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ION AND RADIO

NEWSPAPER

NOVEMBER 18, 1963

Radio-TV's 50 biggest agencies in 1963
again led by JWT 27

Pastore backs Collins's plan for conference
on TV commercials 58

Schroeter tells advertisers to do battle
with TV 'clutter' 50

Public service problems and possibilities
probed at Group W symposium 78

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Congratulations

KPOJ

PORTLAND, OREGON

on 40 years
of service to Portland
and the broadcasting industry

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B781



EDWARD PETRY & CO., INC.

FOR SALE-225,500 SIOUXLAND TV HOMES



KVTV
SIOUX CITY
KVTV
SIOUX CITY
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SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY

In the farm rich Siouxland Market* crop yields are reaching all time highs. In this country a bountiful harvest means prosperity. It means there's a great demand for goods. In Siouxland the consumer provides the demand; KVTV, Channel 9, provides the consumers. To reach and sell this prosperous market (225,500 TV homes in all) specify KVTV, Channel 9, Sioux City, See your Katz man.

* SIOUXLAND MARKET — 4 State, 48 county area surrounding Sioux City, Iowa.

Homes estimated—ARB Area Survey, March, 1963



CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



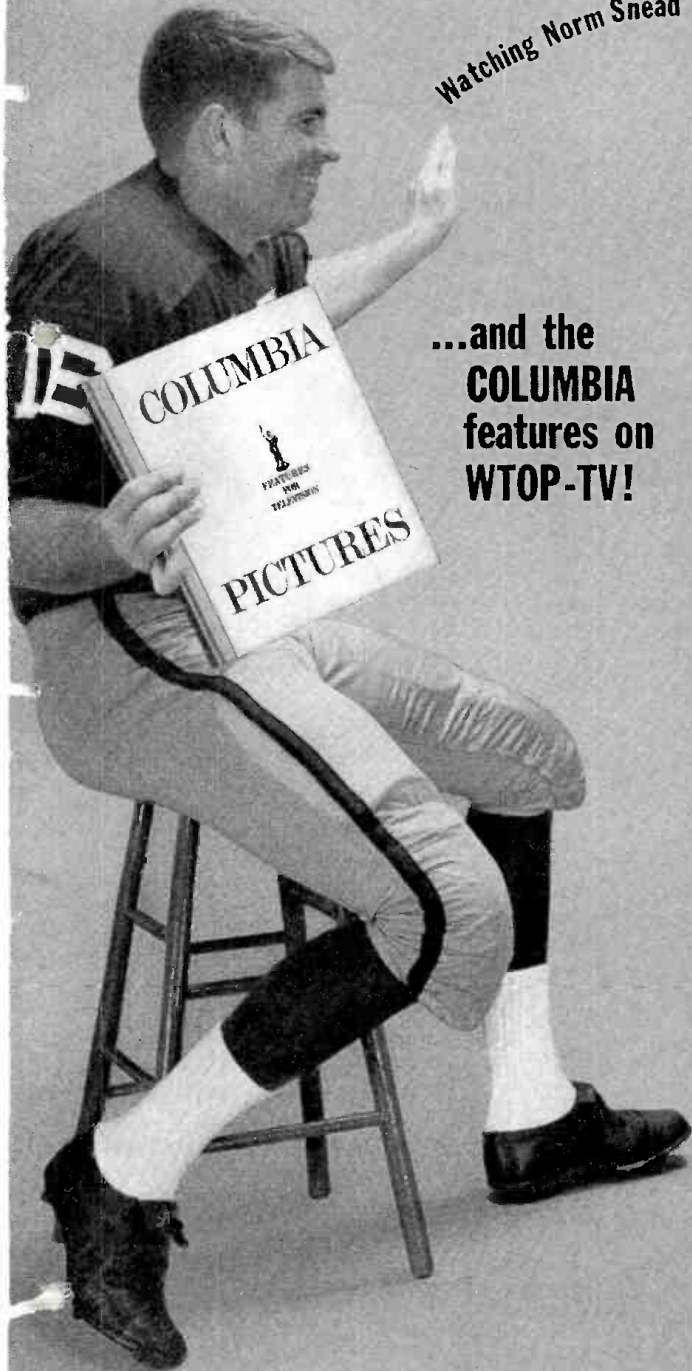
PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio

**TWO
GREAT
PASS
TIMES
IN
D.C.**

Watching Norm Snead and Bobby Mitchell on the gridiron...

**...and the
COLUMBIA
features on
WTOP-TV!**



The COLUMBIA features can be currently seen in more than 150 markets

Distributed exclusively by
SCREEN  **GEMS**

retail dealer sign / tobacconist

circa 1840

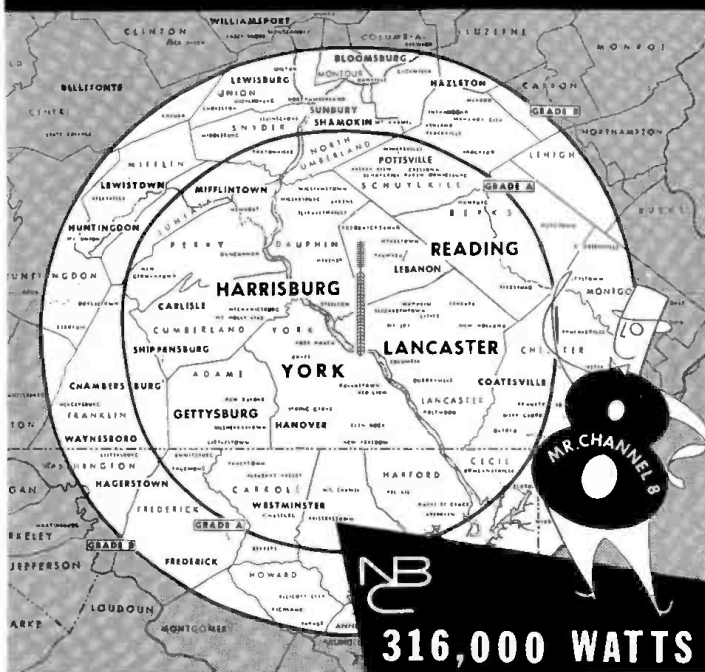
The Bettmann Archive

SUPERIOR DEALER SUPPORT

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.*



MULTI-CITY TV MARKET



WGAL-TV

Channel 8 Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Nothing sacred?

Unless there's sudden reversal, FCC will attempt to require TV networks to make public their contracts with all affiliated stations. Spirited discussion of proposal at executive session last week disclosed divided opinion, but majority indicated support. Opposition argued action would constitute revelation of confidential private contracts, would tend to force standardization of agreements and hence be first step in rate-making in contravention of specific provision in Communications Act declaring broadcasters are not common carriers.

Consideration of network affiliation contracts is entirely apart from FCC's current exploration of network programming practices and proposed limitations as to program syndication and ownership. Staff is redrafting original proposals prepared by Ashbrook Bryant, network study chief, for further consideration.

The codes in buying

Fear of antitrust reprisals is discouraging at least some other advertising agencies from adopting Kenyon & Eckhardt's recently announced policy of favoring stations that subscribe to National Association of Broadcasters codes. Private talks about possibilities of joint action among agencies to accord preference to code stations in advertising placements have all come to same dead end: Lawyers have advised of antitrust hazards. One possible solution: special dispensation from attorney general, for which some experts say there's precedent.

Shoe never fits

Life is rarely easy for management groups involved in negotiating TV film commercial codes with Screen Actors Guild and American Federation of Television and Radio Artists. Three years ago advertisers and agencies were displeased when networks spearheaded negotiations and achieved settlement that, in buyers' view, sold out TV spot area in exchange for concessions in network contracts. In current talks, film commercial producers are mighty unhappy, charging advertisers and agencies are "running" talks, ignoring producers' suggestions and keying demands to wishes of "just a few" large advertisers (see story, page 66).

CBS and Canadian wire

CBS will exercise option to acquire substantial control or possibly 100% ownership of community antenna system in Vancouver, British Columbia, one of largest in country, with 17,000 connections and potential of 75,000

CLOSED CIRCUIT®

homes (BROADCASTING, Nov. 11). Option acquired by Merle S. Jones, president of CBS Television Stations, will be exercised before Jan. 1 and will mark CBS's entry in CATV field. CBS contemplates no acquisitions in U. S. but will consider purchase of other systems in Canada.

Vancouver (across from Bellingham, Wash.) system is appraised at \$4 million and is owned by Vancouver Cablevision Ltd. B. J. (Bud) Shepard and Syd Welch, of Vancouver, present owners, would continue to manage properties after CBS purchase at undisclosed figure. While system now has 17,000 connections, overhead lines installed would serve 40,000 homes, with saturation regarded as 75,000 homes, although overhead lines would cover 120,000 homes. It's presumed that Messrs. Shepard and Welch would manage any other CATV systems in Canada acquired by CBS.

One alone

Although indications are that FCC Chairman E. William Henry may find himself all alone on commercial limitation proposals, commission nevertheless plans to go ahead with its oral argument Dec. 9. CBS-TV has asked for permission to televise day-long argument and commission plans hearing in spacious Interstate Commerce Commission auditorium rather than its own small hearing room.

After pummeling by Rogers committee fortnight ago (BROADCASTING, Nov. 11) and adverse Senate action it seemed evident last week most if not all of Chairman Henry's colleagues will desert him. Action originally was taken on rulemaking by 4-3 vote, with then Chairman Newton N. Minow and Commissioners Lee, Cox and Henry voting for; Commissioners Hyde, Bartley and Ford against. Commissioner Lee, who in large measure was responsible for instigating proceeding, has stated repeatedly that he is not wedded to idea but simply advocated proposal to clear atmosphere.

Sticky question

Kentuckians are wondering whether FCC's controversial ruling on political broadcasts could have affected outcome of gubernatorial elections fortnight ago. Louie B. Nunn, Republican candidate, lost by mere 13,150 votes out of 880,000 cast, to Democrat Edward T. Breathitt. After FCC ruling (BROADCASTING, Nov. 4, 11), stations that had been carrying Republican spots at issue ceased doing so and others awaiting FCC edict re-

jected broadcasts after ruling. Question: If GOP had achieved planned radio exposure, could it have overcome 13,000 vote advantage of Democrat Breathitt?

Rainbow's end

On New Year's day viewers in color-equipped homes across country may find themselves in unprecedented dilemma—a three-network color choice. Between noon and 1:30 p.m. EST, ABC, CBS and NBC will meet in head-on colorcasting competition. Scheduled for color that day: ABC-TV's Mummer's Day parade from Philadelphia (12-1:30 p.m.), Tournament of Roses parade on both CBS-TV (11:45 a.m.-1:45 p.m.) and NBC-TV (11:30 a.m.-1:45 p.m.). It's said to be first instance of simultaneous three-network color presentation.

The fervor lasts

FCC has not heard last of congressional wrath aroused by Omaha TV programing hearing. Senator Roman L. Hruska (R-Neb.), one of fiercest critics of agency's Omaha foray, is stocking ammunition for further assault. He is known to have sent copies of FCC Chairman E. William Henry's 66-page "Report of the Presiding Officer" to three Omaha TV stations which were subjects in inquiry. Reason: Senator Hruska wants their reactions—in detail—for scorching floor speech he's planning.

Season in the sun

CBS-TV affiliates board and top network executives have quietly scheduled meeting this week in Puerto Rico, but leaders indicate they don't expect much excitement to come out of it. It's regular meeting of two groups, to be held Tuesday and Wednesday at Dorado Beach hotel, and agenda reportedly calls for general discussions of new season's progress in programing and sales, probably also including plans in these and other areas (see page 88).

Dodd's dud

Senator Thomas J. Dodd (D-Conn.), who upset decorum of Senate fortnight ago with speech accusing it of lethargy, may have some explaining to do if he persists in his attacks. Connecticut legislator, who heads Senate Juvenile Delinquency Subcommittee, has been sitting on report of committee based on hearings held in 1961. Fact is he has sat on it so long that updating hearings (at taxpayers' expense) may have to be held, and his colleagues know this.



Acquisitives* are big earners in Cleveland

Clevelanders rank second (26.4%) earning incomes over \$10,000 annually among the nation's top twenty metro-county areas—just behind Washington, D.C. That's why Clevelanders have money to spend on luxuries of life.

*Acquis'-i-tive—given to desire, to buy and own. **ACQUISITIVES WATCH**

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

WJW-TV

WEEK IN BRIEF

J. Walter Thompson, for sixth year, leads in radio-TV billings; \$160 million is \$27 million above 1962 expenditures. Y&R ranks second with \$127.1 million in BROADCASTING's 12th annual survey. See . . .

JWT RADIO-TV HITS \$160 MILLION . . . 27

Retiring ANA chairman advocates "militancy" in fight against TV clutter. Meeting hears views on need for more audience information, including such new items as "temperament" and "psychological identification." See . . .

CALL TO ARMS FOR ADVERTISERS . . . 50

Collins-Pastore entente foreshadows renewed drive on commercial practices. Collins plans meeting with broadcasters, advertisers and agencies next month and Pastore calls for similar session on Hill. See . . .

SUMMIT MEETING PLAN REVIVED . . . 58

Broadcasters continue battle against government intrusion at Nashville NAB meeting. Delegates unanimously reject Henry's suggestion that citizens advisory councils be established. See . . .

NAB'S UNINVITED GUEST . . . 68

House communications unit to meet today to give FCC activities the once over. On agenda of Rogers committee are commercials, fees and fairness. Texas Democrat fears FCC usurping legislative functions. See . . .

ROGERS SCREENING FCC ACTIONS . . . 70

Wisdom of surveying community leaders questioned at Westinghouse public service conference. Mrs. Saarinen says all you'll hear are their views. Conference examines torrent of public service ideas. See . . .

COMMUNITY NEEDS IS MAIN TOPIC . . . 78

Harris chides broadcasters for reliance on ratings. Expresses belief that FCC's fairness doctrine may mean end of editorializing. Calls for licensees to be master in their own house. See . . .

CRITICIZES RATING 'STRANGLEHOLD' . . . 76

News of CBS plan to split stock sends price up by four points. Healthy third quarter, dividend payment and lead in TV programming makes CBS one of the 10 most active shares in exchange trading. See . . .

CBS PLANS TO SPLIT STOCK . . . 88

Henry tells Congress that staff is being given more authority to diminish backlog on station ownership changes. Delegation has helped in cases disposed, but new ones equal actions. See . . .

NEW AUTHORITY KEY TO LOCK . . . 73

Midwest says Plains Television petition for divestiture is groundless. Says Plains itself is more vulnerable to same charges, asks that request of UHF group for FCC action be dismissed or denied. See . . .

MIDWEST ANSWERS PLAINS . . . 74A

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ALL ROADS LED TO NASHVILLE FOR THE WSM GRAND OLE OPRY 38TH BIRTHDAY CELEBRATION. From every state, from Canada, Australia, Ireland and England they came . . . to the WSM breakfast pictured above . . . to dance and frolic to the western music of Ray Price and George Jones . . . to dine with Capitol, Columbia, Decca, Dot, Mercury, RCA, Starday, United Artists . . . to hear discussions of industry problems . . . to see the annual awards to the top talent in country and western music . . . and then to jam the GRAND OLE OPRY HOUSE on Saturday night for the 1976th consecutive GRAND OLE OPRY broadcast over WSM. Here, after all, at WSM, in Nashville, is where it all began . . . the multi-million art and business that is country music.

FCC DENIES DROP-INS, 4-3

Loevinger's vote replaces Minow's in majority opinion

FCC has affirmed its decision denying drop-ins of seven short-spaced VHF channels.

Action was taken Friday (Nov. 15) in 4-3 vote turning down petitions for reconsideration of commission's original decision last May to reject drop-ins (BROADCASTING, June 3).

Deciding vote in long-standing and hotly contested case was cast by Commissioner Lee Loevinger, who joined commission after original decision. He supplied margin that majority lost when former Chairman Newton N. Minow left commission.

Other six commissioners voted as they did before — Chairman E. William Henry, Robert T. Bartley and Robert E. Lee, against drop-ins; Commissioners Kenneth A. Cox, Rosel H. Hyde and Frederick W. Ford, for them.

Chairman Henry made brief announcement of vote following special meeting. He said commission would issue formal opinion, setting forth reasons for action, at later date.

There were indications Commissioner Loevinger might issue separate statement.

Unless decision is appealed to courts, commission's action closes door on hopes of would-be applicants for proposed drop-ins.

But hardest hit is ABC, which hoped to pick up six new VHF primary affiliates in event drop-ins were approved. Network has VHF affiliate in one of proposed drop-in markets.

ABC officials Friday were not prepared to comment on what action, if any, network contemplated.

In originally denying drop-ins last May, commission held they were no longer needed to aid competitive position of ABC with respect to CBS and NBC and that approval of additional VHF channels would impede growth of UHF television. Commission also said enactment of all-channel set law last year has changed conditions since drop-ins were originally proposed in 1961.

At that time, commission said drop-ins were needed to provide service to seven markets, each of which now has two VHF stations. But with all-channel sets in distribution, commission said, UHF stations should be able to provide needed additional service.

Commission is expected to make similar arguments in opinion formally denying petitions for reconsideration.

ABC, however, has maintained that

it needs additional VHF primary affiliates to come abreast of other networks. ABC says that six new VHF outlets would increase its coverage of TV homes from 93% to 95%. Network says this would put it in range of CBS and NBC, which each have about 98% coverage.

ABC also says that additional affiliates would increase network profit 50%, since no new costs would be involved in providing stations with programming.

Opponents of drop-ins maintained that if commission approved them it would be "breaking faith" with set manufacturers and others who have taken commission's word it would foster UHF television. They also argue that all-channel set law will result in sufficiently wide distribution of all-channel sets to enable UHF stations to survive in markets for which drop-ins had been proposed.

Long Wait Ahead ■ But ABC, which has been fighting for additional VHF allocations since 1955, notes that according to most estimates, all-channel bill won't have effect for 7-10 years.

Markets which had been ticketed for drop-ins are Johnstown, Pa., channel 8; Baton Rouge, channel 11; Dayton, Ohio, channel 11; Jacksonville, Fla., channel 10; Birmingham, Ala., channel 3; Knoxville, Tenn., channel 8, and Charlotte, N. C., channel 6.

At commission meeting, reportedly,

Chicago exodus

Chicago TV blackout of "blood" game there Sunday (Nov. 17) between National Football League's Chicago Bears and Green Bay Packers didn't stop local fans from seeing contest on TV. They left town on special excursion trains and by car, flooding motels and hotels for hundreds of miles to watch out-of-town stations.

WREX-TV Rockford was host to some 100 Chicago agency folks at Dundee, Ill., restaurant for lunch and TV game. Motel in South Bend, Ind., used spots on WSBT there to tell passing tollway fans they could see game at motel via WSBT-TV. Game was sellout for weeks in advance.

there was some discussion of approving some drop-ins, denying others. However, this proposal was not given serious consideration, sources said.

In The Beginning ■ Commission action comes as climax to drawn-out and controversial proceeding that had genesis in multisided rulemaking issued two years ago. Among other aspects of plan dropped along way was one to deintermix eight markets by deleting their VHF channels and substituting U's.

That proposal created storm of controversy in Congress. Commission, then seeking passage of all-channel bill, agreed to drop deintermixture if all-channel bill were enacted.

After commission's original decision killing drop-ins in May, proposal was given new chance for life when former Chairman Minow left commission and Commissioner Loevinger succeeded him.

Petitions for reconsideration were filed, and commission agreed to hold oral argument on them. Commissioner Loevinger, who assured senators at Senate hearing on his confirmation that he would look into drop-in matter, agreed to participate in decision.

He thus became swing vote in case. But Friday, he swung to side of original position taken by commission.

Collins slaps FCC at Nashville meeting

Trend of government to establish "guidelines" to cover various areas of broadcast operations is disturbing industry and could eventually destroy present system, LeRoy Collins told closing session of NAB fall conference in Nashville Friday (Nov. 15).

Broadcasters cannot effectively serve public if they must operate under rigid rules to cover all situations, president of National Association of Broadcasters said. In answer to question from floor, he said this did not include NAB codes because such guides for self-regulation are necessary.

Members of FCC realize that broadcasters believe commissioners are not acting in best interests of industry, governor Collins said. "The individual commissioners are concerned" because of this, and majority of commissioners now feel it would be unwise for FCC to enforce maximum on number of commercials station could broadcast, NAB president said.

Governor Collins said NAB board of directors is effective and "independent" body with which he does not always agree. But, he said, when conflicts

WEEK'S HEADLINERS



Mr. Traviesas



Mr. Stefan

Robert J. (Bud) Stefan, VP in charge of BBDO's Hollywood office, moves to New York as VP in charge of TV-radio department. **Herminio Traviesas**, VP and manager of TV-radio department at BBDO in New York, becomes head of Hollywood office. Mr. Stefan joined BBDO in Hollywood in 1952 as top TV executive after having been writer-producer-director-actor with Paramount TV Productions. At one time, he was actor on *Fibber McGee*, *Gildersleeve* and *Mr. Blandings* NBC radio shows.

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

arise "we thresh them out in a friendly way." Governor's position that board must act if U. S. surgeon general's report on smoking links cigarettes with health problem (see page 68) was endorsed by individual broadcasters during Friday morning session.

During panel on controversy, NAB General Counsel Douglas Anello said FCC is "beginning to realize" that licensee compliance with July 26 statement on fairness is impossible. He predicted statement would be changed. Dwight Martin, WDSU-AM-TV New Orleans, maintained industry should not have to operate under formal fairness doctrine because individual station now places emphasis on complying with FCC rules rather than provoking thought and comment among audience.

Mr. Anello said "surest way" for licensee to get in trouble with FCC is to always air only one side of issue.

F. E. Lackey, mayor of Hopkinsville, Ky., and mayor of that city for past six years, said as politician-broadcaster he is in "sticky position" on question of fairness. Frank Abbott, WWGP Sanford, N.C., said station in small community has extra responsibility to present programs on local controversies.

HEW gets N.D., Ohio requests for ETV funds

Two new applications for federal grants for educational TV have been accepted for filing, Department of Health, Education & Welfare announced Sunday (Nov. 17). Applicants are:

Mr. Traviesas had been with both NBC and CBS before he joined agency in 1950 to take charge of radio and TV activities on Lucky Strike account. He was elected VP in 1955 and manager of radio-TV in 1957.

King Harris, executive VP and director of western division of Fletcher Richards, Calkins & Holden, New York, appointed executive VP of Campbell-Ewald Co., Detroit, effective Jan. 1 when C-E acquires FRC&H's California operation (see story, page 36).

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, Racine, Wis., elected chairman of Association of National Advertisers, succeeding **Harry F. Schroeter**, VP in charge of advertising and marketing for National Biscuit Co., New York. **Thomas B. McCabe Jr.**, marketing VP of Scott Paper Co., Philadelphia, elected vice chairman of association (see story, page 51).

North Central Educational TV Association, Fargo, N. D., for \$115,173 to activate channel 13; total project cost, \$175,270. Ohio University, Athens, Ohio, for \$149,347 to expand channel 20; total project cost, \$169,130.

Greater Washington Educational TV Association, Washington, previous application amended, to ask for \$338,077 to expand channel 26; total project cost, \$528,929.

Perfected color kine system

NBC-TV is expected to announce within next two weeks perfection of color kinescope system that network has been working on since 1956. System was employed on test basis—but not broadcast—of taped *Sing Along with Mitch*, *Perry Como* and for such commercials as Chevrolet and Kraft Foods. Network will offer kine's use to companies to make films for reference files only.

NAB, church council to discuss TV

Broadcasters will meet with representatives of National Council of Churches in New York Dec. 9 on council's controversial policy statement on TV programing, it was disclosed Friday (Nov. 15).

Church group had asked for meeting following what it termed wide misunderstanding of council's statement urging broader federal government control of programing and

PACT DEADLINE PASSES SAG, AFTRA negotiations

going on day-to-day basis

Negotiations between advertisers-agencies and Screen Actors Guild and American Federation of Television & Radio Artists were placed last Friday on day-to-day basis following expiration of contract deadline on that date.

Union spokesman in New York said both SAG and AFTRA are "unhappy" with latest offer made by joint advertiser-agency committee negotiating TV commercial code, but next step must await outcome of annual meeting of West Coast branch of SAG scheduled to be held in Beverly Hills, Calif., today (Nov. 18). AFTRA and East Coast branch of SAG already have granted strike authorization.

Earlier reports had circulated at Association of National Advertisers meeting encouraging hopes of early settlement of new contract (story page 66). Commented union spokesman: "If that's true, word didn't filter through to advertiser-agency committee negotiating in New York. We still consider their offer 'regressive.'"

Action by broadcasters preferable to senator

Broadcasters "should do something themselves" about tobacco commercials appealing to young people, said Senator Maurine D. Neuberger (D-Ore.) appearing on Metromedia's *Opinion in the Capital* over weekend.

Senator Neuberger, author of new book on steps to be taken if forthcoming government health report links lung cancer and smoking (BROADCASTING, Oct. 21), said, "As a lawmaker I am against making any more laws than we have to. If an industry can do something itself, I would prefer to see this."

Radio breakthrough

Courtroom recording of actual trials in Chicago's "skidrow" court were aired Sunday (Nov. 17) on WIND Chicago as half-hour special, *Day of Judgment*. It was first time Municipal Judge Hyman Feldman allowed radio in court.

other phases of broadcasting. John Couric, director of public relations for National Association of Broadcasters, told NAB conference in Nashville Friday that meeting will be closed. "We felt we could air our differences more completely" if news media are not present, he said.

NAB President LeRoy Collins will head delegation of 11 broadcasters who will discuss issue with NCC.



...the tenth largest consumer market in America

U. S. Routes 70 and 75 cross less than ten miles north of Dayton. Within 70 miles of that intersection live 3,500,000 people ... many of them in seven metropolitan areas ... with a buying power of over seven billion dollars.

At the center of Megacity 70-75 are our powerful transmitters reaching—via TV, AM and FM—a commanding segment of this rich market, and providing one of the best media buys in broadcasting today.

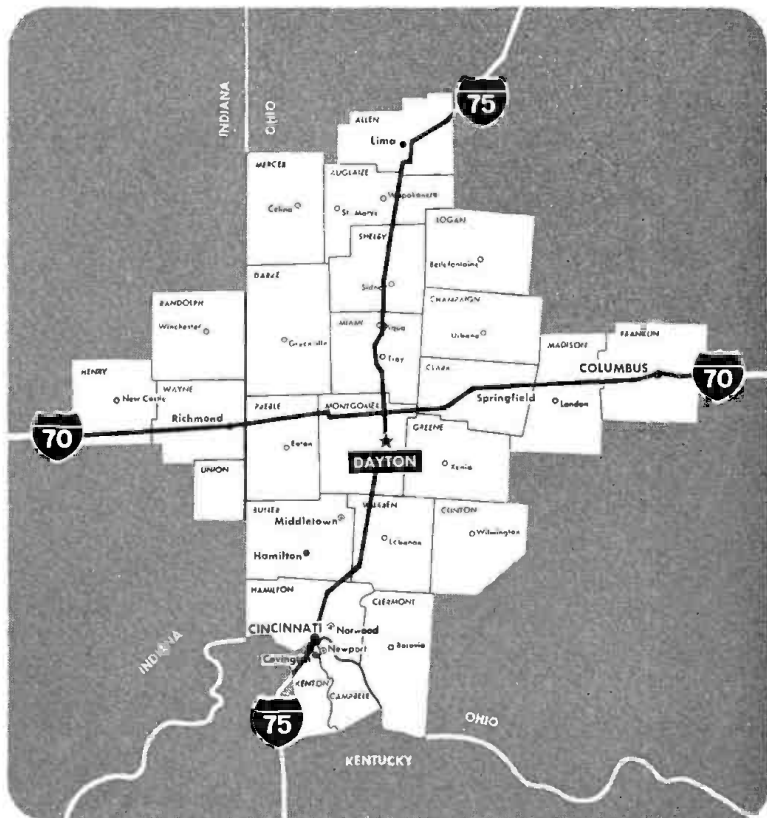
For proof of it listen to George P. Hollingbery—who knows Megacity 70-75, and knows how efficiently, effectively, and economically you can reach it.

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

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



WAVE RADIO AND TV

ARE

VARIABLY

EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

DATEBOOK

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

■ Indicates first or revised listing.

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. 18-19—NAB conference, Texas hotel, Fort Worth.

■ Nov. 19—National General Corp. will demonstrate theatre color-vision at Village Theatre, Westwood, Calif., at 2:30 p.m., under actual operating conditions, with programming coming over AT&T lines shown on large screen through General Electric's Talaria projector.

■ Nov. 19—Dinner meeting of the Hollywood Press Club, to discuss subject: "Press Agents: Help or Hindrance to Hollywood?" Hollywood Roosevelt hotel.

Nov. 19—Argument, U. S. Court of Appeals for District of Columbia, on appeal by WKDK Kingstree, 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. 21-22—NAB conference, Cosmopolitan hotel, Denver.

■ Nov. 22—Fourth annual conference of the Chicago chapter of the American Marketing Association, Sheraton-Blackstone hotel.

■ Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lam-

memo from Fred Custer

10-20-63

Harvey:

TreeSweet Products recently ran a schedule on KPOL in which an offer of a free recipe book was made. Hundreds of listeners, from all over Southern California, sent post cards to TreeSweet requesting the book; which shows that we have a particularly responsive audience. But especially gratifying to us were the great number of unsolicited comments TreeSweet received like this one:

"Just wanted you to know that we enjoy KPOL's quality programming very much. We have 3 radios and all are tuned to KPOL. We think it's the best."
No kidding -- TreeSweet has all of the cards if you want to take a look. Material for an ad?

*Get KPOL's
50,000 watts
in next ad!*

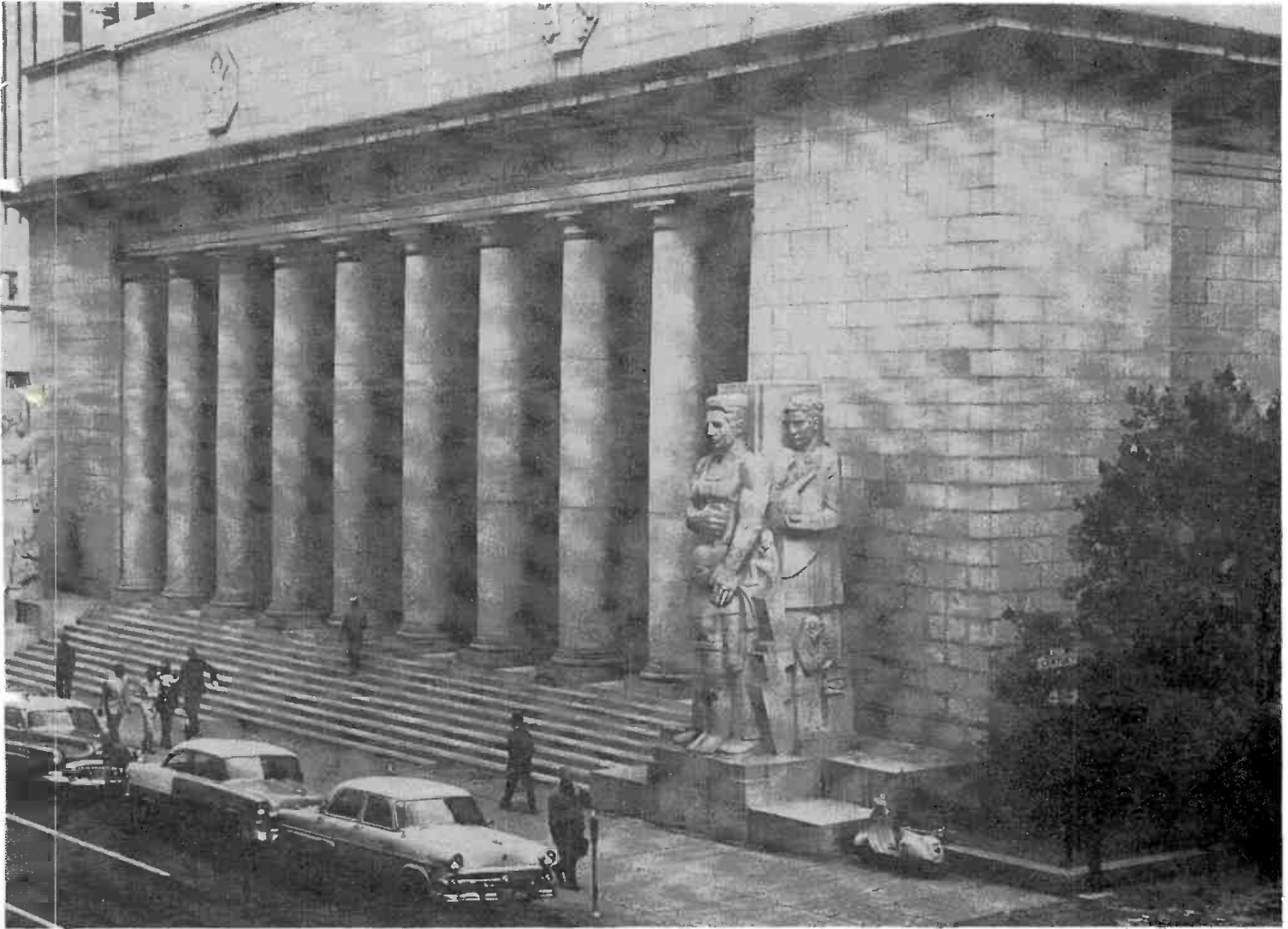
Fred

KPOL

Distinguished Radio - Los Angeles

5700 SUNSET BLVD., LOS ANGELES 28, CALIF. - HOLLYWOOD 6-4123
REPRESENTED BY PAUL H. RAYMER CO.

If you lived in San Francisco...



...you'd be sold on KRON-TV

EVERY ACCOUNT

We know of every account on every station in the markets we rep... and we call on them all through the year... not just when a buy is coming up.

Our salesmen visit our stations.

Station Reps

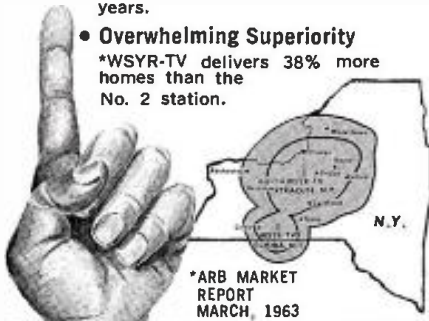
BOB DORE

ASSOCIATES

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CHICAGO LOS ANGELES SAN FRANCISCO

FIRST EVERY DAY
and here's why...

- **Exciting Local Programming**
News, music, documentaries that actually out-rate network shows.
- **Great TV Personalities**
Hard-selling WSYR-TV personalities, "Central New York's greatest salesmen," at work from before sun-up to signoff.
- **Best Technical Facilities**
First in Central New York with color, videotape, completely equipped TV center, and the only channel with maximum power at maximum height.
- **Experience and "Know-How"**
A veteran staff directed by executives averaging more than 20 years.
- **Overwhelming Superiority**
*WSYR-TV delivers 38% more homes than the No. 2 station.



WSYR-TV
NBC Affiliate
Channel 3 • SYRACUSE, N. Y. • 100 K.W.
The WSYR-TV channel 18, EMERSON, N.Y.

Get the Full Story from HARRINGTON, RICHTER & PARSONS

pooning comedian Jackie Gleason. Americana hotel, New York.

■ Nov. 22-23—Minneapolis Advertising Club workshop and eighth district Advertising Federation of America convention, Capp Towers hotel, Minneapolis. Opening day luncheon speaker will be Mark Cooper, AFA president. Other speakers include Norman Cash, president of Television Bureau of Advertising, and Edmund Bunker, president of Radio Advertising Bureau.

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-Ky.) 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. 25-26—NAB conference, Fairmont hotel, San Francisco.

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 Okla-

homa 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.

■ Jan. 27-31—Annual winter meetings of National Association of Broadcasters' radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

FEBRUARY

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

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

■ Indicates first or revised listing.



FAVORITE THROUGHOUT MARYLAND UNITED STATES NAVAL ACADEMY, ANNAPOLIS, MARYLAND

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
 NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS... like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?



We broadcast
24 Hrs.-A-Day.

48
NEWSCASTS

We have news
48 times a day
... plus editorials

6
GREAT D.J.'s

We feature our
D.J. Personalities.
They are liked.



We go where the action
is. We did 125 trailer
remotes last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household
(3rd in Metro Cities over 200,000)

94th in Population and Households
(always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep
(Venard, Torbet & McConnell, Inc.)
or, write to:

RADIO 1320
WILS
LANSING
5,000 WATTS / 24 HOURS A DAY

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 24—Spring conference of Oregon

Association of Broadcasters, Village Green motor hotel, Cottage Grove, Ore.

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, Callaway Gardens, Ga.

■ Indicates first or revised listing.

OPEN MIKE ®

We kid you not

EDITOR: Are you kidding?

Did the FCC staff actually write a letter to a station demanding explanations which, due to a switching error, got Senator Goldwater's picture on the screen for three seconds by mistake? What if the program material had been a presidential press conference instead of a Goldwater interview? Would there have been questions asked?

This is so utterly ridiculous as to be ALMOST beyond belief! — *Rex G. Howell, president, KREX-AM-FM-TV Grand Junction, Colo.*

[Some listeners complained to FCC which, in turn, asked for detailed report as to how cut-in was logged, whether charge was made, whether sponsor was identified (BROADCASTING, Nov. 4).]

Claim to uniqueness

EDITOR: Mr. Playfair (BROADCASTING, Nov. 4) might like to know that there is one radio or TV station that carries the initials of an individual 100%. It's WRGB Schenectady, N. Y., TV station named for Walter R. G. Baker, deceased vice president of GE.—*George W. Bailey, The Institute of Electrical and Electronics Engineers, New York.*

[Mr. Playfair's Nov. 4 letter explained his hobby of listing meanings behind call letters and asked for stations to help him.]

FM scores again

EDITOR: We were more than pleased to see our story regarding the drive-up bank window (BROADCASTING, Nov. 4). We can't tell you how much we appreciate this fine coverage in your good magazine.—*Chris J. Stolfa, station director, KMBC-FM Kansas City, Mo.*

[The featurette told how FM radio sold a discarded drive-up window.]

Bothered, but not bewildered

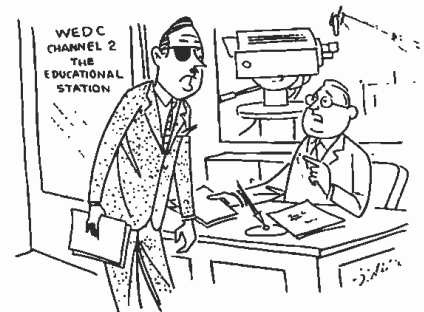
EDITOR: There was a time when I respected the FCC as a conscientious and fair-minded government agency per-

forming a useful public function, but I no longer feel this way. . . . I feel very keenly about the trend of conformity and control expressed in the edicts issued by the various federal agencies, and thought you might be interested in knowing that there are a few kindred souls such as myself who still protest.

Keep up those good editorials. Who knows? Perhaps there is some balm in Gilead.—*J. E. Van Valkenburg, Baton Rouge, La.*

Hix certainly 'hath-a-way'

EDITOR: Our association would like permission to reprint the Sid Hix cartoon in your Sept. 16 issue in a forthcoming issue of the *META Newsletter*. —*A. F. Knowles, executive secretary, Metropolitan Educational Television Association of Toronto, Ont.*



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

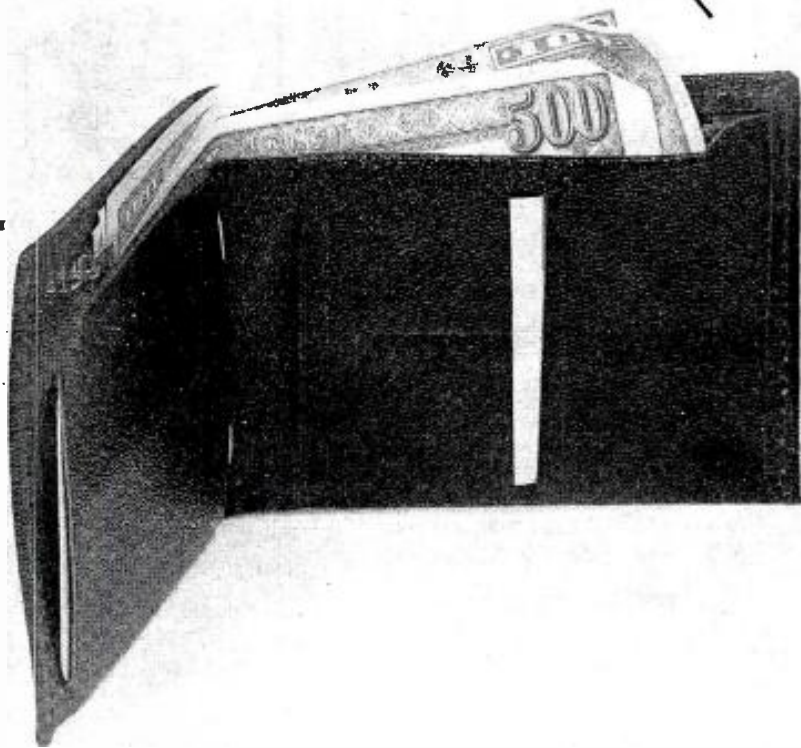
[Permission granted.]

Undaunted by wired jaw

EDITOR: Thank you very much for sending the back issues I requested and for extending my subscription to March 1965. This came at a very welcome time—I was recovering from a broken jaw in the hospital when the issues arrived. What an ailment for a radio announcer—but I'm doing my show

"WJXT is the
key to the
total regional
market."

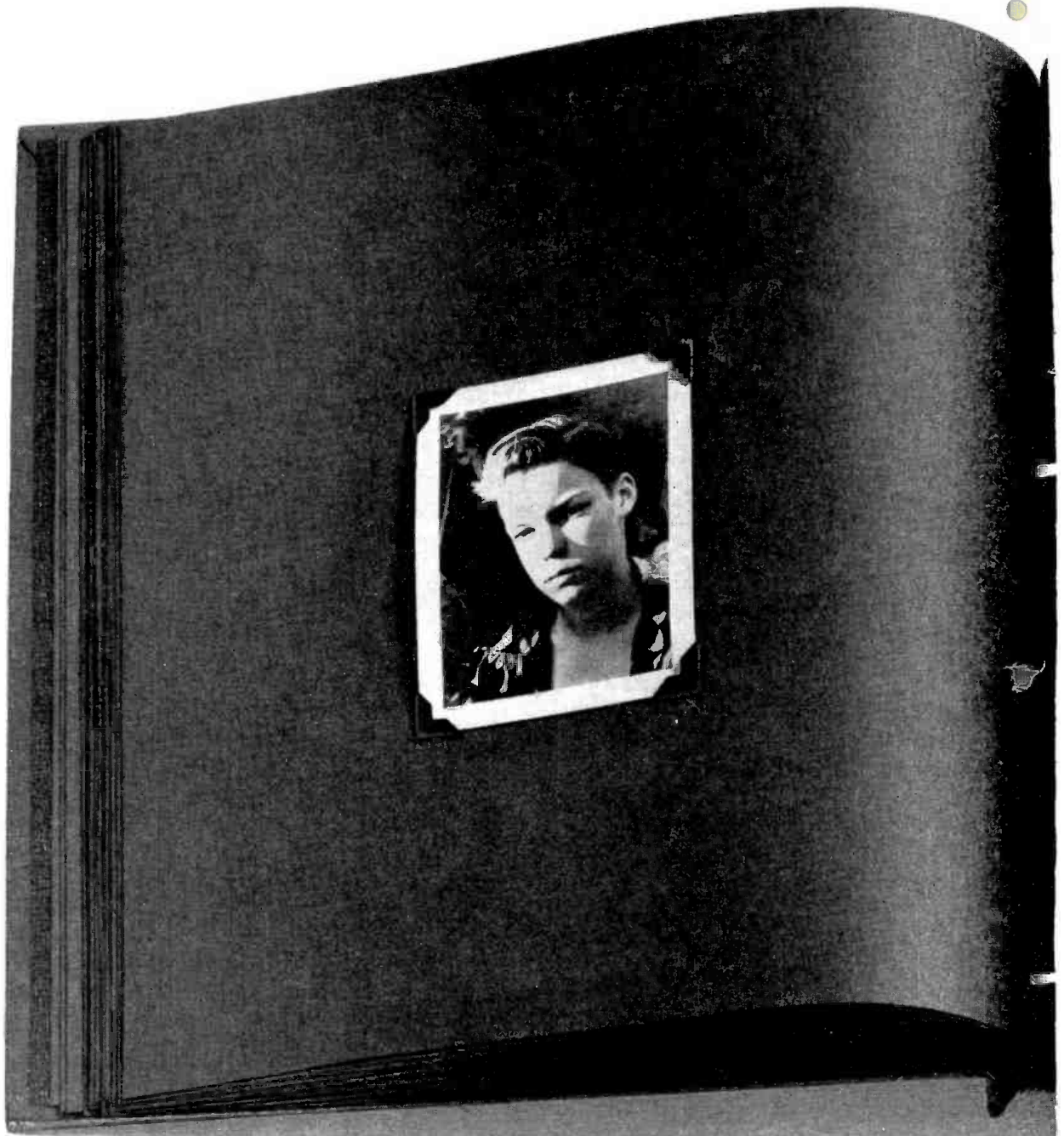
"When
money
talks,
I listen!"



Key your sales to the television station that loosens purses in the *entire* North Florida/South Georgia region. WJXT is the only *efficient* way to swoop up sales in the *total* market . . . a booming bustling region of incredible growth! And it sounds good to advertisers . . . because more people get the picture!

Represented by TvAR

WJXT 
JACKSONVILLE, FLORIDA
POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY



The Face is Familiar—Now

At 13, Richard Chamberlain (yes, it's he) was a familiar face in his family's photo album. Today, some 15 years later, a nation-wide poll has named him the most popular actor in television.

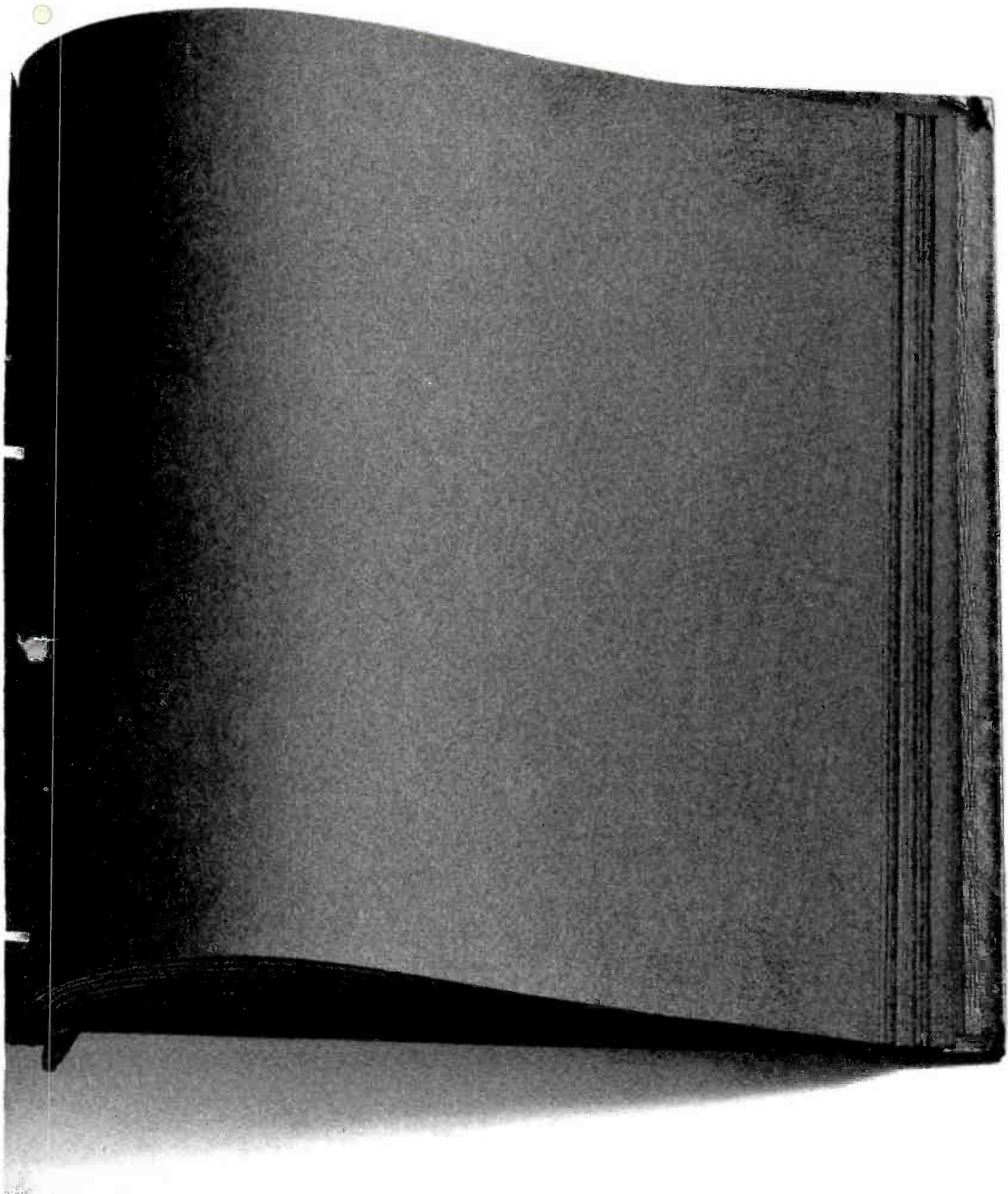
The transition came about largely through his own special talent, but also as a result of NBC's practice of providing a showcase for promising young performers.

After all, it's one thing to hitch your network to the stars, once they *are* stars. It's another to sense the star-magic in a young unknown—

and then back that hunch on network television.

That calls for a certain kind of creative climate. A brief glance at NBC's current television schedule, for instance, shows the youth movement in full bloom.

Witness such fine dramatic programs as "Mr. Novak," with James Franciscus; and "The Eleventh Hour," with Jack Ging. "The Richard Boone Show" offers a rare repertory opportunity to such versatile young players as Beth Leslie, Laura Devon, June Harding, Rob



Blake and Guy Stockwell. As for the world of situation comedy, are there any young funny-men around who can hold the coats of NBC's Joey Bishop and Bill Dana?

In the field of variety programs, NBC boasts such exciting young entertainers as Andy Williams, star of his own specials, and Leslie Uggams, of "Sing Along With Mitch." And, among the young heroes of our adventure series are "The Virginian's" James Drury; "The Lieutenant's" Gary Lockwood, and

"Bonanza's" Dan Blocker, Michael Landon and Pernell Roberts.

All of which should lead any student of television's future to a pretty safe conclusion: While nobody knows who in today's photo-album set will be *tomorrow's* young stars, it's no trick at all to pick the network on which they're most likely to succeed.

THIS IS NBC
... *serving 410,000,000 people all over the world.*

A construction
man in active
San Diego
is always on the
move. Another high-rise
building is
completed... work
begins on a
\$45 million "centre city"...
the multi-million-dollar
crosstown freeway
pushes ahead.
Get your share of
almost \$3 billion in
sales in this city
in motion. Buy
KOGO-Radio... music and
news 24 hours a day.

**KOGO
RADIO
SAN DIEGO**
NBC • A TIME-LIFE STATION
REPRESENTED BY THE KATZ AGENCY

20 (OPEN MIKE)

anyway even with the jaw wired shut. It's not easy but it's not as hard as one would imagine.—*Ralph B. Hull, KGON, Lake Oswego, Ore.*

Copies of 'Assault'

EDITOR: Please forward us 12 copies of your article "Assault and battery on Capitol Hill" (BROADCASTING, Nov. 11). *Richard D. Morgan, manager, WPTA (TV) Roanoke-Fort Wayne, Ind.* (They're on the way.)

