affairs series for metropolitan TV station. Frequent chairman and creative head for community's major campaigns and civic drives. Three-year member large University faculty, major magazines writing credits. Will give prestige station self-contained, respected public affairs department for full range station community relations. \$12,000. Box N-96, BROADCASTING.

News director . . . professional newsman . . . college grad. . . journalism major . . . top-rated, major markets . . . writing . . . reporting . . . broadcasting . . . radio & television . . . sincere . . . enthusiastic . . . mature . . . authoritative. Box N-99, BROADCASTING.

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 25, single. Past experience includes news, sports, program director and sales. Also interested in promotion, public relations and publicity work. Box N-128, BROADCASTING.

WANTED TO BUY

Equipment

Used equipment for 250 w, 1490 kc new station. What have you? Box N-8, BROADCASTING.

Wanted to buy; 5 kw AM transmitter. Must be in excellent working condition. Contact Paul A. Brandt, WCEN, Mt. Pleasant, Michigan.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Wanted: 350 feet hard copper 3-½ inch transmission line. L. Wittenberg, Chief Engineer, WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Need Ampex 600 or Ampex 601 tape recorder. Also cartridge playback unit. Make trade or buy outright. Please specify price. Box N-72, BROADCASTING.

Wanted—Used field intensity meter, either RCA WX-2 or Clark 120. State condition, price, date of last calibration. Box N-101, BROADCASTING.

FOR SALE

Equipment

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

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

FOR SALE—Equipment—(Cont'd)

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.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

UHF transmitter for sale: One used RCA TTU-1B UHF transmitter in excellent condition available immediately. A bargain. Includes spare parts and monitoring equipment. Contact Jim Hoke, Chief Engineer, WGHP-TV, Sheraton Hotel, High Point, N.C.

963 foot Kimco Tower, 6-bay RCA superturnstyle channel 6 antenna and 25 kw DuMont transmitter. WITI-TV, Milwaukee, Wisconsin. Phone: UPTOWN 3-1919.

FM surplus equipment: Gates M5534 exciter, Gates M-5689 Sub-Carrier generator 67 kc, Gates M-5688 Sub-Carrier inserter and power supply with mute, Andrews 1308-8 bay antenna with wrap around heaters. Best offer, write Wierzbicki, Box 289, East Lansing, Michigan.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost \$950.00. Cash \$250. Box N-78, BROADCASTING.

For sale: EMT 140 Reverb unit, excellent—\$1600 or best offer. Presto series 14 3-speed mastering lathe & 1-D head with Van Eps suction equipment and miscellaneous accessories—hardly used—best offer over \$1000. Fairchild 530-G turntable, operating condition—\$140. Crosby stereo sum-difference mixing amp and demodulator-monitor, excellent—make offer. WBAI, 30 E. 39 St., NYC, 212-OX 7-2288.

Seeburg—selectomatic 200 with broadcast control unit, SBCU-1, also RCA 73E professional recorder with microphone complete—make offer. Frank C. Carman, KLUZ, Salt Lake City, Utah.

3 brand new, fully guaranteed Eimac 4X500A tubes. \$100 each, or all 3 for \$275.00. Would trade for new transmitter tubes we use. . . Have Gates BF1A FM transmitter for sale. Exciter in good condition, and can be used as 250 watt transmitter as is. Final needs conversion. \$600 gets transmitter, FOB LaGrange. WLAG-FM, Drawer 189, LaGrange, Ga.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizers. 33-1/3 & 78, excellent, \$350. Box N-80, BROADCASTING.

Amplifiers, remote, Collins 212-U, almost new; Gates Monitor MON-4; Langevin Monitor AM-138-M; RCA Program BA-3A, BA-13A; RCA Booster BA-2C. Power supplies. Gates PWR-10, Raytheon RC-11. Box N-79, BROADCASTING.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

Have super Universal studio ZOOMAR lens. Will sell for \$5,000. Can demonstrate for you in Syracuse. General Electric Co., H. L. Perdue. Phone Collect 315-456-6298.