More should be done

EDITOR: We have just concluded our fifth annual Public Service Seminar [see story this issue]. KLZ Radio and TV present this session annually in cooperation with the Denver Junior League. It takes place in our studios, using our personnel and equipment, and is intended to teach a better use of the vast amount of time radio and TV give so willingly and freely to worthwhile activities.

I really believe this is the sort of thing that ought to be done more and more around the country and could accomplish a powerful amount of good for the broadcasting industry. In this one we were not talking to broadcasters but to people who represent "the public."—*Hugh B. Terry, president, KLZ-AM-TV Denver.*

Invitation to the 'Zoo'

EDITOR: We are trying to get the cooperation of other Pennsylvania stations in our area for . . . *Fun at the Zoo*, a series of 13 quarter-hour programs on America's first zoo.

WDAS has only one interest in this program and that is to publicize the zoo and its accessibility via turnpike and expressways to the area. We recently programed this series and, to my amazement, the listener response was so great that we are offering this complete series to any station that wishes to program it.

Typical program subjects: "The Elephants," "Animals as Pets in the Home," "Treatment for Snake Bites," "The Apes" and "The Cats."

Programs, time permitting, will contain a listener participation feature, "The Zoo Mailbag." Letters sent in by each station's listeners will be answered on the air.

There is no objection if stations wish to dub this program and offer it to schools for in-school listening.

Fun at the Zoo is emceed by Joe Bonaduce, public relations director and director of radio and TV film operations of the zoo.—*Bob Ardrey, program-promotion director, WDAS Philadelphia.*

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EDITOR AND PUBLISHER
Sol Taishoff

Editorial

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Edwin H. James

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MANAGING EDITOR
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Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

Joan Chang, William Criger, Christer Jonsson, David Lambert, Edith Liu, Natalie D. Lucenko, German Rojas.

Bureaus

New York: 444 Madison Avenue, ZIP code 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: John Gardiner, Charles E. Karp, Ellen R. McCormick; ASSISTANT: Francis Bonovitch. VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVE: Robert T. Fennimore; ADVERTISING ASSISTANT: Beryl W. Stern.

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

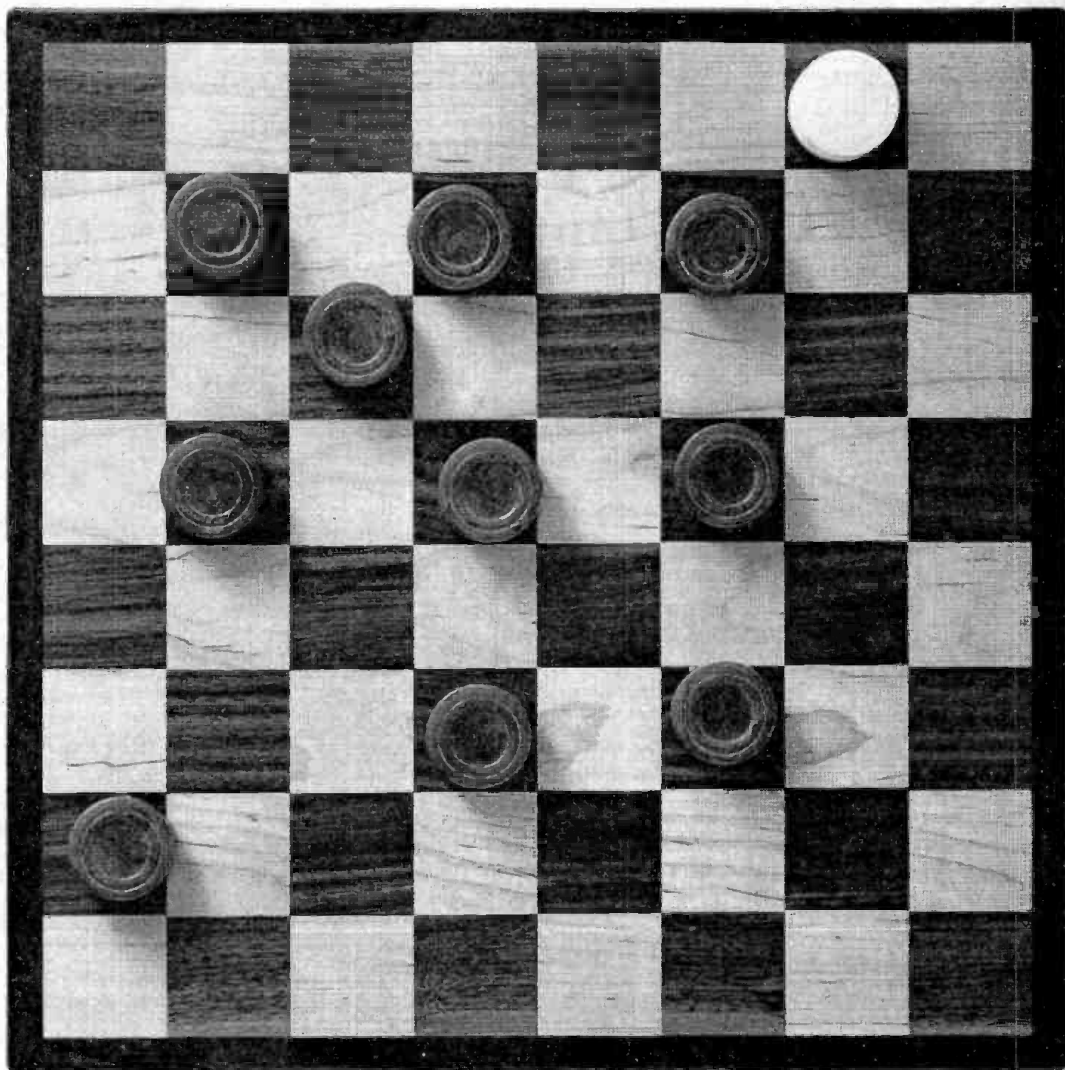
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*Reg. U. S. Patent Office
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BROADCASTING, November 18, 1963

**Get 8 out of 10 in
one move.**

**WTTG can capture 8
out of 10 TV homes
in the Washington
area within four
weeks with its Major
Coverage Plan.***



It's your move...



**Metropolitan Broadcasting Television
A division of Metromedia, Inc.
Represented Nationally by Metro TV Sales**

WTTG TELEVISION

Training programs: good people become better agency men

Organized training programs in the advertising agency business are fairly new. Relatively few agencies have them.

We're all conscious of the exploding requirements for advertising personnel and we know we ought to be training people. The fact is that training has always gone on in good agencies of all sizes.

All of us were trained but in most cases we were trained by people rather than by a program. Someone cared about us. They cared enough so that they could not stand the idea of our inheriting their jobs and doing them badly.

In JWT's Chicago office we have quite a group who got their first jobs with Thompson anywhere from 20 to 35 years ago. The group includes an executive vice president, two vice president-directors, one senior vice president, seven other vice presidents, several copy group heads and a number of other senior specialists. All came to us without any significant previous experience; Thompson trained them by whatever means available then.

New Generation ■ In addition, there is a younger group who have joined JWT-Chicago since World War II and who did receive some sort of training though not in the programmed way that it is done now. The list includes 10 account representatives, three of whom are vice presidents; seven copy writers, three of whom are group heads; five specialists in television and three senior people in media. All of these are entirely Thompson-trained.

Good training has to start with good people and good people are not exactly beating down the doors of advertising agencies. We were forced to recognize this about 10 years ago and began building up what has now become a rather large planned program of college recruitment.

This year we visited more than 70 universities and colleges. A full-page Thompson ad on career opportunities appeared in advance in the campus papers. Interviews and meetings with over 1,000 interested students were arranged through faculty advisors. Result: we hired about 50 recruits.

What kind of people are we looking for? Certainly not a type. We are looking for certain characteristics and aptitudes which happily can occur in a wide variety of people. Qualities like *a m b i t i o n*, intelligence, creativeness, honesty and respect for the advertising business.

Chicago, New York Plans ■ In the Chicago office we are normally working

at any one time with 7 to 10 trainees. Each has a two-year program. He spends the most time in those departments where we are able to let him be an active participant. For three or four months he will run a traffic desk. Next he will serve as an assistant to one of our associate media directors or buyers.

For another several months he will be in the research department assisting in the field work, in the analysis of interviews, assisting in the pre-testing of copy propositions and similar chores. Then he will have shorter experiences in the creative department, TV production and programing and public relations. These are shorter simply because it is more difficult to arrange real working experience.

Through these consecutive assignments the man frequently finds that his own interests and talents may well fit him for quite a different job than he had first assumed.

New York's plan isn't the same. When a college recruit joins our office there, we reach a mutual decision with him on the basis of his interests and our best analysis of his talents and decide where his initial working assignment ought to be. On this basis he may be placed in any of a number of departments—copy, television, media, research, merchandising, junior account representative or whatever.

This job will be his starting point but it is by no means considered a final choice. Somewhat analogous to a college education, this first assignment will be his major but he will minor in everything else.

Copy candidates are tested with written assignments and if successful are assigned directly to account copy groups. Those apparently destined for account management are usually assigned first to media, research or traffic. In any case, it is understood that this

first assignment will last from 18 to 24 months.

Basic Seminars ■ Another very important part of our New York training program includes lectures, presentations and panel discussions ranging from an introduction to the art department to a full-scale case study on the marketing plan for a major client product. The most sophisticated elements of these seminars are the advertising and creative workshops where groups of young men and women are given new product ideas and asked to develop complete marketing and creative campaigns.

These seminar programs are not limited to college recruits or new people in the office. Some of them are of such special interest that account supervisors and department heads attend and participate voluntarily.

At the end of the two-year period we achieve in our New York office somewhat the same result as we do in Chicago, though we have reached it by a different road. We have had a continuing chance to evaluate the man. And we have given him exposure to all the facets of advertising so that he can help judge the area of agency work in which he is most likely to be successful and happy.

We by no means think that either our New York or Chicago systems is perfect. We have other variants in Detroit, London, Frankfurt and other major offices. These, too, are constantly evolving towards something better.

Advertising's Heritage ■ If I may be personal: Thompson in Chicago had only \$5 million in billing when I arrived. What they did to me was not called training but I was fortunate in falling into the care of some fine advertising men who were proud of our business and wanted me to do it well.

It would be nice if all of us could be remembered that way.



Alexander H. Gunn, named senior vice president of J. Walter Thompson Co. in September, has been with that agency since graduation from the University of Illinois in 1931. As a management supervisor, his principal account responsibilities are Quaker Oats Co. and Portland Cement Association. Starting with JWT as trainee-copywriter, Mr. Gunn was copywriter and group head for eight years before moving into account management. A Chicago native, he is active in 4A's.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

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

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

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

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

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

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

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*



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

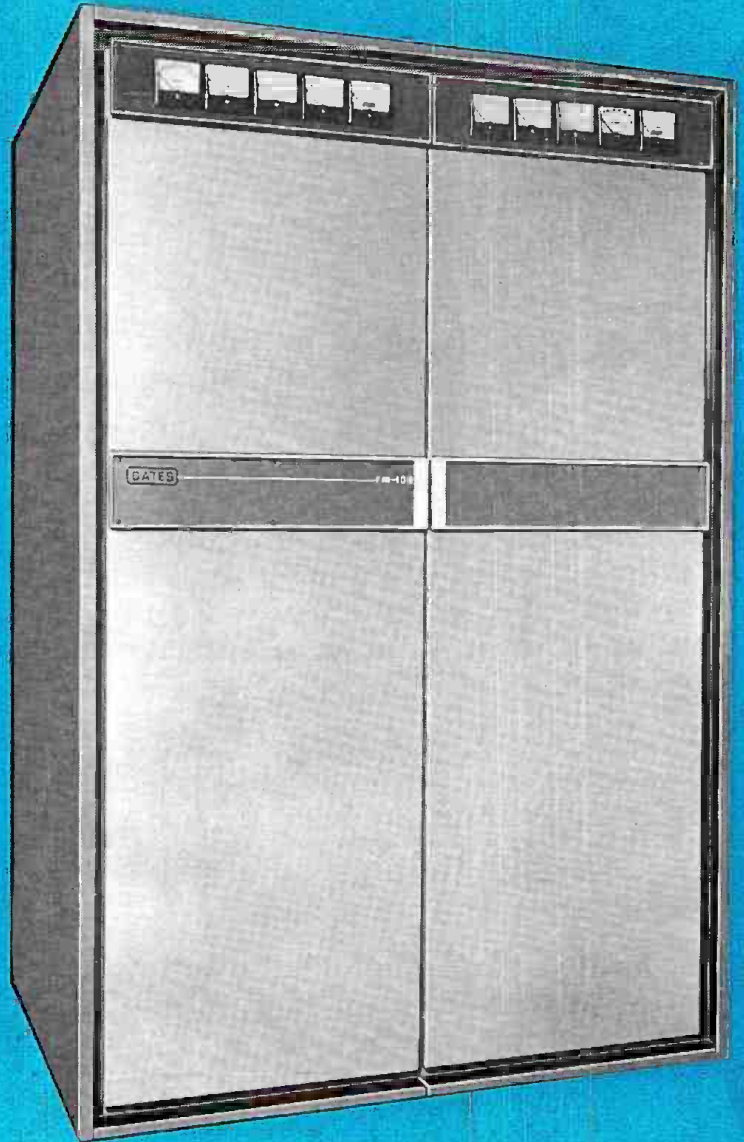
(March 1963 ARB)

**except Indianapolis*

F M by GATES . . .



FM-1C 1kw FM Transmitter



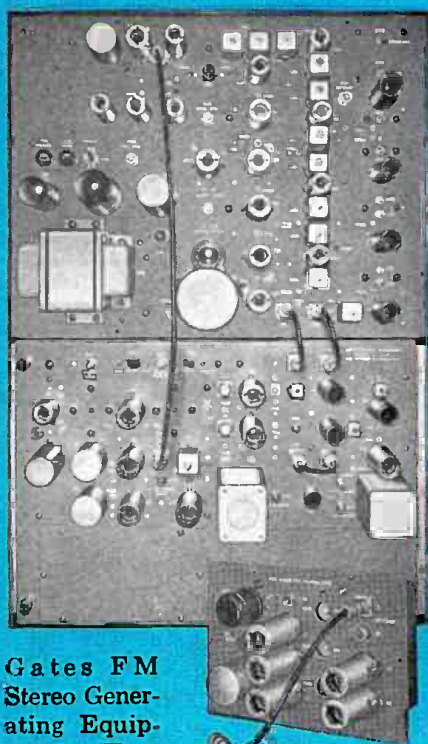
FM-10B 10kw FM Transmitter

The difference in broadcast equipment is reliability . . .

GATES MAKES THE

.. Featuring simplified direct crystal controlled cascade modulation

FM by Gates means "Cascade" modulation that is entirely new, greatly simplified, and more dependable. Direct crystal control of the mean carrier frequency makes it inherently stable. Why be satisfied with complicated, older circuits when Gates can give you these important improvements plus many more exclusive features.



Gates FM Stereo Generating Equipment. Top unit is the new Cascade FM Exciter M-6095 and the lower unit is the M-6146 Stereo Generator. Note the blank space at the bottom of the M-6146 for the easy addition of 2 sub-carrier generators.

M-6160 Sub-carrier Generator with mute

FEATURES

- **DIRECT CRYSTAL CONTROL**—gives positive control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers required. A single, precision crystal in a temperature controlled oven does the job.
- **SIMPLIFIED CIRCUIT DESIGN** — featuring fewer stages. Compare the Gates FM exciter with the others.
- **SIMULTANEOUS STEREO/SCA PROGRAMMING** —many prominent stations coast to coast are using the Gates "Cascade" exciter for stereo.
- **REMOTE CONTROL**—circuits provided for switching from monaural to stereo and one or two SCA channels.
- **WIDE BAND FREQUENCY RESPONSE**—the Gates FM exciter accepts modulation in the 30-75,000 cycle range.
- **NO EXPENSIVE SPECIAL COMPONENTS** — all components in the Gates FM exciter are standard and easily available. No special, hard to obtain tubes, transistors or diodes are used.
- **STABILITY**—"rock-bound" reliability assured with Gates direct crystal controlled "Cascade" modulator.

DIFFERENCE

GATES

GATES RADIO COMPANY

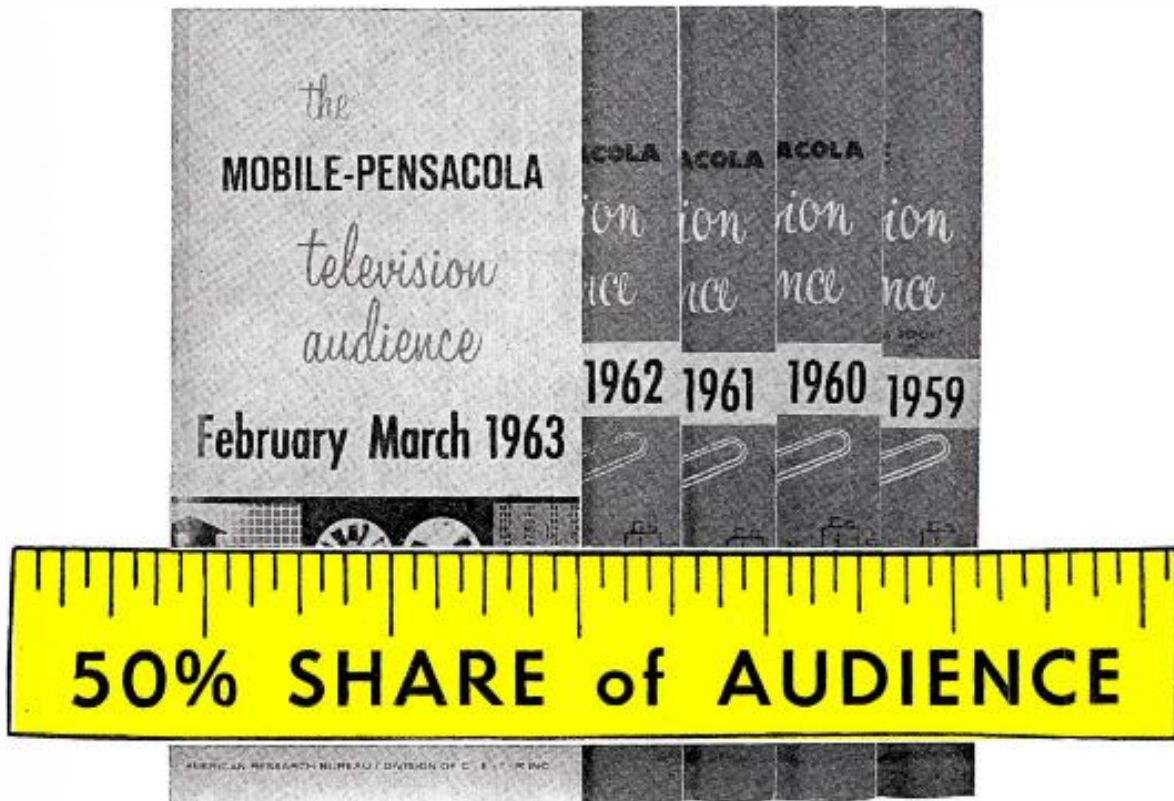
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NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV — Mobile — Pensacola

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

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



Represented by H-R Television, Inc.
or call



C. P. PERSONS, Jr., General Manager

*3 station VHF market.

JWT RADIO-TV HITS \$160 MILLION

- Big agency adds \$27 million to '62 total; Y&R \$33 million back
- McCann jumps from 10th to fifth; Interpublic totals \$130 million
- Cut-off level of top 50 jumps from \$7.7 to \$8.95 million in '63

J. Walter Thompson Co. set a new \$160 million mark this year by billing nearly \$33 million more in radio-TV than Young & Rubicam, its nearest rival, and \$27 million more than its own 1962 total.

JWT's spectacular rise came in a year that spotlighted several agencies with thumping broadcast billing increases.

In its new spurt, Thompson once again overturned previous records set during the 12 consecutive years BROADCASTING has surveyed the leading broadcast agencies on their radio-TV billings.

JWT has been No. 1 for six years straight, another first. It is the first agency to bill \$145 million in TV only, a sum that's over \$25 million ahead of Y&R in TV. In its sweep, Thompson easily picked up another first—\$113 million billed in network TV.

Big Jump ■ Thompson's \$160 million level is exactly four times the broadcast billing reported in 1952 by the then leader, BBDO (\$40 million).

JWT wasn't in the No. 1 spot TV ranking—Ted Bates & Co. was the leader with more than \$56 million—but the spot TV estimate for Thompson was \$32 million, a hefty total, and in radio it billed a substantial \$15 million.

Y&R, a three-year-in-a-row leader in the mid-50's, was firmly entrenched with \$127.1 million in the second position. Ted Bates & Co., slipping just a bit from its \$115 million pinnacle of last year, held third place with nearly \$114 million.

BBDO, picking up a few more million in broadcast billing, was in fourth place with \$104.5 million. The fifth spot went to McCann-Erickson, the surprise broadcast agency of the year.

McCann Gains ■ McCann, the leader of the Interpublic agency complex, shot up from No. 10 last year to its new ranking by billing an estimated \$94.5 million in radio-TV.

Next in rank and on a near par with McCann was Benton & Bowles, which by increasing its billing \$8 million moved up to \$92 million, bypassing

Leo Burnett, which was seventh at \$90.5 million.

Others in the top 10: Compton by virtue of more than a \$10 million increase moved from No. 9 last year to No. 8 this year (\$81.6 million). Dancer-Fitzgerald-Sample was next at \$80 million followed by William Esty with \$76 million.

More Mergers ■ Against this top billing background is this important development in the field: the continuing trend toward merger and acquisition, along with the newly expanded Interpublic agency organization.

If the major Interpublic radio-TV agencies' broadcast billings were combined (McCann-Erickson, McCann-Marschalk and Erwin Wasey, Ruthrauff & Ryan) the total would come to nearly \$130 million.

Among the leading merger moves: Post, Morr & Gardner combined with Keyes, Madden & Jones to form Post-Keyes-Gardner; Erwin Wasey is now an Interpublic subsidiary; Ellington & Co. and Donahue & Coe are merging but that marriage will not be completed until Jan. 1 (see page 34), and Campbell-Ewald already has moved to acquire branch offices of Fletcher Richards, Calkins & Holden (see page 36).

Another merger contemplated but

now in abeyance is that of Post-Keyes-Gardner with Maxon.

Heavy Spot ■ With one exception (William Esty), the top 10 agencies report substantial spot TV—and all, aside from leader Ted Bates, in the same general range: JWT had \$32 million, Y&R \$33.1 million, BBDO \$35 million, McCann-Erickson \$25 million, Benton & Bowles \$30 million, Leo Burnett \$34.2 million; Compton \$35 million, and Dancer-Fitzgerald-Sample \$30 million.

N. W. Ayer was tops in radio billing—\$20.5 million for the year—and led in spot radio billing (\$18 million). There were two leaders in network radio: Needham, Louis & Brorby and Campbell-Ewald, both at \$4.5 million. At the lower end of the top 50, the "median" in combined radio-TV billings continued upward and lifted the "cut-off" level from \$7.7 million in 1962 to \$8.95 million in 1963. Two agencies (Reach, McClinton in the \$7-million range, and Mogul, Williams & Saylor at \$8.7 million) failed to place in the 50 list this year.

Following, in alphabetical order, are brief individual descriptions of the agencies in 1963's top list:

N. W. Ayer & Son: Combined TV-radio billing \$67 million; \$46.5 million in

The biggest agencies in these categories

In ...	Agency ...	Billings ...
... Total broadcast billings	J. Walter Thompson	\$160 million
... Total television billings	J. Walter Thompson	\$145 million
... TV network billings	J. Walter Thompson	\$113 million
... TV spot billings	Ted Bates	\$56.36 million
... Total radio billings	N. W. Ayer	\$20.5 million
... Radio network billings	Needham, Louis & Brorby Campbell-Ewald (tie)	\$4.5 million
... Radio spot billings	N. W. Ayer	\$18 million
... Biggest gain during year	McCann-Erickson	\$28.2 million

television (\$21 million in network, \$25.5 million in spot); \$20.5 million in radio (\$2.5 million in network, \$18 million in spot); TV-radio share of overall billing: 41%.

Ayer continues to show a constant yearly gain in broadcast billing, reflecting consistent, though unspectacular, increases in overall billing over the past few years.

Ayer's growth in radio-TV is in part due to increased budgets for Plymouth-Valiant, Pet Milk and Whitman Sampler (all radio). The major network TV accounts include AT&T (*Bell Telephone Hour*) on NBC-TV; Plymouth-Valiant's sponsorship on *Huntley-Brinkley* and *Bob Hope* (both NBC-TV); Bissell's network participations; duPont in NBC-TV's *Show of the Week*; Breck's underwriting part of ABC-TV's last season series, *Going My Way*; Corning Ware's participations; Hamilton Watch in a pre-pro football game show, Insurance Co. of North America's participations and Polk Miller Products Corp. (*Tonight* on NBC-TV). Atlantic Refining, Sealtest, Bissell, Canon Mills, Corning Glass, duPont, Pharmaco, United Airlines and Plymouth-Valiant dealer groups are among the spot TV advertisers.

Radio spot includes United Airlines, Atlantic, Plymouth-Valiant, Sealtest, Steinway Pianos (mostly FM), and some phone company advertisers, among others. Hanes Knitting, Whitman, Plymouth-Valiant and AT&T are in network radio.

Ayer is losing the John H. Breck, Whitman and U. S. Rubber Tire accounts, but added *TV Guide* and Menley and James Laboratories accounts.

Ted Bates & Co.: Combined TV-radio billing \$113.84 million; \$108.15 million in television (\$51.79 million in network, \$56.36 million in spot); \$5.69 million in radio (all in spot); TV-radio share of overall billing: 79.7%.

Bates, dropping \$1.15 million in broadcast billing from 1962 fell into third position, bypassed by Y&R which showed heavy increases in its broadcast allotment. Bates which placed 83% of its total billings in broadcast last year—the highest percentage for any agency in the 1962 BROADCASTING survey—dropped to 79.7% in broadcast share this year.

Among the agency's network television clients: American Home Products in CBS-TV shows *East Side West Side*, *Ed Sullivan*, *Gunsmoke*, *The Nurses* and *Red Skelton*; ABC-TV's *Lawrence Welk* (American Home Products also carries a heavy daytime schedule in addition to CBS and NBC news programs); Brown & Williamson in ABC-TV's *Ben Casey*, *Breaking Point*, *Channing* and *The Fugitive*,

TOP 50 AGENCIES

All dollar figures are millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$160
2. Young & Rubicam	127.1
3. Ted Bates	113.84
4. BBDO	104.5
5. McCann-Erickson	94.5
6. Benton & Bowles	92
7. Leo Burnett Co.	90.2
8. Compton	81.6
9. Dancer-Fitzgerald-Sample	80
10. William Esty Co.	76
11. Foote, Cone & Belding	70.89
12. Lennen & Newell	67.3
13. N. W. Ayer	67
14. Sullivan, Stauffer, Colwell & Bayles	64.4
15. Grey Advertising	45
16. Kenyon & Eckhardt	42.5
17. Norman, Craig & Kummel	35.1
18. Needham, Louis & Brorby	35
19. Campbell-Ewald	34
20. D'Arcy	31.2
21. Campbell-Mithun	25
— Cunningham & Walsh	25
23. Ogilvy, Benson & Mather Inc.	24.7
24. Maxon	23
— Wade	23
26. Gardner	22
27. Doyle Dane Bernbach	21.4
28. Erwin Wasey, Ruthrauff & Ryan Inc.	20.3
29. Post-Keyes-Gardner	19.5
30. Doherty, Clifford, Steers & Shenfield Inc.	19
31. Tatham-Laird	18.4
32. Fuller & Smith & Ross	17
33. Papert, Koenig, Lois	16.24
34. MacManus, John & Adams	14.8
35. W. B. Doner	13.6
36. McCann-Marschalk	13.4
37. Geyer, Morey, Ballard	13.18
38. North Advertising	12.9
39. Grant	12.5
— Parkson	12.5
41. D. P. Brother	12.2
42. Kastor, Hilton, Chesley, Clifford & Atherton	12
43. Donahue & Coe	11.5
44. Lawrence C. Gumbinner	11
45. Edward Weiss	10.7
46. Fletcher Richards, Calkins & Holden	10.6
47. Guild, Bascom & Bonfigli	10.1
48. Warwick & Legler Inc.	9.3
49. Clinton E. Frank	9
50. Honig-Cooper & Harrington	8.95

NOTE: For top 50 rankings of former years see BROADCASTING Yearbook.

..... AND THEIR 1963 RADIO-TV BILLINGS

Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change (\$) From 1962	
\$145	\$113	\$32	\$15	\$3.5	\$11.5	52%	+27	1
119.8	86.7	33.1	7.3	2.3	5	56.7%	+12.1	2
108.15	51.79	56.36	5.69	5.69	79.7%	- 1.15	3
86	51	35	18.5	2	16.5	43.5%	+ 4.5	4
79	54	25	15.5	1.5	14	55%	+28.2	5
88.4	58.4	30	3.6	2.2	1.4	76%	+ 8	6
85.3	51.1	34.2	4.9	1.2	3.7	68%	- 8.3	7
79	44	35	2.6	1.3	1.3	74%	+10.6	8
75	45	30	5	0.25	4.75	73%	+ 5	9
62	54	8	14	2	12	80%	+ 4	10
65.73	50.9	14.83	5.16	0.28	4.88	56.93%	+13.6	11
62	45	17	5.3	0.9	4.4	54.3%	+ 6.8	12
46.5	21	25.5	20.5	2.5	18	41%	+ 2	13
54.6	35	19.6	9.8	9.8	72.8%	+16.6	14
42	22	20	3	1	2	60%	+ 5	15
37	24	13	5.5	0.7	4.8	50%	- 4	16
32.3	20	12.3	2.8	2.8	67%	+ 0.9	17
24.5	18.75	5.75	10.5	4.5	6	65%	+11	18
27.5	22	5.5	6.5	4.5	2	33%	+ 2	19
22	8.5	13.5	9.2	0.2	9	32%	- 8	20
23	13	10	2	0.5	1.5	48%	- 3.6	21
20	10	10	5	5	55%	+ 2	—
21	8.1	12.9	3.7	0.6	3.1	45.7%	+ 1	23
22	20	2	1	0.26	0.74	63%	+ 0.95	24
22.5	15.2	7.3	0.5	0.5	77%	+ 1.2	—
16	3.7	12.3	6	0.7	5.3	44.2%	+ 1	26
18.2	6.4	11.8	3.2	0.1	3.1	29.1%	+ 5.1	27
16.3	12	4.3	4	1	3	37%	+ 0.4	28
16.5	7	9.5	3	0.5	2.5	62.5%	+ 8.3	29
16.7	4	12.7	2.3	0.8	1.5	71%	- 0.7	30
17.8	8.8	9	0.6	0.6	64.5%	+ 2.8	31
15.2	11.8	3.4	1.8	0.5	1.3	28%	+ 4.8	32
16	12	4	0.24	0.1	0.14	70.4%	+ 7.1	33
11.2	10	1.2	3.6	1.2	2.4	23%	+ 7.1	34
8.5	3	5.5	5.1	0.2	4.9	80%	35
8.6	3.5	5.1	4.8	0.2	4.6	35%	- 0.2	36
10.34	5.69	4.65	2.84	1.08	1.76	26.9%	+ 0.58	37
12.7	8.6	4.1	0.2	0.1	0.1	67%	+ 3.36	38
9.3	2	7.3	3.2	0.4	2.8	40%	+ 0.5	39
12.5	11.9	0.6	83%	- 2	—
8.7	8.5	0.2	3.5	1	2.5	33%	+ 1	41
10	3	7	2	2	55%	+ 1	42
10	5.5	4.5	1.5	0.25	1.25	32.5%	- 0.4	43
7.3	5.1	2.2	3.7	3.7	47%	- 1.5	44
9.7	5.5	4.2	1	0.5	0.5	52%	+ 0.7	45
6.6	1.8	4.8	4	4	34%	*	46
9	5.2	3.8	1.1	1.1	55.7%	- 3	47
5	4.7	0.3	4.3	3.4	0.9	40%	+ 0.6	48
8.3	5.1	3.2	0.7	0.2	0.5	44.8%	- 1.2	49
7.1	7.1	1.85	0.15	1.7	54%	*	50

* Agency was not listed in top 50 last year.

1963 TOP 50 BROADCAST AGENCIES continued

CBS-TV's *The Defenders* and *The Nurses* and NBC-TV's *Eleventh Hour*; Colgate-Palmolive in ABC-TV shows *Arrest and Trial*, *Breaking Point*, *Combat*, *77 Sunset Strip*; NBC-TV's *Dr. Kildare* and *Eleventh Hour* and CBS-TV's *Jackie Gleason*. Other network TV clients of Bates are American Chicle, Carter Products, Louis Marx, Mobil Oil, Standard Brands, Warner-Lambert and Waterman-Bic Pen Corp.

Major accounts in spot TV: American Chicle, American Home Products, American Sugar, Brown & Williamson, Carter Products, Colgate-Palmolive, Continental Baking, International Latex, Mobil Oil, Scott Paper and Standard Brands.

Bates places no network radio business but has American Home Products, Brown & Williamson, Continental Baking and National Biscuit Corp. in spot radio.

BBDO: Combined TV - radio billing \$104.5 million; \$86 million in television (\$51 million in network, \$35 million in spot); \$18.5 million in radio (\$2 million in network, \$16.5 million in spot); TV-radio share of overall billing: 43.5%.

During 1963 BBDO added almost \$5 million in business, traceable mainly to increased client spending in radio-TV. The agency had an "up" and "down" year in account switches, losing the \$5 million VO-5 shampoo last spring but acquiring the \$12 million Herbert Tareyton & Dual Filter Tareyton business last August.

Major network TV accounts include duPont on *Show of the Week* on NBC-TV; Armstrong Cork Co. on CBS-TV's *Danny Kaye Show*; Campbell Soup on ABC-TV's *Donna Reed Show* and CBS-TV's *Lassie*, and Lever Brothers on ABC-TV's *Burke's Law*.

Its active network radio accounts are

Rexall Drug, the Dodge Division of Chrysler Corp., Bromo-Seltzer, Campbell Soup, Pepsi-Cola, duPont and Lucky Strike cigarettes.

Spot TV and radio spenders in the BBDO fold include Lever Brothers, duPont, New York Telephone, Pepsi-Cola, Schaefer Beer, Air France, Consolidated Edison Co. and Sheraton Hotels.

Benton & Bowles: Combined TV-radio billing \$92 million; \$88.4 million in television (\$58.4 million in network, \$30 million in spot); \$3.6 million in radio (\$2.2 million in network, \$1.4 million in spot); TV-radio share of overall billing: 76%.

Benton & Bowles increased its billing in radio-TV by \$8 million this year, the bulk of the boost in network TV. The agency thus followed a trend discernible at several other majors in the top 50.

As usual, B & B's mainstay spenders in broadcast are General Foods, Procter & Gamble, Philip Morris, S. C. Johnson, and this year, Texaco. The breakout: GFs' block on CBS-TV (*Danny Thomas*, *Andy Griffith*, *Phil Silvers*, *Lucy Show* and *Jack Benny*); P & G's *Dick Van Dyke*, *Petticoat Junction*, *Route 66*, *Hitchcock*, *Twilight Zone* and *Judy Garland*, all CBS-TV and *Grindl* on NBC-TV; Philip Morris's *East Side/West Side*, *Perry Mason*, *Hitchcock*, *Red Skelton*, *Jackie Gleason*, all CBS-TV; S. C. Johnson's *Skelton* and *Garry Moore*; Texaco's sports.

In spot TV, it's P&G, GF, Philip Morris, Beech Nut—a \$7-8 million account gain in television this year—Squibb and Norwich Pharmacal. Philip Morris and Texaco are both in spot and network radio.

D. P. Brother: Combined TV-radio billing \$12.2 million; \$8.7 million in television (\$8.5 million in network, \$200,000 in spot); \$3.5 million in radio

(\$1 million in network, \$2.5 million in spot); TV-radio share of overall billing: 33%.

D. P. Brother is up slightly in its total billing, and its radio-TV figure increased about \$1 million over 1962. General Motors is the major client at the agency, principally Oldsmobile, which is on *Garry Moore* and *Miss America Pageant* on CBS-TV and is a major spot TV advertiser. A. C. Spark Plug (division of GM) is on *Travels of Jaimie McPheeters* on ABC-TV. These accounts plus GM's Guardian Maintenance and Harrison Radiator are in spot radio, and on network radio, Oldsmobile sponsors *Lowell Thomas* (CBS) and *Chet Huntley* (NBC).

Leo Burnett Co.: Combined TV-radio billing \$90.2 million; \$85.3 million in television (\$51.1 million in network, \$34.2 million in spot); \$4.9 million in radio (\$1.2 million in network, \$3.7 million in spot); TV-radio share of overall billing: 68%.

Leo Burnett's billings this year showed an estimated \$8.3 million drop. Leonard S. Matthews, Burnett executive vice president, offered this explanation:

"This drop in billings for the most part is the result of our loss in late 1962 of the Chrysler Corp.'s corporate account. In addition, there has been in some areas the usual billing shrinkage between years. In our case, however, this shrinkage has been offset by increased expenditures by many clients and the acquisition of new accounts."

Burnett's network TV billings sustained the loss, taking an \$8.1 million tumble, and moving the agency down to seventh place from number five position which it occupied last year. Burnett's share of billings going into broadcast dropped approximately 0.66%. From 1961 to 1962 the agency's total TV expenditures had climbed nearly \$24 million.

Burnett clients are involved in 34

10-year track record of 1963's top 10 agencies

Billings in millions of dollars. Figures in parentheses () indicate rank.

	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954
JWT	\$160 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)	\$113.5 (1)	\$ 92 (3)	\$70 (4)	\$58 (4)	\$50 (3)
Y&R	127.1 (2)	*115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)	100 (2)	82 (1)	72 (1)	60 (1)
Ted Bates	113.84 (3)	*115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)	76.5 (5)	55 (5)	37 (8)	27.5 (10)
BBDO	104.5 (4)	*100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)	85 (4)	80 (2)	60 (2)	59 (2)
M-E	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)	†102 (2)	†103 (1)	†76.4 (3)	†60 (2)	†46 (4)
B&B	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)	54.5 (6)	53.8 (6)	39 (6)	29.2 (8)
Leo Burnett	90.2 (7)	*98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)	49 (7)	43 (7)	42.1 (5)	33.3 (6)
Compton Adv.	81.6 (8)	71 (9)	58.6 (11)	50 (11)	43.9 (11)	47.25 (9)	42 (9)	31.9 (12)	25.5 (12)	22.3 (12)
D-F-S	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)	47 (8)	37.5 (9)	30 (10)	28.5 (9)
William Esty	76 (10)	72 (8)	60 (10)	56.25 (10)	41.5 (13)	39 (12)	32 (10)	40 (8)	39 (6)	31 (7)

* 1962 figure for Y&R was re-adjusted by Y&R. Old figure put Y&R in fifth place. Adjusted figure places it in second place tie with Ted Bates and drops BBDO and Leo Burnett to fourth and fifth places respectively.

† Includes billings of McCann-Marschalk, which are listed separately in 1962 and 1963.



Group effort makes a difference!

A nation was built on the principle that "in union there is strength." The principle is no less applicable in broadcasting today.

As a group, the five CBS Owned television stations are able to accomplish undertakings far beyond the abilities and resources of one station. Item: to produce annually a repertoire workshop series providing five-

market exposure and opportunity for promising creative and performing talent. Item: to conduct an annual international program exchange, allowing viewers to see the best television foreign broadcasters have to offer, and foreign viewers to see programs typical of American culture. Item: to operate a Washington News Bureau for regional-interest coverage

above and beyond the service of CBS News. Item: to marshal together the very best programming brains in the five cities to work for a common cause—*better local programming*.

The fruits of such group achievement provide ample reason why each of the CBS Owned stations is held in such high regard in its community.

CBS TELEVISION STATIONS ●

1963 TOP 50 BROADCAST AGENCIES continued

network television shows: 18 on ABC-TV, 10 on NBC-TV and six on CBS-TV. Major network TV clients: Kellogg, Philip Morris, Allstate, Green Giant, Pillsbury, Procter & Gamble and Schlitz. Burnett has all of these in spot TV as well as Brown Shoe, Campbell Soup, Hoover, Parker Pen, Pfizer, Pure Oil, Sunkist, Swift, Vick Chemical and others.

The agency's billings in radio fell by an estimated \$500,000 to \$4.9 million. Spot radio clients: Allstate, Campbell, Green Giant, Kellogg, Philip Morris, Pillsbury, Pfizer, Procter & Gamble, Schlitz, Star-Kist, Sunkist, Commonwealth Edison and Pure Oil.

Burnett gained Vick Chemical billings during the year.

Campbell-Ewald Co.: Combined TV-radio billing \$34 million; \$27.5 million in television (\$22 million in network, \$5.5 million in spot); \$6.5 million in radio (\$4.5 million in network, \$2 million in spot); TV-radio share of overall billing: 33%.

Campbell-Ewald has upped its broadcast billing \$2 million. As a bulwark agency for General Motors—principally Chevrolet and also GM institutional, Delco division, United Motors Service division, GM Acceptance Corp.—Campbell-Ewald's billing reflects the giant corporation's involvement with radio and TV. Most of the broadcast placement is in network TV, the agency billing \$1 million more in that area than a year ago (Chevrolet has all of *Bonanza* on NBC-TV, some of *Route 66* on CBS-TV). Most of the network is GM advertising, as is true in spot TV but with the addition of Firestone Tire & Rubber, Florida Citrus Commission and Florist Telegraph Delivery Association. These same advertisers use radio, except for Firestone and additionally Detroit Edison, GM Acceptance, Gump's, Swissair Transport.

Campbell-Mithun: Combined TV-radio billing \$25 million; \$23 million in television (\$13 million in network, \$10 million in spot); \$2 million in radio (\$500,000 in network, \$1.5 million in spot); TV-radio share of overall billing: 48%.

C-M's billings in broadcast fell an estimated \$3.6 million from the 1962 level concurrent with a 4% drop-off in the agency's share of total billing devoted to TV-radio.

The C-M billing decline halted an upward trend in the agency's radio-TV buying which had grown approximately \$9.6 million between 1961 and 1962.

C-M has the following clients in network and spot TV and in spot radio: Pillsbury, Hamms, Northwest Orient Airlines, Top Value Stamps and Wilson

Sporting Goods.

Compton Advertising: Combined TV-radio billing \$81.6 million; \$79 million in television (\$44 million in network, \$35 million in spot); \$2.6 million in radio (\$1.3 million in network, \$1.3 million in spot); TV-radio share of overall billing: 74%.

Expanded participation by Compton clients during 1963 added slightly more than \$10 million in the broadcast area as the TV-radio share moved upward

Recruitment important

An advertising agency is billing and it is people, and J. Walter Thompson Co. which ranks up high in the rarified area both in worldwide and in broadcast billings, employs thousands of people. The more billing it handles, the more people it must employ.

JWT has to approach this fact in several ways — one important approach entails recruitment of potential advertising men and women from schools. A comprehensive description of JWT's practice is detailed by Alexander H. Gunn, a Thompson senior vice president in the Chicago office, in his *MONDAY MEMO* published in this issue (see page 22).

Robert W. Hawes, a vice president and director of personnel at JWT in New York, said last week that the recruitment program has had a "tremendous" effect and if the agency should have an "opportunity" to extend the program, it probably will do so.

to 74% as against 70% in 1962. Television claimed the lion's share of the increase—more than \$8 million—but radio benefited too with a jump of more than \$2 million.

Procter & Gamble and Alberto-Culver are the agency's "multi-millionaire" accounts, investing on a large number of daytime and nighttime shows. P&G participates on ABC-TV's *Outer Limits* and *Amos Burke* and NBC-TV's *Petticoat Junction* and Alberto-Culver on ABC-TV's *Jaimie McPheeters* and CBS-TV's *Gunsmoke*. Other network TV advertisers are American Dairy Association, Hotpoint Division of General Electric and Quaker Oats.

Heavy spot radio-TV investors in the Compton camp during 1963 were P&G, Alberto-Culver, Schick Safety Razor, American Dairy Association, and Quaker Oats.

Cunningham & Walsh: Combined TV-radio billing \$25 million; \$20 million

in television (\$10 million in network, \$10 million in spot); \$5 million in radio (all spot); TV-radio share of overall billing: 55%.

Broadcast billing at Cunningham & Walsh, on the decline in the past few years, particularly after the loss of the Texaco account, bottomed out in 1963 and began to climb. Estimates place this year's radio-TV billing at about \$2 million above the 1962 total. The \$2 million increase shows up in network TV.

Network TV clients of C&W include Andrew Jergens (*Eleventh Hour*, *Saturday Night at the Movies* and *Monday Night at the Movies* on NBC-TV; ABC-TV's *77 Sunset Strip* and five daytime shows—four on NBC-TV and one, ABC-TV), Glenbrook Laboratories (four NBC-TV daytime shows) and Boyle-Midway Div. of American Home Products (scattered on all networks).

In spot television C&W has J. A. Folger & Co., Andrew Jergens, Boyle-Midway and Glenbrook Laboratories. Spot radio accounts are J. A. Folger and Sunshine Biscuits.

Dancer-Fitzgerald-Sample: Combined TV-radio billing \$80 million; \$75 million in television (\$45 million in network, \$30 million in spot); \$5 million in radio (\$250,000 in network, \$4.75 million in spot); TV-radio share of overall billing: 73%.

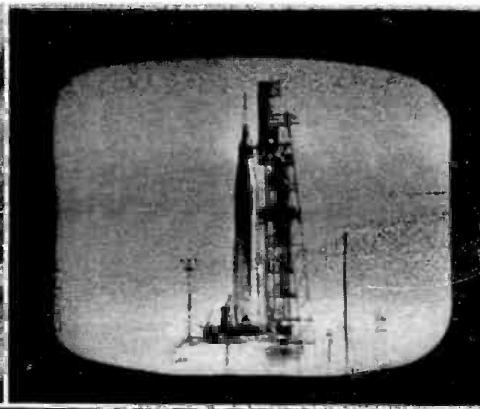
D-F-S's combined broadcast billings climbed \$5 million over the 1962 level, the agency gaining one major account—Noxzema—during 1963, but losing the U. S. Army (recruiting services) billings estimated at \$1,150,000.

Dancer's major orders for nighttime network TV come from Sterling Drug (*Perry Mason* on CBS-TV, *Lieutenant*, *Monday Night at the Movies* and *Dr. Kildare* on NBC-TV and ABC-TV's *Patty Duke Show*) and General Mills (*Judy Garland* on CBS-TV, NBC-TV's *International Showtime* and *Mr. Novak* and ABC-TV's *Patty Duke Show*). Dancer's heavy daytime users include General Mills and Sterling in addition to Frito-Lay, Frigidaire and Procter & Gamble. Major spot TV business placed by Dancer is for Peter Paul Inc., Falstaff Brewing, Simoniz, General Mills, Procter & Gamble and Sterling Drug. Sterling is also the agency's major spot radio account.

D'Arcy Advertising: Combined TV-radio billing \$31.2 million; \$22 million in television (\$8.5 million in network, \$13.5 million in spot); \$9.2 million in radio (\$200,000 in network, \$9 million in spot); TV-radio share of overall billing: 32%.

D'Arcy's estimated broadcast billing dropped by almost \$8 million, although its overall billing climbed.

Among the clients active in network



News makes a difference!

On the CBS Owned stations, the news is *good*... and there's more of it!

For one thing, there's the vastly expanded news schedule on the CBS Television Network—world and national news covered in depth each morning, afternoon and evening by such CBS News "names" as Cronkite, Reasoner, Wallace, Seavareid, Edwards. Local news reporting has also been

stepped-up sharply, thanks to augmented local staffs, increased coverage of state capitals, and the stations' own Washington News Bureau for special reports from the national capital. Bear in mind, too, that the local correspondents—newsmen like Robert Trout in New York, Fahey Flynn in Chicago, Jerry Dunphy in Los Angeles, John Facenda in Philadelphia,

Spencer Allen in St. Louis—are as big locally as Cronkite is nationally.

Today more than ever before, there's a big difference in news between the CBS Owned stations and their competition. This is one—*just one*—of the reasons why a CBS Owned television station has very special standing in the community it serves.

CBS TELEVISION STATIONS ©

1963 TOP 50 BROADCAST AGENCIES continued

TV are Studebaker-Packard on CBS-TV's *Mr. Ed* and Colgate-Palmolive on NBC-TV's *Harry's Girls*. Advertisers which bought time on daytime network TV were Colgate-Palmolive, Gerber Baby Foods and American Oil Co.

The network advertisers also were spot radio-TV buyers. Other spot purchases on the D'Arcy roster were Royal Crown Cola, General Tire, Laclede Gas and Plaid Stamps.

Doherty, Clifford, Steers & Shenfield Inc.: Combined TV-radio billing \$19 million; \$16.7 million in television (\$4 million in network, \$12.7 million in spot); \$2.3 million in radio (\$800,000 in network, \$1.5 million in spot); TV-radio share of overall billing: 71%.

Broadcast billing at DCSS declined slightly with spot TV accounting for a loss of \$400,000 and spot radio dropping \$500,000. Network TV and radio were both up \$100,000.

Spot TV clients included Eastman Chemical, Secrets and Vitalis. Vitalis is also a heavy network TV user sponsoring a total of eight sports programs. Also using network TV: 4-Way, *Price Is Right*, *Queen for a Day*, *Trail Master*, and *Who Do You Trust?* Ipana, *Love of Life*, *Password*, *Pete & Gladys*, and *Secret Storm*.

Jax Beer and Mueller's Macaroni are spot radio accounts. Network radio clients include Mum and Narragansett Beer. Ammens uses both spot and network radio.

DCSS has not completed broadcast plans for its new accounts: Borden's Danish Margarine and Kava Coffee; Italian Line; Manhattan Shirts; Pet Milk, and Bristol-Myers's Softique.

Donahue & Coe: Combined TV-radio billing \$11.5 million; \$10 million in television (\$5.5 million in network, \$4.5 million in spot); \$1.5 million in radio (\$250,000 in network, \$1.25 million in

spot); TV-radio share of overall billing: 32.5%.

Donahue & Coe's broadcast billing fell \$500,000 following a \$100,000 decline from 1961 to 1962. Meanwhile the broadcast share dropped from an estimated 35% last year to 32.5% for 1963. The loss could be attributed mainly to a decline in spot radio placement.

Major spot TV accounts in 1963 included Bankers Trust Co., with a heavy budget in New York City, and Broxodent (division of Squibb). Those accounts using network TV were Dr. Scholl's, in several daytime NBC shows and Kiwi Polish Co. in *CBS Reports*.

Spot radio accounts are MGM, River Brand Rice, U. S. Tobacco Co. and Lydia Pinkham. Dr. Scholl's is a network radio user. Donahue & Coe is scheduled to merge with Ellington & Co., New York, on Jan. 1 (see story below).

W. B. Doner: Combined TV-radio billing \$13.6 million; \$8.5 million in television (\$3 million in network, \$5.5 million in spot); \$5.1 million in radio (\$200,000 in network, \$4.9 million in spot); TV-radio share of overall billing: 80%.

Doner's overall broadcast billing figure stayed the same in 1963 with budgets shifting from network TV to spot. Major accounts using spot TV were Atlantic Brewing, National Brewing Hubley Toys and Henri's Food Products. Hubley was the agency's only network TV user.