Doolittle FM frequency and modulation monitor, model FD-11. In excellent condition—\$800.00. Charles W. Brewer, WHIN, Gallatin, Tennessee.

Langevin equipped custom console and rack panel—6 mos. old, priced to sell now! Pre-amps—levelines—slide wire and rotary mixers—program equalizers A.P.I. meters etc. Also Presto 6N—cutting lathe. Steve Sampson, 1664 D Newport Blvd., Costa Mesa, Calif., phone 714-548-2701.

Gates RCM-12 remote control 150 watt Raytheon transmitter. 250 watt Western Electric transmitter antenna turning unit. GE limiter. Farrisfield strength meter, model 32. Box N-105, BROADCASTING.

For Sale: Complete Rust remote series F control unit, never used because of directional pattern. \$795. Also 3 Collins cartridge playback units. \$401.11 each and one recording amplifier, \$313, used one year. KDEY, Boulder, Colorado.

Equipment—(Cont'd)

Disc cutting system, RCA BA-1A pre-amp, Macintosh MC30 amplifier, Altec 439A compressor, presto 1-D head, Rekokut TR-12H table, M12S spiral lathe, equalizers, hot stylus, suction equipment. Now in operation. \$650 complete. Will sell individually. Braeger Recording, 1919 Taylor, Racine, Wisconsin.

BUSINESS OPPORTUNITIES

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw fulltime in growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box N-60, BROADCASTING.

Owner-manager completing seventh year in competitive SE market looking for management on major market. Can invest 50 to 150,000. Successful history of creative sales and programing with profits. Desire a growing market. All replies confidential. Box N-124, BROADCASTING.

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

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Job hunting? Open more doors with a professionally written resume that proves you're the right man! Free information. Career Development Institute, Box B-341, Beltsville, Md.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers \$5.00—Also, available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . \$5.00. . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, 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 Gilham Road, Kansas City, Missouri.

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

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

INSTRUCTIONS—(Cont'd)

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Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

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RADIO—Help Wanted—Announcers

Negro Jockey—New York Metro Station
 This is a top position. Must be strong rocker with plenty of experience. Would-be's and has been pass this one up please. References will be thoroughly checked if we decide you're the man. Tape, resume and picture, all replies strictly confidential, Box N-115, BROADCASTING

Production Programing & Others

PRODUCTION MANAGER

We need a Production Manager with major market experience. He must be truly creative in both writing and actual production work. He must have minimum of five years experience including major market background. He must have a good air voice and be capable of handling his own show.

We are not interested in "Top 40" Production Manager or an on-the-air screamer.

We are looking for a young adult who can take directions as well as having ability to create on his own.

We are major market 50,000 watt station. If you are interested, answer with air check of actual DJ show; a tape of produced material, and complete resume including references.

This position is open now.

Box N-131, BROADCASTING

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MANAGEMENT "PRO" AVAILABLE
 Seventeen years in RADIO: 9 as General Manager; the rest as Sales Manager, P. D., News Director and talent. Presently managing successful AM in competitive medium market. Strong on national and local sales; programming; administration. Top references from present and past employers. Box N-82, BROADCASTING.

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Box N-130, BROADCASTING

TELEVISION

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NEED
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 Ability to fill for news and sports director desired. Ad-lib ability necessary. Send photo, audio tape or SOF with resume. Salary commensurate with experience and potential. Write Jeff Evans, Operations Manager, WRDW-TV, Augusta, Georgia 29841.

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FM Radio Station For Sale
 Located between San Francisco and San Jose, California. Breaks even on small gross. 1000 watts in fast growing community. Cash price, \$62,000.00. No brokers. Send bank reference with inquiries. Box N-63, BROADCASTING.

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 RCA —4 Bay Halo Antenna 3.4 gain
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 General Electric —Model 4BC1A1 Console with power supply
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To buy or sell Radio and/or TV properties contact:
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Littlefield, (17, 65)
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Rosenberg, (82)
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Waco, 10 (25, 43, *14, *34)
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Randolph, (49, *21)
Richfield, (17, 13, *23)
St. George, (28, *18)
Salt Lake City, 2, 4, 5, *7 (69, *43, *63)
Spanish Fork, (22)
Tooele, (*14)
Vernal, (3, 28, *17)

VERMONT

Barre, (16)
Burlington, 3 (74, *33)
Montpelier, (72)
Newport, (20, 83)
Rutland, (75, *26)
St. Johnsbury, (*22)
Windsor, (*62)

VIRGINIA

Blacksburg, (*44)
Charlottesville, (52, *25)
Covington, (38, 70)
Danville, 24 (*53)
Farmville, (60, *23)
Fredericksburg, (68, *30)
Front Royal, (*35)
Harrisonburg, 3 (*27)
Lexington, (74, *19)
Lynchburg, 13 (28, 64, *15)
Marion, (*33)
Martinsville, (26)
Newport News-Hampton, 13, 33, *15 (74, 80, *61)
Norfolk-Portsmouth, 3, 10, 27 (*39, *74)
Norton, (*15)
Petersburg, 8
Pulaski, (3)
Richmond, 6, 12 (34, 71, 77, *21, *47, *58)
Roanoke, 7, 10 (66, 82, *48, *76)
Staunton, (46, 83, *17)
Suffolk, (55)
Virginia Beach, (83)
Wavnesboro, (38)
Williamsburg, (*31)
Winchester, (56)

WASHINGTON

Aberdeen, (39, 65, *20)
Anacortes, (76, *84)
Bellingham, 12 (*70)
Bremerton, (*54)
Centralia, (83, *67)
Clarkston, (49, 81)
Ellensburg, (83, *39)
Fahraeta, (26, 52)
Everett, (43, 66, *21)
Grand Coulee, (46, *16)
Houliam, (49, *26)
Kelso, (*31)
Longview, (48)
Moses Lake, (36, 58, *17)

Olympia, (44, *15)
Omak-Okanogan, (38, *18)
Pasco Kennewick, 19 (70, *35)
Port Angeles, (22, *16)
Pullman, *10 (*59)
Richland, 25 (80, *45)
Seattle, 4, 5, 7, *9 (24, 60, *33)
Spokane, 2, 4, 6 (32, 42, 73, *21, *7)
Stearnsville, (75, *32)
Tacoma, 11, 13, *56, *62 (79)
Toppenish, (57, 68)
Vancouver, (58)
Walla Walla, (43, 53, 62, *27)
Wenatchee, (34, 74, *28, *55)
Yakima, 23, 29, *47

WEST VIRGINIA

Beckley, 4 (75, *16)
Bluefield, 6 (52, *25)
Charleston, 8, 49 (43, 71, *14, *62)
Clarksburg, 12 (*78)
Cowen, (73)
Elkins, (29, 67, *40)
Fairmont, (*72)
Huntington, 3, 13 (41, 65, *17)
Lewisburg, (*21)
Martinsburg, (*76)
Morgantown, (48, *32)
Moundsville, (81)
Parkersburg, 15 (*39)
Weirton, (*50)
Weston, 5 (*51)
Wheeling, (*44)
Wheeling-Steubenville, Ohio, 7, 9 (69, *24)
Williamson, (83, *54)