Dial Finance Co. and Turtle Wax use spot radio as do Atlantic Brewing, National Brewing and Henri's Food Products.

Doyle Dane Bernbach: Combined TV-radio billing \$21.4 million; \$18.2 million in television (\$6.4 million in network, \$11.8 million in spot); \$3.2 million in radio (\$100,000 in network,

\$3.1 million in spot); TV-radio share of total billing: 29.1%.

DDB's combined billing continued to rise this year: \$5.1 million over 1962. Spot TV clients include Jamaica Tourist Bureau (a newly acquired account). Colombian Coffee, Dreyfus, Thom McAn, Volkswagen, Crown Zellerbach, Rival Packing, 5-Day Laboratories, General Mills and West End Brewing Co. Clairol and Chemstrand use both network and spot TV.

Network TV advertisers include Polaroid with several participations on the networks, Chicopee Mills participating in several daytime NBC shows, General Mills a heavy sponsor in various NBC and CBS daytime and prime time programs and Cracker Jack with sponsorship in NBC-TV's *Tonight*.

Spot radio clients: Thom McAn, American Airlines, Sick's Rainier Brewing, West End Brewing, Import Motors and Brundage Motors.

Erwin Wasey, Ruthrauff & Ryan: Combined TV-radio billing \$20.3 million; \$16.3 million in television (\$12 million in network, \$4.3 million in spot); \$4 million in radio (\$1 million in network, \$3 million in spot); TV-radio share of overall billing: 37%.

Radio-TV business at EWR&R rose slightly in 1963 as old-line accounts raised their investments in radio. The biggest spurt was in spot radio which climbed to \$3 million from \$2.4 million in 1962.

The Carnation Co. continued as EWR&R's pace-setting account with participations in such network shows as *The Virginian*, *To Tell the Truth*, *House Party*, *Password*, *As the World Turns* and *Monday Night at the Movies*. Other network TV advertisers were Van Camp Sea Food Co. on *Concentration*; Revere Camera Co. on *Tonight* and A. E. Stanley Mfg. Co. on various daytime shows including *Your First Impression* and *Play Your Hunch*.

Network radio business was placed for the Wynn Oil Co. and Devoe & Reynolds Co. Spot TV-radio buyers included United California Bank, Carnation, Frito-Lay Inc., Texas State Optical Co. and Gulf Oil Corp.

William Esty Co.: Combined TV-radio billing \$76 million; \$62 million in television (\$54 million in network, \$8 million in spot); \$14 million in radio (\$2 million in network, \$12 million in spot); TV-radio share of overall billing: 80%.

Esty's broadcast billing climbed an estimated \$4 million over the 1962 figure. Spot TV gained \$2 million and spot radio a like amount. The agency's broadcast allocation remained at 80% of total billings.

Heavy network TV accounts: R. J. Reynolds Tobacco (*Saturday Night at*

Donahue & Coe-Ellington merger Jan. 1

An agreement to merge Donahue & Coe, New York, with Ellington & Co., New York, effective Jan. 1, 1964, was disclosed last week. The merged operation will have total billings of approximately \$50 million. No decision has been made on a new name.

D&C billing is estimated in the neighborhood of \$30 million, of which approximately \$11.5 million is in the broadcast media. Ellington bills approximately \$20 million with accounts largely in the printed media.

The merger is said to be the third largest in agency history, ranking behind Interpublic's recent acquisition of Erwin Wasey, Ruthrauff & Ryan, and in 1958 Erwin Wasey's consolidation with Ruthrauff & Ryan.

Donahue & Coe had a change in its fiscal set-up recently when E. J. Churchill, board chairman, sold a substantial interest in the agency to a group of executives including Don E. West, president, and Walter Weir, chairman of the executive committee.



Prime time makes a difference!

On the CBS Owned stations, prime time is truly prime. Never been better!

No need to point out that the CBS Television Network program line-up is stronger than ever. (How can you miss with Gleason, Silvers, Moore, Skelton, Ball, Van Dyke, Thomas, Kaye, Hitchcock, Sullivan, Griffith, Burr, "Beverly Hillbillies," "Nurses,"

"Candid Camera," "Gunsmoke" and so on?) Complementing this fantastic network array, the stations provide many locally-produced evening programs ranging from award-winning documentaries to symphonic concerts to full-length performances of Shakespeare. Whatever is of special interest to members of the local community.

A big difference in prime time? Ask the millions of New Yorkers, Southern Californians, Chicagoans, Philadelphians and St. Louisans who consistently look on their CBS Owned television station as their prime source of entertainment and information and news, year after year after year!

CBS TELEVISION STATIONS ©

1963 TOP 50 BROADCAST AGENCIES continued

the Movies, and *Huntley Brinkley Report* on NBC-TV; *Glynis, Garry Moore* and *Beverly Hillbillies* on CBS-TV and ABC-TV's *Wagon Train* and *77 Sunset Strip*; American Home Products (predominantly in CBS-TV evening programs); Chesebrough Ponds (CBS-TV daytime programs and scattered evening minutes); Union Carbide (NBC-TV's *Saturday* and *Monday Night at the Movies, Eleventh Hour*; ABC-TV's *AFL Football, Arrest & Trial, Combat, Burke's Law* and *77 Sunset Strip*; CBS-TV's *The Great Adventure, Alfred Hitchcock Hour* and *CBS Reports*); Ballantine (*Jerry Lewis* and *Jimmy Dean* on ABC-TV and sports programs). Other network TV clients are Sun Oil, Pacquin Inc. and Thomas Leeming.

In spot television: R. J. Reynolds, American Home Products, Sun Oil, Chesebrough Ponds, Ballantine, Colgate-Palmolive, Union Carbide, Charles Pfizer and Kimberly-Clark. Spot radio accounts at Esty include R. J. Reynolds, Ballantine, Union Carbide and American Home Products. Network radio is placed for R. J. Reynolds and Sun Oil.

Fletcher Richards, Calkins & Holden: Combined TV-radio billing \$10.6 mil-

lion; \$6.6 million in television (\$1.8 million in network, \$4.8 million in spot); \$4 million in radio (all spot); TV-radio share of overall billing: 34%.

Eastern Air Lines's major broadcast use has helped push up Fletcher Richards's radio-TV billing to a new level, and the agency back into the top 50 listing. FRC&K in 1962 was in the \$7 million area—just under the cut off point that year.

Eastern is in network TV (*Tonight* and *Today* on NBC-TV) as well as in spot TV and spot radio. Other network TV advertisers include A-1 steak sauce (daytime schedule), U. S. Keds (ABC-TV's *Ozzie & Harriet* and *Leave It to Beaver*), and Maypo in Saturday daytime programs. These advertisers also are in spot TV as are Cinzano vermouth, Hublein (A-1 and Maypo), J. P. Stevens and Folger's Coffee. Radio advertisers also include Cinzano, Stevens and Folger's.

Though Fletcher Richards's billing is at a substantial level, its future is as yet undetermined. Eastern Air Lines has invited bids from agencies, and its California operations have been acquired by Campbell-Ewald (see story below). Glamorene will be in broadcast in the future.

Foote, Cone & Belding: Combined TV-radio billing \$70.89 million; \$65.73 million in television (\$50.9 million in network, \$14.83 million in spot); \$5.16 million in radio (\$280,000 in network, \$4.88 million in spot); TV-radio share of overall billing: 56.93%.

FC&B, now a public company, reported total agency billings for six months ended June 30, 1963, of \$76.9 million, and it is estimated that the agency will bill \$150 million in domestic and foreign business for the full year, up approximately \$15 million from \$135,274,370 for 1962; the latter total quoted in an agency prospectus.

The broadcast billing estimate for FC&B readjusted for new business (Kitchens of Sara Lee, S&W Fine Foods, Lanvin Perfumes and Wander Co.), shows a 3% gain in broadcast share of overall billings and data now available from the agency as a public company, shows a substantial gain of \$13.59 million over the 1962 level of \$57.3 million. A further gain in this area for the agency will be made Jan. 1, when Liebmann Breweries (Rheingold beer) with a broadcast budget estimated at \$2.5 million moves to FC&B.

Heaviest network TV clients at FC&B are Clairol (*Wagon Train, Fugitive* and *Farmer's Daughter* on ABC-TV), Menley & James (*Wagon Train,*

Campbell-Ewald adds Richards West Coast accounts

Campbell-Ewald Co., Detroit-based agency giant which several weeks ago bought Chicago's Hill, Rogers, Mason & Scott, last week announced it has acquired all of the California operations of New York's Fletcher Richards, Calkins & Holden effective January 1 (BROADCASTING, Oct. 28).

A total of 22 new accounts are added to Campbell-Ewald whose current billings already top \$100 million. One-third are in broadcast (see story page 27).

Thomas B. Adams, Campbell-Ewald president, said the negotiations have been underway for months and were completed last week. "The new West Coast division of Campbell-Ewald will be a complete and wholly integrated agency operation staffed by more than 80 advertising experts," he said.

Campbell-Ewald already has offices in Hollywood and San Francisco and after the new acquisition "there will be some consolidation of the offices" best suited to client needs, Mr. Adams said. Richards' California offices are in Los Angeles



Mr. Francis



Mr. Harris

and San Francisco too.

King Harris, who has been in charge of Richards' western division, will become an executive vice president of Campbell-Ewald and take charge of all the agency's West Coast accounts. Richard C. Francis continues as Campbell-Ewald vice president in charge of all Chevrolet account activities in Hollywood and Southern California and Milburn

(Mel) Johnson also continues as vice president handling all Chevrolet account activities in Pacific Coast region.

Among the Richards' accounts acquired by Campbell-Ewald are J. A. Folger & Co. (coffee), Spreckles Sugar Co., Morris Plan of California, carbonated beverage division of California Packing Corp., Tar-Gard Co. and Chirandelli Chocolate Co.



Movies make a difference!

Local audiences agree: movies are better than ever on the CBS Owned stations—where viewers are currently enjoying a bonanza of recent movie blockbusters never before seen on television in their areas. Thanks to newly-purchased packages of movies produced by the big Hollywood studios and other important film centers of the world, viewers are getting

first-run-on-television action yarns, comedies, dramas and musicals. All-time box office champs like "On the Waterfront," "From Here to Eternity," "Dark at the Top of the Stairs," "The FBI Story." Hitchcock cliffhangers, DeMille spectacles, John Ford westerns. And a star roster that runs the gamut of filmdom "names": from Ava to ZsaZsa, from Brando to

Wayne. No wonder such feature film programs as "The Early Show" and "The Late Show" are long-run favorites with audiences in five markets.

For sure, there's a *big* difference in the calibre of feature film programming! And no one knows it better than the CBS Owned television stations. Except, of course, the viewers.

CBS TELEVISION STATIONS ©

1963 TOP 50 BROADCAST AGENCIES continued

and *Fugitive*, CBS-TV's *Judy Garland*) and Lever Bros. (CBS-TV's *Red Skelton*, *Bing Crosby* specials) with General Foods, Armour, Kimberly Clark, Hallmark, and S. C. Johnson also in the medium.

FC&B places spot TV for General Foods, Lanvin, Menley & James, Imperial (margarine) and TWA.

The agency's major spot radio accounts are Savarin, Lanvin, Equitable Life and TWA.

Clinton E. Frank Inc.: Combined TV-radio billing \$9 million; \$8.3 million in television (\$5.1 million in network, \$3.2 million in spot); \$700,000 in radio (\$200,000 in network; \$500,000 in spot); TV-radio share of overall billing: 44.8%.

Clinton Frank's broadcast billing was off only a little more than \$1 million from its 1962 level, but the share of total billing also was down from 50% last year to 44.8% this year. Biggest change: in network TV, the Frank agency dropped nearly \$2 million as against last year's total, picked up, however, in spot TV and held steady in radio billing. Spot spenders included Allied Florists Association of Illinois, Continental Oil Co., Kemper Insurance Co., Toni Co., Wurlitzer, CVA Co. and Bosch Brewing. Kemper, Norge Sales Corp., Reynolds Metals, Toni and Wurlitzer are network TV billers. Radio: the florists, Bosch, Continental, Curtiss Candy, Dean Milk, Kemper, O'Brien Paint and CVA, all spot; Wurlitzer and CVA in network.

Fuller & Smith & Ross Inc.: Combined radio-TV billing \$17 million; \$15.2 million in television (\$3.4 million in spot; \$11.8 million in network), \$1.8 million in radio (\$1.3 million in spot; \$500,000 in network); TV-radio share of overall billing: 28%.

FSR's total broadcast billing was up \$9.9 million this year traceable in part to the acquisition of several new accounts. New accounts using spot TV, for example, are Warner Lambert Pharmaceutical, National Oil Fuel Institute, Scuffy, Bon Ami and CIT Financial. Mystic Tape, another newly-acquired account, is a network TV user.

Total TV billing jumped \$5 million with spot TV increasing \$1.8 million and network TV up \$3.3 million over last year. Spot TV users include McCulloch-Scott, Borden Co., Dymo Industries, Libbey Glass and Mellon Bank. Lestoil, Lehn & Fink, National Cotton Council and American Chicle Co. use both spot and network TV. Other network TV users are Alcoa, Coats & Clark, Williamson-Dickie and Skil Corp.

Alcoa, Mellon Bank, Lehn & Fink, Patio Foods, Keystone Wire and Hercules Powder Co. are spot radio accounts. Hires Root Beer uses both spot and network radio.

Gardner Advertising: Combined TV-radio billing \$22 million; \$16 million in television (3.7 million in network, \$12.3 million in spot); \$6 million in radio (\$700,000 in network, \$5.3 million in spot); TV-radio share of overall billing: 44.2%

Gardner maintained its gradual

Gardner expanding

Growing boys and growing agencies need expanding elbow room. That's why St. Louis-based Gardner Advertising—annual billings tripled in eight years—is expanding its New York headquarters.

Now situated at 370 Lexington Avenue, Gardner will lease three floors in a new Manhattan building at 90 Park Avenue. Gardner also has an option to acquire another floor in the building which is now under construction. The new offices should be ready for occupancy by April 1, 1964.

In addition to St. Louis and New York, Gardner has offices in Hollywood, London and Milan, Italy.

Total foreign and domestic billings, reported to be \$17 million in 1955, were over \$53 million last year.

Gardner put close to \$22 million into broadcast this year. (See story page 27).

growth in broadcast billings, raising its broadcast figure \$1.25 million over the previous year while the agency's share of total billings going into the electronic media jumped 2.7%. Although the agency's television billings dropped approximately \$200,000, radio gained an estimated \$1.57 million, more than offsetting the TV decline.

Gardner places network TV orders for Ralston Purina Co. and Grove Laboratories. Spot television is placed for Anheuser-Busch, Ralston Purina Co., Pet Milk Co., Great Atlantic & Pacific Tea Co. and Sunray DX Oil.

Spot radio accounts: Pet Milk, Great Atlantic & Pacific Tea, Anheuser-Busch and Sunray DX Oil. Anheuser-Busch is also in network radio.

New accounts which are expected to strengthen Gardner's future broadcast figures are Whitman Candy and American Tobacco.

Geyer, Morey, Ballard Inc.: Combined TV-radio billing \$13.18 million; \$10.34 million in television (\$5.69 million in network, \$4.65 million in spot); \$2.84 million in radio (\$1.08 million in network, \$1.76 million in spot); TV-radio share of overall billing: 26.9%.

GMB's broadcast billings went up about \$600,000 over the 1962 level, although the agency's share of total billings devoted to broadcast dropped from 28% to 26.9% in the same period.

Major accounts of Geyer in network television are American Motors and Lehn & Fink. These customers are also in spot TV along with Sinclair Refining Co., B. T. Babbitt and Rambler Dealer Associations. GMB has each of these TV accounts in spot radio and American Motors also in network radio. The agency resigned Max Factor during the year. GMB's gains in broadcast are attributed to increased TV-radio budgets of its clients—notably American Motors in co-sponsorship of the *Danny Kaye Show*—rather than to new clients moving into broadcast.

Grant Advertising: Combined TV-radio billings \$12.5 million; \$9.3 million in television (\$2 million in network, \$7.3 million in spot); \$3.2 million in radio (\$400,000 in network, \$2.8 million in spot); TV-radio share of overall billing: 40%.

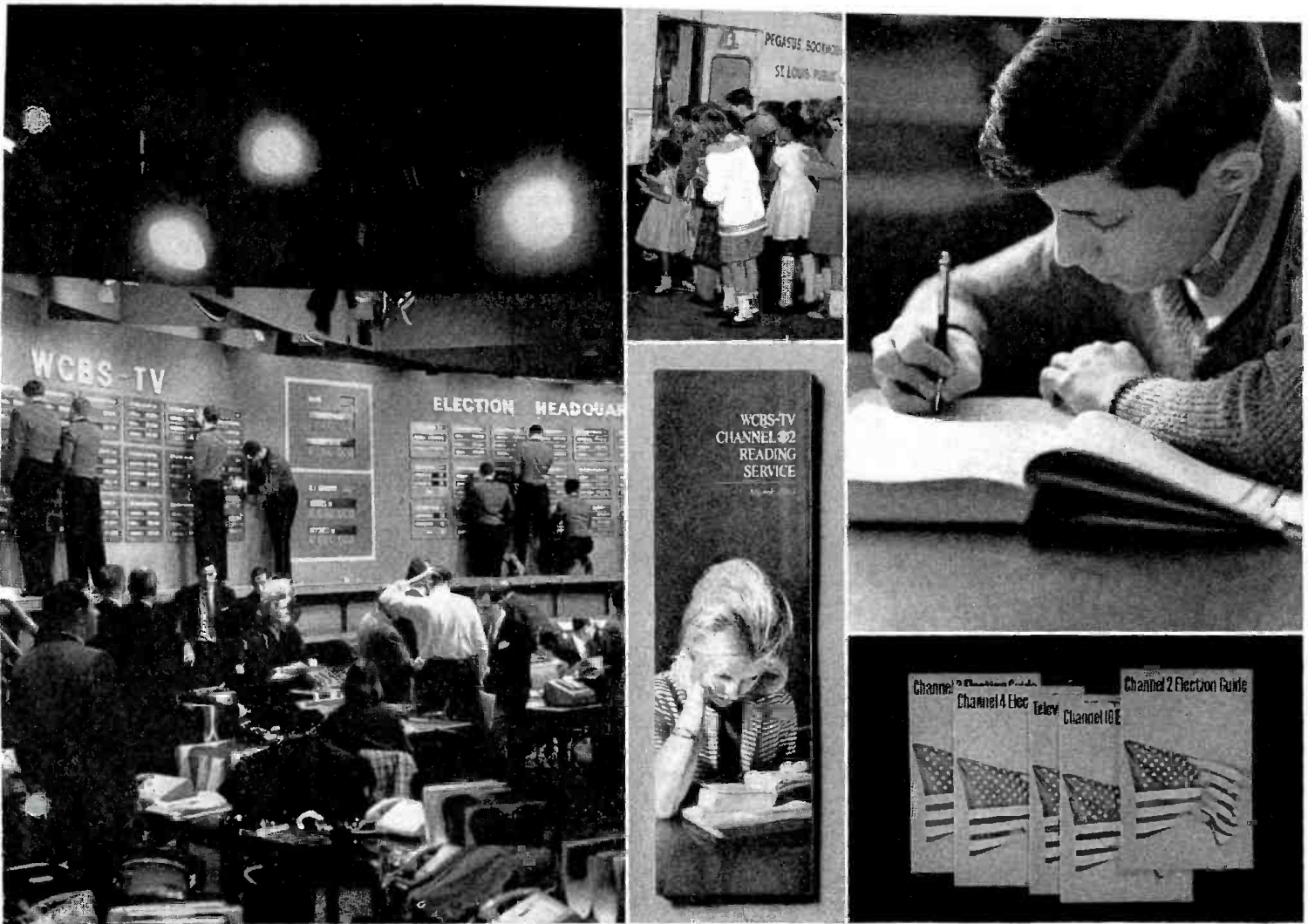
Grant's radio-TV billing gained approximately \$500,000 over the year. The agency's broadcast share maintaining its 1962 level of 40%. The broadcast gain arrested a downward trend at Grant over the past several years.

The agency's major client in spot television is Dr. Pepper, an account which also uses network TV. In spot radio Grant billed for Gordon Baking Co. and Chicagoland Dodge Dealers.

Grey Advertising: Combined TV-radio billing \$45 million; \$42 million in television (\$22 million in network, \$20 million in spot); \$3 million in radio (\$1 million in network, \$2 million in spot); TV-radio share of overall billing: 60%.

New accounts obtained by Grey during the year helped raise its broadcast billing by \$5 million over the 1962 level. The agency acquired Ex-Lax and Grove Laboratories and portions of American Home Products, Bristol-Myers and Revlon, while dropping P&G's Lilt.

Heavy network TV spenders in the Grey portfolio are P. Lorillard on various sports programs and daytime shows; Revlon on the *Ed Sullivan Show*; Ideal Toy Co. on *Trailmaster*, *Rin Tin Tin* and various other daytime programs; Knomark on *Ed Sullivan Show* and Block Drug, Revlon and Mennen, which are minute buyers on various



Community service makes a difference!

As practiced by the CBS Owned stations, community service extends far beyond the dimensions of the television screen. *How* far may be seen from just two examples.

In cooperation with public schools and libraries, the stations prepare monthly lists of books relating to the content of noteworthy future programs, and distribute them through schools and libraries, to encourage students to read more, and to make

their television viewing beneficial to their studies. Now into its third year, this Television Reading Service is reaching an estimated 1,570,000 students through more than 2100 public and parochial schools and libraries.

Supplementing their broadcast political coverage, the stations produce comprehensive illustrated local Election Guides which are distributed en masse to local civic groups, schools and colleges before every

major election. The American Heritage Foundation has called this project "an outstanding contribution" to its campaign to get out the vote.

Add such off-air activities to what's done *on* the air, and you begin to understand why the five CBS Owned television stations are so highly esteemed by local officials, by opinion leaders, by educators—as well as by viewers—in five major communities.

CBS TELEVISION STATIONS ©

1963 TOP 50 BROADCAST AGENCIES continued

nighttime and daytime programs.

Spot investors are Bristol-Myers, Greyhound Corp., Ideal Toy Co., Lorillard, P&G, Revlon, Phillips-Van Heusen, Tidewater Oil Co., R. H. Macy & Co. and Ward Baking Co.

Guild, Bascom & Bonfigli: Combined TV-radio billing \$10.1 million; \$9 million in television (\$5.2 million in network, \$3.8 million in spot); \$1.1 million in radio (all in spot); TV-radio share of overall billing: 55.7%.

GB&B's broadcast expenditures dropped by more than \$4 million in 1963, though its overall billing advanced by about \$2 million. The dip in radio-TV is attributable to a sharp decline in the radio-TV share to 55.7% from 84% in 1962.

Its major accounts in network TV are the Corn Products Division of Best Foods on *Dennis The Menace*, *Red Skelton Show*, *Mr. Ed* and the *Flintstones* and the Ralston Purina Co. on the *Danny Kaye Show*, *Glynis*, *Stump the Stars* and *Jackie Gleason Show*.

GB&B's advertisers in spot radio and television include the Carling Brewing Co. (Pacific Division), Clougherty Packing Co., Foremost Dairies, Pacific Northwest Bell Telephone Co., Ralston Purina, Corn Products, Mary Ellen's (Jams & Jellies) and Mothers Cookie Co.

Lawrence C. Gumbinner Adv.: Combined TV-radio billing \$11 million; \$7.3 million in television (\$2.2 million in spot, \$5.1 million network); \$3.7 million in radio (all spot); TV-radio share of total agency billing: 47%.

Gumbinner's broadcast billing declined more than \$1 million in 1963. Broadcast billing in 1962 was 52% of the agency total contrasted to this year's lower share. Gumbinner, late this year, resigned its key American Tobacco Co. account.

Network TV advertisers included: American Tobacco Co. for Dual Filter Tareyton cigarettes (*Combat*, *Our Man Higgins*, *Going My Way*, all on ABC-TV; *Have Gun, Will Travel*, and *The Real McCoys*, both on CBS-TV); Whitehall Laboratories (division of American Home Products Corp.) for Neet (daytime participations on ABC-TV; *The Nurses*, CBS-TV; *Empire*, NBC-TV); Chap Stick Co., a division of Morton Manufacturing Corp. (participations on NBC-TV's *Today* and *Tonight* shows).

Gumbinner's spot TV clients included American Tobacco Co., Browne-Vintners Inc., Bourjois Inc., Block Drug Co. (Rem cough medicine) and Ceribelli & Co. (Brioschi).

Gumbinner this year dropped its net-

work radio accounts, and the agency's spot radio clients included Dual Filter Tareyton, Sacramento Tomato Juice (Bercut-Richards Co.), Block Drug Co. and Ceribelli & Co.

New accounts for the agency this year were Ceribelli & Co. (Brioschi), spot TV and radio; and Connecticut Mutual Life Insurance Co.

Honig-Cooper & Harrington: Combined TV-radio billing \$8.95 million; \$7.1 million in television (all in spot);

East east and west west

Carl M. Post, president of the fast-growing Post-Keyes-Gardner, twitted both eastern and midwestern advertising practitioners last week about their respective provincial concepts of the agency business—concepts long divided chiefly by the Hudson River.

Speaking Tuesday before the Broadcast Advertising Club of Chicago about the long-term growth trends in the Great Lakes area and the hundreds of millions of billing dollars but a phone call or brief jet ride away, Mr. Post clinched his argument with a question: "Will New York become Chicago's largest suburb?"

\$1.85 million in radio (\$150,000 in network, \$1.7 million in spot); TV-radio share of overall billing: 54%.

This San Francisco-based agency, in 49th place two years ago, dropped off the top 50 list in 1962 but reappears this year.

The agency has Clorox heavily in spot television with Thrifty Drug Stores, Signal Oil & Gas, United Vintners, C&H Sugar, Bubble Up and Interstate Bakeries also active in the medium. Network radio is placed by HC&H for Farmer's Insurance Group, also an active spot radio client. Other spot radio users are American Beauty Macaroni and Levi Strauss.

Kastor, Hilton, Chesley, Clifford & Atherton Inc.: Combined TV-radio billing \$12 million; \$10 million in television (\$3 million in network, \$7 million in spot); \$2 million in radio (all spot); TV-radio share of overall billing: 55%.

Spot-heavy KHCCA is up \$1 million in its broadcast billing. Though most of its billing in broadcasting comes from spot, the biggest gains this year were in network TV. Its impressive year in broadcast occurred when it picked up \$4.5 million in additional radio-TV business largely as a result of new broadcast clients. These are among

the current active advertisers, namely Norcliff Labs, Isodine Corp., American Industries, Maradel Products, E. R. Squibb and Tropicana Products. Added this year: the \$500,000 Matye Bath Products. Leaving the agency: Vi Penta Zestabs and Dyna-Jets and Sauter Laboratoire's Posidrun cough syrup, all under the Hoffman-Laroche corporate banner, an account worth about \$1.2 million.

Kenyon & Eckhardt: Combined TV-radio billing \$42.5 million; \$37 million in television (\$24 million in network, \$13 million in spot); \$5.5 million in radio (\$700,000 in network, \$4.8 million in spot); TV-radio share of overall billing: 50%.

K&E's broadcast billing slumped \$4 million from 1962 figure, largely because of a cutback in network TV. Though spot TV and radio expenditures jumped substantially, these increases were not large enough to offset the decline in network TV.

The hefty \$13 million in spot TV was achieved through spending by such clients as Beecham Products Inc., Edward Dalton Co., R. T. French Co., Isodine Pharmacial Corp., Lincoln-Mercury Division of the Ford Motor Co. and Pabst Brewing Co. Many of these companies were active in spot radio, as were the Magnavox Co. and the Quaker State Oil Refining Co.

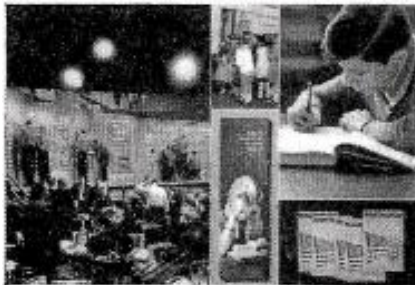
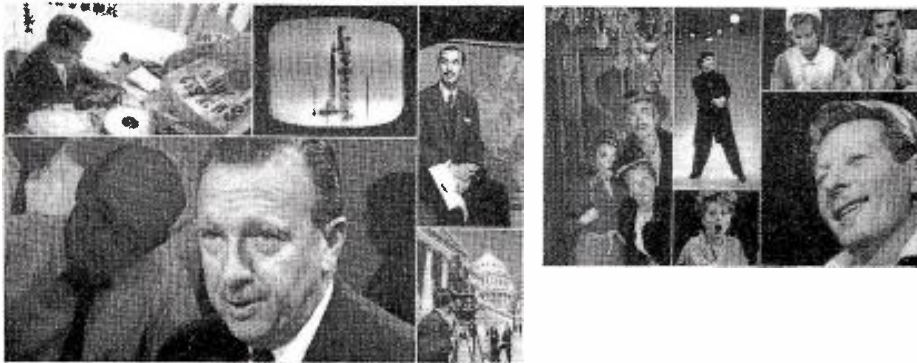
Network TV clients include Beecham on *Monday Night at the Movies*, *Combat* and *The Fugitive*; Edward Dalton Co. on *Breaking Point* and *Burke's Law*; U. S. Plywood Corp. on the *Jerry Lewis Show* and Shell Oil Co. on *Young People's Concerts with Leonard Bernstein*.

Among the daytime network TV advertisers were R. T. French, Dalton and National Biscuit Co.

Lennen & Newell: Combined TV-radio billing \$67.3 million; \$62 million in television (\$45 million in network, \$17 million in spot); \$5.3 million in radio (\$900,000 in network, \$4.4 million in spot); TV-radio share of overall billing: 54.3%.

A jump of almost \$3 million in radio investment highlighted Lennen & Newell's broadcast buying pattern during 1963 as billing climbed more than \$6 million.

The agency's principal network TV advertisers were the Best Foods Division of Corn Products on *The Red Skelton Show*, *Flintstones*, *The Nurses*, *Mr. Ed* and The Walter Cronkite news show on CBS-TV; P. Lorillard on the *Dick Van Dyke Show*, *The Ed Sullivan Show*, *The Joey Bishop Show*, *Monday Night at the Movies*; The American Gas Association on *AFL Football*, *Ozzie & Harriet* and *Wide World of Sports*, and Consolidated Cigar on the *Edie Adams*



Everything makes the difference!

By now it should be abundantly clear that there is a considerable difference between the CBS Owned television stations and others, no matter what criteria you use to measure them. Local audiences know it—and show it! Local community leaders and officials know it! Local and national advertisers and agencies know it! If you would like further information, your CBS Television Stations National Sales representative will tell you more about WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. And demonstrate what a difference the words “CBS Owned” can mean to you. ©

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

*we're Los Angeles'
 conversation station.
 By being stimulating,
 entertaining,
 provocative and
 informative . . .
 our listeners
listen.*

*As a result,
 advertisers like us
 because they know
 it takes a
listening audience
 to become a
buying audience.*

Represented Nationally
 by the Katz Agency

KABC
 conversation
RADIO 79

AN ABC OWNED RADIO STATION

Show. Daytime network TV spenders included Colgate-Palmolive, Best Foods and Reynolds Metals Co.

Network radio advertisers included Cities Service Co. and P. Lorillard, both of whom were active in spot radio, as were General Aniline & Film Corp. and Stokely-Van Camp. Spot TV buyers included American Chicle, Armstrong Rubber Co., Cities Service, Colgate-Palmolive, General Insurance Co. and Lorillard.

MacManus, John & Adams: Combined TV-radio billing \$14.8 million; \$11.2 million in television (\$10 million in network, \$1.2 million in spot); \$3.6 million in radio (\$1.2 million in network, \$2.4 million in spot); TV-radio share of overall billing: 23%.

Broadcast billings at MacManus for 1963 almost doubled those of the previous year, moving the agency up from the bottom position it occupied last year on the 50-agency list.

The gains are partly attributable to acquisition of Pfizer Laboratories' Candettes billings and all of the United Biscuit Co. account. Principal network TV users through MacManus are Pontiac (*Victor Borge* and *Bing Crosby* specials; NBC-TV's *Today* and *Tonight* and scattered evening programs); Minnesota Mining & Manufacturing (NBC-TV's *Tonight* and *Fugitive* plus a daytime and evening scatter) and United Biscuit Co., Hartz Mountain, Pfizer Candettes and Dow Chemical with scattered evening and daytime schedules.

MacManus' major spot TV business is placed for Pontiac, Dow Chemical, Good Humor and United Biscuit. The agency has 3M in network radio and Pontiac, Cadillac, Good Humor and 3M in spot radio.

Maxon Inc.: Combined TV-radio billing \$23 million; \$22 million in television (\$20 million in network, \$2 million in spot); \$1 million in radio (\$260,000 in network, \$740,000 in spot); TV-radio share of overall billing: 63%.

Maxon, up \$950,000 in TV-radio billing over 1962 and holding steady with a 63% share in broadcast, continued to spend heavily in network television. Network TV gets about 56% of Maxon's total billing.

Gillette Safety Razor again accounted for a large chunk of the agency's network TV billing with a wide sports schedule and *Wagon Train*. Maxon has the H. J. Heinz Co. in NBC-TV daytime shows. Other network television customers are General Electric, Mohawk Carpets, Revere Copper & Brass, Sun-Maid Raisin and Pittsburgh Plate Glass.

Maxon fell off in radio billing approximately \$750,000 through 1963. Gillette Safety Razor used both spot and network while H. J. Heinz, Staley Manufacturing, La Choy Foods and

Stauffer Chemical purchased spot radio through Maxon.

McCann-Erickson: Combined TV-radio billing \$94.5 million; \$79 million in television (\$54 million in network, \$25 million in spot); \$15.5 million in radio (\$1.5 million in network, \$14 million in spot); TV-radio share of overall billing: 55%.

McCann-Erickson, in its reckoning, claims it's undergoing an impressive year in broadcast, a surge that will push the agency to even a higher level in 1964. Agency estimates also indicate a higher share of total billing to be in radio-TV this year, accounting for a good part of the some \$28 million increase over the past year. New Westinghouse TV business placed this year will be reflected after Jan. 1.

The gains are across the board, network and spot TV each up considerably. McCann-Erickson's client list has become more involved with higher budgets, official sources at the agency disclose. Additional boosts have come from Encyclopaedia Britannica and John Hancock and bigger budgets in broadcast by such advertisers as National Biscuit.

Highlighting the network activity are National Biscuit, which is in *Donna Reed* on ABC-TV, and *Great Adventure* on CBS-TV, and in daytime programs; Coca-Cola (*Rawhide* on CBS-TV, and participations), Buick's participations; U. S. Borax & Chemical Corp.; Humble Oil (specials); Ocean Spray, Nestle Co. and the Savings & Loan Foundation.

Spot activity comes from the bulk of these advertisers as well as from several packaged foods accounts.

McCann-Marschalk: Combined TV-radio billing \$13.4 million; \$8.6 million in television (\$3.5 million in network, \$5.1 million in spot); \$4.8 million in radio (\$200,000 in network, \$4.6 million in spot); TV-radio share of overall billing: 35%.

The estimated broadcast billing at McCann-Marschalk fell slightly in 1963 as the agency invested a smaller portion of its overall media expenditures in radio-TV during the year.

The agency picked up various medium-sized accounts that were not active in the broadcast field during the year, but it lost two accounts that were broadcast-minded—National Airlines (approximately \$3.5 million in billing) and Elgin National Watch Co. (about \$1 million).

McCann-Marschalk, a subsidiary of Interpublic, numbered several clients which were active in network TV on a participating basis including Spiedel, Scripto and the Upjohn Co. Among spot buyers in the M-M fold were Standard Oil Co. (Ohio), the Pillsbury Co., Fanta Beverages, Genesee Brew-



VOLUME 8-
"FILMS OF THE 50's"
NOW FOR TV

FORTY-TWO OF THE FINEST
FEATURE MOTION PICTURES
FROM SEVEN ARTS



CLAUDETTE COLBERT
PATRIC NOWLES
SESSUE HAYAKAWA

THREE CAME HOME



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.
State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671
Distributed outside of the United States and Canada
Cable: SEVENLON London

For list of TV stations programming Seven Arts' "Films of the
50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

1963 TOP 50 BROADCAST AGENCIES continued

ing and International Nickel Co.

Needham, Louis & Brorby: Combined TV-radio billing \$35 million; \$24.5 million in television (\$18.75 million in network, \$5.75 million in spot); \$10.5 million in radio (\$4.5 million in network, \$6 million in spot); TV-radio share of overall billing: 65%.

NL&B's share went up from 53% in 1962 to 65% this year, and the general level of broadcast spending increased with it, the agency showing a gain of about \$11 million.

NL&B bills for Campbell Soup Co. in network (*Lassie* and *Donna Reed* in prime time and 18 daytime shows); S. C. Johnson, Kraft Foods, General Mills; State Farm Mutual Insurance Co. (*Jack Benny* on CBS-TV), and Humble Oil. Several of these accounts and Accent, Household Finance, Standard Oil (New Jersey) are in spot TV. Spot radio has 12 of its major accounts active, and network radio four of them (Mars Inc., Kraft, Accent and Campbell Soup). In addition, the agency has added Eli Lilly and Co. to its client list.

Norman, Craig & Kummel: Combined TV-radio billing: \$35.1 million; \$32.3 million in television (\$20 million in network, \$12.3 million in spot); \$2.8 million in radio (all in spot); TV-radio share of overall billing: 67%.

NC&K's billing in broadcast rose slightly over the 1962 level, as the agency raised its investment in network and spot TV.

Its heaviest network TV spenders included Schick on *Outer Limits*, *Wagon Train* and *McHale's Navy*; Hertz Corp. on the *Jack Paar Show* and *Perry Mason* and Colgate-Palmolive and Revlon, which participated on both nighttime and daytime shows.

NC&K clients which bought spot TV and radio during the year were Colgate-Palmolive, Dow Chemical, Chesebrough-Pond's and Hertz.

North Adv.: Combined TV-radio billing \$12.9 million; \$12.7 million in television (\$8.6 million in network, \$4.1 million in spot); \$200,000 in radio (\$100,000 in network, \$100,000 in spot); TV-radio share of overall billing: 67%.

North gained a healthy \$3.36 million in broadcast while moving up an estimated 11 percentage points in its radio-TV share of total agency billings over the 1962 share. Approximately \$3 million of the increase went to network television.

North's major clients in network TV are Toni Co., Dormeyer Division of Webcor and E. L. Bruce. These network accounts are also in spot TV along with Sears Roebuck (test market-

ing), Kitchens of Sara Lee and Boyle-Midway Division of American Home Products. North places spot radio for Englander Co. and Kitchens of Sara Lee and network radio for Dormeyer.

Ogilvy, Benson & Mather: Combined TV-radio billing \$24.7 million; \$21 million in television (\$8.1 million network, \$12.9 million spot); \$3.7 million in radio (\$600,000 network, \$3.1 million spot); TV-radio share of overall billing: 45.7%.

OBM's combined broadcast billing this year went up \$1 million over last year, despite a drop of \$1.6 million in TV billings and a more than 1% decrease in the TV-radio share of total agency billing. Radio, however, was up \$2.6 million over 1962. Spot TV was up \$100,000, but network TV lost ground. The agency's new accounts include American Express (network and spot radio); Nationwide Insurance (network and spot TV), and International Business Machines. No major accounts were lost this year.

OBM's network TV clients include Lever Brothers (*Defenders* on CBS-TV and daytime network participations); Bristol-Myers (*Ben Casey*, ABC-TV and *The Virginian*, NBC-TV).

The agency's spot TV clients are The Shell Oil Co., Helena Rubinstein, Maxwell House Coffee (General Foods), Pepperidge Farm products, Vim (Lever), Ban deodorant (Bristol-Myers), Dove soap (Lever) and Schweppes soft drinks. Radio spot advertisers are Tetley Tea, American Express, Schweppes and Shell. American Express also was a network radio user.

Papert, Koenig, Lois: Combined TV-radio billing \$16.24 million; \$16 million in television (\$12 million in network, \$4 million in spot); \$240,000 in radio (\$100,000 in network, \$140,000 in spot); TV-radio share of overall billing: 70.4%.

PKL's second year on the top 50 list was marked by a \$7.09 million increase in broadcast billing. Spot TV clients included Pharmacrast, Clark Oil Co., National Sugar Refining Co., Breakstone and National Airlines.

Network TV clients and their shows are Pharmacrast, with time in the *Richard Boone Show*, *Joey Bishop Show*, *Espionage* and *International Beauty Pageant*; Xerox in NBC documentaries and Consolidated Cigar Corp. in the *Sid Caesar Show*.

Spot radio accounts include National Airlines and the *New York Herald-Tribune*. Pharmacrast is in network radio.

Quaker Oats, in spot TV and also participating in several network shows, Piel's Beer, a heavy spot TV user, and

National Airlines, a radio-TV user, were new accounts acquired by PKL during 1963.

Parkson Advertising: Total broadcast billing \$12.5 million, all in television (\$11.9 million in network; \$600,000 in spot); TV share of overall billing: 83%.

Parkson handles J. B. Williams Co., which cut its total broadcast billings this year by \$2 million from last year. This year, the advertiser was in *Lawrence Welk Show*, *What's My Line*, *Original Amateur Hour*, *House Party*, and had participations in two daytime programs, *To Tell the Truth* and *Password*. J. B. Williams also had sponsorship in *Evening News with Walter Cronkite*, *Huntley-Brinkley Report*, *Game of the Week* and *NCAA Football*. Spot TV spending this year decreased \$200,000, while network TV was down almost \$2 million.

Post-Keyes-Gardner Inc.: Combined TV-radio billing \$19.5 million; \$16.5 million in television (\$7 million in network, \$9.5 million in spot); \$3 million in radio (\$500,000 in network, \$2.5 million in spot); TV-radio share of overall billing: 62.5%.

Post-Keyes-Gardner, formed last January in a merger between Post Morr & Gardner and Keyes, Madden & Jones, will have broadcast billings estimated at \$19.5 million through 1963, \$8.3 million above the PM&G 1962 figure. The increased broadcast budget resulting from the merger raises P-K-G to 29th position in the 50-agency list. P-K-G puts 62.5% of its billing total into radio-TV compared to PM&G's 69% last year.

P-K-G's principal clients in network television are Brown & Williamson, Maybelline and American Cyanamid. These three are also in spot TV along with Burgermeister Brewing Corp., Old Milwaukee Beer, Frito-Lay and Florsheim Shoes. In addition to all the above accounts P-K-G has General Finance Co. in spot radio.

Sullivan, Stauffer, Colwell & Bayles: Combined TV-radio billing \$64.4 million; \$54.6 million in television (\$19.6 million spot, \$35 million network); \$9.8 million in radio (all spot); TV-radio share of overall billing: 72.8%.

SSC&B's broadcasting billing share increased this year by almost 11% and hence helped push its radio-TV billing up \$16.6 million over 1962. The increase was in both TV (up \$12.6 million) and radio (up \$4 million). Spot TV moved up \$7.3 million, and network TV is up \$5.3 million over last year. New accounts this year are Johnson & Johnson and Remington Rand. The agency dropped the Vick Chemical

So good to come home with...1-1-3



Short trip home—with the relaxing music
and satisfying news... on radio **1-1-3**

Detroit's good music station...

W-CAR
50,000 watts

1130 KC

One of a series in Detroit newspapers and The Adcrafter

Representation: AM Radio Sales

1963 TOP 50 BROADCAST AGENCIES continued

account.

SSC&B clients using spot TV include The American Tobacco Co., Carter Products, Lever Brothers, Thomas J. Lipton and The Sperry & Hutchinson Co. The agency's spot radio clients are American Tobacco, Noxzema Chemical and Sperry & Hutchinson.

The major network TV clients of SSC&B are: The American Tobacco Co. (nine programs including *Judy Garland, Jimmy Dean, The Greatest Show on Earth, Twilight Zone, Combat* and *Gunsmoke*); The Block Drug Co. (21 programs including *Combat, Jerry Lewis, Trailmaster, The Price Is Right* daytime and night shows, *Sing Along With Mitch, The Fugitive, Wag-on Train, Today, Tonight, Burke's Law, Lawrence Welk* and *Rawhide*); Lever Bros. (10 shows including *I Love Lucy, Ed Sullivan, Jerry Lewis, Channing, Burke's Law* and *The Red Skelton Show*); Noxzema Chemical Co. (nine programs including *I Love Lucy, Ben Casey, Jack Paar, Channing* and *The Virginian*); Thomas J. Lipton Inc. (*Ed Sullivan, General Hospital* and *Calamity Jane*), and The Sperry & Hutchinson Co. (*Andy Williams*).

Tatham-Laird: Combined TV-radio billing \$18.4 million; \$17.8 million in television (\$8.8 million in network, \$9 million in spot); \$600,000 in radio (all

in spot); TV-radio share of overall billing: 64.5%.

A spurt in network and spot TV investment raised Tatham-Laird's broadcast billing in 1963 by almost \$3 million. This increase was accomplished despite a dip in radio spending by its clients.

Heavy investors in daytime network TV are the Boyle-Midway Division of American Home Products, Whitehall Laboratories and General Mills (Pet foods) and Procter & Gamble (Mr. Clean).

Spot business was placed on behalf of Whitehall, Boyle-Midway, Butter-Nut Coffee and P&G, among others.

J. Walter Thompson: Combined TV-radio billing \$160 million; \$145 million in television (\$113 million in network, \$32 million in spot); \$15 million in radio (\$3.5 million in network, \$11.5 million in spot); TV-radio share of overall billing: 52%.

J. Walter Thompson increased its broadcast billing substantially over last year, reporting a record figure of \$160 million placed in radio-TV. The growth can be accounted by a hefty increase in overall billing, a rise in the percentage of business allocated to radio and television and an impressive array of broadcast-oriented clients.

The year was an excellent one in the

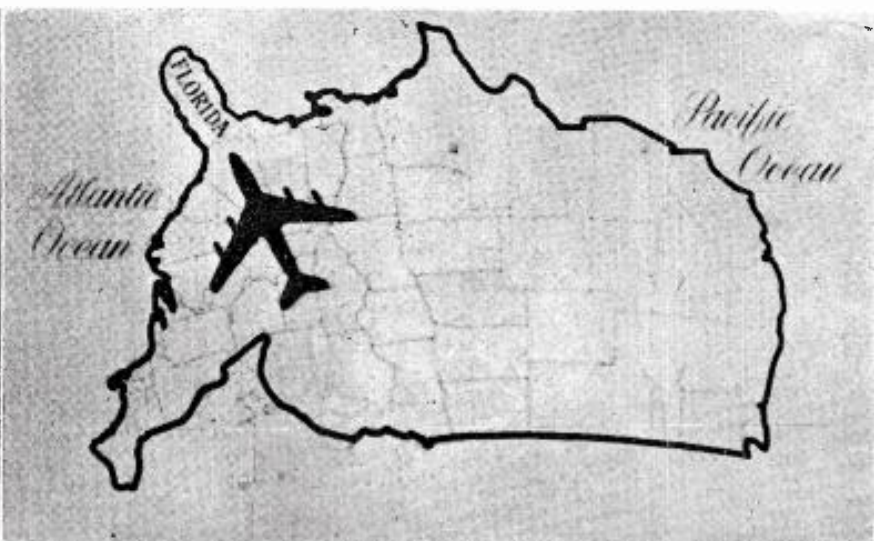
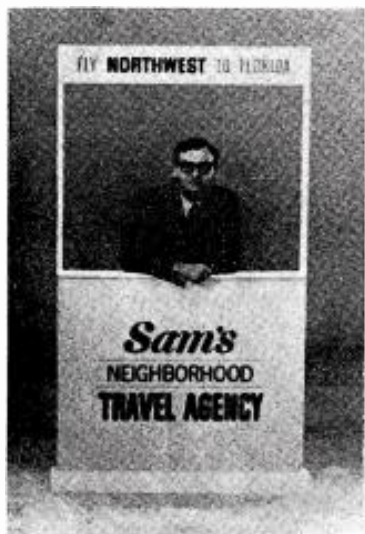
new account area, with JWT picking up several major accounts, such as Alberto-Culver V-O Shampoo and Command hair dressing (approximately \$7 million), Chesebrough-Pond's (approximately \$2 million) and Singer Sewing Machine (\$5-\$6 million). The agency lost about \$6 million from various accounts, notably Helene Curtis (Suave) and Pittsburgh Plate Glass, but its overall billing position was strengthened.

Another announced loss is the Rheingold beer account, worth about \$7 million, but this transfer to Foote, Cone & Belding will take place in January and is not reflected in this year's figures.

JWT, as usual, is well represented on network TV. A sample of a few: Eastman Kodak and RCA on NBC-TV's *Wonderful World of Color*; Lever Brothers on CBS-TV's *Candid Camera*; Warner-Lambert on NBC-TV's *International Showtime*; Quaker Oats on *My Three Sons*; Scott Paper on *Eleventh Hour*; Ford on *Hazel* at NBC-TV; Liggett & Myers Tobacco's participations on the networks. JWT traditionally has a heavy daytime TV lineup.

Spot TV and radio investors during the year included Ford Motor Co. and various Ford Dealers, Seven-Up, Lever, Standard Brands, Quaker Oats and Champion Spark Plugs.

Wade Advertising: Combined TV-radio billing \$23 million; \$22.5 million in



COMMERCIAL PREVIEW: Northwest Orient and its magic map

The upside-down approach is the most direct route to new customers this season for Northwest Orient Airlines, whose new heavy television spot campaign shows a topsy-turvy map of the U.S. and suggests: "To go South, fly Northwest . . . Northwest Orient that is!"

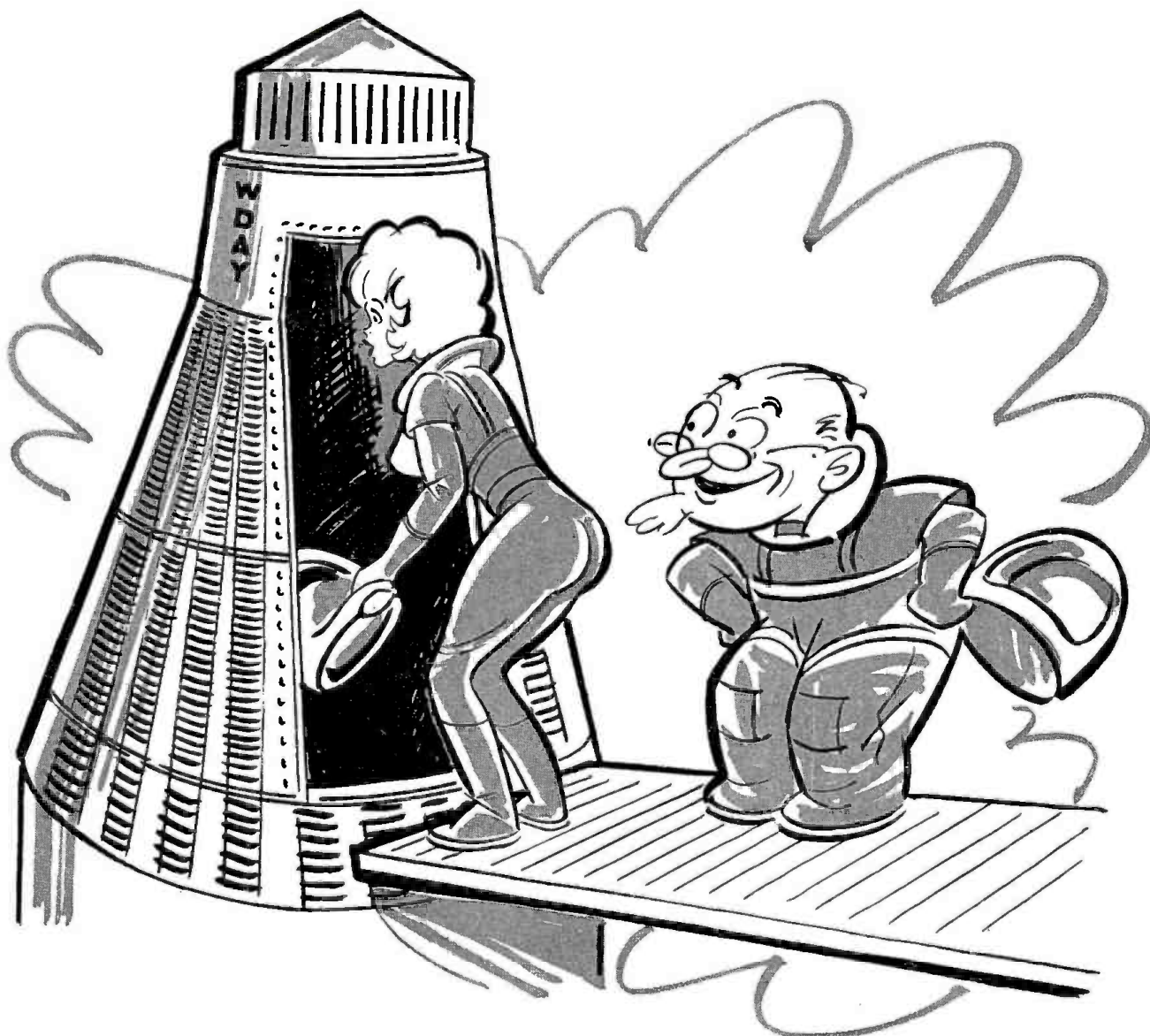
The spots center around Sam's

Neighborhood Travel Agency, which can be set up anywhere. Sam attracts winter-weary citizenry and is more than willing to show the advantages of flight to Florida on NWA.