WISCONSIN

Adams, (74, *28)
Antigo, (31, 52)
Appleton, (*25)
Ashland, (27, 49)
Beaver Dam, (69, *48)
Chilton, (*50)
Chippewa Falls, (34, 64)
Eau Claire, 13 (*28)
Fond du Lac, (56, 79)
Green Bay, 2, 5, 11 (*22)
Janesville, (*67)
Kenosha, (*64)
La Crosse, 8 (57, 81, *35, *63)
Madison, 3, 15, 27, *21 (72, *43)
Manitowoc, (47, *19)
Marinette, (43, 70, *27)
Marshfield, (14, 30)
Menomonie, (55)
Menasha, (77)
Merrill, (62)
Milwaukee, 4, 6, 12, 18, 24, *36, *10 (59, *46)
Monroe, (*61)
Neenah, (44)
Oshkosh, (66, *16)
Park Falls, (58, *19)
Platteville, (83)
Portage, (45)
Prairie du Chien, (*19)
Racine, (*34)
Rhinelander, (21, 41)
Richland Center, (*51)
River Falls, (*56)
Sheboygan, (68, *28)
Shell Lake, (61, *22)
Stevens Point, (42)
Two Rivers, (38)
Viroqua, (*29)
Wausau, 7, 9 (71, *18)
Wisconsin Rapids, (65, *53)

WYOMING

Buffalo, (14, 33)
Casper, 2 (18, 28, *6)
Cheyenne, 5 (51, *19)
Cody, (29, 47, *38)
Douglas, (26)
Evanston, (23, 67)
Gillette, (30, 41, *24)
Green River, (26, 42)
Lander, (4, 24, *15)
Laramie, (21, 27, *8, *15)
Lusk, (34, *16)
Newcastle, (50, *21)
Powell, (57, *20)
Rawlins, (11, 25, *14)
Riverton, 10 (35)
Rock Springs, (13, 32, 48, *20)
Sheridan, (7, 12, 23, 39, *17)
Thermopolis, (43, *16)
Torrington, (40, *22)
Worland, (46, *19)



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OUR RESPECTS to Ralph William Beaudin

One of radio's new breed is a veteran fighter for medium

Radio is people talking to people.

Modern radio needn't be frantic, tense or keyed up. It's a relaxed sound, a professional sound, but every second is planned and used efficiently.

Radio is more effective than television when radio is used properly, and is far more effective than newspapers.

Competition makes for better radio. It separates the good management from the bad.

Radio's biggest problem today: people who are in radio and don't believe in it.

This is the way one of radio's strongest boosters today, Ralph W. Beaudin, president of ABC-owned WLS Chicago, feels about his business. Now but a few months away from his 36th birthday, Mr. Beaudin has packed a lifetime of drive and enthusiasm into less than a decade with radio.

Civic Honors ■ Just a few weeks ago the Chicago Junior Association of Commerce and Industry felt that Mr. Beaudin's drive and enthusiasm in behalf of WLS—and in behalf of WLS's involvement in its community—merited civic recognition. Mr. Beaudin was chosen one of "Chicago's Ten Outstanding Young Men for 1963."

One pioneer Chicago broadcaster made the observation on that occasion that Mr. Beaudin's greatest contribution to Chicago has been to inject a real spark of competition into local radio. He does not deny that, of course, but Mr. Beaudin hastens to point out that now there are three top stations constantly jockeying for first position and each represents an entirely different and distinct program format.

This is a very healthy situation, he feels, and completely refutes the critics who claim all radio sounds alike and is no good. "There is tremendous diversity in radio today," he says, and the medium continues to become even more diversified and specialized.

"This is the reason radio will always be so strong; it is so flexible," Mr. Beaudin observes. He sees also a trend of the big advertiser now in TV putting some of his money back into radio.

Dollar Sign ■ Among the sources for new business in radio today is the TV advertiser who is testing radio, Mr. Beaudin notes, and he thinks this is a good sign for the medium. Radio also can be sold successfully at night even though listening has dropped off and left chiefly a teen-age audience. WLS is 75-90% sold out at night, he notes, mostly with national accounts.

"We have sold nighttime because we have gone out after it," he explains. "The business is there," he adds, and

it's not beer, wine, cigarette or adult movie accounts, all of which are turned down after 9 p.m. when the teen-age audience predominates.

The new generation within advertising agencies today grew up with TV and for them TV is the glamour medium, Mr. Beaudin notes. The result is "there are very few people who really know how to use radio."

House Divided ■ But this problem is not as disturbing to Mr. Beaudin as another which "really makes me mad"—radio's divided house. Too many of the industry's leaders "have no respect for radio at all outside of their own station," he claims. The practice confuses advertisers too, he feels, who come to believe that all radio is bad.

Mr. Beaudin's firm instructions to his sales staff: "Never knock the competition. Sell hard against them, but do it on the qualities you have available in your own operation."

Among his other policies: very few meetings, no memo writing, an open door and clear delegation of authority and responsibility to department heads for details. Decisions are made promptly as problems arise.

Typical of his program policy: Despite intensive support of a broad range of community and public service activities, not a single spot is aired which WLS has not specially produced and which does not feature the voice of some local citizen.

Hard Work ■ Ralph William Beaudin was born March 9, 1928, in Omaha where his father was a steam fitter in a packing house. Ralph was 10 when

his father was killed in an auto accident so most memories of his younger years are filled only with hard work.

He had a parttime job in the display department of Montgomery Ward and then worked full eight-hour shifts after school during his second and third years of high school. One job was in a packing plant and another as riveter on B-25 bombers in a defense plant. In 1945 he joined the Marines and during one home leave earned his high school diploma through passing a special written test to make up for missing credits.

Mr. Beaudin was released from the Marines in 1949 after making private first class "six times" during a time when promotions were rare. But with the Korean outbreak he was called back into service and jumped to corporal. During one winter's fighting in front line trenches with the First Marine Division, he recalls, they "never saw the inside of a building."

Released a second time, Mr. Beaudin again returned to Omaha and joined the classified staff of the *World-Herald* there.

Radio's Impact ■ When he had a chance to join KOIL Omaha in 1954, Mr. Beaudin recalls that he quickly learned that radio's impact is greater as a local selling medium. "I learned you could create response immediately with radio even on a small budget," he says.

In 1955 he switched to KOWH Omaha and in June 1957 he was offered the managership of WBNY Buffalo. His immediate success there drew the attention of ABC officials and later that year he was offered managership of ABC's newly acquired KQV Pittsburgh.

After carefully studying the Pittsburgh market and the radio needs there he accepted the KQV job and began major rebuilding of that property in staff, programming and physical plant. In early 1960 when ABC obtained full ownership of WLS, Mr. Beaudin again was offered the challenge. And again he delayed a decision until after careful study of Chicago and its needs. He was even more thorough in his community surveying and contacts after taking over, noting this is something the successful manager has always done even before the FCC thought of the policy.

Mrs. Ralph Beaudin is the former Darlene Tomjack of Ewing, Neb. They now live in the Chicago suburb of Palatine where he is active in civic affairs. They have four children, Janet 9, Dana 6, David 4 and Kathryn 2. The Beaudins enjoy golf, bowling and cards—his biggest thrill came in a pinochle game: "a triple run of diamonds."



Mr. Beaudin

Now for the real test

TO judge by the response to the offering of stock in Subscription Television Inc., at least some people are eager to gamble on the future of pay TV. A first public issue of nearly \$16 million worth of shares was snapped up on the first day.

Although its launching was undeniably auspicious, STV needs a lot of proving before anyone will know whether it can float. It has some conspicuous assets, especially the rights to baseball games of the Los Angeles Dodgers and the San Francisco Giants. It also is beset by unknowns. Nine free television program services are available in Los Angeles and five in San Francisco. Both cities are exceptionally well supplied with other entertainment sources. Can STV offer enough added attractions to create a whole new communications system for which people must pay?

If the answer turns out to be yes, look for wired pay TV to stretch across the country. If that happens, free television on the air is bound to lose programs, audience and revenues. The prospect, remote or real, adds to the already numerous risks of the television business.