Placed through Campbell-Mithun, Minneapolis, the campaign is on TV stations in that city, Milwaukee and Madison, Wis., and Chicago. After

Jan. 1 Tampa and Miami will be added to the schedules for "going-home" business.

A very successful user of saturation radio, Northwest also has used spot TV for the past five years. Agency producer: Mickey Hill. The spots were filmed at Elliott-Unger-Elliott, New York.



Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead "Metro Area Retail-Sales-Per-Household" are at or very near the top in Standard Rate & Data's entire list?

It's because us Hayseeds are just plain *rich*, that's why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . . "One of the most fertile agricultural areas in the United States," it says!

Yes, it's true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you'd expect — often the *same* kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

WDAY
 5000 WATTS • 970 KILOCYCLES • NBC
 and
WDAY-TV
 AFFILIATED WITH NBC • CHANNEL 6
 FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
 Exclusive National Representatives

1963 TOP 50 BROADCAST AGENCIES continued

television (\$15.2 million in network, \$7.3 million in spot); \$500,00 in radio (all spot); TV-radio share of overall billing: 77%.

Wade's broadcast share of overall billing fell sharply to 77% this year, down from 82% reported in 1962. Its combined broadcast billing moved up just a bit, chiefly in network.

Toni Co. and Miles Labs are the two major broadcast users at Wade, both are in network TV, spot TV and spot radio. Other spot advertisers at the agency are International Milling and Bond Clothes, among others.

Warwick & Legler: Combined TV-radio billing \$9.3 million; \$5 million in television (\$4.7 million in network, \$300,000 in spot); \$4.3 million in radio (\$3.4 million in network, \$900,000 in spot); TV-radio share of over-all billing: 40%.

With an increase of \$600,000 billing, Warwick & Legler's broadcast share rose 4% over 1962. The 1963 figures include Revlon and Ex-Lax billings prior to the time that these accounts left the agency.

The Mennen Co., Mail Pouch Tobacco Co., and Ex-Lax are heavy spot TV users. Network TV clients include U. S. Time Corp., with sponsorship in *Bob Hope Specials*, *Peter Pan*, *Hollywood and the Stars*, and *Best on Records*, Mennen, Revlon on *Ed Sullivan Show* and Ex-Lax.

Spot radio clients include Mennen, Mail Pouch Tobacco, Bank of Commerce, Trans Caribbean Airways, Ex-Lax and U. S. Time Corp. Clients using network radio are Mennen, Timex and Ex-Lax.

Edward Weiss: Combined TV-radio billing \$10.7 million; \$9.7 million in television (\$5.5 million in network, \$4.2 million in spot); \$1 million in radio (\$500,000 in both network and spot); TV-radio share of overall billing: 52%.

Weiss was up \$700,000 over 1962. Major accounts in spot TV are Carling Red Cap Ale, which also uses spot radio, Helene Curtis, Little Crow Milling, Mogen David Wine, also a heavy network and spot radio user, and Wishbone Dressing.

Network TV users are Helene Curtis, Purex and Borg-Warner. Midas Muffler is a heavy spot radio account.

Young & Rubicam: Combined TV-radio billing \$127.1 million; \$119.8 million in television (\$86.7 million in network, \$33.1 million in spot); \$7.3 million in radio (\$2.3 million in network, \$5 million in spot); TV-radio share of overall billing: 56.7%.

Young & Rubicam holds the number two spot in the broadcast agency

field with reported billing of \$127.1 million. Y&R's re-accounting of billing estimates made after BROADCASTING's survey for 1962 was published indicated its initial calculations were off substantially and the agency could actually claim second place in 1962 as well. The re-accounting placed Y&R's actual estimates for 1962 at \$115 million in broadcast.

Y&R's increase of more than \$12 million in radio-TV can be explained in part by its increased participation in the broadcast media for its various clients with its share rising to 56.7%, as contrasted with 47% last year. In addition, the agency picked up the Chrysler and International Latex business at the end of last year which added more than \$15 million in billing this year. Y&R also obtained about \$4 million in Breck business. At various times throughout the year the agency lost more than \$15 million in billing from Beech-Nut, Johnson & Johnson and Singer Sewing Machine, but only part of this loss is reflected this year.

Sponsors in network TV during the year were General Foods on *I've Got A Secret*, *Danny Thomas Show* and *Andy Griffith Show*; American Home Products on *East Side/West Side*; Bristol-Myers on *I've Got A Secret* and *Mr. Novak* and Procter & Gamble on *Grindl*. Nighttime minute sponsors included American Cyanamid Co., Good-year Tire & Rubber Co., Sperry-Rand Corp., Chrysler Corp., Gulf Oil Corp. and the Drackett Co.

Spot TV and radio advertisers include American Bakeries Co., American Home Products, the Borden Co., Drake Bakeries Inc., General Cigar Co., International Latex, P&G, Bristol-Myers, Piel Bros. and Kaiser Industries.

'Post' stations take stand against FCC plan

WTOP-AM-FM-TV Washington editorialized against the FCC's attempt to regulate radio-TV commercials on Nov. 11.

The stations, connected in ownership with the *Washington Post*, generally considered to be a pro-administration newspaper, said the FCC proposal "seems to us to be an example of the FCC proposing to exceed its statutory power and move into an area where it has no business to be." Broadcasting, the editorial continued, "is not a public utility which must submit to all manner of willy-nilly public control. . . . There is a deep and justified fear that FCC regulation of commercials would be just a step away from FCC regulation of programing. An argument for commercial control could easily be used

sometime in the future in behalf of program control."

The editorial concluded that Chairman E. William Henry's campaign "consequently . . . is being opposed by broadcasters and, fortunately, by a number of influential members of Congress."

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

WGN Mid-America Videotape Productions, 2501 W. Bradley Place, Chicago 18.

United Air Lines, one 60, one 20 for TV, live on tape. Dale Juhlin, director. Agency: N. W. Ayer. Jim Cooper, agency producer.

Real Estate Company of America, three 60's for TV, live on tape. Dale Juhlin, director. Agency: Gourfain, Loeff & Adler, Chicago. Jack Flatley, agency producer.

Michigan Bell Telephone (service), one 60 for TV; live on tape. Dale Juhlin, director. Agency: N. W. Ayer. Jim Cooper, agency producer.

Pepper Sound Studios Inc., 51 South Florence St., Memphis 4.

Cotton Club Bottling Co., Cleveland (soft drinks), one 60 for radio jingle. Larry Muhaberac, production manager. Agency: Lustig Advertising, Cleveland. Lawrence Goldstein, account executive.

AAC and TMB Insurance Agencies Inc., Memphis, one 60 for TV, animation on film; three 60's for radio, jingles. Bud Smalley, production manager. Placed direct. Tom Bachelor, advertising director.

Montgomery Ward, one 60 for radio, jingle. Bud Smalley, production manager. Agency: Lufano Associates, San Francisco.

Iowa Packing Co., Des Moines, Iowa (division of Swift), one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Jefferson Productions, 1 Julian Price Place, Charlotte 8, N. C.

Red Cross Brand Canned Foods (beans), two 60's, three 20's for TV, live on tape. Tom E. Matthews, production manager. Agency: Sonny Smith, Charlotte. Robert B. Hicks, account executive. Sonny Smith, agency producer.

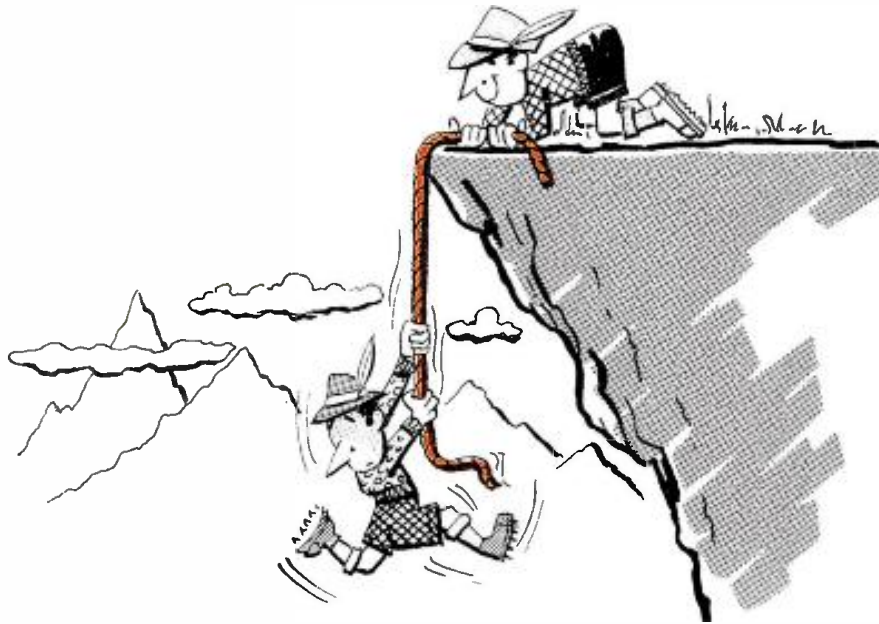
L&M Films, 621 North Dearborn, Chicago 10.

Otto Bernz Co. (Bernz-O-Matic spray paint), Rochester, N. Y.; one 60 for TV, live and animation on film. William Johnson, production manager. Agency: Rumrill Co., Rochester. Jack Finnie, account executive. Bob Knechtel, agency producer. Approximate cost: \$1,800.

Indiana & Michigan Electric Co. (electric service), Fort Wayne, Ind.; one 60 for TV, live on film. William Johnson, production manager. Agency: Bonsib Inc., Fort Wayne. Richard Bonsib, account executive. Lou Jacobson, agency producer. Approximate cost: \$900.

Huntington Laboratories Inc. (At Once germicidal cleaner), Huntington, Ind.; one 60 for TV, live and animated on film. William Johnson, production manager. Agency: Bonsib Inc., Fort Wayne. John Heath, account executive. Lou Jacobson, agency producer. Approximate cost: \$900.

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE

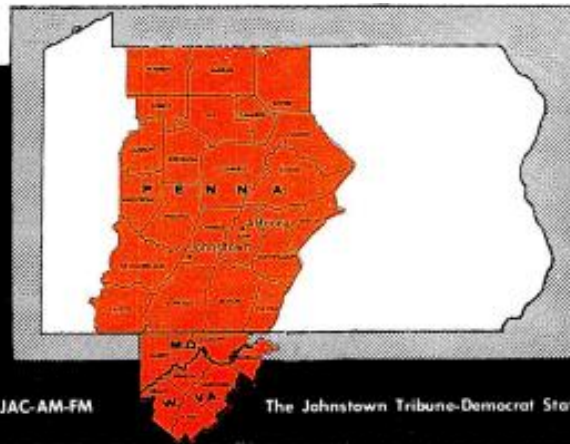


...and, IN PENNSYLVANIA, IT'S
WJAC-TV

Don't slip up on the big Pennsylvania market! You need a firm grip on the middle -- the million dollar market in the middle. It's within easy reach when you buy WJAC-TV. The station that climbs high atop the Alleghenies to bring you America's 27th largest market.



Represented
Nationally
by
Harrington,
Richter &
Parsons, Inc.



Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

A call to arms for advertisers

ANA HEARS PLEA FOR 'MILITANCY' TO REDUCE TV 'CLUTTER'

A call for "militancy" by advertisers in their efforts to reduce "clutter" and maintain product protection in television was issued last week by Harry F. Schroeter, retiring chairman of the Association of National Advertisers.

The admonition was one of several in his report to the membership at the ANA's annual meeting, held Monday through Wednesday (Nov. 11-13) at the Homestead, Hot Springs, Va.

Other highlights of the three-day meeting included reports that foresaw the need for evaluating audiences in terms of "temperament" and "psychological identification" as well as the traditional demographic features, a lengthy session on the use of Negroes in advertising (page 52), studies of agency compensation and other areas of agency-advertiser relationships (page 54), a report on talent union negotiations (page 66), a plea for creation of a "positive action group" to advance understanding of the free-enterprise system, and a succession of case histories of successful advertising campaigns (page 54).

Take Heed ■ Mr. Schroeter, reviewing ANA activities and suggesting future courses, cited rising advertising costs and called for "increased attention to both the prices we pay for space, time and production and to the productivity of our ads and commercials."

He called attention to ANA's part in the negotiation of talent contracts for TV commercials, which he said "is a major undertaking and will pay dividends," and to ANA's various media cost trend studies, which "direct attention to irregularities and out-of-hand situations."

"The productivity of our ads and

commercials is equally important," Mr. Schroeter said. "Surrounding conditions can impair such productivity. We can and do oppose clutter in broadcasting or insufficient product protection, poor reproduction in printed media, shoddy editorial workmanship in all media. Again, we do not run the enterprises of others, but we can and should make known our views and suggestions.

"For instance, our groups working with publishers are making good progress. Elsewhere, in such as clutter and product protection in TV, improvement is more elusive. Militancy is required. To John Burgard and the broadcast committee I counsel perseverance so that recognition and adoption of our views may come not just from an FCC commissioner but from broadcasters and their groups as well."

Mr. Burgard, of Brown & Williamson, is chairman of the ANA broadcast committee, which has led the advertisers' fight both to insure adequate product protection and to reduce the "clutter" of credits, program promotional material, etc., between TV shows.

Mr. Schroeter called for improved standards for commercials and other advertising, "which are our own responsibility."

Keep A Weather Eye ■ He also reported that "some ANA members" wonder whether "some agency trends" are consistent with the view that "top-secret" information made available by an advertiser to its agency should be treated as such by the agency. He did not elaborate, except to urge ANA to "observe all new developments closely." The time may soon come, he suggested, when "ANA may need to prepare a point of view."

In a report on "the marketing system

of survival," Willard C. Wheeler, economics and business strategy consultant to the Chirurg & Cairns agency, said that facts that can make the difference between profit and loss in marketing are obscured by national averages, so that in most cases the national mass-market concept will have to be discarded and "each natural economic region, area and place" considered separately.

He described a "selective-selling strategy" in which each product must have "its own national basic sales idea and its own media list."

"Both the idea and the media," he said, "must be aimed at the most likely prospects and these prospects must be described not only in the usual demographic terms but also in terms of temperaments. The task of so describing the person most likely to buy the product, whether industrial or consumer, requires a high level of discernment by the advertising department, the agency and research."

"Timing is important. One type of person may be best when a new product is launched and a different type a year two or so later. Often this kind of thinking will give the answer as to how long to ride a given basic sales idea as well as media."

Basic Temperaments ■ Mr. Wheeler described four basic consumer temperaments: (1) the leaders, amounting to about 10% of the population; (2) the early followers, about 15%; (3) the conformists, about 50%, and (4) the standpatters, about 25%.

"There are many creative thinking media directors who can make appraisals of print, broadcast and other media in terms of these four types of temperament," he said. "They can contribute



A progress report on current negotiations with talent unions for new contracts governing TV and radio commercials was presented by this group at the annual meeting of the Association of National Advertisers last week. They are six of ANA's representatives

on the joint committee formed by ANA and the American Association of Advertising Agencies to serve as a policy group on broadcast talent union relations. Shown at the ANA meeting at Hot Springs, Va., are (l to r) Palmer D. McKay, Sun Oil Co.; John

Tyner, Bristol-Myers; Harry F. Schroeter, National Biscuit Co., co-chairman of the joint committee; Kenneth Baumbusch, American Home Products; Joseph Beech Jr., Procter & Gamble, and Gail Smith, General Motors. See story page 66.

greatly to profits-from-advertising—and will.

"... all types of media will be needed, but no medium will be able to stick to the claim that it is economically effective in reaching all of these types"

Edward L. Bond, president of Young & Rubicam, reported on three youth studies by Y & R and also predicted that media may be called upon, more and more, "to seek out, through their programing and editorial content, the people who might be willing to buy a brand on the basis of psychological identification, rather than on the basis of age, sex or marital status alone."

He said the Y & R youth studies indicate that tomorrow's market will be "stability-minded," "security-minded," cautious, conservative and with a sense of "copelessness," but also more "civilized" and sophisticated and more desirous of individuality, although plagued with a "continuing sense of frustration."

Sexy Soap ■ "The mass market brand that is for everybody," he said, "may well be replaced in the future with brands possessing a variety of more unique 'personalities' with which people can achieve identity by association . . . we could well go into the 1970's selling soap, not as it's sold today—five different colors to fit any bathroom decor—but soap scented for sophisticated women, for efficient women, for athletic women, for sexy women, and so on."

The Y & R study, Mr. Bond said, found that 82% of the young people, "say the government should guarantee advertising's truthfulness." This and other evidences of insecurity found in the study, he said, may mean that consumers in the future will want "reassuring" advertising—"will want to take our word for it"—while the conservatism found in the survey may mean that advertising promoting "old" features of a product will be more successful than advertising that promotes the new.

Another agency head, Arthur C. Fatt, chairman of Grey Advertising, told the advertisers that the vaunted "revolution" in distribution is too long a word. What it is, he said, is an "evolution."

He said "Giantism" will dominate shopping centers 10 years from now, and that specialty stores will continue to increase and grow bigger, but that a counter-trend towards shopping at home is also evolving: "closed-circuit television and the phone will play an important role in speeding this development," he said. "So will coin-vending machines."

Klees Explains Plan ■ In a closed session on agency-advertiser relationships Robert Klees of Beckman Instruments Inc. told how his firm, an industrial advertiser, and Erwin Wasey, Ruthrauff & Ryan worked out a new agency-



L to r: Messrs. Allport, Schroeter and Smith

ANA elects new officers

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, was elected chairman of the Association of National Advertisers at its annual meeting last week. He succeeds Harry F. Schroeter of National Biscuit Co.

Thomas B. McCabe Jr., marketing vice president of Scott Paper Co., was named vice chairman. Peter W. Allport was re-elected president.

Four new directors were elected: Daniel C. Brown, Baumritter Corp.; Braddock Greene, National Distillers Products Co.; Samuel Thurm, Lever Bros., and M. E. Ziegenhagen, Babcock & Wilcox Co. George H. West, Consolidated Electrodynamics Corp.,

was re-elected to the board, and 10 other directors will continue in unexpired terms.

Mr. Smith, ANA vice president during the past year, has been active on the joint committee of the ANA and the American Association of Advertising Agencies for the Improvement of Advertising Content. Last year he was chairman of the advertising recognition program for the Advertising Federation of America and the Advertising Association of the West. He was with the Melamed-Hobbs agency in Minneapolis, Swift & Co. in Chicago and BBDO in New York before joining Johnson in 1955.

compensation plan, effective last July, to assure the agency that it will make a net profit equivalent to 2% of billings on the account.

The problem with the traditional 15% media commission system in this case, he said, was that only \$600,000 of Beckman's \$2.5 million billing is commissionable. A monthly fee system was devised to make sure that the account is profitable to EWR&R. Any radio, television, marketing or research services performed for Beckman are billed separately.

Mr. Klees said the plan had "enhanced and measurably improved" the advertiser-agency relationship.

In the same session Earl Tiffany Jr. of Carter Products cautioned the advertisers that their agencies should make a

profit on their accounts or "they will devote precious little time and energy to it."

But he didn't have too much sympathy with agencies' claims that they make a 1% profit. Since this applies to gross billings, he said, in manufacturers' terms it translates out to a 6.66% profit on "net sales."

"How many manufacturers' business do you know that are recording 6.66% profit after taxes?" he asked.

Progress Report ■ In another closed session the ANA members were given a confidential and generally optimistic report on progress in the current negotiations for new commercial contracts with the American Federation of Television and Radio Artists and the Screen



**YOUR
MONEY
IS
WORTH
MORE
IN
TAMPA
ST. PETERSBURG**

Your advertising dollar goes three times farther on **WSUN^{abc} TV** the pioneer station

WSUN^{abc} TV
Tampa - St. Petersburg
Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

Actors Guild (story page 66).

A plea for a campaign to increase public awareness of the fundamental importance of the free enterprise system was voiced by Alan G. Stoneman, president and chief executive officer of the Purex Corp.

He urged ANA to "set up a positive action group to develop ways and means of working both independently and with other business and professional groups

IT ISN'T WHETHER BUT HOW

ANA discusses problem of using Negroes in commercials

The use of Negroes in advertising, particularly in TV commercials, held the attention of the nation's leading advertisers last week in one of the most freely moving sessions of the three-day annual meeting of the Association of National Advertisers (also see stories pages 50 and 54).

Leaders indicated after the closed session Tuesday afternoon (Nov. 12) that the big question raised by the advertisers was not whether to employ Negroes in their advertising, but how to. Several ANA members, including some smaller and essentially regional as well as major national advertisers, said they were adding Negroes to their commercials and print ads voluntarily, without prodding from Negro action groups.

The consensus, so far as it could be determined, appeared to be that Negroes should be properly represented as part of American life, but not at the expense of "good advertising." In general it was felt a gradually growing number of commercials would include Negroes. Some advertisers suggested that TV programming is employing Negroes to a greater extent than commercials.

At least nine TV commercials and "four or five" print ads using Negroes were shown at the closed meeting. The commercials were for Oxydol, Anacin, All, Vitalis, RCA Victor, National Biscuit Co., Gillette, Soaky toys and Grapenuts.

Harry F. Schroeter of National Biscuit, retiring ANA chairman, and ANA President Peter W. Allport, who reported on the session at a news conference afterward, said no special effort was made to get such commercials to show as "examples," indicating that many other companies also are using "integrated" commercials. They said "a good many" advertisers have such commercials and print ads in preparation.

Most of the commercials shown at the meeting already have been used on the air, they reported. In many cases the Negroes appeared in background scenes. In some they had speaking roles.

No Adverse Reaction ■ Mr. Schroeter said none of the advertisers indicated, in response to questions, that their com-

and associations in a united front—a crusade, if you please—to utilize the resources of our business system to market and advertise economic understanding of our free enterprise system."

Two selections of television commercials were shown at well "attended sessions. One was a group of foreign commercials, the other was made up of winners in the 1963 American TV commercials festival.

panies had noticed any "adverse effects" from the commercials and ads. Some, he said, reported they had received "favorable comments."

Much of the questioning by ANA members, he reported, related to the objectives and attitudes indicated by the Congress of Racial Equality in seeking more general use of Negroes in advertising. CORE has worked primarily with advertisers — individually, not through the ANA—while the National Association for the Advancement of Colored People has worked more with advertising agencies.

Mr. Schroeter and President Allport emphasized that the ANA has taken no official position, believing the question is one for advertisers to decide individually.

They said there had been no suggestion that all-white commercials be substituted for integrated commercials on a local cut-in basis in the South.

No "show of hands" was requested on any subject, the officials reported, but they said no advertiser indicated he would refuse to employ Negroes in his advertising.

It was noted that CORE, in addition to its efforts on behalf of integrated advertising, has asked advertisers to notify program sources that they have no objection to the use of Negroes in their programming.

The closed meeting followed an open session at which a panel of *Newsweek* executives reported on the magazine's study of the Negro "revolt." Lou Harris, public opinion analyst, said that when Negroes were asked whether they would boycott certain products, if necessary, 63%—representing \$12 billion in Negro buying power—answered that they would.

He said he thought such boycotts would be far more effective as local actions than on a nationwide scale.

The *Newsweek* panelists told the advertisers they had contributed substantially to the Negro "revolt" because every commercial or ad they presented reminds Negroes of the benefits of the "white" world. Negroes, they said, want to join the white society, not overthrow it.



WASHINGTON



Washington D.C. is our local beat.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts, Carl Coleman and Norris Brock file radio and TV reports daily to our stations on matters of area importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of TIME, LIFE and FORTUNE. Thus we join the world's most important news city to our audiences. We have done so, on a full-time basis, since 1958.

We believe that group operators—a third force in broadcasting—can offer unique services to the communities their stations serve. As a division of Time Incorporated, Time-Life Broadcast is especially gratified to be able to deliver those services in the area of news and public affairs.

THE SATISFIED CUSTOMERS

Leading advertisers recite success stories that stemmed from radio-television selling

Whether the job is to introduce a new product or give new life to an old one, broadcast advertising can play a major role in getting it done.

This message emerged from a series of advertising case histories presented to the Association of National Advertisers annual meeting last week (also see below and page 27).

Television was cast in the leading role in introducing two major new products and in rejuvenating a 70-year-old one, while TV and radio were given important supporting assignments in introducing another new one.

The advertising value of "documentary-type public service programs" on television—and especially controversial programs—were underscored by Donald L. Clark, marketing planning director of The Xerox Corp., which used TV to introduce its big new Xerox 914 office copier and is currently using documentaries to promote both the 914 and the newer and smaller 813 copier.

In recounting the Xerox success with TV (BROADCASTING, Feb. 18), Mr. Clark said television was chosen because it could demonstrate the new machine and that documentaries were chosen because they appeal especially to "community leaders [who] are the ones who can influence the acquisition of a copying machine."

"Through sponsorship of television documentaries," Mr. Clark said, "we believe we can reach this influential leadership group much more economically than by any other type of programming or methods of communication."

Selective sponsorship of "controversial, provocative programs," he added, "provides us with a unique opportunity to tell not only a product story, but also a corporate story [which] adds to the stature and image of Xerox."

On the trail that boosted Xerox sales from \$27.5 million in 1959 to \$104 million in 1962, the company sponsored *CBS Reports* on CBS-TV in 1961-62, *Chet Huntley Reporting* on NBC-TV in 1962-63 and, more recently, irregularly scheduled documentaries on NBC and ABC-TV. The agency for Xerox is Papert, Koenig, Lois, New York.

For the introduction, still going on, of General Mills' new Wondra instantized flour, according to Donald F. Swanson, marketing manager, television was given primary media responsibility because like the Xerox copier, Wondra needed to demonstrate "all its wonderful benefits."

Since the introduction in mid-September, Mr. Swanson said, "Wondra

has been using saturation spot TV campaigns in the top 175 markets, plus a network TV assortment that has included five daytime programs and the *Judy Garland Show* on CBS, *Patty Duke Show*, *Jerry Lewis*, *Hootenanny* and *Outer Limits* on ABC, and *Mr. Novak* and *International Showtime* on NBC.

Sales, Mr. Swanson said, are running ahead of expectations. The agency is Dancer-Fitzgerald-Sample.

Edgar W. Nelson, marketing vice president of Lehn & Fink, told how the 70-year-old Lysol disinfectant reversed a falling sales trend by using television. Actually, he said, the sales trend was reversed merely by cancelling a campaign in women's magazines, while a new copy theme on television helped generate gains that boosted Lysol's share of the market. Factory shipments in

1962-63, he said, ran 33% higher than in 1959-60.

Lysol launched its new campaign in the winter of 1961, taking advantage of the minute participations which, he said, the TV networks were then beginning to offer in considerable number as an alternative to regular sponsorships. Selected publications were used on a supplementary basis. In all, Mr. Nelson estimated, the new campaign cost "about 65% of what we had been spending during the years of [Lysol's] decline."

"The results," he said, "were everything we had hoped for."

In the introduction of Royal Crown Cola Co.'s new low-calorie Diet-Rite Cola, both radio and television were given supporting roles, with the biggest budget going into newspapers to exploit "the news value of this product," according to T. A. Mayton, Royal Crown's director of national advertising.

Extent of radio-TV and other media usage was not revealed, but Mr. Mayton reported that in some markets the first year's sales objectives were exceeded in 60 days.

ADVERTISER-AGENCY PACTS

ANA study shows radio-television practically ignored in the small print of contracts

Television and radio may dominate national advertising, but they're practically ignored in the fine print of contracts covering advertiser-agency relationships.

A study of 109 such contracts, released by the Association of National Advertisers last week, showed that a preponderance didn't specify how, or even whether, the agencies would be paid for such work as creating and producing commercials and programs, or sitting in on rehearsals, auditions and filmings.

This doesn't mean that agencies and their clients don't have agreements covering such things. Rather, ANA officials explained, it means they haven't thought it necessary to write them out.

Many entire "contracts" between advertisers and their agencies fall into the same category—they're oral, or covered by documents no more specific than letters of intent.

ANA reported that of about 500 companies queried, 161 said they had no written contracts with their agencies. A total of 196 others said they do have contracts, and 109 submitted copies.

These formed the basis of ANA's report, which undertakes to summarize current contract practices in specifying duties, services, responsibilities, billing and payment procedures, agency compensation and other areas of the adver-

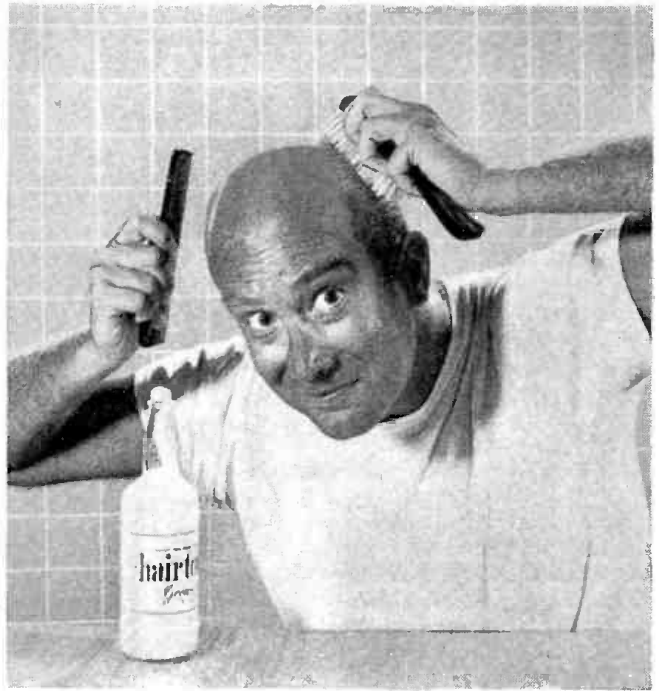
tiser-agency relationship.

Traditional Payment ■ The report's summary of agency-compensation provisions showed that 97 of the 109 contracts provide for payment of the traditional 15% media commission on gross billings for time and space. Where the buy is noncommissionable, the majority paid the agency net cost plus 17.65%.

For the production of radio and TV commercials, eight contracts stipulate that the agency will provide this service without charge; eight pay on hourly rates, cost formulas or fees set by the agency; four pay at cost plus 17.65%, three at cost plus 15%, two at fees to be negotiated or agreed upon in advance, two specify no charge until the work is accepted and used by the client—and 82 don't mention the subject at all.

For the creation, direction or production of TV and radio programs, 14 contracts say fees will be negotiated or agreed upon in advance, eight say the work will be paid for at cost plus 17.65%, eight others provide for hourly rates, cost formulas or fees set by the agency, three pay at cost plus 15%, one at cost only—and 75 don't mention the subject.

For special supervisory services, such as representing the client's interests at auditions, rehearsals and filmings, 10 call for no payment, five for reimbursement of agency's cost, four for cost plus



MAXIMUM RESPONSE
—that's advertising efficiency.



WBAL-TV ²⁸ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Seller-buyer 'distrust' must be rectified

There is an urgent need to improve advertiser-agency-broadcaster relations, David C. Stewart, president of Kenyon & Eckhardt, told a meeting of the International Radio & Television Society in New York last week.

Mr. Stewart declared that a "growing distrust" has developed between advertisers and agencies and broadcasters. He said advertising executives recently have criticized "what they considered dreadful quality of TV programing, the clutter in network schedules and the inadequacies" of the National Association of Broadcasters code. The broadcasters, he said, have decried "the influence of the advertiser" in broadcast programing, implying that "advertisers and advertising were necessary, but essentially degrading, aspects of broadcasting."

"We are facing a situation, which, unless corrected, can easily end by hurting all of us," Mr. Stewart asserted. "It will certainly hurt the country's national advertisers who use TV and radio, and since my first responsibility is toward K&E clients, my first concern is for them."

He warned that this bilateral carping plays into the hands of "the power-hungry bureaucrats who simply want to crack the whip over radio and television." The inevitable result will be more rigid government controls over both advertising and broadcasting, he asserted.

New Policy ■ Mr. Stewart called upon both advertising and broadcasting leaders to make strong efforts to understand the other's problems, and, in this connection, noted that



K&E's Stewart

K&E is implementing a new policy to help broadcasters regulate themselves. Under this procedure, the agency restricts radio-TV spot purchases, where practical and with client approval, to stations that sub-

scribe to the NAB codes or abide by equivalent rules.

"We reached this decision after a careful study of codes and code operations in the top 50 TV markets and top 25 radio markets, and because we felt that it is to the best interests of advertisers and agencies to support the self-regulatory work of the broadcast industry," Mr. Stewart stated. "We are now in the midst of reviewing all spot schedules in line with this policy, and we have been discussing each one with the clients involved."

He reported that K&E clients have expressed "great interest in our work, and in our principles and objectives," and said that there will be "positive results" soon.

Mr. Stewart discussed another K&E policy development regarding broadcasting and the rating systems. He said K&E believes that an independent audit bureau, charged with auditing the internal practices of the ratings services, would be of "significant value" to both the advertising and broadcast industries.

"We have drafted recommendations on the work and financing of such a continuing audit," he revealed, "and have strongly urged the Advertising Research Foundation, of which we are a member, undertake the work. We have formally notified A. C. Nielsen Co. of our position, and are working with the other rating services."

15%, two for hourly rates, etc., one for fees to be negotiated in advance—and 87 don't mention the subject.

For media research and other supporting services, the contracts are more specific: 45 say fees will be negotiated in advance, others specify six different bases for payment, and only six fail to mention the subject.

'Outside' Commercials ■ In the case of "outside" production of commercials, cost plus 17.65% or cost plus 15% is the most frequent agency compensation where one is specified, but 83 contracts do not specify.

The cost-plus arrangement (cost plus either 17.65% or 15%) also is the most frequently specified compensation for the agency on packaged programs, facility charges, talent payments, and research, publicity and other supporting services when contracted for, but not done by, the agency. But in a majority of these cases, too, the compensation basis usually is unmentioned.

"TV programing arrangements are by no means uniformly handled," the re-

port noted. "Combination time and program buys, separate buys, packaged shows, live programing, network origination, advertiser origination—these are all factors which tend to cloud interpretation of nonspecific contract provisions relating to agency compensation for production or programing services.

"Under some circumstances the producer, station or network does not allow the agency a commission on the cost of the program, in which case the client is generally expected to pay the standard 15% . . . The subject of talent residuals was rarely covered by the agreements. In the few instances noted, however, residuals were considered commensurable to the agency."

Render Customary Services ■ The report said that about 10% of the 109 agreements "merely state that the agency will render all services customarily performed by modern advertising agencies." Of those more specific about what the agency is expected to do, 55 include mention of the creative preparation of broadcast commercials includ-

ing copy, script and story boards, and 11 specify the planning and creation or development of radio and TV programs.

Investigating, recommending and contracting for media schedules are mentioned by 77, and checking affidavits and tear sheets by 53.

Three call for the agency to establish its own monitoring service to audit radio and TV commercials.

The study found 24 contracts that calls for compensation of the agencies by some special payment plan or fee arrangement rather than the traditional 15% media commission.

The most common of these, found in 10 of the 24 contracts, gives the agency a guaranteed minimum commission; the advertiser makes up the difference if the agency's earned commissions fall short of the minimum; if earned commissions exceed the guarantee, the agency keeps the excess.

ANA officials said the study was undertaken in response to members' queries about how various questions are handled in agency-advertiser contracts.

QUALITY

...is an important plus to KTVU advertisers. **Quality** in coverage, in production facilities, in programming. **Broadcast standards** that are among the **highest** in the industry have brought **KTVU acceptance** by **23** of the top 25 national spot TV buyers. They know there is **no over commercialization**, **no product conflicts** in a program schedule that has **proven its appeal** to the varied tastes of the **San Francisco-Oakland TV audience.**



KAISER CENTER, soaring 390 feet above the Lake Merritt shoreline in Oakland, includes the largest office building on the West Coast, as well as 22 retail shops and services. Designed by architect Welton Becket and Associates, who also planned KTVU's Jack London Square studios and offices, Kaiser Center is an Award of Merit design winner. The Center's 1,700,000 square feet of space houses more than 2,500 persons, most of them in the Kaiser executive and general staff offices.

The Nation's **LEADING**
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Collins's summit meeting plan revived

CONFERENCE ON COMMERCIAL REFORMS GETS BOOST FROM PASTORE

LeRoy Collins, president of the National Association of Broadcasters, has acquired a powerful ally in his attempts to start a crusade for reforms in television commercial practices. Governor Collins, who was rebuffed by the heads of the television networks when he proposed a meeting on the subject three months ago, now has Senator John O. Pastore (D-R I.), chairman of the Senate Communications Subcommittee, on his side.

The alliance was made known last week in the release of an exchange of correspondence between the senator and the NAB president. Senator Pastore, on Oct. 21, wrote a letter to Governor Collins asking what broadcasters were doing to meet what he called "mounting criticism" of "overcommercialization, frequency and loudness of announcements and the clutter at station breaks."

On Nov. 5 the NAB president wrote a reply stating that although the NAB radio and television code boards "have struggled long and hard to reach reasonable limitations in the area of advertising practices," more work is needed to be done. Governor Collins also told Senator Pastore that he planned a meeting in December with representatives of advertisers, advertising agencies and television licensees to discuss the problem of commercials. He added that the television networks would be invited to participate and that "I feel confident they will accept if they do not feel that through any such discussions anti-trust infringements may be involved."

First Attempt ■ Last August Governor Collins sent identical letters to Leonard Goldenson, president of American Broadcasting-Paramount Theaters, parent company of ABC, Frank Stanton, president of CBS Inc., and Robert Sarnoff, chairman of NBC, proposing a discussion of what he described as the "mounting difficulties" facing television advertising. He suggested an off-the-record, "no holds barred" meeting of himself, the network heads, advertisers, agency executives and the head of the Television Bureau of Advertising.

All three network executives turned him down (BROADCASTING, Aug. 19) on a number of grounds, although not all cited the same reasons.

Antitrust problems would arise, it was argued, if the meeting led to "concerted action" by advertisers, agencies and broadcasters—as Governor Collins said in his letter he hoped it would. But other objections were also raised.

The propriety of asking advertisers

to help broadcasters shape their commercial policies was questioned.

At least one network expressed the fear that Governor Collins had in mind the adoption in America of the British system of clustering commercials at "natural breaks" in programs. At the time the NAB president had recently returned from a visit in England and had commented favorably upon the British custom.

It was pointed out that in his proposal to the network heads Governor



Senator John O. Pastore Awakens to commercial criticism

Collins had made no mention of the NAB code or its radio and television code boards. If the NAB president were to head a meeting on commercial practices without the presence of officials of the NAB code apparatus, it was said, the prestige of the code would suffer.

Bell In The Picture ■ Last week, after Senator Pastore had released the texts of his recent correspondence with the NAB president, Governor Collins said that Howard H. Bell, newly appointed director of the NAB code authority (BROADCASTING, Nov. 11), would play a major role in the December conference that Governor Collins now contemplates.

Beyond that, however, the NAB president was indefinite about his plans for the meeting. "We don't have anything firmed up yet," he said, "but

there has been considerable interest shown." He added that final arrangements would be deferred until the end next week of the present series of NAB regional conferences with members.

Meanwhile, however, Senator Pastore began setting up a meeting of his own. Through aides he issued invitations to the three television network heads, the chairmen of the NAB radio and television code boards, Governor Collins and Mr. Bell to an informal discussion on commercials in his office. This meeting, according to the senator's proposal, would follow the advertiser-agency-broadcaster meeting that Governor Collins hopes to arrange. The senator, it was explained, wants a briefing on the accomplishments of the NAB president's meeting.

The Other Side ■ As chairman of the Senate Communications Subcommittee, Senator Pastore wrote his letter to Governor Collins two weeks before the counterpart subcommittee of the House held hearings on bills to prohibit the FCC from imposing limitations on the amount of advertising that stations may carry (BROADCASTING, Nov. 11).

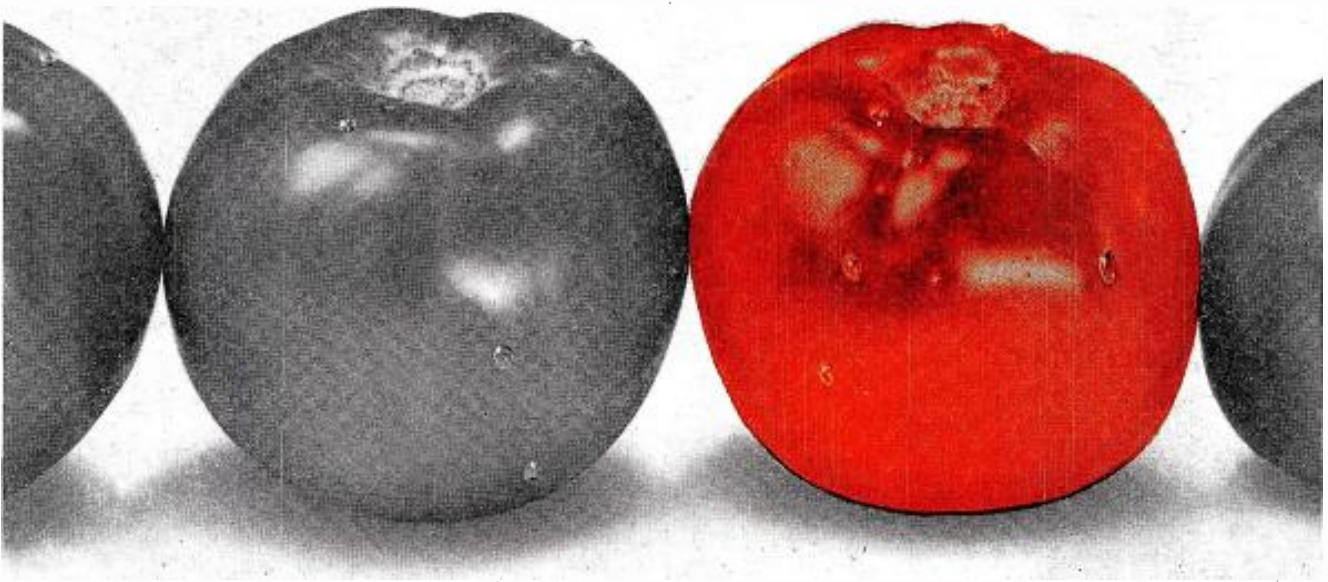
Although he made no specific reference to the House hearings or to the FCC rulemaking that precipitated it, Senator Pastore noted that the "heavy criticisms" of broadcast advertising practices had led to "urgings from many quarters that government intervention was necessary to protect the public interest."

The senator asked the NAB president to tell him what was being done to meet the criticism. "I have always felt," Senator Pastore wrote, "that the broadcaster has reached the age of maturity and that there was sufficient competent leadership to understand the significance of the public interest as it related to this problem."

A Main Issue ■ In his reply, Governor Collins said that broadcast advertising practices were a "problem with which I have been deeply concerned during my whole tenure of office at NAB." He said, however, it was a problem that was hard to answer because of conflicting interests. "Deeply involved along with the public interest," he wrote, "are the interests of the advertisers, whose financial support is essential for the operation of the media, of their advertising agencies, of the networks and of the individual broadcast licensees."

The NAB president said that al-

*If it's
tomatoes
you're selling . . .*



which tomato are you selling?

AIR YOUR PRODUCT IN COLOR the way your customers see it—remember it—buy it. Give your TV message the PLUS OF COLOR and you increase product-identity and brand-recognition—make your product one-of-a-kind.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive . . . shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR . . .



though the codes had set time limitations for commercials, it was becoming more and more evident "that there is a serious need for the development of supplemental qualitative standards and limitations on program interruptions if there is to be any real gauge of whether broadcasters are handling radio and television advertising in a manner which is satisfying the needs and desires of the public."

The setting of qualitative standards, Governor Collins said, must await the development of research projects, some of which are underway.

As to the December meeting which Governor Collins said would explore "many facets of this problem," he hoped it would "provide a start" toward "further effective self-regulatory efforts." He said that in his arrangements for the meeting he had "already had initial favorable contacts with the Association of National Advertisers and with certain other interested parties."

For some time the ANA has been publicly arguing for a reduction in what it calls the "clutter" of promotional announcements in program breaks. Last week, at its annual convention, the ANA was urged to adopt a militant campaign against clutter (see page 50).

Agency appointments...

▪ Eldon Industries Inc., Hawthorne, Calif., toy manufacturer which has acquired exclusive rights to four special half-hour color programs on road racing from Triangle Broadcasting for placing in top 50 TV markets, has named Klauvan Pietersom-Dunlap, Milwaukee-based agency. KVPD is opening a Los Angeles office to handle the account.

▪ Toyota Motor Sales Corp., Los Angeles, user of radio and print, moves its

national account from Compton Advertising to the new West Coast division of Clinton E. Frank Inc. effective Jan. 1. Frank recently acquired Tom Lowey & Associates, Los Angeles agency.

▪ Imperial Casualty and Indemnity Co., Omaha, appoints Savage-Dow Inc., Omaha. The firm, a wholly owned subsidiary of Standard Oil Co. (Indiana), this month starts a campaign to introduce a family automobile insurance plan which permits holders of American Oil Co. (Standard's marketing subsidiary) credit cards to pay for insurance on a monthly basis. The campaign will be expanded to other areas soon, Savage-Dow says.

1 DOWN, 1 TO GO

Elman approved; Reilly faces hearing, then uncertainty

The Senate approved one of the President's two pending nominees to the Federal Trade Commission last week, but the Commerce Committee said it had some more questions for the other.

The committee okayed Commissioner Philip Elman Tuesday (Nov. 12) and he was approved by the Senate the next day. Commissioner Elman was reappointed to a full seven-year term by President Kennedy and was unopposed at his hearing (BROADCASTING, Nov. 11).

It was another story for John R. Reilly, an assistant to the deputy attorney general presently heading the executive office for U. S. attorneys. Mr. Reilly was questioned about his knowledge of wiretapping practices and policies in the Department of Justice during his Nov. 5 hearing. Last week the committee sent him a letter with more questions. A committee source said the

nominee was asked to clarify his views on wiretapping. It was expected his answers would be back to the committee by today (Nov. 18). The committee is scheduled to meet again tomorrow and Mr. Reilly's nomination could well come up then.

However, the youthful Justice Department official faces still another obstacle even if the committee and the Senate give him their approval. There may not be room for him on the FTC.

Commissioner Leon Higginbotham, whom Mr. Reilly was named to replace, doesn't plan to leave the five-member commission until he has been approved for a new job President Kennedy has picked out for him. The President nominated Commissioner Higginbotham to be a judge of the U. S. District Court of the Eastern District of Pennsylvania on Sept. 25. But the Senate Judiciary Committee, which would conduct his nominating hearing, has set no date for it, and none was in sight last week.

The commissioner has the support of Pennsylvania's Democratic and Republican senators. A spokesman for Senator Joseph S. Clark (D-Pa.) said Thursday (Nov. 14) that it was expected that the commissioner's nomination may be a "difficult one," but that Senator Clark was hopeful it may come this session.

A Negro, Commissioner Higginbotham may be encountering some difficulty with the Judiciary Committee from high ranking Southern Democrats.

NFL Thanksgiving game is sold out on Mutual

The Ford Division of Ford Motor Co., Detroit, through J. Walter Thompson, New York and Detroit, and Chemical Compounds Inc. (STP oil additive), through Standart and O'Hearn, Kansas City, Mo., will co-sponsor Mutual's coverage of the annual Thanksgiving Day National Football League game between the Green Bay Packers and the Detroit Lions.

Eversharp Inc., through Compton, has bought one-half of Mutual's broadcast of the Army-Navy football game on Nov. 30.

FTC says Enurol ads false

National Research Corp., Lafayette, La., has been charged by the Federal Trade Commission with making false therapeutic claims in radio and TV advertising for Enurol medication. Also, the FTC said, National Research has misrepresented that it is a nationwide organization engaged in scientific research.

Contrary to the firm's commercials, Enurol is not a new medical or scientific discovery and is not of value in the prevention, treatment and relief of arthritis, bursitis, rheumatism and other degenerative diseases, the FTC said.

Armour back in national radio swing

The new heavy radio spot drive running this month on 138 stations in 40 markets for Armour & Co. through Young & Rubicam, Chicago, to sell franks and other meat products is only the beginning. After a brief holiday hiatus, Armour expects to return to radio with a further extensive saturation schedule.

The big meat packer's new drive in radio marks the firm's first national use of the medium in a number of years. During the past couple of years Armour has relied heavily upon local newspapers and constituted the largest single meat or food product account in that medium in some areas. Local papers will continue to be used, however, for special promotions.

One significant aspect of Armour's new radio campaign is the use of a Chicago recording group called "The J's With Jamie" and a tie-in with Columbia Records which is promoting a new popular music album of the singing group. Their sudden rise in the pop field has been attributed in large part to their successful several years' performance in radio-TV commercials and jingles.

Young & Rubicam said many stations have ordered the song album spontaneously to play on the air and to give as a promotion to local accounts. The quartet "stole the show" before the CBS Radio Affiliates Convention last month, according to Columbia Records. Their entertainment: a medley of commercials.

If you would like to buy radio and/or television announcements in Des Moines on participating programs hosted by personalities who have been at a station long enough to strongly establish themselves *who have exposure on both radio and TV so they're far better known than air people at any other stations * *who serve their audiences by giving important information on community service projects * * *who are recognized by these same audiences as real friendly, pleasant people with families that they'd welcome as neighbors * * * *and who know the professional way to do polite and persuasive selling for you * * * * *buy KRNT RADIO and KRNT-TV, Channel 8.

- * We have 2 Twenty Year Club air people. On KRNT Radio—7 who have been with us 15 of our 28 years. On KRNT-TV—8 who have been here since we went on the air 8 years ago. You need such stability to build audience loyalty to the stations, personalities and to the products they represent.
- * * Inter-media Motivation Factor. Whereas most operations keep Radio and Television separated, ours embrace each other. In our opinion, both media and personalities and sponsors are far better off for it.
- * * * All our personalities read the cards and letters about church chili suppers and women's club rummage sales and teen-age car washes and men's charity shows and a thousand other small-but-so-important efforts by friends in our community. These folks know we will help them publicize it. We're kind and gentle people in this phase of our operation.
- * * * * Central Surveys, 1962. "Which radio and/or television personalities would you like to have as next door neighbors?" KRNT personalities were an overwhelming choice.
- * * * * * Both KRNT Radio and KRNT-TV do more local business than any other station in the market. By far the greatest number of these advertisements are done "live" by our personalities. They have the experience—the "know-how" to make folks "go-now" and buy now.

KRNT and KRNT-TV

DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

RAB'S TEST PLAN IS NOW 'RMP'

Board approves record budget at Washington meeting

The Radio Advertising Bureau's board of directors voted last week to continue RAB's Radio Test Plan—but under a new name.

The plan, devised almost two years ago to show major advertisers the sales power of radio through campaigns of their own, will be renamed Radio Marketing Plan, President Edmund C. Bunker said in reporting on two days of board meetings.

Another highlight of the sessions, held Monday and Tuesday (Nov. 11-12), in Washington, was approval of "the highest budget in RAB history." Although the size of the budget was not announced, expenditures in 1961 were understood to be running at about a \$1.2 million annual rate.

The RAB board also heard a report on the agreement, reached after several months of negotiations, for collaboration between RAB and the National Association of Broadcasters on a radio audience methodology study (BROADCASTING, Nov. 4). Officials said the board again gave its approval for rapid execution of the NAB-RAB agreement.

In reporting that the Radio Marketing Plan had been made a permanent part of RAB's sales strategy, President Bunker stressed that the word "test"

was removed from the title because "radio doesn't need to be tested to prove that it is highly effective."

Attract Blue Chips — "What is needed," he said "is to bring back those blue chips who are not in radio by showing how radio can fit their marketing strategy. This we will continue to do with RMP."

Under the plan, RAB helps map out campaigns for major advertisers who have been reluctant to use radio, then conducts research to show the results. Stations selected for use in such campaigns agree to pay RAB a portion of the billings thus derived, to help pay the research and related costs.

Mr. Bunker noted that RMP is only part of RAB's national sales activities. Others include presentations to national advertisers outside the RMP program, presentations to agency account groups and media departments and a projected series of presentations to agency creative departments.

Reporting board approval of RAB's 1964 budget, Mr. Bunker said that "several of the most important major problems of the industry can be solved in 1964 . . . radio audience measurement and the measurement of the amount of dollars being spent in radio by individual

national and regional advertisers."

Victor C. Diehm of WAZL Hazleton, Pa., was re-elected RAB board chairman, along with other key officers (see below).

Guests from government at the board's annual reception Monday night included Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, and Mrs. Harris; FCC Commissioner Rosel H. Hyde and Mrs. Hyde, and FCC Commissioner Frederick Ford and Mrs. Ford.

NAB President LeRoy Collins led that association's delegation at the reception.

\$100,000 Mennen buy puts SRO on ABC Radio

ABC Radio moved to "virtual" sold-out status for the fourth quarter last week with an estimated \$100,000 order for time placed by The Mennen Co.

The network said the Mennen buy assured it of its "best quarter in more than a decade," with billings up 3% over this year's third quarter. Fourth quarter billings are reported up 45% over the similar three-month period last year.

The Mennen order, made through Warwick & Legler, was for daily and weekend news programs, *Flair Reports* and weekend sports programs.



Members of the Radio Advertising Bureau board and staff at the Washington meeting: Seated (l-r) Edmund C. Bunker, RAB president; Miles David, RAB administrative vice president; Wendell Mayes, KBWD Brownwood, Tex.; Victor C. Diehm, WAZL Hazleton, Pa.; D. L. Provost, Hearst Corp., New York; Weston C. Pullen Jr., Time Inc., New York; Lester M. Smith, KJR Seattle; Harold L. Neal Jr., ABC Radio; James McKenna, WCMB Harrisburg, Pa.; Hugh Boice, formerly with WEMP Milwaukee; George Comte, WTMJ Milwaukee; Louis Read, WDSU New Orleans.

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Standing (l-r) Robert H. Alter, RAB vice president and director of national sales; William D. Shaw, KSFO San Francisco; R. L. Manders, RAB administrative assistant; Harold Thoms, Thoms Radio & TV Enterprises Inc., Asheville, N. C.; John V. B. Sullivan, WNEW New York; Frank Gaither, WSB Atlanta; Robert B. Jones Jr., WFBR Baltimore; Paul F. Braden, WPFB Middletown, Ohio; Bert Ferguson, WDIA Memphis; Dr. Alfred N. Watson, RAB director of advanced research; Stephen P. Bellinger, WRAM Monmouth, Ill.; Philip Schloeder Jr., RAB assistant secretary-treasurer; Frank Schroeder, WAZL Hazleton, Pa.; John Box Jr., The Balaban Stations,

St. Louis; Harold Krelstein, Plough Broadcasting Co., Memphis; Lionel Baxter, Storer Broadcasting Co., Miami; F. H. Brinkley, The Ottaway Stations, Campbell Hall, N. Y.; Gustav K. Brandborg, KVOO Tulsa; William K. McDaniel, NBC; Robert F. Hurleigh, MBS; Robert E. Eastman, Robert E. Eastman & Co., New York.

Mr. Diehm was re-elected board chairman of RAB for 1964 at the annual meeting. Also re-elected were Mr. Bunker, Mr. David, Mr. Alter, Mr. Box as secretary; Mr. Comte, treasurer, and Mr. Schloeder.

New board members elected were: Messrs. Provost, Shaw, and Sullivan.

BROADCASTING, November 18, 1963

“WHAT IS NBC REALLY AFTER?”

(PART II)

Last week we reprinted some observations about NBC and the current season by TV and radio editor Richard K. Doan, of the New York Herald Tribune.

This week, we offer an article by P. M. Clepper, of the St. Paul Dispatch, St. Paul, Minnesota, on the same subject.

“Every so often, the discriminate viewer of television should thank the Lord for the National Broadcasting Co.

“You get the feeling that ‘Someone Up There’—in the NBC hierarchy—cares enough to send the public quality no matter what the ratings are, and no matter what the time and trouble (yea, even money)

involved.

“If you’ve ever seen distinguished drama on your screen, it’s 60-40 that it was on NBC. The odds jump enormously when you talk about Shakespeare or opera or ballet on television.

“No other network has worked so long and so consistently at putting ‘good stuff’ on the air. Everybody talks about television’s ‘old good days,’ ‘golden days,’ and so on; they look back at the old ‘Philco’ and ‘Alcoa’ and ‘Kraft’ drama shows. And to ‘Playhouse 90,’ the wonderful CBS experiment that USED to be.

“But NBC is still doing that sort of thing. No other network has an anthology series—in which each week’s story can be anything, not being tied to a certain set of characters or setting; NBC has ‘Show of the Week,’ ‘Richard Boone,’ ‘Bob Hope Theater,’ ‘Suspense Theater’ and ‘Walt Disney.’ Every week, these shows put out interesting and, at times, great work.

“No other network now has anything like the ‘Telephone Hour,’ dispensing not only popular melodies, but hunks of classical singing and

dancing too. No other network now has a nature series, such as ‘Wild Kingdom.’ No other network is devoting time to good fantasy for the younger set, such as ‘Children’s Theater.’

“And neither of the other networks has been able to build a news and special events department with the authority and depth of NBC’s. It is fronted—in the popular mind—mostly by ‘Dave and Chet,’ but they are (to use a frosty comparison) like the top of an iceberg with the greater portion of the structure not seen.

“NBC is, of course, a business concern, and it has its share of bread-and-butter shows (‘Dr. Kildare,’ ‘Bonanza,’ ‘Hazel,’ etc.) and has its poor ones too (‘Redigo,’ ‘Harry’s Girls’), but even though the Columbia Broadcasting System continues to dominate the Top Ten rating list, NBC hasn’t been panicked into abandoning a valiant effort (admittedly not always successful) of placing, among the routine or ridiculous entries, something that is not just as good as, or a little better than, but the very best that can be had.”



Rogers of Florida takes 'sounding' on ratings situation

A member of the House subcommittee that investigated ratings in the spring said last week that "it is past time for [broadcasting] to get out of the numbers racket so that television programs watched by the American people are not artificially distorted by ratings."

Representative Paul G. Rogers (D-Fla.) of the House Special Subcommittee on Investigations made the statement in a brief speech in the House on Wednesday (Nov. 13). He said later that "I personally think things are dragging" and that the A. C. Nielsen Co. is not cooperating with the National Association of Broadcasters committee on ratings.

In his speech, Representative Rogers

charged that Nielsen "is reported to be bringing about the death of certain programs . . ." despite subcommittee revelations on "the unreliability and the distortions present in the rating methods and figures."



Rep. Rogers firms "clean house."

What caused Rep. Rogers to make

his remarks last week, he said, was his receipt Wednesday of a letter from a "large . . . New York station representative firm" which he declined to identify by name. The letter stated that reports on efforts to improve ratings "gave the impression not much change has come out . . ." and that the "present influence of ratings on broadcasting is probably at an all-time high," the congressman said.

He added that he had discussed the matter with Representative Oren Harris (D-Ark.), chairman (story page 76), and that they agreed "we need to see something concrete . . . and I expect the ratings services to do this."

His speech, he said, "is more or less a sounding."

Forecast on Nielsen TV nearly correct

SOME HIGHER, SOME LOWER THAN NBC'S ESTIMATE

NBC's predictions of the latest national Nielsen ratings for nighttime TV programs proved last week to be a little high in the case of its own—and ABC-TV's—averages and a little low on CBS-TV's. But they successfully named nine of the top 10 programs, including the first five in rank order, and correctly ranked the networks by nights of the week in most cases, missing completely in none.

This evaluation was offered by competent sources last week after comparing the projections made by the NBC research department (BROADCASTING, Nov. 11) with the actual results shown by Nielsen's second national report for October, published last Tuesday for the two weeks ended Oct. 27.

Estimates ■ The NBC advance estimate had predicted NBC would pull within four-tenths of a point of CBS in average rating, giving CBS a 19, NBC an 18.6 and ABC a 16. Actually, the Nielsen results showed a 1.1-point difference between the front runners, putting CBS at 19.2, NBC 18.1 and ABC 15.8.

On a program-by-program basis, NBC's projections of the ratings of 89 individual shows were within nine-tenths of a point of the Nielsen figures, on the average. The biggest miss was a 3.1 overestimation on one show. At the other extreme, the projections were correct to the last tenth of a point on three programs. The biggest variations were among the highest rated shows, which statisticians say is mathematically normal.

In 40% of the cases the individual program ratings projections were said

to come within one-half a rating point of the result shown by Nielsen.

The projections also had listed 17 CBS shows, five on NBC and 11 on ABC as having declined two or more share-of-audience points between the first and second 30-market Niensens for October. Of this group, all but two on each network were said to have shown declines of at least two share points in last week's national report.

Gains ■ Similarly, the NBC study had listed seven CBS, 14 NBC and six ABC programs as having gained two or more share points between the first and second 30-market reports. Of these, all but three NBC, one CBS and two ABC shows also gained two or more share points in the national.

The NBC projections correctly predicted CBS would be first on Monday, Tuesday and Wednesday nights and second on Sunday; that NBC would be first on Friday and Sunday, second on Monday and Wednesday and third on Tuesday; and that ABC would be second on Tuesday and third on Monday, Wednesday, Thursday, Saturday and Sunday.

The projections erred in predicting NBC would be first and CBS second on Thursdays and that CBS would be first and NBC second on Saturdays; in both cases, the positions were reversed in the Nielsen report. They also erred in ranking ABC second and CBS third on Friday; in these, too, the rankings were reversed.

In picking the top 10 programs NBC's estimates correctly listed nine. Actually, thanks to a predicted three-way tie for ninth place, the NBC list

included all 10 shows that made the Nielsen top 10, but one of the shows picked by NBC—its own *Hazel*—failed to make this select group.

The first five shows placed in the order predicted by NBC. In the lower half the order did not follow NBC's script exactly. But there was a tie for ninth place, partially as predicted. It involved two shows instead of three, however, and they were not the ones NBC had predicted would come out even.

Here's the top 10 as released by Nielsen:

NIELSEN AVERAGE AUDIENCE (†)

Rank	Program	Rating	
		% U.S. TV Homes	No. Homes (000)
1.	Beverly Hillsbillies (CBS)	35.2	18,570
2.	Bonanza (NBC)	31.9	16,360
3.	Dick Van Dyke Show (CBS)	29.6	15,180
4.	Bob Hope Comedy Special (NBC)	29.0	14,880
5.	Petticoat Junction (CBS)	26.7	13,700
6.	Donna Reed Show (ABC)	25.5	13,080
7.	Candid Camera (CBS)	24.9	12,770
8.	Red Skelton Hour (CBS)	24.1	12,360
9.	Dr. Kildare (NBC)	24.0	12,310
9.	Andy Griffith Show (CBS)	24.0	12,310

(†) Homes reached during the average minute of the program.

Rep appointments . . .

■ KVIL-AM-FM Highland Park-Dallas: Spot Time Sales, New York, named national representative.

■ WBZ Kingston, N. Y. and WFKY Frankfort, Ky.: Prestige Representation Organization, New York.

■ WOKB Winter Garden (Orlando), Fla.: Gill-Perna, New York, as national representative.

■ WJBC Bloomington, Ill.: Avery-Knodel, New York, as national representative, effective Dec. 1.



...leave sooner—get there faster!



It's there in hours...and costs you less!

	Buses Daily	Running Time	10 lbs.	20 lbs.	30 lbs.*
NEW YORK—PHILADELPHIA	32	2 hrs. — min.	\$1.25	\$1.40	\$1.65
LOS ANGELES—SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO—MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI—LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND—NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. **It's there in hours... and costs you less.**

GREYHOUND PACKAGE EXPRESS, Dept. 8-X
140 S. Dearborn St., Chicago 3, Illinois

Please send, without cost or obligation, complete information on Greyhound Package Express service... including rates and routes.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ PHONE _____

**CALL YOUR LOCAL GREYHOUND BUS TERMINAL
OR MAIL THIS CONVENIENT COUPON TODAY**



NOTHING LIKE IT IN BROADCASTING—
*anywhere • anytime
anyhow!*

"50-50 CLUB"

in color
on **WLW TV**
and **WLW Radio**
12 NOON-1:30 MON. thru FRI.



*the show with the
Lyons share of talent!*

Ruth Lyons—the modern American Radio-TV phenomenon—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and 15 years on WLW Television, the last 6 in color. The show also includes a talented cast, all stars in their own right. Brainy newscaster-lawyer, Peter Grant; vocalists and recording artists—Bob Braun, Ruby Wright, Marian Spelman, Bonnie Lou, with Cliff Lash and his orchestra. Such an array of talent on a local show is certainly unique in broadcasting!

*Another
Crosley Broadcasting Bulls-eye!*

CROSLY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
--	--------------------------------------	--	--

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of **Arco**

AGREEMENT NEAR ON ARTISTS' PACTS

SAG-AFTRA differences with employers have narrowed

The possibility of reaching an agreement shortly on new contracts between the performers union and advertisers-agencies and the TV-radio networks was strengthened last week as negotiations took a bright turn with areas of differences narrowing considerably.

Optimism ran high at the annual meeting last week of the Association of National Advertisers in Hot Springs, Va. (story page 66) where a report circulated that an agreement, at least in principle, might be reached by last Friday (Nov. 15) when current contracts with the American Federation of Television and Radio Artists and the Screen Actors Guild were scheduled for expiration.

Union and management sources in New York agreed that "considerable progress" has been made in the past week, but were doubtful that a settlement could be effected for at least another week. They stressed there were still "some pockets of differences." They acknowledged that indications were strong that the expiration deadline would be extended pending the course of future talks.

To speed up contract negotiations, union and management have set up special committees, each of which is tackling a specific part of the proposed codes.

Neither management nor labor sources would divulge contract details. Presumably both sides have made concessions from their original demands, under which the unions had sought fee increases over the 1960 codes and management had countered with proposals that SAG and AFTRA called "regressive" (BROADCASTING, Oct. 21).

Another clue pointing to a no-strike-yet attitude on the part of labor is that the West Coast branch of the Screen Actors Guild will consider strike authorization for its negotiators at its annual meeting in Beverly Hills, Calif., today (Nov. 18). Previously, AFTRA and the New York branch of SAG had vested their representatives with the right to call a strike if necessary.

The progress that has been achieved during the last week takes on special significance because only 11 days ago when AFTRA received strike authorization, its representatives in New York criticized sharply the industry counter-demands under discussion at that time. One AFTRA spokesman charged the industry demands amounted to a 30% reduction from the codes formulated in 1960. In the ensuing give-and-take, management undoubtedly has offered some additional concessions and the

unions have relaxed their demands.

Both SAG and AFTRA are negotiating with an advertiser-agency committee for a pact in the TV commercials area. AFTRA is negotiating separately with the networks and transcription companies in the recorded radio commercials and programs areas and with networks for staff announcers contracts in New York, Chicago and Los Angeles and for network newsmen and by network owned and operated stations.

Nielsen reports 12% radio listening rise

The A. C. Nielsen Co. reported last week that summer radio listening in the average U. S. radio home in 1963 increased by 12% over 1962.

The data, which was compiled from the Nielsen Radio Index, shows that during summer 1963, the average radio-equipped home spent an estimated total of 22 hours and 35 minutes a week listening to family-owned radio sets. The comparable 1962 figure was slightly more than 20 hours.

During this past summer, according to Nielsen, battery-portable listening accounted for 9 hours and 7 minutes or 40% of the total, an increase of 40% over the summer 1962 figure of 6 hours and 30 minutes. Auto-radio usage was up from 4 hours weekly in 1962 to about 4 hours and 39 minutes.

Nielsen said line-cord receiver listening declined 8%, as compared with last year and accounted for 8 hours and 49 minutes, or 39% of the 1963 total. Nielsen noted that since approximately two-thirds of battery portable listening occurred at home, there was an overall increase in at-home radio listening, which reached 15 hours in the July-August study.

'Money Talks' violates code

Money Talks, a 15-minute radio series produced by Profit Research Inc., violates the National Association of Broadcasters' code of time standards, the NAB last week told subscribers.

The NAB last summer (BROADCASTING, July 1) cautioned subscribers that some of the programs, delivered by PRI president Sidney Walton, had commercial time as high as nine minutes. Code maximum for a single-sponsorship quarter-hour is three minutes. Further examination, NAB said, revealed that the show has not been revised and "all programs in the series... are considered to be in violation of the code."

Profit Research owns WINF Manchester, Conn., and recently bought KBON Omaha (CHANGING HANDS, Nov. 4).

IMAGE

IMPACT

IMPETUS

IMPETUS IS A WORD IN MOTION

Webster says “. . . indicating the origin and intensity of the motion.”

WOC-TV provides such impetus to advertising schedules by consistent promotions, merchandising information, and constant liaison between the advertiser and his retail outlet.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.
DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

NAB'S UNINVITED GUEST

Government intervention, actual and threatened, primary topic at Nashville fall conference

The National Association of Broadcasters' fifth conference of the annual fall series drew 195 broadcasters to Nashville last Thursday and Friday and, as was the case in the preceding four, actual and threatened government intervention was an uninvited guest.

Broadcasters themselves were the stars of the program in various panel discussions, with NAB President LeRoy Collins joining them in hitting the threat of FCC intrusion into the daily affairs of broadcasting. Governor Collins used some of his strongest language to date in attacking the FCC's commercial time rulemaking and recommendations made by Commission Chairman E. William Henry (BROADCASTING, Oct. 28) in the report on the Omaha local TV hearings. He also said it is "logical" that cigarette advertising will play a major role at the next NAB board meeting in January.

The NAB president told a news conference that if the FCC sets a limit on the number of commercials a station may air the next step will be control of how a station disburses its revenues to meet the program needs of the public. "It is significant that quality of broadcasting and freedom go together," he said.

Highlights of the formal agenda were Friday morning sessions on controversial and public service TV programming. TV delegates rejected unanimously a recommendation of some commissioners that stations sponsor formal program advisory councils made up of local civic leaders. Bill Carlisle, NAB vice president who was presiding, asked for a show of hands. Not a single delegate voted in favor of such a council. All,

however, recommended close but informal liaison with opinion leaders of their communities. The consensus was that such a council would be dangerous because it could dictate program policy.

Charles Cash, promotion director of WSB-TV Atlanta, said that the four keys for outstanding public service are (1) an active and competent program director; (2) a news director with awareness of community needs; (3) a public affairs director free from close management control, and (4) community involvement by station directors.

Salable Item - TV delegates voted, by a 3-2 majority, that all public service programs are salable. The consensus was that a station should not hesitate to attempt to sell programs of a controversial nature. A majority felt that public affairs programs should be slotted in other than prime time because competition for audiences will be less.

Both radio and TV delegates were brought up to date on negotiations by all-industry music licensing committees with ASCAP. Robert T. Mason, WMRN Marion, Ohio, and chairman of the radio committee, noted that negotiations had begun with ASCAP for new licenses to replace those expiring Dec. 31 (BROADCASTING, Nov. 11). He refused to disclose details except that the committee is seeking a reduction in ASCAP fees.

Nathan Lord, WAVE-TV Louisville and a member of the TV committee, noted the committee has won a U. S. Supreme Court decision and the industry's fight with ASCAP now is back before Judge Sylvester Ryan in New York. Both he and Mr. Mason ap-

pealed for broader industry support of their respective committees. Mr. Lord said that ASCAP is "well heeled," having collected \$22 million from TV stations in 1962.

During a radio session on music matters, George Cooper of Dot Records said that his industry and radio must build a relationship based on mutual trust and respect "instead of wining and dining and many other methods employed by some promotion people and accepted by some radio people." There is a great need for honesty between the two industries," he stressed. "Both the promotion men and program directors are guilty of not being completely honest with one another," Mr. Cooper said.

Edward Codel of the Katz Agency gave Katz's new slide presentation on spot radio during a panel on "new techniques in buying and selling radio time." Moderated by John Box, NAB board member from WIL St. Louis, other panelists included Harry Renfro, D'Arcy Advertising Co., St. Louis; Eddie Allgood, WBTM Danville, Va., and Jack Timmons, KWKH Shreveport, La.

NAB Board Committed - At his news conference, Governor Collins said the NAB board (which meets Jan. 27-31) is "committed" to take some action on cigarette advertising if the surgeon general's report on smoking and health is adverse. The report is due by the end of next month and spokesmen for the committee making the study say that target date will probably be met.

Gov. Collins pointed out that the board last January deferred action pending release of the report.

The NAB president would not forecast what action the board will take. But if the report is negative the NAB "should be deeply concerned." He continued that he hoped that cigarette advertisers and their agencies would take voluntary steps but, if not, "broadcasters will have a clear duty to move on their own." Responsibility to the public must be placed above profits by the industry, he said.

Governor Collins added that he "is not one of those who say" a member of the FCC should be a broadcaster. The first essential is the characteristics of the man himself, he said, but experience in broadcasting would be helpful.

The commercial broadcaster, Governor Collins commented, does not fear or oppose a nationwide educational TV network supported by federal funds. "I certainly wouldn't," he added.

He predicted that TV will play a more vital role than ever before during the 1964 elections. He said that new techniques and production know-how

Methodology study joint committee named

A 10-member steering committee—five from the RAB and five from the NAB—has been named to oversee the Radio Advertising Bureau study of radio audience methodology in which the National Association of Broadcasters is participating.

From RAB: Robert Hurlough, president MBS; William D. Shaw, vice president and general manager KSFO San Francisco; Louis Read, executive vice president and general manager WDSU-AM-FM New Orleans; Miles David, RAB administrative

vice president, and Dr. Alfred N. Watson, RAB advanced research director.

From NAB: Ben Strouse, president WWDC-AM-FM Washington; Ben B. Sanders, KICD Spencer, Iowa; Hugh M. Beville Jr., NBC vice president; Vincent T. Wasilewski, NAB executive vice president, and Melvin Goldberg, NAB vice president for research.

Mr. Wasilewski said no meetings have been scheduled, but will be held "very soon."



The Memphis Expressway Story

Memphis asked: "What will our expressways be like?" To answer this question, WREC-TV sent camera crews to Dallas, Houston, New Orleans and Atlanta, and produced a comprehensive series of programs titled "The Tale of Four Cities." In the final program . . . operating in the light of how

other cities had solved their expressway problems, the Memphis Expressway Committee and Engineers were able to clearly present our proposed expressway system, its routes, and functions. WREC-TV is proud of its role in this vital community undertaking. Another example of the many

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

WREC-TV 
CHANNEL 3 MEMPHIS

will help to contribute to a better informed electorate than ever before. Congress will eventually repeal Section 315 altogether, he said, with exemptions for the 1966 election of congressional and governor campaigns.

During an interview Thursday afternoon on WLAC Nashville, Governor Collins said that the broadcasting industry is too sensitive to criticism that comes from controversial programming. Stations, he said, must be controversial or their programming becomes "bland and meaningless."

The individual broadcaster, he said must realize that a high degree of professionalism is needed in the industry. Service to the public must come before

profits and the public must be made to realize that improvement will come from the industry and not the government, the NAB president added.

In a Thursday luncheon address devoted mainly to humor, author and broadcast personality Rufus Jarman said that broadcasting must develop a personality of its own. To be successful, he said, a station must inspire.

The sixth NAB fall conference opens today (Nov. 18) at the Texas hotel in Fort Worth. From there the caravan goes to Denver for Thursday and Friday (Nov. 21-22) sessions at the Cosmopolitan hotel and winds up Nov. 25-26 at the Fairmont hotel in San Francisco.

Supreme Court supports FCC action on KRLA

The U. S. Supreme Court last week denied a petition for review by KRLA Pasadena, Calif., against an FCC decision refusing to renew its license.

The FCC denied the license renewal on the grounds that owner Donald Cooke had not lived up to program proposals made when he bought the station in 1959; that the station had falsified program logs, and that it had engaged in fraudulent contests (*Find Perry Allen, Golden Key*).

This decision was upheld by a federal court of appeals last July (BROADCASTING, July 15).

Moves in store to detour commission

ROGERS'S AGENDA INCLUDES COMMERCIALS, LICENSE FEES, FAIRNESS

The FCC's efforts to regulate commercials, set license fees and to make policy on what's fair in the treatment of controversial issues on radio and television are all related in the minds of the majority of the House Communications Subcommittee.

Today (Nov. 14) they'll sit down at a closed-door meeting in Washington to work out means to thwart the FCC's moves in these areas.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of bills aimed at blocking the FCC on commercials and license fees, said last week that the FCC is trying to take over Congress's legislative powers.

The evidence is the commission's activity in these three areas of broadcasting, he said in an interview Thursday (Nov. 14). "The time has come for Congress to face this," he continued, "and I intend to see that we do just that."

With two bills to deal with commercials and license fees already on its agenda, the subcommittee is also expected to turn to the question of fairness. Representative Rogers and other members have been trying to write a bill that would block the commission from, as the subcommittee majority sees it, requiring broadcasters to provide free time for spokesmen to answer paid controversial broadcasts.

At The Very Least ■ There were predictions from the subcommittee that at the very least it would vote out Representative Rogers's bill on commercials and that the legislation would move through the full Commerce Committee without trouble and pass the House. The FCC, meanwhile, was preparing for oral arguments on its commercials proposal to be held Dec. 9.

Just a week earlier the subcommittee

took three days of testimony on HR 8361, which would prevent the FCC from making a rule on the length and frequency of commercials (BROADCASTING, Nov. 11). Only the FCC and Representative John E. Moss (D-Calif.), a subcommittee member, favored the FCC's proposal. Thirty broadcasters and four congressional witnesses united against the commission and for the Rogers bill.

Representative J. Arthur Younger (R-Calif.), senior Republican on the subcommittee, said Democrats and Republicans "think alike on this one" and he predicted passage by the subcommittee and full committee with very few dissenting votes and House approval as well.

Representative Rogers has another bill (HR 6697) pending on the license fee question. Last week the FCC turned down his request that it suspend its plan to initiate a license fee schedule on Jan. 1, 1964. The commission agreed the week before that many "difficulties" would be encountered in delaying its plan, and it noted that considerable work already had been done in preparation for implementation (BROADCASTING, Nov. 11).

Representative Rogers said Thursday that the FCC's reply "came as no surprise to me." It is a "perfect example of the attitude of the commission that they are the legislative body with regard to the broadcasting industry and are willing . . . to assume power that [they] were never intended" [to have], he said.

Fee Hearing, Too ■ Since the FCC won't suspend its action, Representative Rogers said, he will try to schedule a hearing on his license fee bill as soon as he can. The legislation would prohibit the FCC from setting fees without

specific authority from Congress.

"I feel personally that this is a perfect example of government agencies not directly answerable to the electorate of this country attempting to take over the legislative powers . . . not given to them by the Congress," Representative Rogers said.

On the question of the FCC's fairness policy, he said he thought "that problem is coming around." When he first set hearings on editorializing in an effort to provide guidelines on editorials, the congressman said, he was misunderstood and broadcasters thought he was trying to ban broadcast editorials. Now they can see, he continued, that it was the FCC that was trying to gain control of programming through its restrictive policy on editorializing.

Although subcommittee members are still experimenting with language for a bill to stop the FCC's moves on fairness, Representative Rogers made it clear that the group wants to prevent the commission from requiring broadcasters to offer free time to spokesmen who oppose ideas expressed on paid broadcasts but claim they cannot pay for their own air time.

Silence better than sale for bankrupts: Bartley

When stations in competitive markets go bankrupt, "the general structure of broadcasting would be improved by the stations going off the air" instead of being sold.

This is the view FCC Commissioner Robert T. Bartley expressed last week before the second annual Station Representatives Association luncheon for agency and station personnel in the Cleveland area. Mr. Bartley preceded his position on bankrupt stations by

"It's time to SPEAK OUT!"

"Approaching our second anniversary in Rochester Broadcast Center, I see an excellent fall and winter ahead for both WROC's listeners and WROC's sponsors. Here's why:

1. BALANCED PROGRAMMING

"The WROC-TV lineup of Rochester's most popular personalities, locally originated programs and movies complement the excellent new NBC fall schedule of exciting programs in living color and black and white. There are shows to appeal to all ages . . . to the entire household.

2. COMPLETE SERVICE

"WROC is the only complete broadcasting service in Rochester—TV, Radio and FM.

3. PETRY RATE CLASSIFICATION

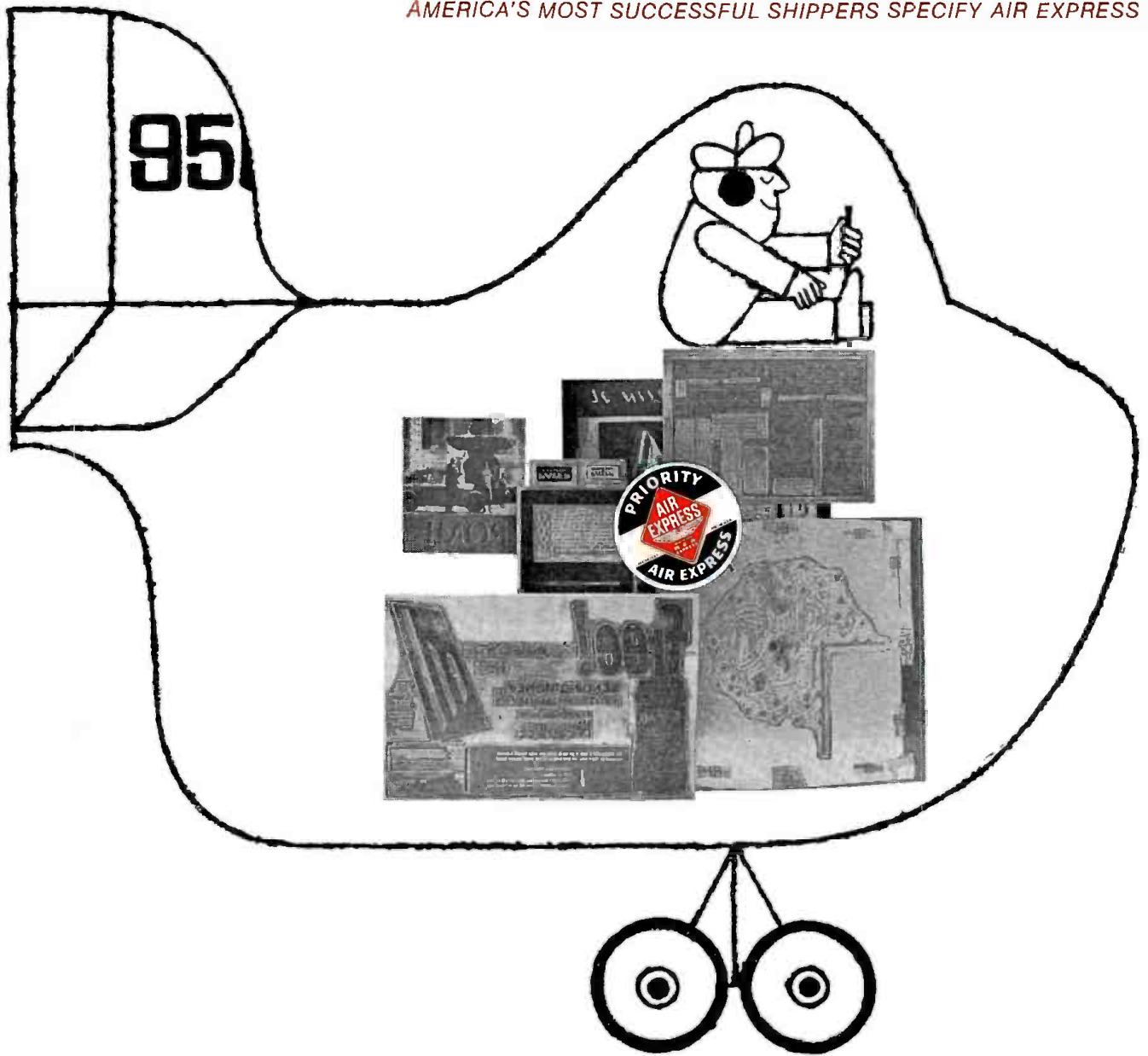
WROC-TV was one of the first stations in the U.S. to institute the new Petry Plan—the most efficient system yet devised for announcement rate classification. Here is the balance, the appeal that no other local station has.



Erwin F. Lyke
PRESIDENT



AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



Air Express' overnight service helps Penton meet tight schedules

AIR EXPRESS DIVISION OF 

In one month, Air Express made overnight delivery on 95.5% of 111 shipments to Penton Press Division

With their split-second schedules, Penton Press Division of Penton Publishing Company, Cleveland, can't afford to waste time. That's why they depend on Air Express.

Air Express shipments for Penton Press originate all over the country. In each place, R E A Express trucks rush them to a nearby airport where they head out on the first outbound flight. (Air Express has priority on all 38 scheduled airlines—right after U.S. mail.) When they arrive at the Cleveland Airport, R E A trucks are waiting to rush them right to Penton. There's no slip-up, no time lost.

How much does this speed and dependability cost? Less than you'd think. For example, a 20-pound package goes from New York to Pittsburgh for just \$4. Wouldn't you like to buy so much for so little?



telling the 75 luncheon guests, "the commission must get tough on this question of financial qualifications. He said applicants for new stations and buyers of stations should both come under closer—and more stringent—scrutiny by the FCC in order to insure their financial ability to run a station in the public interest.

Commissioner Bartley also predicted that national advertisers will continue to troop back to radio, both through the networks and locally. "Don't underestimate the sales job ahead of you," he warned the SRA people, "for, unless things have changed radically since my days in radio, 'time buyers is the laziest

people.'" Commissioner Bartley also said "my faith in the future of FM has never faltered."

A member of the FCC's committee on renewal program forms, Mr. Bartley said he would just as soon "forget about statistics. . . . In the absence of complaints or unexplained departures from the representations made, I would feel comfortable in renewing a license."

Mr. Bartley reasserted his belief that new applications should be filed in conflict with renewal applications when the proposed new service would mean "a more equitable distribution of facilities," diluting the concentration of stations in major markets.

New staff authority key to license lock

HENRY TELLS HILL LEADERS WHY DELAYS OCCUR

The FCC advised key congressional leaders last week that new delegations of authority to its staff are expected to speed up processing of applications for assignments of licenses and transfers of control.

Chairman E. William Henry said additions to its staff and a temporary delegation of authority during the August recess helped the agency to process 64 applications in October, which is almost twice what it processed in September and nearly 1½ times the average month in 1963.

But, he noted, the improvements just kept the FCC abreast with the flow of new applications—65 arrived in October.

Log Jam Break ■ Fewer matters will be brought to the commission with the new delegations in effect, and the staff "will be spared large volumes of paper work occasioned by the preparation of detailed and often lengthy agenda items," the chairman said. "The commission is confident that . . . this will make possible the reasonably rapid reduction of backlogs and processing delays in . . . station transfers," he said.

In letters addressed to the heads of the House and Senate commerce committees and their communications subcommittees, Chairman Henry explained that three major factors have contributed to a rise "during 1963 in our inventory of pending applications."

These factors were cited:

The three-year rule requiring stations to hold licenses for at least three years. Written to prevent trafficking in licenses, Chairman Henry said, the rule provides for exceptions, and that's part of the trouble. The exceptions and waivers present "a task rendered more difficult and time-consuming. . . . Many of the financial submissions are incomplete or inconclusive . . ." requiring correspondence with stations seeking

more information, the chairman said.

A provision that permits submission of petitions to deny grants under 1960 amendments of the Communications Act has seen these petitions come in to the FCC "in increasing numbers," he said. The commission doesn't oppose the petitions, Chairman Henry said. It notes, however, that "the pregrant procedure introduces an element of delay. . . .

"Closer review and evaluation of the financial qualifications of station purchasers . . . will in the long run sharply reduce the commission's workload in a number of areas," but they do cause other delays in processing, "particularly since there are very frequent deficiencies and lapses in reporting by applicants of the financial data on the basis of which the commission is asked to find them qualified," Chairman Henry wrote.

What it adds up to, he suggested, is that Congress has passed laws which, while improving the FCC's procedures, has burdened the agency with more work.

Commission Action ■ Chairman Henry explained that the FCC has made some changes to cope with the backlog problem, such as transferring five attorneys temporarily to the processing line (CLOSED CIRCUIT, Nov. 4) and delegating the staff to handle matters without bringing them to the commission. The latter reduces the amount of work the FCC staff must do to prepare material for the commission, which in itself is time-consuming, he said.

In order "to unblock the clearance" of more routine, nonproblem cases "which otherwise would be held up by preoccupation of the staff with the more time-consuming cases," the FCC has departed from its procedure of processing all transfer applications in the exact order of filing, Chairman

Henry explained.

More "vigorous methods" are necessary to reduce the backlog and shorten processing time, he said, but the FCC is carefully watching the results of its new procedures with an eye on possibly applying them to other areas where backlogs tend to accumulate. He did not elaborate.

The commission is "working intensively on a revision of the portion of our application forms for both radio and television which deals with programming," Chairman Henry said.

The commission is concerned with the problems of its backlog, he concluded, but considers none of them "insuperable."

ABC Radio gets Syracuse outlet; 7 other markets

WFBL Syracuse, N. Y., will affiliate with ABC Radio on Jan. 1, 1964. Announcement by the network of the new affiliation caps a month in which seven other stations became actively aligned with the network.

WFBL, owned by First Broadcasting Corp., operates with 5 kw fulltime on 1390 kc.

Other stations joining the network: KSAL Salina, Kan. (5 kw fulltime on

1150 kc); KEPR Kennewick-Richland-Pasco, Wash. (5 kw fulltime on 610 kc); KZUN Opportunity, Wash. (500 w daytimer on 630 kc); WISE Asheville, N. C. (5 kw day, 1 kw night on 1310 kc); KFLY Corvallis, Ore. (1 kw day, 250 w night, on 1240 kc); KTDO Toledo, Ore. (250 w fulltime on 1230 kc), and KRPL Moscow, Idaho (250 w on 1400 kc).

Changing hands

ANNOUNCED ■ *The following sale of station interests was reported last week subject to FCC approval.*

■ KHAK-AM-FM Cedar Rapids, Iowa: Sold by Kingsley Murphy and Carroll E. Crawford to Jordan Ginsburg and associates for \$100,000. Mr. Ginsburg is a Sioux City jeweler. KHAK operates with 1 kw daytime only on 1360 kc. KHAK-FM operates on 98.1 mc with 4.19 kw power. Broker: Blackburn & Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).*

■ WISH-AM-FM Indianapolis: Sold by Corinthian Stations to Don W. Burden

for \$1,250,000. Mr. Burden owns KOIL and KICN(FM) Omaha and KISN Vancouver, Wash. Corinthian, primarily owned by John Hay Whitney, owns WISH-TV Indianapolis, WANE-AM-TV Fort Wayne, Ind., KOTV(TV) Tulsa, Okla.; KHOU-TV Houston, and KXTV(TV) Sacramento, Calif. Mr. Whitney, former U. S. ambassador to Great Britain, is publisher of the *New York Herald-Tribune* and *Parade* magazine. He is controlling owner of the Herald-Tribune Radio Stations (WVIP Mt. Kisco, WVOX-AM-FM New Rochelle and WFYI Mineola, all New York, and 50% of WCOM-FM Newark). WISH, founded in 1941, operates on 1310 kc fulltime with 5 kw day and 1 kw night. WISH-FM, on the air since 1961, is on 107.9 mc with 41 kw. Both are affiliated with CBS.

■ KVII(TV) Amarillo, Tex.: Sold by Trigg-Vaughn group to John B. Walton Jr. for \$1,125,000. Mr. Walton owns KVKM-AM-TV Monahans and 33 1/3 % of KFNE(FM) Big Spring, both Texas. Other Trigg-Vaughn stations are KROD-AM-TV El Paso, KOSA-AM-TV Odessa and KITE Terrill Hills, all Texas, and KRNO San Bernardino, Calif. KVII is on channel 7 and is affiliated with ABC-TV.

■ WAFG-TV Huntsville, Ala.: Sold by James R. Cleary, John A. Higdon and associates to M. Davidson Smith III for \$509,775. Mr. Smith held a construction permit for channel 25 in Huntsville at one time, but this grant expired. He owns WAAY Huntsville and controls WNUE Fort Walton, Fla. WAFG-TV operates on channel 31 and is affiliated with ABC-TV.

■ WKNY Kingston, N. Y.: Sold by Joseph J. Close and associates to William H. Rich and Alastair B. Martin for \$171,000. Buyers own or control WMGW-AM-FM Meadville and WPIC-AM-FM Sharon, both Pennsylvania; WTRU Muskegon and WGRD Grand Rapids, both Michigan. Mr. Close's group retains ownership of WKNE Keene, N. H.; WBRK Pittsfield, Mass., and WKVT Brattleboro, Vt. WKNY is fulltime on 1490 kc with 1 kw day and 250 w night.

NCTA committee seeking a new paid president

The National Community Television Association will have a selection committee, charged with finding the organization a paid president, to be appointed at the board meeting in Chicago this week. This is the word from Fred Stevenson, Arkansas CATV operator, who spent most of last week in Washington.

Mr. Stevenson and other executives of the NCTA met Wednesday (Nov.

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5 KW Regional daytimer with early sign-on, plus excellent FM facility. Has real estate and top notch equipment. Has cash-flow to payout. \$40,000 down and seven years.

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Powerful regional daytimer in prosperous large market. Operating in the black. Fulltime possibility in the future. 29% and terms.

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13) with the National Association of Broadcasters' Future of TV in America group. On the next day they met with FCC staff aides, including James B. Sheridan, Broadcast Bureau chief; Henry Geller, associate general counsel, and others.

The first meeting was purely exploratory, it was reported, and ended with "all of us knowing each other better," in the words of one participant. No final decisions were made.

The meeting with the FCC group continued a discussion which started earlier this year. Its object: the form legislation should take to give the commission jurisdiction over CATV systems.

Henry, Pacifica meet; result undisclosed

The Pacifica Foundation has made it a matter of principle not to return FCC questionnaires attesting to the political loyalty of its directors and other officials. However, four of the foundation's directors met last week with Chairman E. William Henry.

Although the commission had no comment on the meeting, which was described as informal and fruitful—and Pacifica President Russell Jorgensen, who was at the meeting, was not available for comment—unconfirmed reports predicted that the long-deferred license renewals for Pacifica's three FM stations were in the offing.

The Pacifica stations—which are supported by listener contributions—are KPFA(FM) Berkeley, Calif., KPFA(FM) Los Angeles and WBAI(FM) New York. The KPFA renewal has been held up since 1959.

The commission questionnaires asked that the signatory swear under oath that he is not nor ever has been a member of the Communist party (BROADCASTING, Nov. 11). The queries resulted from hearings held last winter by the Senate Internal Security Subcommittee, which investigated Pacifica for possible Communist infiltration.

Pacifica said, in declining to return the questionnaires, that it is not the foundation's policy to inquire into the "political or religious affiliations of its members or allied personnel or to conduct investigations to that end." At this time the directors said they were preparing a statement to the commission and which may have proved to be the denouement of last week's meeting and the renewal proceeding as a whole.

The commission set Dec. 16 as the deadline for return of the questionnaires, which were issued last Oct. 7 but not revealed, on the advice of counsel, until two weeks ago.

MIDWEST ANSWERS PLAINS PETITION

Calls UHF group's charges 'reckless and patently false'

Midwest Television Inc. told the FCC last week that the petition by Plains Television Corp. requesting that Midwest be forced to divest itself of all but one TV station was replete with charges that are "ill considered, reckless, unsupported and patently false."

In a 32-page opposition to the Plains' request, Midwest claimed it not only is not the ogre it is made out to be in the UHF group's petition, but that Plains itself is more vulnerable to the charges.

Midwest also claimed that Plains' request to the FCC to deny the transfer of KFMB-TV San Diego from Transcontinent Television Corp. to Midwest should be dismissed because Plains has no standing to object.

The Plains petition, filed last month, charged that Midwest exercises a monopoly in the central Illinois region through combination rates, combination programming and combination staff (BROADCASTING, Nov. 4).

Midwest owns WCLM-TV Champaign, on channel 3; WMBD-TV Peoria, on channel 31, and a UHF translator at LaSalle. It also is an applicant for

channel 26 in Springfield, and for a VHF translator in Effingham. Midwest is principally owned by August C. Meyer and his wife.

Plains, which is jointly owned by H & E Balaban Co. and Transcontinental Properties Inc., owns WICS(TV) Springfield, on channel 20; WCHU(TV) Champaign, on channel 33, and WICD(TV) Danville, on channel 24. It is also an applicant for a VHF translator in Champaign.

Points To Plains Properties — In answering Plains' contention that Midwest is a monopoly, Midwest called attention to Plains' stations in Illinois, and pointed out that Plains' also owns WHNB-TV New Britain, Conn., and that its stockholders have interests in TV stations in Chicago and Rockford, Ill., in Grand Rapids, Mich., and in a UHF application for Paterson, N. J., as well as in radio stations in St. Louis, Dallas, and Highland Park, Ill.

Plains or its principals, Midwest said, have interests in five of the 21 TV stations in Illinois. "The communications empire of Plains" owners dwarfs Midwest as it is now or will be after it

EXCLUSIVE BROADCAST PROPERTIES!

MIDDLE PLAINS STATE — Fulltime radio station with good real estate. Grossed \$83,000.00 last year and capable of doing \$130,000.00 under aggressive owner-operator. Total price of \$130,000.00 on basis of 29% down and balance over ten years. **Contact—John D. Stebbins in our Chicago office.**

SOUTHEAST — Daytimer with good area coverage. This absentee owned facility needs owner-operator attention. Priced at \$150,000.00 with real estate or \$125,000.00 without. **Contact—Barry Winton in our Washington office.**

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RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

CBS News was the only news organization in broadcasting to provide continuous "live" coverage of the afternoon proceedings of the March on Washington on August 28 and to carry "live" the "I Have A Dream" speech by the Rev. Martin Luther King. In addition to the three consecutive hours of afternoon coverage a special hour-long news summary of the event was broadcast during prime evening time the same night.

During an interview with CBS News Far Eastern Correspondent Peter Kalischer, Mme. Nhu first used her widely-publicized term "barbecues" in referring to the burning of Buddhist priests. The interview was broadcast on August 1.

STRONG WORDS



STRONG FEELINGS (I)



On September 2 in an exclusive interview with Walter Cronkite, President Kennedy first stated publicly that the anti-Communist war in South Vietnam could not be won unless the Vietnamese government became more responsive to the will of the people.

STRONG POSITION



Learning that a French magazine editor had taken clandestine films inside Red China showing the prevailing conditions under which the people lived and worked, CBS News' Hong Kong Correspondent Bernard Kalb notified New York headquarters where arrangements were made to broadcast the film on September 11.

STRONG-HOLD



On September 13 in a special half-hour interview with Walter Cronkite, the public received its first rounded political portrait of Senator Barry Goldwater since he became a front-runner for the Presidential nomination.

STRONG POSSIBILITY



STRONG ARM

For a total of 9 hours and 42 minutes of which more than 6 hours represented "live" coverage, the CBS Television Network carried the Valachi hearings which started on September 27 before the Senate Investigations Subcommittee in Washington. It was the only network to provide such extended and complete coverage.



STRONG HOPES

CBS News Moscow Correspondent Stuart Novins obtained a rare and exclusive interview in Budapest with Janos Kadar, in which the Hungarian satellite ruler expressed eagerness that full diplomatic relations would be resumed between Hungary and the United States. The interview was broadcast on October 4.



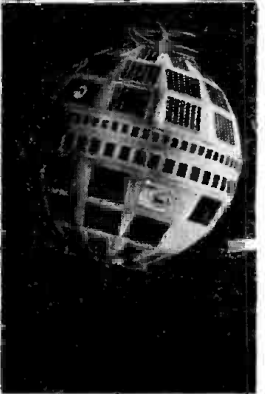
STRONG GIRL

As hurricane Flora ravaged the Haiti mainland, causing destruction and death to more than 4000 people, CBS News Correspondent Bernard Eismann flew into the jungles of central Haiti to film and report the event. It was broadcast that same night (October 6) on the SUNDAY NIGHT NEWS.



STRONG ADVICE

On October 10 CBS News Correspondent Walter Cronkite interviewed former President Dwight D. Eisenhower at his farm in Gettysburg. On this occasion President Eisenhower stated publicly for the first time that he was in favor of withdrawing the bulk of United States troops from Europe.



STRONG FAITH

In a transatlantic TOWN MEETING OF THE WORLD broadcast via the communications satellite, Telstar II, Protestant and Catholic clergymen in London, Rome, and Princeton, New Jersey met in a face-to-face discussion of the forces working for Christian unity. The broadcast was carried "live" over the CBS Television Network at 8:30 am EST on October 15 and repeated on tape for nighttime audiences the following day at 7:30 pm.

On September 18 Teamster leader James Hoffa came out in support of Gov. Nelson Rockefeller's Presidential candidacy in an exclusive interview with Stanley Levey, CBS News business, labor and economic correspondent. The interview was broadcast on the CBS MORNING NEWS WITH MIKE WALLACE.

On September 18 CBS REPORTS presented a documentary report on the conflict between Leander Ferez, political boss of Plaquemines Parish in Louisiana, and the Roman Catholic Church over the issues of parochial school integration.

STRONG NUDGE



STRONG FEELINGS (II)



STRONG-MINDED

In the first interview granted to television since hostilities broke out between Algeria and Morocco, President Ahmed Ben Bella in Algiers told CBS News Correspondent Paul Niven that his troops would continue to fight until the Moroccans pulled back to their starting positions. The interview was broadcast on FACE THE NATION on October 27.