Trial by jury

WORD that at least two of the four Minneapolis-St. Paul television stations that were fined \$500 each for technical violation of the sponsor identification rule intend to litigate is heartening. It could result in the first trial by jury involving an FCC sanction.

The fines assessed by the FCC could be paid by these stations out of petty cash. But the station's have elected to contest the action on principle. The outcome is important to every broadcaster and to every citizen.

Levying of the fines against the stations is another in the virtually unbroken series of penalties and sanctions meted out by the FCC in the three years since it acquired police court authority. And these are the lesser penalties; only 10 days ago it ordered the deletion of KWK St. Louis for running two contests that were admittedly phony, but nevertheless a first offense. If implemented, the KWK order will wipe out an investment of \$2.3 million, plus loss of employment of 40 people and loss of service, even if temporary, to the public.

In all these cases, and in others, the FCC has relied upon a tortured definition of "willful and repeated" in describing the violations, as detailed elsewhere in this issue.

KWK is exercising its right of appeal. This appeal is provided for by law, since the station has exhausted its remedies before the FCC.

In the Twin Cities proceedings a precedent is involved. There is no provision in the law, as amended in 1960, for direct appeal from a forfeiture. The stations, to precipitate action, can refuse to pay the fines. That puts the burden on the FCC which, to sustain its position, must sue through the attorney general. The stations can get a jury trial.

The facts are simple. The four stations broadcast an identical spot announcement twice within the same hour favoring a proposed ordinance to forbid Minneapolis stores from doing business on Sundays. They broadcast the announcements, received the same evening on video tape, without identifying the sponsor as the Downtown Council. The FCC insisted these constituted "willful and repeated violations." The stations said they were inadvertent.

The stations had nothing to gain or lose in identifying the sponsor. There were extenuating circumstances. There was nothing willfully deceptive about the actions and certainly no grammar school pupil would regard a twice-trans-

mitted spot within the same hour as "repeated." Webster's Collegiate defines repeated as "again and again."

We hope all four stations join in the litigation and that the NAB takes up the cudgels too. A trial by jury is the constitutional way. Let 12 private citizens have a hand in judging the veracity and culpability of their home-town stations, rather than seven bureaucrats in Washington.

The easy way out

THE door to federal censorship of broadcasting has been opened a little wider by an FCC ruling on political broadcasts in Kentucky. As reported in this publication last week, the FCC, in response to a request from broadcasters, advised Kentucky stations that Republican spots contained a "distortion" of a statement by President Kennedy and were therefore in violation of the commission's 1949 statement of policy on editorializing.

Although the FCC ruling did not forbid the stations to broadcast the spots, it was as effective as an injunction would have been. Stations that had been carrying the broadcasts ceased doing so, and others that had been awaiting word from the FCC rejected the broadcasts after the agency was heard from.

The spots purported to present an extract from a Kennedy news conference. We happen to agree that the quotations were taken out of context, but that is unimportant to the case at hand. What is important is that the FCC was effective in preventing some spots from being aired. As a practical matter the agency applied prior restraint, which is censorship.

It must be said that the FCC was given what amounted to an invitation to do what it did. By asking for a ruling, the Kentucky broadcasters abdicated their own responsibility for making a decision. Anyone who runs to Uncle Sam for help must not be surprised if he is subjected to uncle's advice and uncle's discipline.

The Kentucky incident is another illustration of the erosion of broadcaster responsibility and the acquisition of federal power. If the trend continues, more and more broadcasters will beseech the government to tell them what is acceptable and what is not, and the government will move closer and closer toward the status of an ultimate programming authority. In the long run all those station managers and program directors could be fired and their places taken by anyone who can read a government order.



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"SELF PORTRAIT"
by VINCENT
VAN GOGH

uniquely reveals the artist's character despite its lack of both detail and definition. The intense vitality and tortured expression vividly demonstrate Van Gogh's spiritual and emotional loneliness, as well as the abnormal sensitivity which dogged him all his life.

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