STRONG MEDICINE

At 10:30 pm EST Sunday night, November 3, a CBS News Extra presented the first films of the insurrection which overturned the South Vietnam government the previous Friday night. Correspondent Peter Kalischer and cameraman Juergen Neumann moved into the palace with the troops as they occupied it under fire. The broadcast was acclaimed by the *New York World Telegram & Sun* as "TV journalism at its best."

STRONG TEAM

The real strength of a news organization is its ability to uncover and illuminate the events and forces that shape our lives. As shown here, it may be a struggle for power or a statement of policy; an act of man or of nature. The point is to know where to look for it and be there when it happens; to ask the key question that will yield the news-making answer. This takes a lot of doing. More to the point it takes a world-wide organization of correspondents, cameramen, producers and editors who have established over the years an unequalled reputation for accuracy, enterprise and insight—for being at the right place at the right time with the right information. When all is said and done, this is what produces "TV journalism at its best." This is clearly the strong point of

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WFAA

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SOUTHWEST

WFAA-AM-FM-TV
Communications Center -
Dallas/Broadcast services
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News/Represented by
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acquires the stations in San Diego, Calif.," Midwest said.

"Equally reckless," Midwest said, is the charge that five-and-a-half hours per week of simulcasting on WCIA and WBMD-TV shows that Midwest's programming is not responsive to the needs of the area served. Midwest pointed out that Plains feeds its stations in Champaign and Danville from Springfield. They are considered semisatellites of WICS.

The Midwest group is the only locally owned stations in central Illinois, Midwest said. Plains is owned by New York and Chicago real estate and theater interests.

Limited Discounts ■ The combination discount plan for WCIA and WBMD-TV is for only limited times, Midwest pointed out. There is no forced selling. The GIM Plan (Great Illinois Market) meets all FCC criteria, Midwest said.

Moreover, Midwest stated, the "paradox" in Plains's complaint is that there seems to be "considerable pressure for forced selling, if not an outright requirement," by Plains. This is so, Midwest stated, because the only rates for Plains's stations, published in *Standard Rate & Data Service* are for all three of its Illinois stations.

Showing how minor the GIM sales are, Midwest said that the total dollar volume of combination discounts received by advertisers from March to October this year amounted to less than \$11,500. This amounted to approximate-

ly ½ of 1% of Midwest's total nonnetwork time sales revenues, Midwest said.

And only about 12 advertisers per month used the discount structure, it added.

Midwest has simulcast only a limited number of hours between WCIA and WBMD-TV, Midwest said. The total of common programming in the week of Oct. 13-19 was only five hours and 35 minutes—4.6% of WBMD-TV's total of 121 hours 27 minutes. This amounted to about the same percentage of WCIA's 124 hours 30 minutes of operation for the week, Midwest pointed out.

Plains itself, Midwest said, admits that it commonly programs all three of its stations.

Notwithstanding the charge of joint staffs, Midwest pointed out that WBMD-TV has a staff of 67 full or part-time employees. Although there is cooperation between WBMD-TV's staff and that at WCIA, the duties of the WBMD-TV employees relate "exclusively or virtually exclusively" to that station.

Midwest contended that there are many other group stations in existence which cover as much and even more of their states than it does.

Midwest named among these Crosley in Ohio; Triangle in Pennsylvania; Fetzer in Michigan, and Murphy in Wisconsin.

The Plains petition should be dismissed, Midwest said, or at the very least denied.

FCC 1964 fiscal budget gets second cut

SENATE HAS STRONG CRITICISM OF AGENCY'S POLICIES

The Senate Appropriations Committee hacked a \$400,000 hunk out of the FCC's fiscal 1964 budget last week and urged the agency to "cooperate with the radio and television industry in support of self-regulatory procedures rather than to contemplate mandatory regulation."

The unusually strong language in the committee's report was a direct slap by one of the Congress's most powerful committees at the commission's controversial proposal to set standards for the length and frequency of commercials. Indirectly, it was also in retaliation for the FCC's foray into programming at the January hearing on local television programming in Omaha.

The report's language and the budget cut seemed all the more significant in that the two senators most influential on communications matters are key members of the Appropriations Committee. Senator Warren G. Magnuson (D-Wash.) heads the Commerce Committee and also presides over the appropriations subcommittee which handles independent offices such as the FCC and other regulatory agencies. Another

member of the appropriations unit is Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee.

Agitation for the actions against the FCC was known to have been led by Senator Gordon Allott (R-Colo.), ranking Republican on the subcommittee, and by Senator Roman L. Hruska (R-Neb.) (CLOSED CIRCUIT, Nov. 11, Oct. 28). Both senators have frequently criticized the FCC on the commercial standards and Omaha controversies.

The report also "notes the self-regulatory efforts of the radio and television broadcasting industry concerning advertising scheduling. . . ."

This language raised a new question for the commission: if it bases its authority to charge license fees on language contained in a 1952 House appropriations committee report (see page 70), will it give similar weight to the Senate statement of last week in its activities involving commercial time standards?

The Senate committee action, if sustained by the full Senate when it consid-

ers the measure, probably this week, would reduce the FCC's budget to \$15.4 million, which is still \$450,000 more than its 1963 budget. The commission first asked for \$16.5 million, but the House cut that to \$15.8 million and the Senate may go down further to its committee figure of \$15.4 million.

The FCC and other government agencies which have not yet been voted their fiscal 1964 appropriations, have been operating at their 1963 budget rates since June (BROADCASTING, June 4).

FTC Budget Up a Little ■ The same committee went along with the House on its restrictive language against a proposed Federal Trade Commission survey of corporate business practices, but restored \$229,500 to the FTC's 1964 budget for a total recommendation of \$12,329,500. The FTC had \$11,472,000 in 1963; it asked \$13,028,000 for 1964 and the House voted \$12,100,000.

The Senate committee also favored restoration of \$1,220,000 to the 1964 budget of the Office of Emergency Planning.

Washington broadcasters condemn FCC 'threats'

A strongly worded policy statement has been adopted by the Washington State Association of Broadcasters condemning the FCC which "threatens and coerces [broadcasting] in imposing its self-determined ideas of what are diversified public needs and desires."

The Washington broadcasters said they are professionals in public service and give their time, money and talent to better develop their abilities and their services. "We take issue with any governmental agency which attempts to encroach upon our freedom to program in the best interests of our respective communities and to lessen our ability to carry out our responsibilities," WSAB said.

"We despair of a governmental unit that proposes to usurp legislative power to reduce commercial time and public support of our industry," the association said in hitting the FCC's time standards rulemaking and the local TV program hearings. Commenting on the FCC's Omaha hearing, WSAB said Chairman E. William Henry's report (BROADCASTING, Oct. 28) "scoffed at its licensees" despite overwhelming evidence of community support.

The FCC, WSAB charged, handcuffs broadcasters in their efforts to serve the public. "It ostensibly creates guidelines, but . . . creates an atmosphere of fear in which it is difficult if not impossible to do a creditable job. . . . To these things—and ever so many more attempts of government censorship and

regulation—we in the State of Washington protest. . . . We tire of everchanging government-imposed ideas of perfection. We will be judged by the people of Washington State; it is they we serve, not a commission. . . ."

FCC forms group to study pay TV

The progress of subscription television will come under the scrutiny of an FCC watchdog committee composed of three commission members, the agency announced last week.

The committee will be formed by Commissioners Lee Loevinger, chairman, Kenneth A. Cox and Robert E. Lee, and "will closely follow and evaluate developments in the field of pay TV and inform the commission on the subject."

Singled out for "particular interest" will be on-the-air pay TV operations such as those now in progress on WHCT (TV) Hartford, Conn., and projected for KCTO(TV) Denver, and the wired systems that are planned in Los Angeles and San Francisco (BROADCASTING, Nov. 4). Of particular interest was the commission's inclusion of community antenna systems within the scope of the committee's studies.

Subscription television operations have also been sought in Sacramento, over KVUE(TV) and over channel 20 in Phoenix, Ariz. KVUE, under the name of Melco Pay TV Co., applied for permission to conduct a three-year test but had its application rejected by the commission for failure to meet the agency's requirements. KVUE's renewal application has subsequently been set for a comparative hearing with Camellia City Telecasters' application for a new station on the channel 40 facility. The commission has instituted a rulemaking to assign channel 20 Phoenix on which Dwight Hawkins plans a pay TV system.

Mutual adds two stations

WVLN Olney, Ill., and WLAU Laurel, Miss., have joined MBS, raising the total number of affiliates to 485, according to Charles W. Godwin, vice president of stations. WLAU operates with 5 kw on 1430 kc and WVLN with 250 w on 740 kc.

Affiliates board meeting

The ABC-TV Affiliates Association board of governors will hold a meeting in Las Vegas, today through Thursday (Nov. 18-21). The board will meet alone today and tomorrow, and will be joined by ABC executives on Wednesday and Thursday.



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Harris criticizes ratings 'stranglehold'

SYMPATHIZES WITH CONFUSION ON FAIRNESS

Representative Oren Harris (D-Ark.), sometimes characterized as broadcasting's conscience, told broadcasters last week that they are "providing service to our people beyond imagination."

But he also chided them for permitting ratings companies to continue their "stranglehold" on broadcasting and said his investigations subcommittee was keeping a close and wary eye on broadcaster efforts to improve things.

Representative Harris also sympathized with their confusion about what the FCC really means when it talks about fairness. He suggested that the commission may be forcing the end of broadcast editorials.

Speaking to the Broadcast Executives of Texas in Dallas Thursday (Nov. 14), Representative Harris, chairman of the House Commerce Committee and the Special Subcommittee on Investigations, discussed ratings and fairness with a strong display of sympathy for problems broadcasters face in dealing with both. But the congressman reminded his audience that while his committees may strive toward removing "whatever obstacles we can that stand in the way of a responsible broadcasting industry," licensees hold "the key to a flourishing and improving system of free American broadcasting."

'Fear And Uncertainty' ■ Broadcasting is confronted with "greater frustration, fear and uncertainty than I have yet to see with a regulated industry" because of a "stew of pronouncements, interpretations and rulemaking proposals," Representative Harris said.

In his first public reaction to the fall TV season ratings he said, "I am still concerned (particularly when I read of the anxiousness with which the industry has awaited the October Nielsen reports) about the abdication of sound judgment by broadcasters in favor of numbers purporting to show sheer audience size."

Noting that some broadcasters believe "nothing can or should be done to improve audience research" and that "many broadcasters seem satisfied with the ratings as they have been," Representative Harris said "the feeling seems to be that no one can do without comparative figures."

This, he said, is similar to the outlook of a man with a crutch—instead of seeking a better crutch, his ideal should be restoration to health. The subcommittee "isn't crusading" and "I am not a crusader," Representative Harris said.

Broadcasting, a billion-dollar-plus

broadcasters and the public alike with its effort to interpret the fairness doctrine it adopted in 1949.

"My feeling is that the judgment as to what 'contrasting' viewpoints a broadcaster should permit to be aired over his facilities should be left with the licensee, where the Communications Act put it in the first place," Representative Harris said.

Attempting to follow the letter of the FCC's public notice on fairness (BROADCASTING, July 29 et seq) would force broadcasters to take on "an intolerable burden," he said. "I submit that the logical result of the fairness doctrine would be that the licensee would broadcast no editorials at all."

(The House Communications Sub-

Harris on Henry's week: 'not very good'

"All in all it was not a very good week for FCC Chairman E. William Henry," said Representative Oren Harris (D-Ark.) in a letter to his constituents of the Fourth Congressional District last week.

Representative Harris, chairman of the House Commerce Committee, was alluding to the FCC chairman's appearance before his committee's communications subcommittee to defend proposed rule of commercials (BROADCASTING, Nov. 11).

Other comments: "The broadcaster

never knows when one more commercial will result in the loss of his license. . . . The commission might think better about its position [on commercial limits] and forget the issue altogether" after it hears oral arguments Dec. 9.

The licensee has to convince the FCC every three years that he has been performing in the public interest, Representative Harris said. "In the meantime, except for flagrant violations, he should be permitted to sail his own ship."

business, should be able to pay for quality research, he continued. He observed that the National Association of Broadcasters has proposed a three-point program to improve and assure the reliability of ratings. But he warned, "Unless you recover your own responsible decision-making function," broadcasters "will have no one but yourselves to blame" about ratings if the government does something about them.

On Fairness ■ The fairness problem is another story, Representative Harris said. The FCC, he noted, has confused

committee is scheduled to discuss this problem today [Nov. 18] [see page 70].)

Representative Harris said he has not changed his position on editorials—he thinks they are good for broadcasting and the public. The apparent simplicity of the FCC's statement that broadcasters should seek out spokesmen for "contrasting viewpoints" with their own is "deceptive," he said. Concentrated enforcement of the FCC's fairness statement would be a burden on licensees and on the commission itself and would "divert much commission manpower from tasks to which the Congress has assigned higher priority," he said.

WMCA case heard

New York state apportionment between rural and big city voters for the state legislature—brought by WMCA New York—was one of four state apportionment cases argued in the United States Supreme Court last week. The others involved Alabama, Maryland and Virginia.

The WMCA case began in 1961 when the station, R. Peter Straus, its president, and several employees of the radio station filed suit in federal court to force New York to reapportion its districting for the legislature.

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'Community needs' main Cleveland topic

FCC DRAWS FEMININE BARBS AT GROUP W PUBLIC SERVICE MEETINGS

With Group W (Westinghouse Broadcasting Co.) providing the facilities—and a program aimed at making them “stretch their minds a little”—some 400 broadcasters from 41 states spent three days in Cleveland last week examining one of the most critical questions confronting the industry, that of searching out and meeting community needs.

The Monday-Wednesday (Nov. 11-13) conference was Group W's fifth on public service programing since 1957. And in panel discussions, workshops, demonstrations, and speeches, the delegates examined a torrent of ideas on how they might improve their service to the public.

The issue was sharpened somewhat on Tuesday by the contrasting views of two speakers, Mrs. Aline Saarinen, former art critic of the *New York Times*, and FCC Chairman E. William Henry.

Mrs. Saarinen said the “high-minded Federal Communications Commissioners” should rescind the requirement that stations canvass their communities as a means of determining needs and interests. The chairman, however, said the commission, as well as the broadcaster, needs some basis for determining the public interest.

How To Communicate ■ Throughout the conference, the broadcasters heard

a variety of ideas on how they might better communicate with their communities and meet community needs, develop and improve their news coverage and documentaries, and produce local live programs.

In addition, Secretary of State Dean Rusk, Assistant Secretary for Far Eastern Affairs Roger Hilsman, Deputy Assistant Secretary for European Affairs J. Robert Schaetzel, and Assistant Secretary for Public Affairs Robert J. Manning gave the delegates a three-hour background briefing on U.S. foreign affairs.

Another visitor from Washington was U.S. Commissioner of Education Francis Keppel, who called for a closer liaison between broadcasters and education. He said broadcasting must focus public attention on the problems of education if those problems are to be solved.

Mr. Keppel spoke at the conference-ending banquet Wednesday night, which was also attended by Governor LeRoy Collins, president of the National Association of Broadcasters, and Howard H. Bell, newly designated code authority director.

McGannon's Comments ■ In his wind-up remarks at the banquet, Group W President Donald H. McGannon said the greatest value to be gained from the meetings is the awareness of the great

and potential power of broadcasting. With the rapid changes now going on in the industry, he said, it is essential to control change “so that our knowledge will be progressively more and more productive.”

The need for determining community needs was stressed at the conference. But Mrs. Saarinen was the only one who spoke out directly against the FCC requirement that broadcasters canvass their communities as a means for making that determination. In asking that this requirement be rescinded, she said people tend to like what they know. As a result, she added, programing based on their interests will never contain anything new.

And if broadcasters question community leaders, she said, they will learn only what the leaders want. “The leaders in your community,” she went on, “are ill-equipped to advise television executives. They are no better informed about the problems of our medium than they are about magazines, books or newspapers,” Mrs. Saarinen frequently appears on NBC's *Today* and *Sunday* shows. She is the widow of architect Eero Saarinen, who designed the CBS headquarters building now under construction in New York.

Step Ahead ■ She said broadcasters should “take a step forward. and then be



Members of the panel on “The Communicators” are (l-r) Marc Connelly, author and playwright; Dick Gregory, comedian; Dr. Henry Lee Smith Jr.,

chairman of the department of anthropology and linguistics, State University of New York at Buffalo; Steve Allen, entertainer; Robert Louis Shay-

on, TV-radio editor, “Saturday Review”; and Michael H. Dann, CBS-TV programs vice president. Also see story page 82.

) guided by the response of the public, not pressure groups or the FCC." She added that "since television is a mass medium, it is committed to reaching a mass audience."

Chairman Henry who spoke a few hours later at a luncheon meeting, said the requirement that broadcasters canvass their communities is not intended to be "limiting," nor to assure that the taste of any commissioner is satisfied.

He said the commission is obliged by the Communications Act, in granting applications for renewal or transfer, to protect the public interest. "There's no satisfactory way I know of for putting this 100% on a technical basis. We need some guidelines."

Broadcasters, he said, must do more than give the public what it wants. "You can't maximize profits at the expense of the public interest. It's a matter of degree. Where they conflict is, basically, a matter for your judgment."

He said it's also up to the broadcaster to determine the public interest. "But," he said, "if you exclude the public from your consideration, you are saying that the judgment is exclusively yours."

) He said the best way that broadcasters can demonstrate their concern for public needs is to "show us your contacts with the community are wide and deep . . . and that you have made a bona fide effort to serve the public interest." If these conditions are met, he said, "you'll have no trouble with the commission, certainly not with me."

Omaha Again ■ The bulk of the chairman's remarks constituted a brief review of his Omaha report, in which he called on broadcasters to conduct a "meaningful dialogue" with their communities (BROADCASTING, Oct. 28). He also repeated one of the key recommendations in the report, that broadcasters be required to make periodic announcements in prime time of their legal responsibilities and to invite comments on their programming. He said the programming inquiry on which the report was based indicated that "people don't realize what the legal responsibilities of broadcasters are."

A number of broadcasters serving as panelists, demonstrated with examples of their programming that they need no prodding from the FCC to give the public "more than it wants."

During a panel on "Needs and Tastes: Meeting the Challenge," Douglas L. Manship, president and general manager WBRZ-TV Baton Rouge, showed an excerpt from one of the documentaries his station has produced in an effort to smooth the way to school integration in that city. Called "Without Violence," the documentary was, said Mr. Manship, part of the station's so-far successful effort to keep the city at least "a quarter-inch away from disaster."

TV In Politics ■ Wilmer C. Swartley,



Seltzer urges media to cut cat-dog routine

A nationally known newspaper editor last week urged all mass media to work together to protect the freedom of each.

Louis B. Seltzer, Pulitzer prize winning editor of the *Cleveland Press*, expressed concern about what he considered the potential incompatibility of the constitutional guarantee of free press and government regulation of radio and television.

Mr. Seltzer, appearing on the opening panel of Group W's fifth conference on Local Public Service Programming in Cleveland, said it is "childish" for newspapers and magazines to be in conflict with radio and television.

It is "entirely conceivable," he said, that in "10 years or more" newspapers and magazines will be "adversely affected" by radio and television. In that event, he said broadcasters would have a much larger responsibility for disseminating news than they do now.

And when that happens, he added, government would have what the Constitution says it should not have—namely, licensing authority over the means of communication. "It could inhibit, circumscribe, and easily destroy freedom of speech."

Cooperation Urged ■ "Radio, television, magazines and newspapers should work together to make sure that mass media of communications are kept free," he said. "Under government regulation as it exists today, you can't do [in radio and TV] what you can do in newspapers and magazines."

His concern, however, was not shared by other panelists. Reuven Frank, executive producer of NBC News, said he doesn't believe broadcasting would ever have the domi-

nant position in the news field that Mr. Seltzer foresees.

And author-critic A. J. Liebling of the *New Yorker* magazine, said there is nothing "onerous" in regulation by government of a public facility it grants to a private party.

He added that while newspapers have been on the decline since 1920, the real problem is not with their quantity but with their quality. He didn't think radio and television were doing a good job, either. He said government "might have to have its own news-gathering service for purposes of comparison" with privately operated newspapers.

Earlier, Donald H. McGannon, president of Group W, urged government to stay out of the "frustrating matter" of overcommercialization and to let broadcasters handle it.

Referring to the current FCC proposal to limit the number of broadcast commercials, Mr. McGannon said, "The real problem here—and one that does not require the heavy hand of government for solution—relates to our appreciation that as other factors and characteristics of the industry have changed and evolved, so also have the standard, format, and frequency of commercial messages—especially when joined with other noncommercial announcements."

He said the industry must find "an enlightened approach . . . consistent with the legal requirements, and without government tutorship."

He said broadcasters must exert leadership in all areas of their responsibility if they want to preserve the liberties of their industry and keep government action "out of our commercial and programming areas."



Secretary of State Dean Rusk is shown with Group W officials at the public service programming conference in Cleveland last week. (L-r) James L.

Snyder, national news director; Frank Tooke, vice president; Secretary Rusk; and Donald H. McGannon, Group W president.

Boston vice president, WBC, showed excerpts from discussion shows produced by WBZ-TV in an effort to combat public indifference to corruption in Massachusetts politics.

And Robert Schulman, director of special features, KING-TV Seattle, in discussing the use of local documentaries, said that the question for broadcasters is no longer, "to be or not to be." The issue, he said, "is to dare and lead—or forget it."

He also said documentaries should be used for more than pointing up well-

known evils, such as alcoholism or juvenile delinquency. "We must do more about becoming social critics."

A similar spirit was evidenced at the panel discussion on radio documentaries. Jack L. Williams, program manager of KDKA Pittsburgh, said radio documentaries have matured rapidly in the last three years. Where, in 1960, radio dealt with national issues that were relatively noncontroversial, he said, today "we are more likely to be dealing with such subjects as corruption in government, local racketeers, child beaters and unwed mothers."

Participants on a TV news panel all favored the longer news show now coming into vogue. But they urged broadcasters to avoid copying newspaper techniques in covering the news, and "to dig" and use their imagination in filling up the extra time.

More Humor ■ Alisdair Milne, head of "Tonight" Productions for the British Broadcasting Corp., suggested that more humor be used. He said much of American television is "grim."

An example of the humor in British TV was shown at the conference—to the obvious delight of the delegates—in a segment of the BBC's weekly satirical show, *That Was The Week That Was*. The screening occurred a day before the BBC announced it was dropping the program at the end of the year.

Sam Zelman, former news director of KTLA(TV) Los Angeles and now CBS News bureau manager in that city, urged use of the "actuality" technique. "Get cameras in on the action, instead of having participants talk about it later," he said.

He also advised broadcast newsmen to free themselves from dependence on wire service coverage. Once they use their imagination, "there's no limit" to the news stories they can develop.

Most of the panelists favored carrying more news analysis. But somewhat

surprisingly, there was not much enthusiasm for editorializing in the expanded news format. "I don't think opinion is that important," said Mr. Zelman.

The question in the radio news panel was not how to fill additional time, but whether radio news programs should run longer than five minutes. Four commercial broadcaster-panelists split down the middle, with two representing "formula" stations asserting five minutes is long enough.

Swing's Lament ■ Raymond Gram Swing, former network commentator and now senior political commentator for the Voice of America, lamented what he considers the decline of radio's influence. Radio "has been pushed aside by the strong shoulders of television," he said. "And much to my disappointment, it has fought the battle lying down."

But Eddie Clark, program manager, WHK Cleveland, a formula station, said, "Put on a long newscast and you can hear the sets click off all over Cleveland."

Local live programming—a matter that's been of considerable interest to the FCC in reviewing license-renewal applications—was found to be of substantial interest to broadcasters too.

Joel Chaseman, executive producer of the *Steve Allen Show*, who served as moderator of a panel on local live TV, said, "no more than 25%" of television stations produce local entertainment programs on a daily basis. But, he said, this is more than there were three years ago, and he predicted the interest will continue to grow.

Four panelists, whose stations do local live, agreed there are hazards involved but that the advantages far outweigh them.

Help 'Image' ■ James Ebel, vice president and general manager of KOLN-TV Lincoln, and its satellite KGIN-TV Grand Island, both Nebraska, summed up the views of his fellow-panelists when he said that local live shows give the station an "image," are salable, help the station become identified with the audience—"and I like doing them."

Local live, he said, "is an extension of a basic concept in broadcasting—people respond to people, especially people they know well and like."

In comments concluding the final working session of the conference, Richard M. Pack, program vice president of WBC, urged broadcasters to do more local live TV—"not because the FCC says so" but to "enrich" television.

"Where are the writers and producers and directors and—above all—the performers of tomorrow's television going to come from?" he asked. "Local stations have to become more and more the spawning grounds once more for new talent."

SPOTMASTER
Tape Cartridge
Winder

The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland



Why view on a screen . . . what they'll see on the tube!

A tv commercial viewed on the conference room movie screen may look to be a sharp winner . . . yet turn out to be a dull also-ran on the tv tube. Remember that, next time someone invites you to "screen" a tv commercial. And remember that what you'll see is a far cry from the cropped, out-of-time-phase image that comes through on tv. Like to see your tv films as others see them? View them on a tv monitor. We hope the results will help you realize why more commercials and shows every day are being carried on SCOTCH® BRAND Video Tape!

Tape provides an electronic original, expressly designed for tv viewing. This is no make-do electronic copy of an essentially

optical original. Every image is completely compatible with the tv set in the home.

Don't take anyone's word for it—prove it! Bring a film you're proud of to a tv station or tape production house and monitor it. Then view a video tape side-by-side on another monitor. You'll see at once the unique live quality that "SCOTCH" Video Tape offers. Other plusses: a virtually unlimited array of special effects by pushbutton, immediate playback, no processing costs or delays—either black-and-white or color. Write for brochure on tape editing. 3M Magnetic Products Division, Dept. MBX-113, St. Paul 19, Minn.



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

Magnetic Products Division **3M** COMPANY

Gregory takes TV to task on civil rights

CBS-TV'S DANN NOTES 'REVOLUTION' IN INDUSTRY

The subject of television's relationship to the civil rights issue is bound to arise in any gathering of broadcasters. And in the Group W Cleveland conference on public service programming, it cropped up often, in speeches and in examples of news and documentary shows.

But it flared most dramatically in an exchange between TV comedian Dick Gregory and Michael H. Dann, CBS-TV programming vice president, during a panel discussion on "The Communicators."

Mr. Gregory, who has been active in efforts to advance Negro rights in the South, said the importance of informing the public about the civil rights issue has added considerably to the responsibility of broadcasters as communicators.

But, he said, "broadcasting is probably the most dishonest of all media because it is the most controlled." He said actors in a Broadway play could advocate intermarriage, "but if Ed Sullivan did it on his program, he'd lose his show."

Mr. Dann replied that television's coverage of the race problem constitutes "a distinguished effort." He said TV cameras have captured "for all Americans the evil of segregation" and have contributed "to a real understanding" of the civil rights issue.

Negro Casting — After Mr. Dann had ticked off several programs he said indicated the trend to serious themes in television drama, Mr. Gregory interjected another facet of the Negro-TV issue:

"Gee, I watched Ben Casey week in and week out for years, and I was led to believe that a Negro never got sick in America."

Mr. Dann, however, said "a real revolution is underway in television. As a result, he said, "you're going to see that Negroes are shown as doctors,

lawyers, and even drug addicts, just like whites."

He gave the credit for this change to the "pressure" exerted by Mr. Gregory and others active in the civil rights movement. He said he receives letters from advertisers daily asking that Negroes be shown in all the professions and occupations. And the letters urge that this be done "now—not in five years."

An example of the kind of TV coverage of the race issue to which Mr. Dann referred was shown delegates the next day by Douglas Manship of WBRZ-TV Baton Rouge. It was a segment from one of the documentaries his station has produced in an effort to pave the way to peaceful integration of Baton Rouge schools.

At the close of the conference, Richard M. Pack, Group W programming vice president, paid tribute to Mr. Manship's "courage." He also said that all broadcasters, North and South, may someday face similar situations and have to decide whether they will use their television or radio stations "with the same boldness, with that brand of courage..."

40-feature 'Showcase 2' released by UA-TV

United Artists Television has announced its release of a new package of 40 feature films.

The group, *United Artists Showcase 2*, consists principally of post-1957 pictures. Many were in the UA-TV package shown last season on ABC-TV's Sunday night movie.

Among them: "Fugitive Kind," "The Bachelor Party," "Happy Anniversary," "The Horse Soldiers," "Moby Dick," "Inherit the Wind," "The Naked Maja," "Trapeze," "Separate Tables," "Tunes of Glory" and "The Unforgiven."

ABC mum on Lewis

ABC maintained silence as a report circulated last week that the network had entered negotiations with Jerry Lewis for chopping his contract back to fewer weeks than the original contract called for. The comedian has a two-hour show Saturday nights. His original contract called for 40 shows.

Ratings of the show have lagged.

NBC-TV pays charity for dropped bowl game

NBC-TV has paid the Blue-Gray Association of Montgomery, Ala., \$17,000 for the rights to the Dec. 28 Blue-Gray football game, which the network is not carrying (BROADCASTING, Nov. 11).

However, the network last Thursday (Nov. 14) passed its rights to its Montgomery affiliate, WSFA-TV, if the station wishes to show the game on a local or regional basis. The station would pay NBC \$100 per state for rights. WSFA-TV said it is "feeling out" sponsors for the game.

The 26-year-old game, which had been televised by NBC since 1954, was dropped because of the sponsoring organization's refusal to permit participation by Negro players.

NBC-TV's action, with knowledge of Gillette and Chrysler Corp., sponsors of the game, drew blasts last week from Alabama Governor George C. Wallace, and Montgomery Mayor Earl James.

Proceeds of the game have gone to a program of the Montgomery Lions Club for blind children. The network, whose contract with the association continues through 1966, said it would pay for the remaining three years on an annual basis. It noted that if the restrictions on Negro players were removed it would "probably" again televise the game nationally.

20th Century-Fox starts work on pilots

Two TV pilots, produced in association with ABC-TV, go before the cameras at 20th Century-Fox today (Nov. 18). A third pilot is set for Nov. 25 production, William Self, vice president in charge of TV production (for 20th Century-Fox) said.

Richard Basehart and David Hedison are to star in *Voyage to the Bottom of the Sea*, a joint venture of 20th Century-Fox, ABC-TV and Irwin Allen, who will produce and direct. An hour show, the pilot is in color.

Pamela Tiffin, Julie Newmar and

THE VOICE THAT ALWAYS GETS ATTENTION!!!



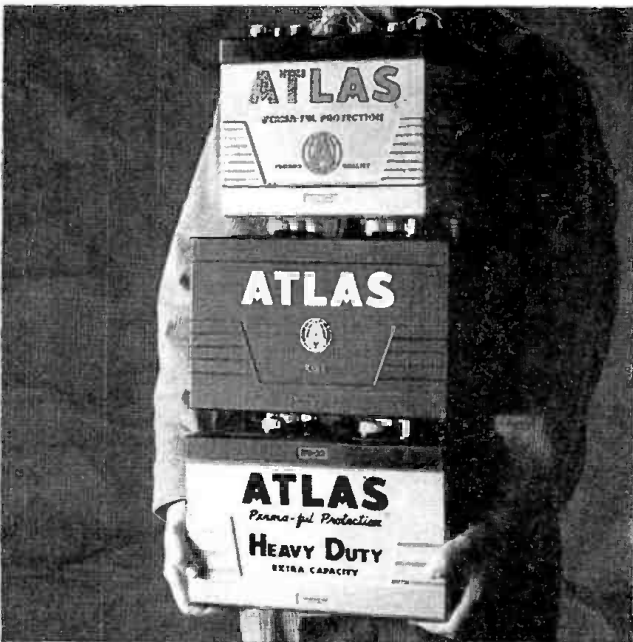
REPUBLIC NEWS INTERNATIONAL
132 3rd Street, S.E. Washington 3, D. C.



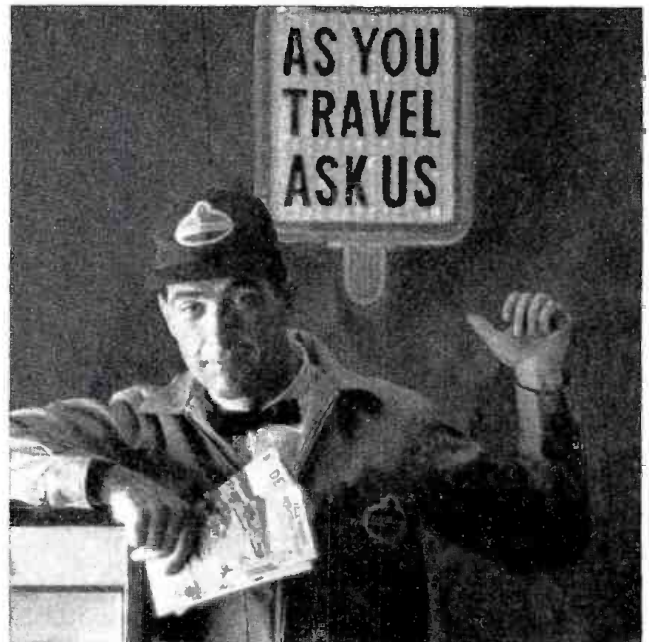
We gas it.



We tire it.



We start it.



We even point it in the right direction.

But that's what we do. What you do is get AMERICAN[®] gasoline (and you know how good that is, right?). Plus ATLAS[®] tires that are so long-wearing you begin to wonder who's been sneaking around putting new tires on your car every week and ATLAS batteries that keep you from being greeted by an ominous silence when you turn the key some freezing morning. (And isn't it handy that both are sold and serviced by 50,000 dealers across the U. S. and Canada?) What with all this long-lasting stuff, you'd think we ought to be worried about not seeing you again. But think again. We not only help make sure your car gets where it's going. Why, we even give travel information so you'll know where your car's taking you. You expect more from American—and you get it.

American Oil Company



Monica Moran star in *Three in Manhattan*, to be produced and directed by Vincent Sherman for executive producer Hal Kanter. Script of this half-hour romantic comedy was written by Mr. Kanter. This pilot, along with *Voyage*, is to start today.

Anthony Franciosa, recently signed to a nonexclusive feature TV pact at 20th Century-Fox, has been set for *Valentine's Day*, along with Jack Soo. Mr. Kanter, who wrote the comedy script with Jack Sher, is executive producer. Pilot for this half hour series, is to be shot Nov. 25.

Executive producer Quinn Martin is to start *12 O'Clock High* filming in early December. It is a joint venture of his Q.M. Productions and 20th Century-Fox, in association with ABC-TV.

NAB fears obscenity clause in D.C. bill

The National Association of Broadcasters told The Senate District of Columbia Committee that a section on obscenity in an omnibus crime bill for the District "is so sweeping" that it may "lead to the establishment of a broad system of censorship."

In a letter to Senator Alan Bible (D-

Nev.), chairman, the NAB said it was in sympathy with the objectives of the legislation but said it "would punish first and prove afterward. . . . This gives the District paralyzing powers of a censor."

Douglas A. Anello, NAB general counsel, recommended the committee strike out all references to broadcasting in the legislation because federal law already prohibits broadcast of obscene material. "The FCC . . . has adequate means to protect the public from indecent broadcasts," he said.

Film sales . . .

Anatomy of Crime (20th Century-Fox TV): Sold to WPIX(TV) New York; KTLA(TV) Los Angeles; WAGA-TV Atlanta; KORK-TV Las Vegas and WPRO-TV Providence, R. I. Now sold in five markets.

Six Wolper-UA-TV specials (United Artists TV): Sold to First National Bank of Memphis; Fidelity National Bank, Oklahoma City; Traders Bank, Kansas City; Showcase Homes, Sacramento, Calif.; First Federal Savings & Loan Association, Miami; U. S. National Bank, Portland, Ore.; Kansas Bankers Association, Wichita, Topeka and Pittsburg, all Kansas; First National Bank, San Antonio, Tex. and First National Bank, Louisville, Ky. Now sold in 58 markets.

Blackpool Tower Circus (Independent Television Corp.): Sold to KCOP(TV) Los Angeles; WCCO-TV Minneapolis-St. Paul; WTTV(TV) Bloomington-Indianapolis; KICU-TV Visalia, Calif.; WGAN-TV Portland, Me.; WBRE-TV Wilkes Barre-Scranton, Pa.; WHIZ-TV Zanesville, Ohio; WTAP-TV Parkersburg, W. Va.; KSHO-TV Las Vegas, Nev.; WTVN(TV) Columbus, Ohio; WTVW(TV) Evansville, Ind.; KGNS-TV Laredo, Tex.; WSAU-TV Wausau, Wis.; WMTV(TV) Madison, Wis.; WSJV(TV) South Bend-Elkhart, Ind.; WTAF(TV) Marion, Ind.; KVOS-TV Bellingham, Wash.; WALB-TV Albany, Ga.; WTVY(TV) Dothan, Ala.; KHQA-TV Quincy, Ill.; KGLO-TV Mason City, Iowa; WOC-TV Davenport, Iowa; WJPB-TV Weston, W. Va. and WJHG-TV Panama City, Fla. Now sold in 35 markets.

Jungle 4 (Independent Television Corp.): Sold to WCBS-TV New York; WBBM-TV Chicago; WCAU-TV Philadelphia; KMOX-TV St. Louis; WWL-TV New Orleans; WTTV(TV) Bloomington-Indianapolis; KTVT(TV) Fort Worth-Dallas; WMAR-TV Baltimore; KTNT-TV Tacoma-Seattle; KONO-TV San Antonio, Tex.; KTRK-TV Houston; WBRC-TV Birmingham, Ala.; KTVK(TV) Phoenix, Ariz.; WTVJ(TV) Miami; WOOD-TV Grand Rapids, Mich.; WGHP-TV High Point, N. C.; WIS-TV Columbia, S. C.; WJRT(TV) Flint, Mich.; WBNS-TV Co-

No more kissing babies

Presidential campaigns require "not brains but an iron constitution and damage a candidate's health and sanity," poll-taker Dr. George Gallup said last week in calling for the abandonment of barnstorming in favor of radio-TV broadcasts.

Speaking in Newark, Dr. Gallup said presidential campaigns should be restricted to six major speeches, each of which would be broadcast nationwide with no competing programs allowed. "It's the least we can expect of the networks and ask of our people," Dr. Gallup said.

lumbus, Ohio; KOB-TV Albuquerque, N. M.; WFGA-TV Jacksonville, Fla.; WLOS-TV Asheville, N. C.; KUTV(TV) Salt Lake City; WSPA-TV Spartansburg, S.C.; KLAS-TV Las Vegas; KLFY-TV Lafayette, La.; WQAD-TV Moline, Ill. and KVOS-TV Bellingham, Wash. Now sold in 38 markets.

Program notes . . .

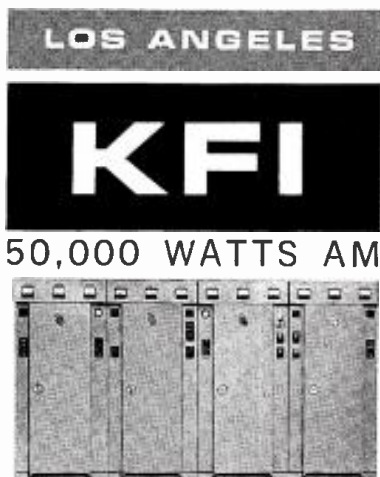
New series = Hal Seeger, producer of the *Out-of-the-Inkwell* TV animated series, is now producing a new series entitled *Flukey Luke*. Screenings of the pilot are set for late this month.

Another western = H C Productions, in a co-production deal with ABC-TV, has filmed a 30 minute pilot at Goldwyn Studios, Hollywood, for a new western locale TV family series titled *Jody*. Starred is Mona Freeman with 11-year-old Kevin Brodie, son of actor Steve Brodie. Robert Maxwell is executive producer and Rudy Abel, producer.

Skiing in New England = Beacon Sports Inc., Boston, is offering for syndication a new half-hour ski program that will be filmed and video-taped at various New England ski areas. Featuring Irene Hennessy, TV personality, model and noted skier, the program will consist of interviews with show business personalities, ski instruction, coverage of top ski events, plus reports on area conditions. Fred Cusick, hockey commentator, will cover other winter sports.

In living color = WBAP-TV Fort Worth-Dallas announced last week that all local live programs originating from the station are being transmitted in color.

BBC-TV show in U. S. = *Zero One*, an MGM-TV series on BBC-TV in England, will be syndicated to U. S. stations beginning Jan. 1. The series of 39 half-hours, based on a theme of international crime detection, stars British actor Nigel Patrick.



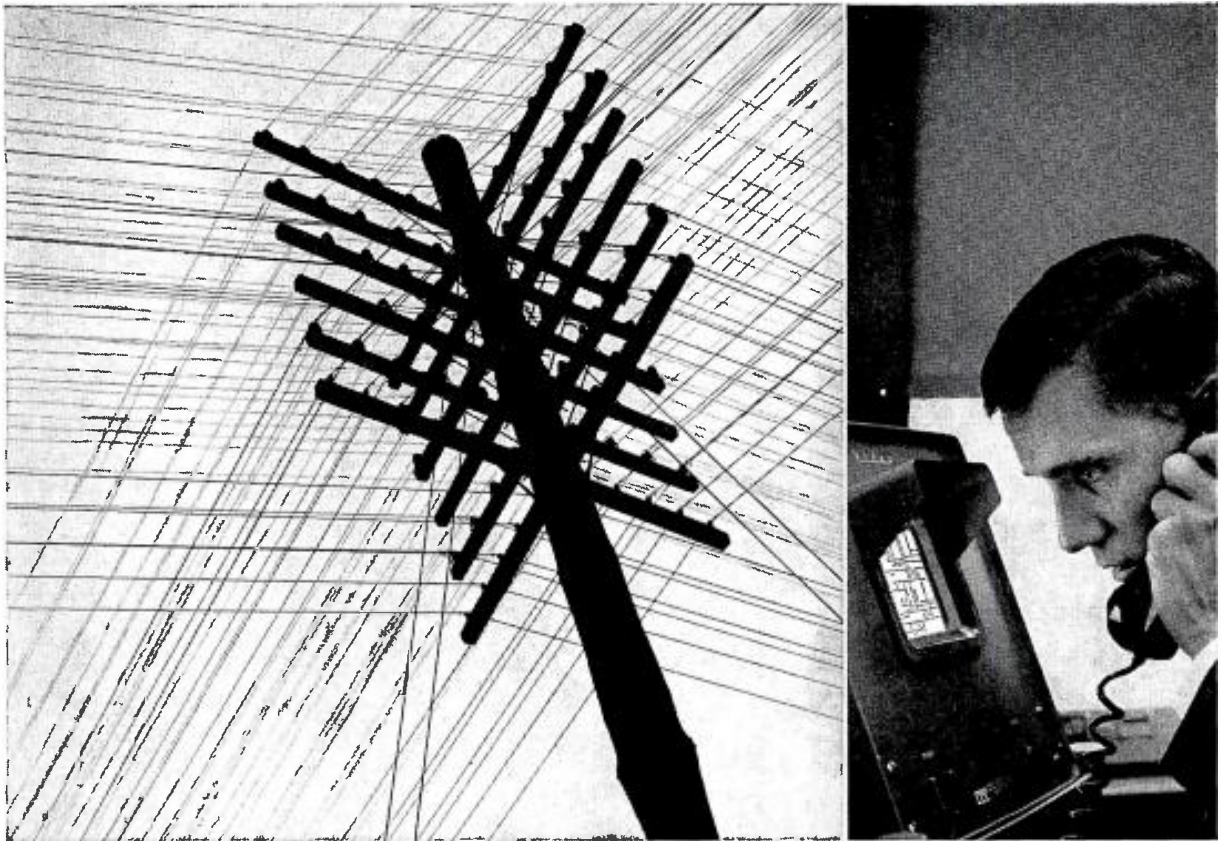
GOES CONTINENTAL

"...and required highest quality signal . . . obtained by installing the Type 317B . . . equipment delivers exceptionally clean and clear on-the-air sound."

H. B. Blatterman
D. W. Mason
co-chief engineers

Continental Electronics

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NEW TV SYSTEM SENDS PICTURES OVER TELEPHONE LINES

With the new Videx television system you can electronically photograph any subject—from radioactive parts to maps—then transmit the picture over ordinary telephone lines to a receiving viewer. / Videx is versatile. It can be used by the military for transmitting reconnaissance photographs. By airports to get up-to-the-minute weather radar. By law enforcement agencies to exchange identification pictures and fingerprints. / Videx, made exclusively by an ITT company, is ITT's latest achievement in television. During television's early days, ITT established several principles basic to all modern pickup and receiving equipment. Camera tubes as well as scanning and synchronizing systems were invented by ITT scientist Philo T. Farnsworth. ITT built and installed transmitters and cable equipment in the Eiffel Tower for France's first regular telecasts at 455 lines. That was 1938. And today in Europe and Latin America, several ITT System companies are major manufacturers of TV sets. / Competence in television: another reason ITT is the world's largest international supplier of electronics and telecommunications equipment. / International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York 22, N.Y.

worldwide electronics and telecommunications

ITT

SDX condemns government news censorship RESOLUTION ON FCC REFERRED TO FOI COMMITTEE

Resolutions condemning secrecy in government in areas not involved with national security, and supporting the public's "right to know" were unanimously adopted at the Saturday (Nov. 9) closing business session of the annual Sigma Delta Chi convention in Norfolk, Va.

Referred to the society's Freedom of Information Committee was a resolution drafted by three undergraduate members from the Penn State University chapter urging the convention to express its opposition to any ruling by the FCC which would give that body "the power to regulate radio or television programming in any way, or the power to censor the content of any radio or television station's program schedule." The resolution cited the FCC's proposed rule-making to control advertising content which was characterized as a first step toward censorship in contravention of the First Amendment and in violation of the anticensorship section (326) of the Communications Act. The Resolutions Committee supported the sense of the resolution but recommended further study. Authors of the resolution were Stephen C. Monheimer, president and delegate of the Penn State chapter; Anthony R. Foglio, chapter vice president,

and Stuart H. Chamberlain Jr., chapter member. Messrs. Monheimer and Chamberlain are staff members of WDFM(FM) University Park, Pa.

Gardner Cowles, president of Cowles Magazines and Broadcasting (KRNT-AM-TV Des Moines; WREC-AM-TV Memphis) told the convention at its Saturday night banquet that he did not believe the print media are declining. He said his own organization was expanding in the newspaper, magazine and newsletter fields. He urged newspaper editors to "beware of too great emphasis on sheer entertainment. Television has pre-empted that field.

"Good editors," he said, "don't scoff at advertising." Unlike some "shallow liberals who attack advertising," Mr. Cowles said that "good editors realize advertising revenue in real volume is what supports and makes possible the whole wonderful complex of communications media in the United States—newspapers, magazines, radio, television."

Undergraduate news awards in radio and television were: Radio reporting: First place, San Diego State College, KEBS news staff; second place, Tom Woods, Steve Shelby and Don Buffon, San Diego State College.

Radio or TV newswriting or commentary: First place, Jim Tilton, Washington State University; second place, Dorothy Drasher, Pennsylvania State University.

Radio or TV public service in journalism: First place, Team Project Pennsylvania State University; second place, Mike Sexon and Tom Hunt, Washington State University. No award was made in television reporting.

For new officers and election of fellows by SDX see page 96.

Howell hits FCC action at free time seminar

KLZ-AM-TV Denver and the Junior League of Denver last week held their fifth annual Public Service Seminar, a meeting designed to teach the public how best to use free public service time on radio and television.

Luncheon speaker at the session was Rex Howell, owner of KREX-AM-FM-TV Grand Junction, Colo. In his speech he zeroed in on the FCC, charging that the agency misunderstands the true relationship between the public and broadcasters. Mr. Howell said it is "regrettable" that broadcasters "must have such an inordinate amount of our time and substance devoted to resisting the incursions of government, when we need to put the maximum effort into creativity and expanded service in the interest of the public we serve."

NBC's attitude test

NBC Radio scheduled an "experiment" Sunday (Nov. 17) to determine listeners' attitudes toward dramatic programming in radio today. From 6:30-7 p.m., the network carried a special presentation, *Experiment in Drama*, consisting of two science fiction stories by Ray Bradbury. Listeners were asked to send their comments to the NBC affiliate in their area.

If it's free, there are always plenty of takers

A cable company in Portsmouth, Ohio, offered free installations as part of its first anniversary celebration and expected to get about 300 requests. It ended up with 667 new orders.

Multi-Channel Cable Co., which feeds TV signals from Dayton, Columbus, Cincinnati, all Ohio, and Charleston and Huntington, both West Virginia, over a seven-channel system to its subscribers, offered free home installations during the 30-day period of the "First Anniversary Promotion." The company charges \$10 for first installations and \$5 for second hookups, but from the period Aug. 20-Sept. 20 it agreed to do the installation gratis.

The offer was to TV homes in the cable area in Portsmouth; the company is now wiring the rest of the city's downtown area.

AP editors cite 1 TV, 5 radio stations

Citations were presented to five radio stations and a television station last week by the Associated Press Managing Editors Association for "outstanding contributions" to the AP news reports.

The stations, which received the citations during the APME's 30th anniversary convention in Miami, were WMLF Pineville, Ky.; WMTV Vancleve, Ky.; KBON Omaha; WALK Patchogue, N. Y.; WOBT Rhinelander, Wis., and WSAU-TV Wausau, Wis.

A report was made by Al Hewitt, managing editor of the *Shreveport* (La.) *Times* on the unsuccessful efforts of the Freedom of Information Committee to have the American Bar Association's Canon 35 rescinded. Mr. Hewitt said that as far as the ABA is concerned, the case against Canon 35, which forbids the use of cameras and microphones in courtrooms, is "dead." He criticized the report of an ABA special study committee, claiming that many broadcasters and editors have argued that the committee did not gather a "body of reliable factual data."

Sunday NIGHT MOVIES AT THE MOVIES

Sunday 10 pm

Greatest Film Package Ever!

WTPA Channel 27 HARRISBURG, PA.

1963 Ted V. Rodgers Awards
for publication writers and radio/TV producers

\$8,000.00
IN AWARDS

for published or broadcast reporting on metropolitan transportation problems

Entries close Dec. 31, 1963.

Writers of published articles or editorials and producers of radio/television programs that contribute to public understanding of metropolitan transportation problems—and possible solutions—are eligible for the 1963 Ted V. Rodgers Awards.

The Awards are sponsored jointly by the ATA Foundation (American Trucking Industry) and Trailmobile (manufacturers of truck trailers). As leading members of the nation's transportation complex, the sponsors' purpose in offering these awards is to recognize outstanding contributions toward community understanding of the

problems of transporting people and goods to and from, and within metropolitan areas.

Awards are offered for published articles in three media: Newspapers . . . magazines . . . and radio/TV public service programming on the subject (local or network). First Award in each category is \$1,500; second award \$700; third award \$300. Entries from *weekly newspapers* will compete in the general newspaper category but are also eligible for a special \$500 award reserved for weeklies only. *Plaques* will also be awarded to winners in all categories.

rules:

1. Entries will be judged on the basis of scope, thoroughness, writing and reportorial skills as they contribute to public understanding of the problems, planning and financing of transportation facilities responsive to the efficient movement of people and goods to and from and within metropolitan areas.

2. Entries in the 1963 Competition must have been published or broadcast on or between the dates of January 1, 1963, and December 31, 1963.

3. Articles, editorials and programs of any length are eligible. A series of articles or broadcasts will be considered a single entry.

4. There are three categories of participation: Magazines; daily/weekly newspapers; radio/television. Material printed in publications devoted primarily to the transportation industries is not eligible.

5. Awards will be the same in the three categories: First—\$1,500; Second—\$700; Third—\$300. There is also a special \$500 weekly newspaper award.

6. Entries will be accepted until December 31, 1963 (postmark). They should be mailed to:
Ted V. Rodgers Awards, The ATA Foundation, Inc.,
1616 P Street, N. W., Washington 36, D. C.

7. Material submitted will be returned only when specifically requested. Radio/TV stations may submit in addition to scripts other supporting material such as audio tapes, video tapes, film clips, etc. Decision of the judges will be final. In event of ties, duplicate prizes will be awarded. This awards program is subject to state and national regulations. Winners will be notified by special letter. A complete list of winners will be available to all entrants and those requesting it.

TRF-53

TRAILMOBILE member



AMERICAN TRUCKING INDUSTRY

CBS PLANS TO SPLIT STOCK

Proposal to give stockholders two shares for every one they now hold causes active trading

A proposed two-for-one stock split announced Nov. 13 by CBS Inc. drove the company's stock up four points on Nov. 14 before it settled at a figure of 81½ at the close of trading that day.

News of the imminent split plus a healthy third-quarter financial statement made CBS one of the 10 most actively traded stocks on the New York Stock Exchange last Thursday (Nov. 14) when 42,000 CBS shares changed hands.

Stockholders will vote on the stock split proposal at a special meeting Dec. 20.

Net income for CBS through the first nine months was \$9,225,512 over its three-quarter level in 1962. The income jump came on a sales increase of \$27,825,954. In the third quarter alone net income and sales were up \$4,438,215 and \$7,684,134 respectively over the comparative quarter of 1962.

At the stockholders meeting last week the CBS board declared a 45 cent dividend per share of common payable Dec. 6 to stockholders of record Nov. 22.

The directors also declared a 3% stock dividend payable Dec. 16 to stockholders of record Nov. 22.

The CBS statement issued by William S. Paley, chairman, and Frank Stanton, president, noted that additional shares as a result of the split would probably

be distributed around Feb. 15, 1964, and that an expected 25 cent dividend on the split shares would be paid in March.

In a letter to stockholders the CBS executives claimed continuing decisive leadership in program audiences for CBS-TV in both day and nighttime programming according to recent Nielsen surveys. The letter stressed expansion of CBS in international ventures. Among them: the acquisition last month of an option to buy interest in Vancouver Cablevision Ltd., a Canadian community antenna TV system.

Three months ended Sept. 28:

	1963	1962
Net income	\$ 9,007,672	\$ 4,569,457
Sales	121,868,940	114,184,806
Earnings per share	0.97	0.50

Nine months ended Sept. 28:

	1963	1962
Net sales	\$395,145,909	\$367,319,955
Cost of sales	252,476,768	248,871,949
Selling, general and administrative expenses	86,189,797	77,810,502
Operating income	56,479,344	40,637,504
Other income	6,089,230	4,209,422
Other deductions	3,076,885	2,579,749
Income before income taxes	59,491,689	42,267,177
Income taxes	31,114,000	23,110,000
Net income*	28,377,689	19,157,177
Earned per share	3.08	2.09

*1963 income shown above does not include a net gain of \$1,499,014 on the disposition of certain real estate.

Stock dividend announced

American Broadcasting-Paramount Theaters last week announced a 2% stock dividend on top of regular fourth quarter dividends.

The fourth quarter cash dividend of 25 cents per share of common is payable on Dec. 14 to stockholders of record Nov. 22. The stock dividend will be paid Dec. 27.

TPT sells 3 divisions, elects 3 directors

Stockholders of Teleprompter Corp. approved the sale of three divisions to Defiance Industries Inc., and elected three new directors at its stockholders meeting Nov. 8.

Sold were the Weathers, Conley Cartridge and Audio-Visual divisions, which have shown losses in excess of \$230,000 for the first eight months of this year. The sales price was \$780,000 exclusive of inventories.

Elected to the board were Fred H. Barkau, Q-TV Inc., Los Angeles; Charles C. Kieffer, an attorney, and Herbert Krasnow, an accountant. Other members were re-elected.

Irving Kahn, president of TPT, said that the first nine-month sales and earnings of businesses retained were \$2,504,189 and \$310,947 respectively. He said 80%-90% of this revenue came from the operation of TPT's community antenna systems.

SEC report on insider trading

The Securities & Exchange Commission reported the following stock transactions by officers and directors of broadcasting and allied companies in its October issue of *Official Summary* (all common stock unless otherwise indicated):

CBS Inc.—Lawrence W. Lowman, exercised option to buy 1,351 shares, holds 9,999; Clive J. Davis, exercised option to buy 506 shares, holds 506; Jack B. Purcell, exercised option to buy 917 shares, holds 917.

Crowell-Collier Publishing Co.—Sumner Blossom, sold 300, retains 3,658; Wilton D. Cole, sold 10,816, retains none.

Macfadden-Bartell—David B. Bartell, bought 450, holds 223,088; Gerald A. Bartell, bought 250, holds 222,927; Lee B. Bartell, bought 325,

holds 222,197; also bought 200 as custodian, holds 200 as custodian; Melvin M. Bartell, bought 250, holds 101,500.

Metromedia Inc.—Mary L. McKenna, exercised option to buy 750, holds 1,550; Richard L. Geismar, bought \$2,000 of 6% convertible subordinated debentures, holds \$4,000; his wife holds \$3,000.

Outlet Co.—Arnold F. Schoen Jr., bought 100, holds 100.

Rollins Broadcasting—Henry B. Tippie, exercised option to buy 750, holds 5,750.

Storer Broadcasting Co.—George Haggarty sold 5,400, retains 4,600.

Taft Broadcasting Co.—Charles P. Taft, sold 400, retains 16,154; Hulbert Taft Jr., sold 6,272, retains 113,453.

Jerrold backlog at peak

Although reporting a loss for the six months of its fiscal year, Jerrold Corp. President Milton Shapp said last week that current operations are profitable and a continuation of the upward trend is anticipated.

He disclosed that Jerrold has now built up the largest backlog in its history, \$6,103,000, compared to \$1,651,000 at the start of the fiscal year. Since June, Mr. Shapp said, the company has received a total of \$3 million in orders for community antenna installations.

Six months ended Aug. 31:

	1963	1962
Earned per share (loss)	\$ (0.56)	\$ 0.09
Sales	10,060,000	10,413,000
Net income	(1,629,000)	190,000
Tax recovery	482,000	—
Net income after tax recovery	(1,147,000)	190,000

SET MAKERS SEEK FCC AID

Microvolt radiation level is cause for concern as all-channel deadline of April 30 nears

Television receiver manufacturers who are preparing for "All-Channel Day," April 30, 1964 when all TV sets in interstate commerce must be capable of receiving both VHF and UHF channels, are anticipating trouble on radiation levels unless the FCC gives them a little help.

Through the Electronic Industries Association, manufacturers are going to ask the FCC to extend for one year from April 30 next year the 1,000 microvolt allowable radiation level. The maximum limit was scheduled to be reduced to 500 mv/m in April. The limits are for 1,000 feet.

TV receivers, as do most electronic devices, radiate radio energy. The limitation is an attempt to prevent interference among receivers.

An EIA engineering group has tested radiation levels and found it impossible to meet the 500 mv/m limitation with present UHF tuners that use tubes. It tested 253 receivers with tube tuners in 1962: only 141 sets met the 500 mv/m radiation limit; this year it tested 242 receivers and only 110 met the radiation limitation.

A possible answer, Fred W. Edwards, chairman of the subcommittee points out, is the use of transistors in the tuners. A test of 11 sets using transistor tuners showed that five met the limitation limit. The results were given at the EIA fall meeting in Rochester, N. Y., last week.

Tubes Better — A report on the reliability of receiving tubes in television

New film processors shown by Filmline Corp.

The Filmline Corp. of Milford, Conn. has introduced two new 16mm negative-positive film processors, the S-150 and the ND-100.

The S-150 spray processor develops negative and positive emulsions at speeds up to 150 feet per minute. It has an exclusive overdrive system, which consists of two separate drives that are coupled together for maximum film safety.

The ND-100 develops negative film at 50 feet per minute and positive film at 50-75 feet per minute at 80 degrees — the same operating temperature recommended for the S-150. The ND-100 was basically designed for TV stations, the manufacturer said.

sets gives a brighter picture. For every 1,000 hours of use, 96 out of 100 tubes lasted without trouble.

The report was given by G. V. Herrold, Sylvania Electric Products Inc. He recounted that during the past nine years, TV tube failures have been reduced from 5% to 0.9% for each 1,000 hours of use on 130 volt current. At the same time, he said, trouble free tubes increased from 38% to 86% on a 1,500 hour test, also using 130 v.

Under normal operating conditions (117 volts), failure of tubes per 1,000 hours averaged one-fourth of 1%. The tubes were tested for 8,000 hours.

NAB and RAB announce another joint study

The "togetherness" of the National Association of Broadcasters and the Radio Advertising Bureau spread to a new field last week as the partners in radio ratings research announced a joint study of the electrical transcriptions-to-tape cartridge controversy.

Following a meeting in New York last Tuesday, NAB and RAB said they would survey all radio stations on the problem of whether quality is lost in transferring ET's to tapes (BROADCASTING, Oct. 14). Also present at last week's meeting were representatives of advertising agencies, recording studios and equipment manufacturers. David Dole, chairman of a technical subcommittee of the American Association of Advertising Agencies, was chairman of the informal session.

The two broadcasting trade associations will send a questionnaire to radio stations to determine their present practices.

The issue is whether quality of reproduction is lost, a claim made by some advertisers and agencies, when stations transfer commercials from one form of recording to another prior to broadcast. Two NAB technical subcommittees are working on the problem and plan to establish industry standards for discs and tapes.

Technical infractions draw fine, warning

The FCC turned a critical eye toward the technical operation of stations last week, as the agency issued one short-term license and a notice of a \$500 fine for engineering violations.

KAFE(FM) San Francisco, owned by

the Hal Cox Co., was given a short-term license to cover its construction permit which allowed the FM to move to San Francisco from Oakland and increase its power. The commission said that during 1960 and 1961 the station violated a number of major rules governing technical operations and failed to promptly correct them, but the agency didn't specify the rules.

The commission said "more recently, a special field inspection revealed the technical operation to be much improved." But the station was warned that any future violations "will be viewed in a most serious light."

In another action last week the commission notified WAIL Baton Rouge, that it is liable to a \$500 fine because the station submitted fictitious operating log readings. The commission said the composite week logs WAIL submitted with its last renewal application showed "improbable conditions and raised serious questions as to the validity of the readings" since they didn't vary. At a further inspection of the station it was again revealed that false readings were being logged, the commission said. WAIL has 30 days to pay the fine or contest.

'Average' consumers find color TV appealing

RCA reports that color TV now has broken out of the higher-income consumer level and broadened its appeal to so-called "average" consumers.

Jack M. Williams, RCA Sales Corp. vice president for advertising and sales promotion, told a Phoenix (Ariz.) Advertising Club meeting that consumers in the middle and lower economic areas, at one time hesitant in buying color sets, now represent 66.3% of those consumers indicating their next TV receiver will be color.

Mr. Williams also said that there was survey evidence that color may affect a show's audience ratings—viewers of the program in color showing a preference for the show, but these sentiments contrasting in some cases with the majority opinion of viewers who see the same show in black and white.

Ampex buys Allegri-Tech

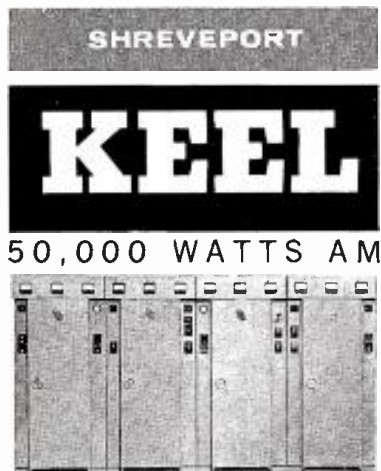
Ampex Corp. has acquired the major assets of Allegri-Tech Inc., western division, Burlingame, Calif., manufacturer of printed electronic circuit boards. The division will become the component operations department of Ampex Video and Instrumentation Division, which has been a major Allegri-Tech customer for several years.

WWL wants study of over 50 kw power

Now that the courts have affirmed the FCC's decision to duplicate 13 of the 25 clear channel (class I-A) AM frequencies, WWL New Orleans wants the FCC to begin a rulemaking that would investigate the possibility of powers greater than 50 kw for the remaining 12 nonduplicated channels.

WWL's petition to the FCC last week claimed that the U. S. Court of Appeals in Washington provided "in effect, a mandate to the [FCC] to explore the public interest in increased service" for nonduplicated clear channels in its Oct. 31 decision affirming class I-A duplication. The commission's clear channel proposal, which dates back to 1961, was taken to the appeals court by WGN Chicago and WJR Detroit which claimed that channel duplication was in fact modifying their clear channel licenses (BROADCASTING, Nov. 4).

The question of higher power for nonduplicated channels was left by the court to the commission for further consideration. WWL said the court definitely indicated "further studies" were in order but that sufficient proof of the high-power case has not been shown to warrant compelling "the commission to authorize it."



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chief engineer

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Attention FCC: Define Puerto Rico

Is Puerto Rico a state in the meaning of the all-channel TV receiver legislation?

Last week the FCC was asked to answer that question so that all manufacturers will be on an equal basis when the April 30, 1963 deadline rolls around. This is the date fixed by the FCC when all TV sets transported in interstate commerce must be capable of receiving both VHF and UHF signals.

The question was submitted by General Electric Co. in a Nov. 14 letter to the commission.

If Puerto Rico is not considered a state within the meaning of the interstate commerce clause, it is believed some manufacturers may attempt to continue making and selling VHF-only TV receivers there.

There are 30 UHF channels allocated to Puerto Rico at the present time.

The New Orleans stations also pointed out that the court noted duplication of 13 of the clear channels would extend service to only about 600,000 persons of the commission's estimated 25 million who are presently without a primary nighttime service. The court's decision was based on the fact that if it approved duplication of 13 channels there would still remain 12 channels "for possible future improvement of skywave service." And WWL wishes to see studies begun immediately which could lead to use of higher powers.

WWL took cognizance of the petition for a clear channel rulemaking which has been filed by the Clear Channel Broadcasting Service (BROADCASTING, April 15), and said that it supports CCBS's aims but suggested that the question of higher power for the 13 duplicated channels be reserved for separate consideration.

WWL urged that the rulemaking be instituted as soon as possible in order to measure the economic and social impacts of high-power broadcasting which have troubled the commission. It didn't think that isolated cases of experimentation by clear channels could give conclusive answers.

Technical topics...

New tube guarantee ■ Sonora Electronics, Paterson, N. J., distributor of industrial power tubes to radio and TV stations, is offering a new guarantee on tubes to contractual customers. Sonora warranty will protect broadcasters against downtime loss and guarantee replacement of faulty tubes with new equipment without pro-rated charges on used equipment.

Five-in-one micromultimeter ■ Cohu Electronics Inc.'s Kin Tel Division, San Diego, has announced the production of a new micromultimeter, the 208R, which weds the advantages of a DC microvoltmeter, a microammeter, a wide-range ohmmeter, an electronic galvanometer and a narrow-band DC amplifier. All measurement functions are shown on two scales of the micromulti-

meter, which sells for \$1,495.

Plant move ■ Standard Electronics Corp., radio-TV transmitter producer, will move to a new plant in Manalapan Township, N. J., at the first of the year. The firm's permanent mailing address is Box 677, Freehold, N. J.

New mike ■ A new microphone designed for use in permanently mounted installations has been announced by Shure Brothers Inc., Evanston, Ill. The new Model 561, only slightly over 2½ inches long, has an attached cable and a standard thread for direct mounting on flexible gooseneck or fixed pipe.

New Zoomar ■ The Television Zoomar Co., New York, has announced the production of the new Angenieux-Zoomar Model 10-2-1B. The new model has improved optics and simplified controls and the speed has been refined to F/3.8.

New preamplifier ■ Broadcast Electronics Inc., Silver Spring, Md., is now manufacturing Spotmaster Model TT-20A, an equalized turntable preamplifier which is claimed to reduce residual noise to more than 65 db below rated output. When powered by a dry-cell battery, the new product can eliminate all residual hum.

Hughes gets NASA contract

A study to determine whether it's possible to electronically "steer" communications satellite antennas has been ordered by the National Aeronautics & Space Administration. It has issued a \$97,450 contract to Hughes Aircraft Co., Culver City, Calif., to conduct the study, which will have as its primary objective to determine which systems can operate at the highest reliability with the least power consumption while maintaining maximum bandwidths and power gain. The results could considerably lower power consumption, or permit additional voice and teletype channels without increasing power requirements. Hughes Aircraft built the present Syncom communications satellite for NASA.



LINCOLN CENTER

in its Annual Report, called attention to thirty compositions premiered at Philharmonic Hall in its first season... and more than half are in the BMI repertoire.

BMI is extremely proud of the many

composers whose works are in the BMI repertoire and are performed in concert halls throughout the world. . . . Among them are those named in the Lincoln Center report: Elliott Carter • Henry Cowell • Luigi Dallapiccola • Gottfried von Einem • Alvin Etlar • Manuel de Falla • Roy Harris • Hans Werner Henze • Paul Hindemith • Charles Ives • Darius Milhaud
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BBC 2 will be a 'complete departure'

INDIVIDUAL CHARACTERISTICS PLANNED EACH NIGHT

BBC 2, the new BBC television network, which goes on the air next April, will be a "complete departure" from the BBC's present TV policy of contrasting programs during the evening, according to Hugh Carleton Greene, director general.

Each evening will have its own character. From Monday to Friday BBC 2 will start with 15 minutes of informal news, comment and weather reports. A 30-minute news bulletin will go out about 10 p.m.

Monday evening will have straight family entertainment with a strong comedy backbone. Mr. Carleton Greene said it would provide a contrast with the current affairs programs which were a feature of BBC-TV's regular network (to be known as BBC 1) on Monday evenings.

Tuesday evenings will be a classroom of the air for adult viewers. Programs will range from new teaching trends for such subjects as mathematics to increasing popular awareness of science, economics and technology.

With the public being served education for a whole evening, Mr. Carleton Green said, it would be fascinating to see what percentage of the potential audience makes use of this opportunity.

Wednesday evening will be devoted to repeats.

Thursday will carry programs of minority interest. This, said the BBC director general, will recognize the rights of viewers with minority tastes and interests not only to have programs they want but to be able to see them at convenient times.

Friday will be an evening of straight family entertainment based on narrative drama—plays with a strong story line.

On the weekend BBC 2 will try to provide genuine alternatives to existing

programs. There would be, for example, a program on Saturdays for viewers who don't like sports.

On Sunday BBC 2 will try to create "a sense of occasion" with big and important programs in the field of music and drama.

The director general pointed out that many problems have to be solved by the starting date of April 20, 1964, which is 15 months earlier than originally planned.

Other Plans ■ Other BBC 2 projects include a nursery school program each weekday for children aged 3 to 5. The program will continue in school holidays and will be extended for children up to 7.

There are also plans for a historical documentary, a 45-minute classical serial and a science magazine for Saturday evenings. There will be experimental poetry, music and social affairs programs on the same night.

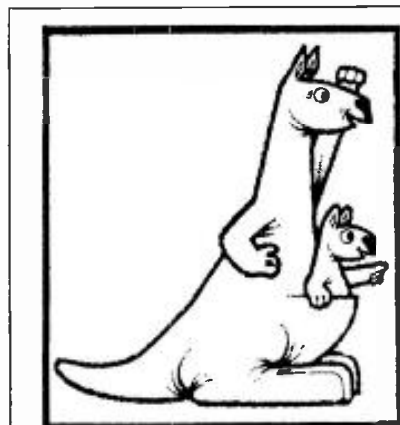
Full-length important plays will be screened on Sunday evening and these will alternate with commissioned operas and ballet. There will also be programs of concerts and feature films from Europe and Asia.

At the end of every Friday evening there will be a report on the week in Parliament.

Intertel reveals plans for new TV programs

The fourth meeting of the International Television Federation Council has decided to form a planning group to hold regular meetings to coordinate research and production.

Forthcoming productions in the Intertel series *Nations in Transition* include, for immediate release, a program on Malaysia made by the Australian Broadcasting Commission. At monthly



BBC 2 bouncing along

Kangaroo, which rhymes with "BBC 2" and "It's new," will be the symbol of the new BBC television network. The symbol, according to Perry Guinness, publicity projects organizer, embodies the idea of leaping forward into the future. The kangaroo will be seen on leaflets, showcards and banners prior to the opening of the network.

intervals there will be programs on Algeria, by CBC; Iran and Kenya, produced by Associated Rediffusion Ltd., and on Italy and Australia, made by National Educational Television Network and the Westinghouse Broadcasting Co.

The Soviet Union and other East Europe countries have refused to make a program deal with Intertel. Negotiations were started but have reached a deadlock. Retiring Chairman John McMillan said that the Communist countries would only exchange programs on an hour-for-hour basis and will not buy productions. Intertel had no objection to this but it wants to know what it would be getting before it enters into any agreement.

Negotiations had been aimed at a straightforward sale of programs. Both sides would have been allowed to choose the productions they wished to screen.

Microwave system will expand Egyptian TV

Collins Radio Co. announced last week it has signed a \$1.5 million contract with the United Arab Republic to start construction of a 500-mile microwave communication system along the course of the Nile River from Cairo to Aswan. The system will make television available for the first time to most of that country's people.

The contract calls for an initial installation of microwave equipment from the Egyptian capital to Luxor, about

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375 miles up the Nile, within 18 months. The UAR Ministry of Culture and National Guidance said Egypt intends to extend the system further southward to Aswan in time to permit live telecasting of the Aswan Dam festival in 1966.

The majority of Egypt's population lives along the Nile. Currently TV programs are available only in the Cairo and Alexandria areas. The system will carry one TV channel and associated audio signals plus two radio program channels.

Color set sales up in Canada

Color television broadcasts by U. S. stations on the Canadian border are stimulating sales of Electrohome color sets, it was reported last week by Carl A. Pollock, president of Dominion Electrohome Industries Ltd., Kitchener, Ont. Canada does not yet have color TV of its own.

Electrohome's sales of radio-TV products are up near 20% so far this year in Canada, he said, while export sales to the U. S., including color TV sets, have tripled over last year. The firm is building a new \$6.5 million plant at Kitchener.

Abroad in brief . . .

Compton in Manila ■ Compton Advertising Inc. of New York has purchased a substantial minority interest in Ace Advertising Inc. of Manila. Ace clients include: Carnation Milk Co., Johnson & Johnson of Philadelphia, Procter & Gamble Philippine Manufacturing Corp., Reynolds Philippine and Tide-water Oil Co.

Canadian survey ■ A survey on the radio listening habits of Canadian work-

ing women has been made by the Radio Sales Bureau, Toronto, Ont. It shows that Canadian working women between 15 and 64 years of age listen an average of 2 hours and 42 minutes on weekdays, 2 hours and 24 minutes on weekend days. Quebec working women listen 3 hours and 48 minutes on weekdays, 3 hours and 12 minutes on weekend days. The survey reports that 83% of Canadian working women have two or more radios distributed through the house.

Moscow-Siberia link ■ A chain of radio relay stations from Moscow to Eastern Siberia via Sverdlovsk is under construction. It will be used for two-way transmission of TV programs and for long-distance telegraph and telephone communication. Beyond the Urals the chain has already reached Kurgan in Siberia and construction is under way in the Sverdlovsk-Chelyabinsk section where the receiving and transmitting equipment is already installed.

No more duplication ■ Talks are going on between BBC-TV and the commercial television companies to reach an agreement to avoid duplicate coverage of events of national importance. John McMillan, controller of programs of Associated Rediffusion Ltd., who revealed the negotiations, said that such duplication was unnecessary and wasteful.

Arbitration rejects union's BBC demands

The demand of the Variety Artistes Federation of Britain, which represents over 3,000 light entertainers, for higher fees from the BBC has been rejected by an industrial arbitration court. The union wanted BBC fees to be the same as those paid by the commercial TV companies.

This would have given a minimum \$106 for performers and \$223 for speciality acts. BBC offered to pay \$59 for performers and \$73 each for acts up to four people. BBC currently pays a minimum \$29 though higher fees may be negotiated individually.

The industrial court said that the union's claim was not well founded. BBC maintained in the hearing that the commercial companies could charge what they liked for time sales and were subject only to business conditions. BBC's different position was recognized by Equity, the actors' union, and the Musicians Union which had negotiated lower rates with BBC.

VAF wanted BBC-TV to pay fees according to scales laid down in an agreement with the commercial companies. This agreement was won after a two-week strike by the federation in 1961. The VAF television pact with BBC ended in May 1961. Since then

negotiations for a new agreement have failed. It was on the federation's request for Ministry of Labor intervention that the dispute was submitted to arbitration.

Reg Swinson, VAF general secretary, said after the court's decision, that talks would be resumed with BBC and VAF would try to get the best rates possible. BBC refused to comment on the court's finding.

Wales TV network has early '64 target date

BBC-TV's separate television network for Wales will begin operations early next year. Existing transmitters, with others now being built or scheduled for erection, will form an all-Wales network covering 96% of the population.

It will give BBC television in Wales operational independence of BBC-TV's main network and will allow programs of specific Welsh interest to be screened at peak viewing times.

About 14 hours of programs a week will be transmitted, seven of which will be in Welsh. The rest of the 60-hour broadcast time will be taken from the regular BBC-TV network.

BBC-TV's second network, BBC 2 (scheduled to start in April 1964), will extend to south Wales in 1965.

Murrow back at work

Edward R. Murrow, director of the U. S. Information Agency, was back on the job in Washington last week a little more than a month after his cancerous left lung was removed (BROADCASTING, Oct. 14, 7).

Mr. Murrow was back at his desk Tuesday (Nov. 12), his staff reported, but will not be spending full days there for a while.

And, according to one report, the former chain smoker had given up smoking. His older brother, retired Air Force Brigadier General Lacey V. Murrow, told UPI Thursday (Nov. 14) it might not make any difference. The younger Murrow "never inhaled a cigarette in his life," General Murrow said.



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chief engineer

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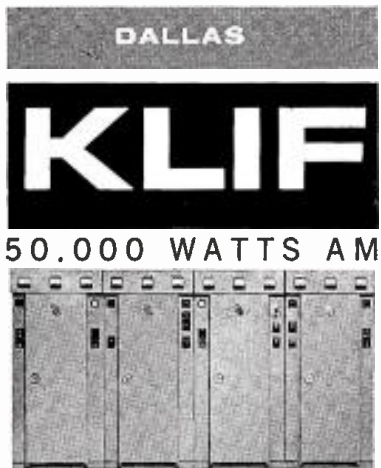


Mr. Stolfi

Robert F. Stolfi, account executive with CBS-TV network sales in New York since August 1959, appointed Pacific Coast sales manager for CBS-TV network. He succeeds **Robert Livingston**, who has resigned to become president of his own firm, The Indek Co., North Hollywood, specializing in research and development in diversified fields. Mr. Stolfi originally joined CBS-TV in 1949 in operations department and left in 1955 to become advertising and sales promotion manager of WNDU-TV South Bend, Ind. He rejoined CBS in Chicago in 1957 and was transferred to network's sales staff in New York in 1959.

Floyd C. Smith, VP-account supervisor at John W. Shaw Adv., Chicago, joins Roche, Rickerd, Henri, Hurst, that city, in same position.

Tom Beck elected VP and executive art director of Johnstone Inc., an affiliate of Interpublic Inc., New York. Mr. Beck was art director of *Ladies Home Journal* for two years. Johnstone spe-



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vice president, director of engineering

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cializes in marketing and merchandising of products and services in women's interests field.

Gordon F. Buck, since 1961 media supervisor at Needham, Louis & Brorby, Chicago, elected VP and appointed personnel director. Earlier Mr. Buck had been general manager of Aubrey, Finlay, Marley & Hodgson and VP-media director of Foote, Cone & Belding.



Mr. Lieberman

Albert Lieberman, account supervisor at Doyle Dane Bernbach, New York, elected VP. Mr. Lieberman joined agency in 1956. Also elected VP's were **Ron Rosenfeld** and **Robert Levenson**, copy supervisors. Mr. Rosenfeld joined DDB in 1957; Mr. Levenson in 1959.

Edward A. Montanus, for past two years central sales manager of MGM-TV, appointed sales manager for ABC-TV central division, Chicago, effective today (Nov. 18). **Jack Reilly**, assistant sales manager of ABC-TV central division, named senior account executive in addition to present position.

Donald F. Keck, of ABC Television Spot Sales in New York, appointed general sales manager of ABC-owned WXYZ-TV Detroit. Previously, Mr. Keck served as account executive at KABC-TV Los Angeles and NBC Radio in San Francisco.



Mr. Keck

Charles L. Pray, account executive at WONE-AM-FM Dayton, Ohio, since 1954, promoted to sales manager.

Jane Dolben, formerly of WEEI Boston and Concert (FM) Network, joins Kettell-Carter, Boston-based station representative, as director of creative sales.



Mr. Falk

Albert (Hank) Falk Jr., VP and manager of market development department at Compton Adv., New York, since 1960, promoted to director of that department. Mr. Falk joined Compton in 1957 from Comstock Foods, Newark-New York, where he was national sales manager.

Tal Ripps and **Joseph T. Fitzgerald**, both formerly of Dancer-Fitzgerald-Sample, join Kenyon & Eckhardt, New York, as research project supervisor and art director-producer, respectively.

George Watkins joins Continental

Shuffle at Ford

Staff and divisional executive appointments announced last week by Ford Motor Co., Detroit: **Paul F. Lorenz**, previously executive director of corporate marketing staff, named assistant general manager of company's Lincoln-Mercury division; **Stanley N. Kuryla**, assistant controller on finance staff, succeeds Mr. Lorenz as assistant director of marketing staff; **Chase Morsey Jr.**, assistant general manager for sales and marketing of Lincoln-Mercury division, to general marketing manager of Ford division; **E. F. (Gar) Laux**, general marketing manager of Ford division, to division's general sales manager; **O. F. Yando**, previously general sales manager of Ford division, to division's Western regional sales manager, with headquarters at San Jose, Calif.; **Walter J. Cooper**, Ford division's Western regional sales manager, named division's Southwestern regional sales manager, with headquarters at Dallas; and **Harry B. King**, Southwestern regional sales manager for Ford division, to division's Southeastern regional sales manager, with headquarters in Philadelphia. Mr. King succeeds **Sidney A. Skillman**, who last month was appointed general sales manager of Lincoln-Mercury division.

Baking Co., Rye, N. Y., as assistant advertising manager for bread products. He was formerly brand advertising manager for Minute Maid products.

Bruce Glenn, of Wilmette, Ill., former account executive and media director at Advertising Division Inc., Chicago, has formed his own advertising agency, Bruce Glenn Inc., with offices at 76 S. Eighth St., Minneapolis, Minn. New agency will offer complete marketing-advertising services.



Mr. Glenn

John Hassett, account supervisor, elected vice president of Hixson & Jorgensen Adv., Los Angeles.

Craig Jennings, account executive at CBS Radio Spot Sales, Detroit, joins McHugh and Hoffman Inc., TV and advertising consultants, Birmingham, Mich., in area of client services.

James Rankin and **Fred Hautau** appointed copy supervisors at Young &

Rubicam, New York. Mr. Rankin joined agency in 1961 from Norman, Craig & Kummel where he was creative director. Mr. Hautau, who joined Y&R same year, had been copywriter at N. W. Ayer & Son.



Mr. Miller

Robert D. Miller, copy supervisor at BBDO, New York, elected vice president. Mr. Miller joined agency in 1957.

Robert Root, of Spot Time Sales, joins Broadcast Time Sales, N. Y., as salesman.

Thomas J. Hollingshead, media supervisor at Richard K. Manoff Inc., and **Martin J. Brown**, with Roger O'Connor Inc., join television sales staff of Adam Young Inc., New York.

Frank Louis, formerly with Boris Hamilton & Associates, joins Earle Ludgin & Co., Chicago, as art director.

Thomas K. Clark joins advertising staff of WDBJ Roanoke, Va.

Leonard A. Swanson, former general sales manager of WWTV(TV) Cadillac, Mich., joins national sales staff of WIC (TV) Pittsburgh.

Gerald Flesher, formerly sales promotion manager for WCBS-TV New York, appointed sales promotion manager for ABC-TV Spot Sales, that city.

Walter E. Staab appointed media group head at Kenyon & Eckhardt, New York. Mr. Staab joined agency in 1960 as senior media research analyst.

Art Pernitzke appointed local sales manager of WLOS-AM-FM Asheville, N. C. **Frank Painter**, commercial manager of WBLJ Dalton, Ga., joins WLOS local sales staff.

Tucker Halleran, account executive at J. Walter Thompson Co., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, in same capacity.

William H. Manning, formerly director of advertising and public relations for Marshall Industries, San Marino,

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CHICAGO, 179 W. Jackson • ATLANTA, 24 Peachtree, N. E.

IBA elects Baisch

Joseph M. Baisch, VP and general manager of WREX-TV Rockford, elected president of Illinois Broadcasters Association (AT DEADLINE, Nov. 11).



Mr. Baisch

Other IBA officers elected are **Ralph W. Beaudin**, president of WLS Chicago (see OUR RESPECTS, Nov. 11), VP-radio; **Fred Mueller**, president and general manager of WEEK-TV Peoria, VP-TV; and **Milburn H. Stuckwish**, WTIM Taylorville, secretary-treasurer (re-elected). New directors are **Bob Meskill**, WKID Urbana, and **Sam Hassan**, WROY Carmi.

Calif., joins Faust/Day Adv., Los Angeles, as account supervisor. Agency has moved to new offices at 401 Silverlake Blvd., that city. Telephone is Dunkirk 1-7881.

Richard T. Williams, formerly of WEAM Arlington, Va., joins Ernest S. Johnston Adv., Washington, as account executive.



Mr. Bowlin

C. C. (Bud) Bowlin, national sales representative for WCSH-TV Portland, Me., appointed manager of Boston office of The Katz Agency, national radio-TV sales representatives.

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 L. West, former assistant advertising manager for Continental Baking Co., joins special projects division of Blair Television, New York, as account executive.

Richard J. Mitchell, regional air sales manager in Cleveland for Railway Express Agency, joins local sales staff of WJW-TV, that city.

Kay Knight, former broadcast media director at Roche, Rickerd, Henri; Hurst, appointed director of radio-TV timebuying department at Gourfain, Loeff & Adler, Chicago advertising and public relations agency.

William M. Harris, formerly director of advertising and public relations for West Food Packers, San Francisco,

joins The Bronson Co., Studio City, Calif., as copywriter. Agency has moved to new offices at 13273 Ventura Blvd. New telephones are 788-3881 and 873-7674.

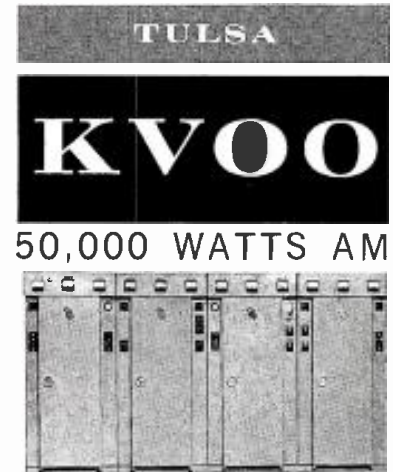
Charles H. Brower, president of BBDO, New York, elected to board of governors of Rutgers University, New Brunswick, N. J. He fills unexpired term of late **Howard A. Smith**, whose term will end in June 1968. Mr. Brower has been member of university's board of trustees since 1946.

THE MEDIA

Robert E. Baker, former account executive and minor stockholder of KXO El Centro, Calif., named general manager of KAMP, that city, succeeding **Andrew Andreotti**, who retains post of president of board of directors.

Thomas J. McDermott, VP of radio-TV at N. W. Ayer & Son, New York, elected president of International Radio and Television Foundation, succeeding **William K. Daniel**, executive VP of NBC Radio. IRTF this year sponsored second annual Collegiate Broadcasters Conference.

Frank R. Lee, promotion manager of WPTA(TV) Roanoke, Ind., named operations manager of WPTH(FM) Fort Wayne, Ind. Succeeding Mr. Lee as



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"...over 13,000 hours of operation logged on the Type 317B with many of the original tubes still in use, we feel our decision has been well founded with performance."

John M. Bushnell
chief engineer

Continental Electronics

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LTV Subsidiary of Ling-Temco-Vought, Inc.

Miller, Taishoff, Copley elected SDX fellows

Three veteran journalists were elected fellows of Sigma Delta Chi, national journalistic society, week ago Saturday (Nov. 9) on closing day of society's 1963 convention at Norfolk, Va. (BROADCASTING, Nov. 11).

Those honored, in recognition of their editorial performance or their contributions toward the elevation of journalism as a profession, were **Paul Miller**, of Rochester, N. Y., president of Gannett Newspapers and broadcast properties (WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WDAN Danville and WREX-TV Rockford, both Illinois) and president of Associated Press; **Sol Taishoff**, president, publisher and editor of Broadcasting Publications Inc. (BROADCASTING and TELEVISION magazines and BROADCASTING YEARBOOK); and **James S. Copley**, of San Diego, Calif., chairman of Copley Newspapers, which include 15 dailies.

James A. Byron, news editor of WBAP-AM-FM-TV Fort Worth-Dallas and former SDX national president, was recipient of Wells Memorial Key, highest honor society can bestow upon a member.

Four-day meeting also witnessed election of **Theodore F. (Ted) Koop**, Washington vice president for CBS Inc., as president (WEEK'S HEADLINES, Nov. 11), and **Benjamin McKelway**, vice president of Wash-



Mr. Miller



Mr. Taishoff

ington Star, as honorary president.

Other officers elected at SDX convention are **Ralph Sewell**, assistant managing editor of *Oklahoma City Oklahoman* and *Times*, first VP; **A. L. Higginbotham**, chairman of University of Nevada's Journalism Department, VP for undergraduate affairs; **Raymond L. Spangler**, publisher of *Redwood City* (Calif.) *Tribune*, secretary; and **Robert M. White**, publisher of *Mexico* (Mo.) *Ledger*, treasurer.

Stephen Fentress, news director of KMOX St. Louis, was elected to SDX board representing Region 7 (Nebraska, Iowa, Kansas and Missouri) for two-year term. **James Bormann**, news director of WCCO Minneapolis, representing Region 6 (Minnesota, North and South Dakota), resigned for health reasons and was replaced by **Richard Kleeman**, education editor of *Minneapolis Tribune*.

WPTA(TV) promotion manager is **Wayne Studer**, staff producer-director. Both stations are owned by Sarkes Tarzian.

E. F. MacLeod, for past two years station manager of WCVB Bristol, Va., elected VP and general manager of WOPI-AM-FM Bristol, Tenn., and acquires interest in station.

Wally Voight, general sales manager

of T-N Spot Sales and Tobacco Radio Network for past five years, appointed director of radio operations for Capitol Broadcasting Co., which owns WRAL-AM-FM-TV, T-N Spot Sales, Tobacco Radio Network and Tobacco Sports Network, all headquartered in Raleigh, N. C. **Bob DeBardelaben** named sales manager of Tobacco Radio Network.

Murry Woroner resigns, effective Dec. 31, as station manager of WAME Miami.

John E. Mayasich, sales manager of WDUZ Green Bay, Wis., for past three years, assumes additional duties as station manager. Mr. Mayasich will be in charge of sales, operations, and personnel at station.

Joel Chaseman, executive producer of Westinghouse Broadcasting Co.'s *The Steve Allen Show* and formerly organization's national radio program manager, appointed assistant general manager of WBC-owned WINS New York, effective Dec. 2.

Jerry Appy, manager of WGTV(TV) (educational ch. 8) Athens, Ga., named chairman of National Educational Television affiliates committee.

John T. Murphy, president of Crosley Broadcasting Corp., Cincinnati, elected to board of directors of Ohio Chamber of Commerce. Mr. Murphy was elected to three-year term representing southwestern district.

ALLIED FIELDS

Walter P. Sheppard, assistant professor of broadcasting at Boston University's School of Public Relations and Communications, assumes new post of faculty program director for WBUR(FM) Boston, university's educational outlet.

John Rhinehart, writer in program development department of Larry-Thomas Productions, joins National Tuberculosis Association, New York, as associate in radio-TV-film division.

PROGRAMING

Joseph Connelly, co-creator, producer and writer of Revue-produced *Leave It To Beaver* series formerly on ABC-TV and now in syndication, elected VP of MCA and Revue Productions, Hollywood and New York. Mr. Connelly, veteran TV and motion picture writer, was nominated for Academy Award for his screenplay of motion picture "The Private War of Major Benson." He currently is executive producer of *90 Bristol Court*, 90-minute TV series that goes into production next month at Revue for 1964-65 season.



Mr. Connelly

Stan Byrnes, former Midwest sales manager of Flamingo Films, appointed western division sales manager for Official Films, with headquarters in Los Angeles. Mr. Byrnes joined Official Films in 1961.

George Lefferts, producer of Bing Crosby Productions' *Breaking Point* TV psychiatry series for ABC-TV (Mondays, 10-11 p.m. EST), named series'

Two Outstanding California Radio Stations For Sale

5000 WATT FULLTIMERS

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ARTHUR HOGAN

JACK FELDMANN

executive producer. **Richard Collins**, associate producer, promoted to producer on *Breaking Point*, along with **Mort Fine** and **David Friedkin**, formerly of Four Star Productions and MGM. Move will permit Mr. Lefferts to devote more time to development of scripts and to assume specific added assignments for Crosby Productions.

Jack Flax, executive vice president of Teledynamic Corp., joins Triangle Program Sales, New York, as sales representative.

Stan Schwimmer, assistant production supervisor at Screen Gems, New York, for past three years, signed to new contract as executive production assistant, with responsibilities in areas of production administration, general contract negotiations and business office supervision.

Hal Raymond, production director at WGGY Minneapolis-St. Paul, promoted to program director.



Mr. Sholes

Stephen H. Sholes elected to newly created post of division VP for popular artist and repertoire at RCA Victor Records, with headquarters in New York. Mr. Sholes, who has been with division for nearly 30 years, will have full responsibility for all RCA Victor pop product—albums and singles—as well as for all RCA Camden and Groove recordings.

Paul Bain, promotion and public relations director of KOB-AM-TV Albuquerque, appointed KOB program director.

Don Ranson, staff announcer and news director of KBB1(FM) Los Angeles, named production manager, replacing **Gary Brandt**, who resigned to join KPOL-AM-FM, that city. **Don Hawkinson**, formerly of WMB1 Chicago and KUOW(FM) Seattle, joins KBB1 as staff announcer. Mr. Hawkinson will host such KBB1 programs as *Telehone Request Time*, *Journey Into Music* and *Sunday Concert*.

Charlene McCloskey joins WTAE(TV) Pittsburgh as film editor.

David N. Burke, formerly of WBZI Brazil, Ind., appointed sports director of WENT Gloversville, N. Y.

Bill Emerson, newscaster at WIBG-AM-FM Philadelphia, appointed station's sports director.

Woody L. Durham, former announcer at WBTW(TV) Florence, S. C., named sports director of WFMV-TV Greensboro, N. C.

Jack R. Wagner, program manager of KNBR San Francisco, appointed by Governor Edmund Brown to serve on Advisory Committee on Emergency

OAB elects Chopping

Robert Chopping, general manager of KAST Astoria, elected president of Oregon Association of Broadcasters. Other OAB officers elected are **Robert LaBonte**, general manager of KERG Eugene, VP; and **Ray Kozak**, president and general manager of KROW Dallas, secretary-treasurer. Directors are **Richard Green**, KOTI-TV Klamath Falls; **C. R. (Bob) Matheny**, KRCC Prineville; **Tom Becker**, KNPT Newport (all newly elected); **Les Smith**, KXL Portland; and **Irwin Adams**, KGON Oregon City (directors held over).

Communication. Committee will work with California disaster office to plan and coordinate participation of broadcasting industry in emergency communications.

John Campbell, left corner line backer for Minnesota Vikings, joins sports staff of WCCO-TV Minneapolis in mid-December after close of professional football season. He will be writer-reporter.

Steve Davis, formerly host of *Seattle Sundown* on KOL Seattle, joins KEX Portland, Ore., to be heard on *Night-side* show (Monday-Friday, 7 p.m.-midnight).



Mr. Trivers

Stephen C. Trivers, formerly program director of WCOP-AM-FM Boston, appointed director of program operations at WPAT-AM-FM Paterson, N. J.

Phil Burrell named producer-host of *Broadway Music Hall*, weekly series of specials at WNCN(FM) New York. **Lee Beaupre**, film critic, will provide exclusive radio reviews of motion picture premieres for program, including interviews with Broadway and music personalities.

John A. Aaron appointed producer of *Alumni Fun*, new information game show starting Sunday, Jan. 5, on CBS-TV network (5-5:30 p.m. EST).

Lee Vogel, formerly with WGGY Minneapolis-St. Paul, joins KSTP there as air personality.

Robert Louis, formerly with WBAY-AM-TV Green Bay, Wis., joins announcing staff of WTMJ-AM-TV Milwaukee.

Jim Coy, formerly of WOR New York, joins KHJ-AM-FM Los Angeles as daytime air personality. Both stations are owned by RKO General Broadcasting.

Dale R. Munson, formerly production manager-air personality at KGLO-

AM-TV Mason City, Iowa, joins announcing staff of WOW-AM-FM Omaha.

Bruce Hinton, Southern California promotional representative for Warner Brothers Records, Burbank, appointed western regional promotion manager.

Bud Kelly, formerly with WCOP Boston, joins WBBM Chicago as announcer-disc jockey.

INTERNATIONAL

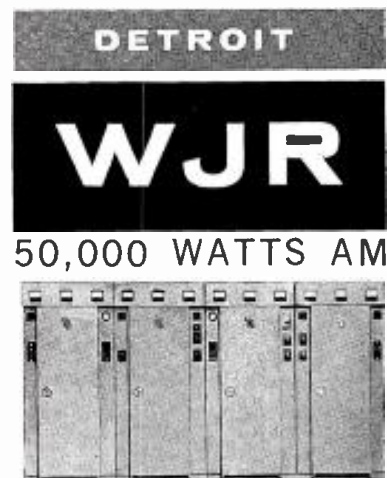
E. S. Hallman, programing VP of Canadian Broadcasting Corp., elected chairman of International Television Federation, London.

Major General J. Desmond Smith elected to board of directors of Thomson Television (International) Ltd., London. He joined firm in 1962.

Peter Brook, co-director of Royal Shakespeare Theater, elected to board of directors of Granada TV Network Ltd., London.

Edward G. Fairburn elected board chairman of Tyne Tees Television Ltd., London.

Fred L. R. Hill, copy director and creative group head at Toronto office of Cockfield, Brown & Co., promoted to creative department director, and **J. Ross MacRae**, manager of radio-TV department, appointed director of



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"... Type 317B is simplicity itself... in operation... all of the requirements necessary for our method of operation... are fully satisfied.

Andrew Friedenthal
chief engineer

Continental Electronics

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ANA's Allen, Norton retire; McElroy elevated to senior VP

Joseph M. Allen, Association of National Advertisers VP whose identification with broadcast advertising goes back to Bristol-Myers' first radio programs in 1925, is retiring as of January 1, 1964.

Cy Norton, another VP and key operating executive of ANA, is retiring at the same time.

Their retirement plans were reported to ANA annual meeting last week by President Peter W. Allport, who also announced that **Lowell M. McElroy** has been promoted to senior vice president.

Mr. Allen, who in recent years had directed ANA's information services and international activities, joined association as director of TV and radio in 1953, after serving with Bristol-Myers as VP in charge of advertising and, subsequently, public relations. He also had served on board of directors and on executive committee of Broadcast Measurement Bureau and was chairman of ANA's radio committee while at Bristol-Myers.

He joined Bristol-Myers in 1917, and when company went into radio



Mr. McElroy



Mr. Allen



Mr. Norton

advertising in 1925 Mr. Allen was put in charge of this activity. In ensuing years he handled such programs as *The Ipana Troubadors*, *Town Hall Tonight*, *District Attorney* and *Break the Bank*, and worked with such stars as Fred Allen, Eddie Cantor, George Jessel, Walter O'Keefe, Ed Gardner, Abbott & Costello and Dinah Shore.

Mr. Norton, with ANA since 1946, has had prime responsibility for association's national and regional conventions and for development of its "workshop" program. He formerly was with Strathmore

Paper Co. and is past president of Paper Makers Advertising Association.

Mr. McElroy, ANA's new senior VP, joined association in 1950 and has concentrated on development of management training service facilities for member companies. He taught advertising and marketing subjects at Harvard Business School and University of Michigan, and during World War II was with War Production Board and its predecessor agencies in Washington.

Also see ANA annual meeting story, page 50.

broadcast services department. Mr. Hill joined Cockfield, Brown in 1958; Mr. MacRae in 1945.

Terence Hughes, former program director of BBC-TV's *South at Six* magazine series, joins corporation's *Panorama* group. Mr. Hughes has handled studio direction for *Panorama* program for past year.

Martin Young joins British Broadcasting Corp. (BBC) western region as reporter-commentator.

EQUIPMENT & ENGINEERING

Bernard J. Golbus appointed general manager of Dynascan Corp., Chicago,

assuming responsibilities of **Robert M. Karet**, VP-sales, who has resigned, effective Dec. 31. Mr. Golbus, who joined firm in 1958, will be in charge of B&K Manufacturing division test instruments and antenna and communications products of firm's Mark division.

James Johnson, formerly engineering scheduling clerk at ABC-TV, Hollywood, promoted to assistant supervisor of engineering scheduling. **William Dryer**, ABC-TV technical director for *Queen For A Day*, appointed technical operations supervisor of network's Hollywood engineering department.

J. B. Steed, marketing manager for

electronics products division of Varo Inc., Dallas, appointed general manager of Varo's electrokinetics division (fractional horsepower motors, electronic equipment and Amp-Champ portable electric power generators) in Santa Barbara, Calif. Mr. Steed joined Varo in July 1953.

James M. Cloney, general sales manager for Ozalid products in photo and repro division of General Aniline & Film Corp., Binghamton, N. Y., appointed director of marketing for division, replacing **Ward J. Koepenick**, who resigned. Mr. Cloney joined GAF in 1946. Photo and repro division produces Ansco photographic films, cameras and other supplies in photographic field.



Mr. Cloney

William V. Rauscher joins Eitel-McCullough Inc., electron tube manufacturer, in newly created post of government liaison engineer at firm's Belleville, N. J., office.

Dr. Robert L. Pritchard, director of engineering for Motorola's semiconductor products division, awarded Electronic Industries Association's Radio Fall Meeting Plaque at annual meeting in Rochester, N. Y., last week. Award cited Dr. Pritchard for his "many con-

a smart addition to any newsroom

UNITED PRESS INTERNATIONAL

tributions to national and international standardization of semiconductor devices through active participation in the International Electro-technical Commission, the Institute of Electrical and Electronic Engineers and the Joint Electron Device Engineering Council."

Edgar M. Welch, announcer and chief engineer at WKSJ Milford, Del., resigns to join RCA as radio and mobile communications equipment sales representative for Delaware-Maryland-Virginia area.

Jack Izenstark, Chicago sales manager for phonograph division of Columbia Records, named manager of Olympic of Chicago Inc., wholly owned sales subsidiary of Olympic Radio & Television Sales Corp. Mr. Izenstark replaces **Austin White**, who resigned.

NEWS

Robert Norman, formerly with news department of WNHC-AM-TV New Haven, Conn., appointed news director of WCOP-AM-FM Boston.

Randolph L. White appointed director of news for WLIB-AM-FM New York.

Andrew J. Reese Jr., for past fifteen months manager of UPI's Memphis, Tenn., bureau, appointed Jackson, Miss., bureau manager. He will work under Cliff Sessions, Mississippi news manager with headquarters in Jackson. Succeeding Mr. Reese in Memphis is **Patrick A. Harden**, UPI's Jacksonville, Fla., manager. **Randolph Pendleton**, member of Miami bureau staff, replaces Mr. Harden in Jacksonville.

Daniel L. Nelsen, formerly with KSLA-TV Shreveport, La., joins KVTW (TV) Sioux City, Iowa, as news editor.

Robert Stern, with *Winston-Salem (N.C.) Journal and Sentinel* since 1957, joins news staff of WSJS-AM-TV there.

Bob Howick, former news director of WHLO Akron, Ohio, appointed news director of WCUE-AM-FM, that city.

Gene Goss, former news director of KATV(TV) Little Rock, Ark., joins staff of Representative Wilbur D. Mills (D-Ark.) as information assistant.

James Harper, formerly Lansing, Mich., correspondent for WJR Detroit appointed to station's news and public affairs department in Detroit.

Dan Bagott, staff publicist at ABC-TV Hollywood for past 10 years, joins CBS-TV press information staff there, effective Nov. 25, as unit publicist.

Sheri Blair, reporter for *Chicago American*, joins news staff of WBBM-TV Chicago.

Jim Van Kuren, news and sportscaster at CKLW Windsor-Detroit, promoted to broadcast coordinator of CKLW-AM-FM

JFK's science adviser

President Kennedy has announced he intends to appoint **Donald F. Hornig**, chairman of Princeton University's chemistry department, as his science adviser. Dr. Hornig will be director of Office of Science & Technology also, succeeding **Dr. Jerome B. Wiesner**, who is expected to resign in next few months to return to his teaching post at Massachusetts Institute of Technology. Dr. Wiesner joined White House staff in 1961. Dr. Hornig is native of Milwaukee, was graduated from Harvard and worked at Los Alamos during World War II.

to assist in directing administrative and production work. **Donald West**, formerly newscaster on CKSL London, Ont., joins CKLW to handle Mr. Van Kuren's former duties.

Ralph Renick, VP in charge of news at WTJV(TV) Miami, appointed to Florida Citizens Advisory Committee on Highway Safety.

Terry Montgomery, staff writer with *Minneapolis Tribune*, joins news staff of WCCO-TV Minneapolis.

DEATHS

Thomas M. De Huff, 45, partner of The Zakin Co., New York advertising agency, died Nov. 12 of heart attack at his office. Mr. De Huff, former VP and director of TV commercial production for Cunningham & Walsh, New York, joined Zakin this past April as partner responsible for account management and supervision of broadcast activities. Before joining C&W in 1952, he had served as director of live TV production for William H. Weintraub agency (now Norman, Craig & Kummel) and program director for ABC Radio and staff director for ABC-TV.



Mr. De Huff

Herman Levy, 53, advertising manager of Allied Artists Productions, New York, died Nov. 6 at Cedars of Lebanon Hospital, Los Angeles, after lengthy illness. Mr. Levy, formerly with advertising department of Universal-International, joined Allied in April 1959.

Don Bolla, film editor at WTAE(TV) Pittsburgh, died Nov. 5 at Pittsburgh Allegheny General Hospital following heart surgery.

Wayne Wilcox, 43, Detroit sales manager for CBS Radio network, died Nov. 8 in automobile accident near North-

ville, Mich. Mr. Wilcox joined CBS Radio in 1955.

Frederick Robert Bauer, 47, research director at Blair Television, New York, died Nov. 6 at Columbia-Presbyterian Medical Center.

Warren Edson Moore, 31, contract administrator for Page Communications Engineers, Washington, died Nov. 8 at Prince Georges General Hospital of injuries suffered in traffic accident at Seat Pleasant, Md.

Charles Scheuer, director of creative programing for industrial show division of Screen Gems, New York, died Nov. 7 after three-week illness at New York University Medical Center.

Hal Simonds, sales executive at WFIL-AM-FM Philadelphia, died Nov. 5.

Leo Rice, 55, staff producer at WWRL New York, died Nov. 7 at Mount Sinai Hospital.

Joseph C. Buckley, 65, account executive at J. Walter Thompson Co., New York, died Nov. 8 at his home in Fairfield, Conn.

Clyde D. (Wag) Wagoner, 74, former director of General Electric Co.'s news bureau, and well known radio and press relations executive for many years until his retirement in 1954, died Nov. 8 at his home in Schenectady, N. Y.

SAN ANTONIO

WOAI

50,000 WATTS AM

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"...are particularly pleased with day-in, day-out trouble-free performance...pleased with many comments we receive on high fidelity and exceptionally clean sound."

Chas. J. Jagers vice-president, engineering

Continental Electronics

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ATV Subsidiary of Ling-Temco-Vought, Inc.

WTOP presents culture on a Sunday evening

A 2½-hour uninterrupted program espousing a variety of cultural ideologies is being presented on WTOP-AM-FM Washington, Sundays 8-10:30 p.m.

Called *Symposion*—the Greek root of "symposium"—the series is designed for the "audience with specific and discriminating tastes," according to Lloyd W. Dennis Jr., vice president and general manager of the station.

The program takes its inspiration, Mr. Dennis said, from the "convivial soirees and marvelous culture" of the Hellenic peoples. In addition to the "music, singing and conversation, so dear to the hearts of the Greeks, *Symposion* will explore new dimensions of radio," he added.

Symposion will draw the bulk of its material from Washington's people in the arts with occasional "exceptional contributions from every nation of the world . . . provided it is within our areas of artistic interest," Mr. Dennis noted.

Symposion's host is Roy Meachum, formerly administrator of the Washington National Ballet Foundation.



Traffic is no worry in the Navy

The U. S. Navy took to the air recently to deliver Vice Admiral John S. McCain Jr. to the WMAR-TV Baltimore studios. The helicopter landed Admiral McCain some 40 feet from the studio's doors.

Admiral McCain descended on the station to tape a show in WMAR-TV's biweekly series, *Passport*. After lecturing on the role of the modern U. S. Navy, the admiral left the same way he came.

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HOTEL

Madison Avenue at 52nd Street
NEW YORK CITY

Just steps from anywhere . . .
now with 500 individually decorated
rooms and suites — and completely
air conditioned.

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Your rendezvous for dining
deliberately and well . . .
open every day of the week
for luncheon, cocktails,
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Drumbeats . . .

Touch and go ■ The "Fumbling Finks" of WFBR and "Big Ones" of WJZ-TV, both Baltimore, will meet in the second annual "Toys for Tots Bowl" Nov. 23. At last year's touch football game more than 5,000 spectators donated six truckloads of toys to the Marine Corps campaign to provide toys to underprivileged children.

Ex'span'sive promotion ■ It was a bargain day for the motorists who crossed Seattle's Evergreen Point Floating Bridge and had their radios tuned to KVI Seattle. The station picked up the toll for 2,651 cars—44% of all cars crossing—during the morning and afternoon rush hours. Notes were passed out informing non-KVI listeners that they could have ridden across the Lake Washington bridge free, if their dials had been set at 570.

Wet contest ■ KQV Pittsburgh received 2,500 entries in a two-week contest to predict the time and date of the city's next rainfall. The contest began after 30 days of drought and ended on the 46th day. A \$50 prize was given to the listener who guessed closest to the date and time.

School support ■ WONE Dayton, Ohio, has run ten 15-minute programs from area high schools in connection with a bond drive. The programs, *School for Today*, features a speech by the prin-

cipal and music by the high school choir. The object is to tell the public about facilities available and facilities needed at the schools.

Haiku hopefuls ■ WDTM(FM) Detroit drew over 1,000 entries in a Japanese traditional poetry contest in behalf of Japan Air Lines. Winners for best Haiku poems received jinrikisha rides through downtown Detroit to special luncheon event.

Knowledge ■ WLS Chicago has received 2,561 requests for a new police department pamphlet, "Know Your Law," as the result of a three-day editorial campaign urging listeners to read the booklet.

Freshly baked ■ Birthday cakes went to advertising agencies throughout Canada and the eastern U. S. for the 17th birthday of CKVL Verdun, Que., Montreal suburb, on Nov. 4. The distribution was done by messenger and the cakes were baked in Montreal and Toronto. CKVL, which started out as a 1 kw station, now operates with 50 kw, and has sent birthday cakes each year.

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Train for a high-paying job as a Disc Jockey, Commercial Announcer, Sportscaster. Classes taught by leading professionals. Day and evening classes for men, women and teenagers. Budget plan available. Free placement service. Correspondence Course available.

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FOR THE RECORD

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 7 through Nov. 13 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. —transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

Existing TV station

ACTION BY FCC

WSYE-TV Elmira, N. Y.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Elmira-Corning station. Action Nov. 13.

New AM stations

ACTIONS BY FCC

Brunswick, Ga.—Dixie Radio Inc. Granted CP for new AM on 790 kc, 500 w-D, DA; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has shown Denver T. Brannen has divested all interest in, and severed all connections with, WPAP Fernandina Beach, Fla. P. O. address Box 723, Panama City, Fla. Estimated construction cost \$11,100, first year operating cost \$36,000, revenue \$45,000. Owner is Denver T. Brannen. Sept. 19 initial decision looked toward grant. Action Nov. 8.

Mendota, Ill.—Mendota Broadcasting Co. Granted CP for new daytime AM on 1090 kc, 250 w; remote control permitted; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address c/o Janet C. Becker, 924 Bellwood Avenue, Mendota. Estimated construction cost \$11,753; first year operating cost \$30,000; revenue \$42,000. Janet C. Becker, sole owner, is employe at International Harvester Co. Action Nov. 7.

Existing AM stations

ACTIONS BY FCC

WAIPO Middleport-Pomeroy, Ohio—Granted increased power on 1390 kc, D, from 1 kw to 5 kw; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419; remote control permitted. Chairman Henry abstained from voting. Action Nov. 7.

KDRY Alamo Heights, Tex.—Granted authority to conduct program test operation pending further action on license application covering CP for new station. Chairman Henry dissented. Action Nov. 7.

KISN Vancouver, Wash.—Granted renewal of license. Chairman Henry and Commissioner Cox dissented. Action Nov. 7.

APPLICATION

KCBN Reno—CP to increase daytime power from 250 w to 1 kw. Ann. Nov. 7.

New FM stations

APPLICATIONS

*Fort Collins, Colo.—State Board of Agriculture, Colorado State University, 90.9 mc, channel 215, 800 w. Ant. height above average terrain minus 109 feet. P. O. address c/o Jon T. Larsen, Activities Center, Colorado State University, Fort Collins. Estimated construction cost \$8,046; first year operating cost \$4,500. Ann. Nov. 8.

Belle Glade, Fla.—Seminole Broadcasting Co. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 252 feet. P. O. address c/o E. D. Rivers Jr., Box 217, Miami. Estimated construction cost \$13,625; first year operating cost \$11,100; revenue \$15,000. Applicant is licensee of WSWN Belle Glade. Ann. Nov. 7.

Americus, Ga.—Americus Broadcasting Co. 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain 183 feet. P. O. address c/o Charles C. Smith, Box 917, Americus. Estimated construction cost \$10,583; first year operating cost \$2,216; revenue \$3,000. Applicant is licensee of WDEC Americus. Ann. Nov. 13.

Louisville, Ky.—Keith L. Reising, 106.9 mc, channel 295, 25 kw. Ant. height above average terrain 503 feet. P. O. address 2804 Hollywood Boulevard, Jeffersonville, Ind. Estimated construction cost \$25,368; first year operating cost \$42,000; revenue \$60,000. Mr. Reising, sole owner, is general manager and part owner of WXVW Jeffersonville. Ann. Nov. 7.

Kingston, N. Y.—Nelson Broadcasting Co. 97.7 mc, channel 249, 2.042 kw. Ant. height above average terrain 352 feet. P. O. address 603 Thurnau Drive, River Vale, N. J. Estimated construction cost \$12,023; first year operating cost \$16,680; revenue \$30,088. Principals: Donald P. and Wilbur E. Nelson (each 50%). Applicant is also applying for new FM in Newburgh, N. Y. (see below). Roth principals are now employed by ABC. Ann. Nov. 8.

Newburgh, N. Y.—Nelson Broadcasting Co. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 300 feet. Estimated construction cost \$15,080; first year operating cost \$16,680; revenue \$22,068. For other information see Kingston, N. Y., application above. Ann. Nov. 8.

San Angelo, Tex.—Techtronics Inc. 93.9 mc, channel 230, 26.7 kw. Ant. height above average terrain 156 feet. P. O. address 302 East Avenue K, San Angelo. Estimated construction cost \$34,537; first year operating cost \$22,916; revenue \$25,920. Principals: Kenneth S. Gunter and Theodore N. Winberg (each 50%). Mr. Gunter is chief engineer of San Angelo community antenna system; Mr. Winberg is local businessman. Ann. Nov. 13.

Neenah-Menasha, Wis.—WNAM Inc. 105.7 mc, channel 289, 36.54 kw. Ant. height above average terrain 229 feet. P. O. address Box 707, Neenah. Estimated construction cost \$26,294; first year operating cost \$12,000; revenue \$12,000. Applicant is licensee of WNAM Neenah-Menasha. Ann. Nov. 7.

Ownership changes

ACTIONS BY FCC

WINE Brookfield, Conn.—Granted assignment of CP from Eastern Broadcasting System Inc. to Housatonic Valley Broadcasting Co., owned by Eastern (40%), George F. O'Brien and Blair A. Walliser (each 30%). No financial consideration involved, as assignment is resolution of conflicting applications for new AM's in same area. Action Nov. 8.

WDAE-AM-FM Tampa, Fla.—Granted transfer of control of licensee corporation, Smiley Properties Inc., from Joseph F. Smiley, executor of estate of David E. Smiley, deceased, to Smiley family. No financial consideration involved. Action Nov. 7.

WMES Ashburn, Ga.—Granted transfer of control of licensee corporation, WMES Inc., from Donald H. Wingate (33 1/3%) to Maxine E. Robinson (33 1/3%); other ownership remains stable. Consideration is \$10,472 in debt. Mrs. Robinson owns 15% of WAAG Adel, Ga. Action Nov. 6.

WISH-AM-FM Indianapolis—Granted assignment of license from Indiana Broadcasting Corp., subsidiary of Corinthian Broadcasting Corp., controlled by John Hay Whitney, to Star Stations of Indiana Inc., whose parent corporation, Star Stations Inc., is headed by Don W. Burden. Consideration \$1,250,000. Star stations are KOIL and KICN(FM), both Omaha, and KISN Vancouver, Wash. Commissioners Robert T. Bartley and Kenneth A. Cox dissented. Action Nov. 13.

WARE Ware, Mass.—Granted assignment of license from Sherwood J. Tarlow (51%), Allan W. Roberts (25%) and Joseph Kruger (24%), d/b as Central Massachusetts Broadcasting Corp., to Mr. Roberts (100%), tr/as Central Broadcasting Corp. Consideration \$70,860 and Mr. Roberts's stock in WWOK Charlotte, N. C., now jointly owned with two above principals. Action Nov. 7.

KXLL Missoula, Mont.—Granted assignment of license from J. W. Burgan and June B. and George E. Wilson (each 33 1/3%), d/b as June Inc., to Christian Enterprises Inc., nonprofit organization headed by Harold Erickson. Consideration \$28,716. Christian Enterprises is associated with KGLE Glendive, KGVV Belgrade & KURL Billings, all Montana. Commissioner Robert T. Bartley dissented. Action Nov. 13.

WEMJ Laconia, N. H.—Granted assignment of license from Albert F. Orlandino (51 2/3%), Martin J. Cicutelli (33 1/3%) and Samuel Kassel (15%), d/b as New Hampshire Broadcasting Corp., to Albert L. Auclair (52%), David F. Shurtieff, Joseph C. Maltais (each 20%) and Talbot R. Hood (8%), tr/as Belknap Broadcasting Corp. Consideration \$80,000. Belknap is subsidiary of Monadnock Broadcasting Corp., licensee of WKBK Keene, N. H. Action Nov. 12.

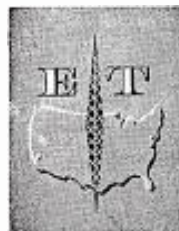
WJZZ Mount Holly, N. J.—Granted assignment of CP from John C. Farina (100%), d/b as Mount Holly-Burlington Broadcasting Co., to Mr. Farina (98%), Sarah M. and Frederick R. Farina (each 1%), tr/as Mount Holly-Burlington Broadcasting Inc. No financial consideration involved. Action Nov. 12.

WKNY Kingston, N. Y.—Granted assignment of license from Kingston Broadcasting Corp. to William H. Rich and Alastair B. Martin (each 50%), tr/as Tri-County Broadcasters Inc. Consideration \$171,000. Mr. Rich has interests in WMGW-AM-FM Meadville and WPIC-AM-FM Sharon, both Pennsylvania, and WTRU Muskegon and

**EDWIN TORNBURG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



WGRD Grand Rapids, both Michigan; Mr. Martin is investor. Action Nov. 7.

WBNO Bryan, Ohio.—Granted assignment of license from John G. Greene, Joseph S. Klarke (each 24.5%), George E. and Harry E. Worstell (each 23%) and Gladys R. Worstell (5%), d/b as Williams County Broadcasting System, to Williams County Broadcasting System Inc., owned by G. E. (37.69%), H. E. (22.38%) and G. R. (5.19%) Worstell, Mr. Klarke (9.09%), Laurence M. Kimble (14.28%) and Rosemary S. Harsha (10.39%). Mrs. Harsha is wife of U. S. Representative William H. Harsha (R-Ohio). Consideration is assumption of financial responsibility. Action Nov. 12.

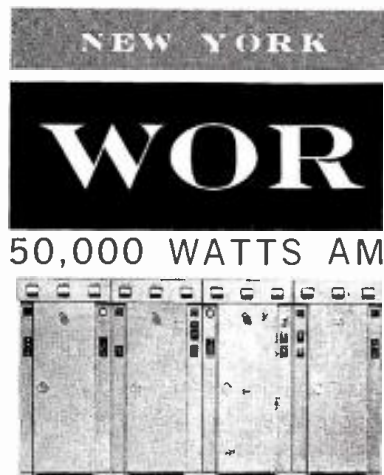
KALV Alva, Okla.—Granted assignment of license from John H. Goss, Aubrey D. Conrow and Homer G. LaForge (each 33 1/3%), d/b as Alva Communications Inc., to Roger W. Lovett and Merle D. Curfman (each 48%) and Linda K. Lovett and Avis A. Curfman (each 2%), tr/as Avlin Inc. Consideration \$100,000. Mr. Lovett is attorney; Mr. Curfman is broadcast newsman. Action Nov. 7.

WACB Kittanning, Pa.—Granted assignment of license from Joel W. Rosenblum (100%) to Mr. Rosenblum (100%), tr/as WACB Inc. No financial consideration involved. Action Nov. 6.

WUNO Rio Piedras, P. R.—Granted relinquishment of positive control of licensee corporation, San Juan Broadcasting Corp., by William M. and Hope W. Carpenter (66 2/3% before transfer, 50% after) and Ramon Antonio de la Cruz (16 2/3% before 12.5% after) through sale of stock to Williams de la Cruz (37.5% after transfer, 16 2/3% before). Consideration \$25,000. Action Nov. 8.

WTND Orangeburg, S. C.—Granted transfer of control of licensee corporation, WTND Inc., from Sims family (100%) to James H. Grasse and John B. Rembert, trustees of estate of James I. Sims (33 1/5% before transfer, 100% after). Consideration \$46,666. Action Nov. 7.

KVII(TV) Amarillo, Tex.—Granted assign-



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Harvey T. Tilley
chief engineer

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ment of license from Cecil L. Trigg (25.72%), Dave G. Scribner (20%) and others, d/b as Southwest States Inc., to John B. Walton Jr. (100%). Consideration \$1,125,000. Mr. Walton owns KVKM-AM-TV Monahans and 1/3 of K2NE-FM Big Springs, Tex. Action Nov. 12.

KCDI Kirkland, Wash.—Granted transfer of control of permittee corporation, Carl-Dek Inc., from Carl E. Haymond (51%), Dexter Haymond and Jack H. Goetz (each 20%) and Arthur Ballinger (9%) to Gordon B. Sherwood Jr., Edward R. Hoppie and Media Management Corp. (each 33 1/3%); Media Management is owned 50% each by Jack L. and Ada Stoll. Consideration \$22,320. Messrs. Sherwood and Hoppie have interests in KWAC Bakersfield, Calif.; Mr. Stoll owns media brokerage firm. Action Nov. 12.

KMCS(FM) Seattle.—Granted transfer of control of licensee corporation, Market-Casters Inc., from J. G. Talbot (51%) to Talbot Co. (100% after transfer, 49% before), in which Mr. Talbot has controlling interest. Consideration \$33,300. Action Nov. 8.

WFPF Park Falls, Wis.—Granted assignment of license from Gordon F. Schluter (100%) to Desmond H. Callaghan, Thomas B. Beckwith (each 21.9%) and others, tr/as Northland Broadcasting Inc. Consideration \$90,000. Dr. Callaghan is physician, Mr. Beckwith is majority owner of petroleum outlet; both have minority interests in WERL Eagle River, Wis. Other minority owners of assignee have connections with WERL. Action Nov. 12.

APPLICATIONS

WTAG Worcester, Mass.—Seeks assignment of license from W.T.A.G. Inc. to parent corporation, Worcester Telegram Publishing Inc. No financial consideration involved. Ann. Nov. 13.

WLST Escanaba, Mich.—Seeks assignment of license from Frank J. Russell Jr. (100%) to The Mining Journal Ltd., whose majority owner is Mr. Russell. No financial consideration involved. Mining Journal is licensee of WDMJ Marquette, Mich. Ann. Nov. 7.

KWRE Warrenton, Mo.—Seeks assignment of license from Glenayre Broadcasting Co., 100% owned by Harry H. Coon, to Kaspar Broadcasting Co. of Missouri, owned by Vernon J. Kaspar (50%), Ray V. and Susanne F. Hamilton (each 25%). Consideration \$105,000. Mr. Kaspar owns WLO-AM-FM Frankfort, Ky.; Mr. Hamilton is majority owner of KERN-AM-FM Bakersfield, Calif., and chairman of board of Hamilton-Landis & Associates, station brokerage firm; Mrs. Hamilton is president of broadcast reality firm. Ann. Nov. 13.

WLNG Sag Harbor, N. Y.—Seeks assignment of CP from Fitzgerald Smith (100%), tr/as Hamptons Broadcasting Co., to Eastern Long Island Broadcasters Inc., wholly owned by Mr. Smith. No financial consideration involved. Ann. Nov. 7.

WHOL Allentown, Pa.—Seeks assignment of license from Allentown Broadcasting Corp., owned by Victor C. Diehm (44.8%), Kathryn E. Kahler (23%), Harry L. Magee (16.7%) and Howard Isaacs (15.5%), to Empire Broadcasting Inc., owned by Ray M. Schacht and James A. Herbert (each 50%). Consideration \$138,000. Mr. Schacht is general manager of WESA Charleroi, Pa.; Mr. Herbert is chief engineer of WAMO Pittsburgh. Ann. Nov. 7.

WCKI Greer, S. C.—Seeks assignment of license from Vernon T. Fox to Sira-Pak Radio Inc., owned by Marshall T. Pack (50%), Raymond K. Hall and Isaac H. Bourne (each 25%). Consideration \$85,000. Mr. Pack owns music company, talent broker and promotion firms; other two principals are businessmen. Ann. Nov. 13.

WFMV(FM) Richmond, Va.—Seeks transfer of control of licensee corporation, Professional Broadcasting Inc., from Joseph T. Byrne, William F. Grize Jr., William T. Moore and others to Fidelity Broadcasting Co., subsidiary of Fidelity Bankers Life Insurance Co. Consideration is stock in Fidelity Broadcasting. Ann. Nov. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Southern Radio and Television Co. for new AM on 1440 kc, 1 kw-N, 5 kw-LS, DA-2, in Lehigh Acres,

Fla., and Robert Hecksher to increase nighttime power of WMYR Fort Myers, Fla., on 1410 kc, DA-N, from 500 w to 5 kw, continued daytime operation with 5 kw, both conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Nov. 13.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Rhinelander Television Cable Corp. for new AM on 1300 kc, 5 kw-D, in Rhinelander, Wis. Action Nov. 13.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Paul W. Stoneburner, tr/as Salem County Radio for new daytime AM on 1510 kc, 250 w, in Salem, N. J., and denying application of Radio Haddonfield Inc. for same facilities in Haddonfield, N. J. Action Nov. 8.

DESIGNATED FOR HEARING

WLAFLaFollette, Tenn.—Designated for hearing application for increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WEZJ Williamsburg, Ky., party to proceeding. Action Nov. 7.

OTHER ACTIONS

■ Commission announces formation of committee on subscription television consisting of Commissioners Lee Loevinger, chairman, Kenneth A. Cox and Robert E. Lee. Committee will closely follow and evaluate developments in field of pay-TV and inform commission on subject. Action Nov. 13.

■ By order, commission denied application and supplement by Simon Geller for review of that part of Review Board's July 15 decision which denied Geller's application for new AM on 1540 kc, 1 kw, D, DA, in Gloucester, Mass. Action Nov. 13.

■ Commission, with Commissioner Hyde dissenting, granted Hal Cox Co. short term license—to Dec. 1, 1964—to cover CP which authorized change in station location and trans. site of KAFE(FM) from Oakland, Calif., to San Francisco and increase power and make other changes, and dismissed as moot co-pending renewal application. Action Nov. 13.

■ By memorandum opinion and order, commission (1) granted applications of K and M Electronics Co. for two new UHF TV translator stations on channels 70 and 74 in Ely, Minn., to rebroadcast programs of WDSM-TV (ch. 6) and KDAL-TV (ch. 3), both Duluth, Minn.—Superior, Wis.; and (2) denied opposing petition by WELY Corp., owner and operator of Ely Television Cable Co., community antenna TV system serving Ely and Winston, both Minnesota. Action Nov. 13.

■ By letter, commission denied petition by Navajo Bible School and Mission Inc. for waiver of Sec. 1.351 of rules regarding application for new daytime AM in Windsor Rock, Ariz., on 830 kc, 1 kw power. Commission suggested that it might be possible for applicant to select different frequency which would not involve problems with respect to Class I-A channels or existing facilities. Action Nov. 13.

■ Commission granted, with conditions, request for waiver of all-channel TV receiver requirements to permit interstate shipment by Motorola Inc. of Motorola/Dah'berg "Televiewers" which are integral part of special communications systems for Barnert Memorial Hospital in Paterson, N.J., and St. Joseph's Hospitals in Fort Wayne, Ind., and Meridian, Miss. Action Nov. 7.

■ Commission scheduled oral argument for Nov. 14 in proceeding on application of Salina Radio Inc. for new AM in Salina, Kan. Action Nov. 7.

■ Commission, on request by Melody Music Inc., postponed oral argument from Dec. 16 to Jan. 9, 1964, in proceeding on application for renewal of license of WGMA Hollywood, Fla. Action Nov. 7.

■ Commission, on request by Mid-Florida Television Corp., extended from 20 minutes to 30 minutes time for oral argument on Jan. 13, 1964, in proceeding on application and that of WORZ Inc. for new TV stations on channel 9 in Orlando, Fla. Action Nov. 7.

■ Commission denied request by WJMJ Broadcasting Corp. for extension of time from 20 minutes to 30 minutes for oral argument on Dec. 16 in proceeding on

application and that of Young People's Church of Air Inc. for new FM stations in Philadelphia. Action Nov. 7.

■ By letter, commission denied petition by Western Broadcasting Co. for waiver of Sec. 1.351 of rules and withheld action on application for increased power of KIFN Phoenix, Ariz., on 860 kc, D, from 1 kw to 5 kw, pending final consideration of Class 1-A channels within 30 kc of Western's proposal. Commissioner Lee abstained from voting. Action Nov. 7.

■ Commission granted extension of time to Oct. 31, 1964, for City of New York Municipal Broadcasting System to continue experimental transmission of coded or scrambled signals over WNYC-TV (ch. 31) New York, under stated conditions. Commissioner Ford abstained from voting. Action Nov. 7.

■ Commission gives notice that Sept. 13 initial decision which looked toward denying application of Golden Triangle Broadcasting Inc. to change facilities of WEEP Pittsburgh from 1080 kc, 1 kw-D, to 1070 kc, 500 w, DA-N, unl., and change station location to Mt. Oliver, became effective Nov. 4 pursuant to Sec. 1.153 of rules. Action Nov. 7.

■ By memorandum opinion and order, commission (1) dismissed late-filed petition by News-Sun Broadcasting Co., applicant for new FM on 106.7 mc (ch. 294) in Waukegan, Ill., for reconsideration of third report which adopted revised FM table of allocations requesting, among other things, that channel 294 be now assigned to Waukegan, and (2) on own motion, stayed further proceedings on applications for new FM stations of News-Sun, Waukegan, Radio America, Chicago, and Edward W. Piszczek and Jerome K. Westerfield for new FM in Des Plaines, Ill., pending disposition of pending conflicting requests for channel 294 in Chicago area. Action Nov. 7.

■ By memorandum opinion and order, commission (1) granted renewal of license for Central Massachusetts Broadcasting Corp., WARE Ware, Mass., conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419; (2) granted petition by WRYT Inc. (WRYT), Pittsburgh, to extent of attaching condition to WARE renewal grant; and (3) denied petition by WARE to designate renewal application and that of WRYT for consolidated hearing. Action Nov. 7.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, Puerto Rico, (1) denied petition by Arecibo Broadcasting Corp. (WMNT), Manati, P. R., to dismiss Roman's application and revoke prehearing conference and hearing orders; (2) granted in part Broadcast Bureau's untimely filed petition to extent of enlarging issues to determine whether in light of proceedings pending in Civil No. CS 62-819 in Superior Court of Puerto Rico, there would be any impediment to construction and operation of station by Raul Santiago Roman; and (3) withheld action on Roman's petition for waiver of Sec. 1.362 of publication rules pending receipt from Roman within ten days of additional information concerning complete compliance with publication rule. Action Nov. 12.

■ Scheduled following proceedings for oral argument on Dec. 10: AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin; and AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action Nov. 12.

■ Granted petition by Community Broadcasting Corp. to extend time to Nov. 25 to file oppositions to Sunbeam Television Corp. (WCKT) petition to enlarge issues in Miami TV channel 7 proceeding. Action Nov. 8.

■ Granted petition by Maricopa County Broadcasters Inc. (KALF), Mesa, Ariz., to extend time to Nov. 12 to reply to oppositions to petition to enlarge issues in proceeding on application of Eastside Broadcasting Co. for new daytime AM in Phoenix, Ariz. Action Nov. 7.

■ Granted petition by Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), Cumberland, Md., to extend time to Nov. 19 to file exceptions to initial decision in proceeding on application of WKYR Inc. to move

WKYR Keyser, W. Va., to Cumberland, and make other changes in operation. Action Nov. 7.

■ By memorandum opinion and order in Corpus Christi, Tex., TV channel 3 proceeding, (1) granted joint petition by South Texas Telecasting Inc., (KVDO-TV), and Nueces Telecasting Co., also supplement by Nueces, for approval of agreement whereby KVDO-TV would reimburse Nueces \$40,000 for expenses incurred by latter in processing application in return for withdrawal; (2) dismissed Nueces application with prejudice; and (3) granted South Texas application to change facilities of KVDO-TV Corpus Christi from channel 22 to channel 3. Board Member Pincock not present; Board Member Slone dissented and issued statement. Action Nov. 6.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Quality Broadcasting Corp., Supreme Broadcasting Inc. of Puerto Rico and Radio Americas Corp. to extend time from Nov. 12 to Nov. 18 to file reply to Broadcast Bureau's opposition in matter of revocation of licenses of WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez, both Puerto Rico. Action Nov. 12.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued Nov. 12 prehearing conference to Nov. 15 in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, both Ohio, respectively. Action Nov. 8.

By Hearing Examiner Charles J. Frederick

■ On own motion, rescheduled from 9:00 a.m. to 1:45 p.m., Nov. 13, further hearing in proceeding on application of Reading Radio Inc. for new FM in Reading, Pa. Action Nov. 8.

■ Granted motion and supplement by WTIF Inc. and WDMG Inc. to continue Dec. 9 hearing to Jan. 15, 1964, in Tifton, Ga., in matter of revocation of license of WTIF Tifton and renewal of license of WDMG Douglas, both Georgia. Action Nov. 8.

■ On own motion, scheduled hearing for Nov. 13 in proceeding on application of Reading Radio Inc. for new FM in Reading, Pa. Action Nov. 5.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Northland Radio Corp. (KWEB), Rochester, Minn., to continue Nov. 25 hearing to Dec. 3 in proceeding on AM application. Action Nov. 7.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Nov. 6 prehearing conference in proceeding on AM application of Moberly Broadcasting Co. (KNCM), Moberly, Mo., continued Dec. 6 hearing to Feb. 4, 1964. Action Nov. 6.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Nov. 12

KTHO Tahoe Valley, Calif.—Granted license, correct geographic coordinates and redescribe main studio and trans. location.

WEEX Easton, Pa.—Granted licenses covering changes in ant. and ground systems, increase in daytime power, and installation of new trans. and DA-D, specify type trans. and correct geographic coordinates (main); and use of old alternate main trans. as aux. trans. at main trans. site.

KCAP Helena, Mont.—Granted license covering change in ant.-trans. location and changes in ground and ant. systems.

WBAL Baltimore—Granted license covering installation of new trans. (main); correct geographic coordinates.

WPRO-FM Providence, R. I.—Granted CP to install new trans. and new ant., decrease ant. height to 540 feet and make changes in ant. system.

■ Granted licenses covering installation of aux. trans. for following: KCAP Helena, Mont.; WKEY Covington, Va.

■ Following were granted extensions of completion dates as shown: *WTVI(TV) Charlotte, N. C., to May 18, 1964; WBKB(TV) (main trans. and ant.) Chicago to July 20, 1964; WCIU(TV) Chicago to May 21, 1964; *WITV(TV) Charleston, S. C., to April 15, 1964.

Actions of Nov. 8

WGMS Bethesda, Md.—Waived Sec. 3.30 (a) of rules and granted mod. of license to extent of permitting establishment of main studio at 8100 Wisconsin Avenue, N.W., Washington; condition.

*WMUB-TV Oxford, Ohio—Granted CP to change ERP to 151 kw vis. and 91.2 kw aur.; change type trans. and type ant.; ant. height to 320 feet; condition.

KMCS(FM) Seattle—Granted CP to increase ERP to 35 kw, make changes in ant. system, install new ant. and change ant. height to 1,100 feet.

KLZ-FM Denver—Granted CP to increase ERP to 100 kw.

KPAT-FM Berkeley, Calif.—Granted CP to increase ERP to 50 kw (horizontal) and 3.9 kw (vertical) and install new trans.

K05AH Hot Springs, Mont.—Granted CP to make changes in ant. system and specify name as Hot Springs Community T. V. for VHF TV translator.

*WGLS-FM Glassboro, N. J.—Granted mod. of CP to change type trans. and type ant.

KALB-FM Alexandria, La.—Granted mod. of CP to change type ant. and type trans.

KURL-FM Billings, Mont.—Granted mod. of CP to change type ant. and increase ERP to 17.5 kw.

WDOL-FM Athens, Ga.—Granted mod. of CP to change type trans. and type ant.

WIAC-FM San Juan, P. R.—Granted mod. of CP to change type ant. and increase ERP to 91 kw.

K12EK, K08EM, K12BS, Breckenridge and Blue River Valley, both Colorado—Granted mod. of CP's to change frequencies to channels 12, 8 and 10, respectively, for VHF TV translators.

K09GD Canby, Minn.—Granted mod. of CP to change frequency to channel 9, type trans. and make changes in ant. system for VHF TV translator.

K12BO, K10ER, Glasgow, Mont.—Granted CP and mod. of CP to change trans. location to Water Tower Hill in Northern City limits of Glasgow, make changes in ant. system and include King Springs, Galpin and Tampico, Mont. in principal community, and specify type trans. for VHF TV translator station K12BO; and change type trans. and include King Springs, Galpin and Tampico, Mont. in principal community for VHF TV translator station K10ER.

KSD-FM St. Louis—Granted request to cancel CP for new FM in St. Louis; delete call letters.

■ Following were granted extensions of completion dates as shown: KSEA(FM) San Diego to Jan. 15, 1964; WKBN-TV (main trans. and ant.) Youngstown, Ohio, to Jan. 9, 1964; *WEIQ(TV) Mobile, Ala., to May 1, 1964.

Actions of Nov. 7

KHUL(FM) Houston—Granted SCA on subcarrier frequency of 67 kc.

KVEN Ventura, Calif.—Granted license covering use of old main trans. as alternate main trans. at main trans. site; remote control permitted.

KCOH Houston—Granted license covering installation of aux. trans.

KUNO Corpus Christi, Tex.—Granted license covering change in studio and ant.-trans. location.

KHOT Madera, Calif.—Granted license covering change from DA-D to non-DA; redescribe trans. and main studio location.

KFDA Amarillo, Tex.—Granted license covering installation of new trans. as aux. daytime and main nighttime trans.

KLWW Cedar Rapids, Iowa—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

KSVP Artesia, N. M.—Granted license covering installation of aux. trans. and ant.

WPDQ Jacksonville, Fla.—Granted license covering installation of old alternate main trans. as aux. trans.

WQXI Atlanta—Granted CP to install alternate main nighttime and aux. daytime trans. at main trans. site; remote control permitted; condition.

K71BB Daggett, Calif.—Granted CP to change primary TV station to KBAK (ch. 29) Bakersfield, Calif., for UHF TV translator station; condition.

K12BB Martinsdale and Lennep, both Montana—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator station.

K75BD Weed Heights, Nev.—Granted mod. of CP to change type trans. for UHF TV translator station.

K83AR Tularosa, N. M.—Granted exten-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 13

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,847	40	146	297
FM	1,113	17	96	276
TV	521 ¹	55	82	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 13

	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 ²
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

grams of KBTB(TV) (ch. 9) and KLZ-TV (ch. 7), both Denver, respectively.

WNJK Arcibo, P. R.—Granted license covering use of old alternate main trans. as aux. trans. at main trans. site; remote control permitted.

KMNS Sioux City, Iowa—Granted license covering use of old main trans. as aux. trans. at main trans. site, with DA-2.

KSJB Jamestown, N. D.—Granted license covering installation of aux. trans.

WHKP Hendersonville, N. C.—Granted renewal of license for aux. trans.

KSWs-TV Roswell, N. M.—Granted mod. of CP to change ERP to 287 kw vis. and 140 kw aur.; type trans. and make changes in ant. system (main trans. and ant.).

WCRB-FM Waltham, Mass.—Granted mod. of SCA to delete subcarrier frequency of 41 kc.

■ Granted licenses for following: KJWH Camden, Ark., specify trans. location, correct geographic coordinates, and redescribe main studio location and remote control point; KJAY Sacramento, Calif., and redescribe trans. and main studio locations.

■ Granted licenses covering increase in daytime power for following: KNOW Austin, Tex.; KKIT Taos, N. M.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KOPR Butte, Mont., and redescribe trans. location and specify type trans.; KSAM Huntsville, Tex., and specify type trans.; WNJK Arcibo, P. R., and increase radiation; KWBE Beatrice, Neb., install new ant., specify type trans. and make changes in ground system.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following: KWKW Pasadena, Calif.; KOPR Butte, Mont., redescribe trans. location and specify type trans.; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: KCHJ Delano, Calif., to Dec. 15; KSON San Diego, Calif., to Dec. 22; WNDY Indianapolis to March 23, 1964; WIRE Indianapolis to Dec. 11; WIBC Indianapolis to May 20, 1964; WCND Shelbyville, Ky., to March 1, 1964; WVOC Battle Creek, Mich., to Dec. 15, and specify applicant's name as WVOC Inc.; WJAJ Jackson, Miss., to May 3, 1964; WJAG Norfolk, Neb., to Dec. 31; KNBX Seattle to Dec. 23; KVKM Monahan, Tex., to Jan. 8, 1964; KRYS Corpus Christi, Tex., to Dec. 15; WVNA Tusculumbia, Ala., to Jan. 6, 1964; KZIM Cape Girardeau, Mo., to April 1, 1964; WLOB Portland, Me., to Dec. 15; WXYC Fort Myers, Fla., to April 14, 1964; KSGM Chester, Ill., to an. 1, 1964; WPKL Painesville, Ohio, to April 13, 1964; WYKP Ocean City-Somers Point, N. J., to April 17, 1964; WSTH Taylorsville, N. C., to Jan. 1, 1964; WHTC-FM Eatontown, N. J., to April 29, 1964; WLOB-FM Portland, Me., to Dec. 15; WISZ-FM Glen Burnie, Md., to March 25, 1964; KERI(FM) Bellingham, Wash., to May 2, 1964.

Action of Nov. 5

Capital Cities Broadcasting Corp., Roanoke Rapids, N. C.—Granted CP for new VHF TV translator on channel 13, to translate programs of WTVD(TV) (ch. 11) Durham, N. C.

Actions of Nov. 4

K and M Electronics Co., Columbus, Neb.—Granted CP for new UHF TV translator, on channel 74, to translate programs of KOLN-TV (ch. 10) Lincoln, Neb.

Apple Valley T. V. Association Inc., Monitor, Cashmere and surrounding areas, all Washington—Granted CP's for three UHF booster stations for UHF TV translators K71BA, K73BA and K75BB.

■ Granted CP's for following new VHF TV translator stations: VFW Charles E. Thorne Post #2038 on channel 13, Blunt and rural area northeast of Pierre, both South Dakota, to translate programs of KXAB-TV (ch. 9) Aberdeen, S. D.; Village of Clearwater on channel 13, Clearwater, Neb., KTIV(TV) (ch. 4) Sioux City, Iowa; Valier Community Club on channel 13, Valier, Mont., KFBB-TV (ch. 5) Great Falls, Mont.

Actions of Nov. 1

■ Granted CP's for following new UHF TV translator stations: Jefferson County

Continued on page 111

sion of completion date for new UHF TV translator station to April 27, 1964.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KWOC Poplar Bluff, Mo.; KATE Albert Lea, Minn., specify type trans. and redescribe main studio and trans. location; condition; KCKC San Bernardino, Calif., and specify type trans. (two main trans.—D and N), and install DA-2.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K08EA, Raton Community Television Club, Raton, Springer and Maxwell, all New Mexico; K11EP, Television Viewers Association, San Mateo and Ambrosia Lake, both New Mexico; K08BF, K13BQ, Black Hills Ordnance Depot, Igloo, S. D., and specify applicant's name as Black Hills Army Depot.

K71BA, K73BA, K75BB, East Wenatchee and East Wenatchee Bench, both Washington—Granted CP's to change type trans.

for UHF TV translator stations.

Actions of Nov. 6

Granted renewal of licenses for following: WHKY-AM-FM Hickory; WISP Kinston; WKMT Kings Mountain; WLOE Leaksville, all North Carolina; WFBC-FM Greenville, S. C.; WANS Anderson, S. C.; WAYS Charlotte; WBAG-FM Burlington-Graham; WBIG Greensboro; WBUY-AM-FM Lexington, all North Carolina; WCAY Cayce, S. C.; WCEC Rocky Mount, N. C.; WCSC-FM Charleston, S. C.; WDNC-FM Durham; WEED-FM Rocky Mount; WENC-FM Whiteville; WETC Wendell-Zebulon; WFMO Fairmont; WGBG Greensboro; WHKP-FM Hendersonville; WIRC-FM Hickory; WMFR-FM High Point; WOHS-FM Shelby, all North Carolina.

Lake George Volunteer Fire Department, Lake George and Florissant, both Colorado—Granted CP's for new VHF TV translator stations, on channels 2 and 6, to translate pro-

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RADIO

Help Wanted—Management

Station manager, major market, midwest full time, c&w, old time. Must be hard hitting, aggressive, idea salesman with administrative experience. Track record in sales most important. Good salary and incentive. Write details first letter, Box N-153, BROADCASTING.

Manager Midwest, top fifty, aggressive news department, multiple operation. Opportunity for advancement. Box N-215, BROADCASTING.

Manager for new station of Southeastern group operating Negro major markets. Immediate opening—excellent guarantee—insurance—moving expenses—training. Must be experienced competitive market—married—33-43—have top references. Send late photograph—complete resume. President, McLendon Broadcasting—Suite 980; Milner Bldg., Box 197, Jackson, Miss.

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.

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-62, BROADCASTING.

Have opening in one of top 20 Texas markets—include all information 1st time. Box N-208, BROADCASTING.

Sales manager, number one station, modern music, aggressive news department. Must have proven sales record. Box N-214, 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.

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.

You're in demand if you can sell. Over 600 station contacts. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minnesota. 55417.

Announcers

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.

Help wanted: Strong commercial announcer for top station in Southeastern market. Excellent salary for right man. Send audio or video tape, or film audition, also picture and salary requirement to Box N-146, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

Immediate opening for experienced, mature announcer with pride in his work. Old, established, adult station needs mature man with authoritative bright voice for morning shift and possible play by play sports. Send resume, tape and photo to Box N-191, BROADCASTING.

Announcer needed for new FM affiliate of established 5 kilowatt daytimer in suburban New York City area. Must have mature voice and experience with "good music" programming. Box N-197, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000. Modern facilities—complete fringe benefits—fine sound and service image—\$90 wk. to start—automatic raises—additional benefits for copy writing ability. Box N-217, 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.

Announcer with news gathering and writing ability wanted. Good salary. Write KTOE, Mankato, Minn.

Wanted: a young, ambitious, experienced announcer to cater to teenage audience, plus doing some staff announcing. No drifters wanted, no phone calls. send tape and resume or come in person. Paul E. Reid, WBHB, Fitzgerald, Ga.

Metropolitan station wants experienced top flight record personality. No rock and roll. Send resume and tape to WBRB, P. O. Box 489, Mt. Clemens, Michigan.

Announcers—(Cont'd)

Going fulltime by end of November. Need two first class combo men. Salary open. Other benefits. WHPL, Winchester, Va., P.O. Box 828 or call 662-5101.

Top modern format in mid-state Wisconsin is looking for experienced man with imagination and good voice . . . no screamers. Good salary for right man. Send tape and resume to WSPT Radio, Stevens Point, Wisconsin.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

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 WTIC, Durham, N. C. No maintenance required. Send photo—tape—work history, etc. References.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Wanted negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Take advantage of our 600 station contacts and professional representation. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minnesota. 55417

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intoros, 975 North 35th, Milwaukee 8, Wisconsin.

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

The Denver leader needs a top forty disc jockey with a deep, resonant voice and production ability. \$150.00 per week to start. Send tape and resume to Ron Curtis, P. O. B. 1, Arvada, Colorado. Only jocks presently in a top 25 market need apply.

Technical

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N. H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

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.

Transmitter supervisor—Florida 5000 w fulltime-directional. Experience required—good pay for good work. Box N-186, BROADCASTING.

First phone engineer with studio maintenance experience. Excellent opportunity to attend leading southern college with radio and television department. Box N-188, BROADCASTING.

Production engineer need for independent 5 kilowatt daytimer and new FM station in suburban New York City area. Must have 1st class ticket and some experience. Box N-196, BROADCASTING.

Engineer-announcer or engineer-newsman wanted for bright music and news station Habla, espanol helpful. Send full details KVOZ, Laredo, Texas.

Technical—(Cont'd)

Chief engineer—WGLI-AM-FM, Babylon, New York. 5 kw directional. Contact Sherman Egan. MOhawk 9-1290.

Chief engineer needed for lavishly equipped station. 1000 watt non-directional day, 500 watt directional night. Have applied for 50 kw FM. Must handle all this and vast amount of audio equipment in three studios. Send complete resume, photo and references to E. D. Beydush, WLPN, Suffolk, Va.

First class radio engineer experienced in both studio and transmitter maintenance. Must be familiar with directional antenna systems and capable of assuming responsibility of maintenance program for two AM stations. No announcing. Contact E. M. Tink, KWWL-TV Waterloo, Iowa.

Chief engineer WRFM New York City's first and only fulltime FM stereo station. Contact Sherman Egan, Lenox 9-5600.

Let us help you choose your job. Write for details: Broadcast Employment Service, 4825 10th Avenue S., Minneapolis, Minnesota. 55417

Engineer. Advisory capacity, must know all phases of storecast receivers, design, alignment and installation. Can be presently employed. Write P. O. Box 6731, Cleveland, Ohio.

Immediate opening for chief engineer. Must be sober, energetic, experienced in broadcasting operation, thoroughly trained and capable of assuming full responsibility for operation and maintenance of AM and FM facilities including directional antenna in station managed by people with engineering background and appreciation. Must be capable of assisting in planning and directing new construction in established station. Send complete summary of education and experience along with personal biography and photograph to Howard B. Hayes, General Manager. WPIK, Alexandria, Va.

Production—Programing, Others

Staff man, all type of broadcasting. Emphasis on gathering and writing news plus play-by-play. Box N-94, BROADCASTING.

Immediate opening for young newsman in progressive AM-TV operation in Virginia. Must be alert, dependable, not afraid of hard work. Box N-179, BROADCASTING.

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

KLMR, Lamar, Colorado is 30 days away from 5000 watts. We need production man, copywriter or staff announcer. First phone ticket important but not required. Experience and employer references necessary. Contact Ken Roberts.

Full time network affiliate needs news reporter, dj. Pleasant, midwest, medium market, progressive but no screamer. Lots of sports. Will consider recent announcing school graduate. WBIZ Eau Claire, Wisconsin.

WCTC (New Brunswick, N. J.) has opening for news writer-reporter in five man department. Fine opportunity for young man to develop abilities. Local news gathering and writing of prime importance in this market of one million. Must have one year commercial experience. Some air ability, chance to do sports, too. Send resume, tapes, writing samples, salary requirements to Art Mackwell, WCTC.

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.

Management—(Cont'd)

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

Manager—excellent background—production, sales, 1st telephone—would like opportunity to invest now or in future. Box N-189, BROADCASTING.

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative entrepreneur and civic leader. Write today for free presentation kit. Box N-223, BROADCASTING.

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.

Clever, creative dj, draft-free, top 40 only. Box N-90, BROADCASTING.

Announcer-disc jockey, first phone, presently employed, one 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.

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.

The zoo, the zoo, the zoo. P.D. Looking. Box N-135, BROADCASTING.

P.D. of the zoo looking. Box N-136, BROADCASTING.

The Zoo P.D. Looking. Box N-137, BROADCASTING.

The Zoo, The Zoo, The Zoo P.D. Looking. Box N-138, BROADCASTING.

Top 40 Negro disc-jockey. First phone. Will work hard. Box N-141, BROADCASTING.

Talented sportscaster—commercials—sales, needs opportunity. Family—college—ex pro. Box N-143, BROADCASTING.

D.J. announcer, bright sound, experienced, tight board—news, married, want to settle permanently. Box N-144, BROADCASTING.

Morning personality, Funny with a capital GH (as in laugh). Consistently first, twelve station market. Box N-145, BROADCASTING.

Announcer, copywriter—good voice—excellent production received two years experience in number one clear-channel non-metropolitan station. Available immediately with finest references. Will travel. Box N-147, BROADCASTING.

Available December 1st. 25 years old announcer, married, no children. 5 years in radio. Presently morning man near the world's largest Army base, Ft. Bragg, N. C. Wish to move up. Preferably. West coast, but willing to consider anything. Good on production. Salary open according to my ability and experience. Box N-150, BROADCASTING.

A mature announcer, family man seeking secure position as program director. Presently in a highly competitive market. Will consider in either Florida or California. Minimum salary \$10,000 annually. Box N-152, BROADCASTING.

Top 40 jock, play-by-play, news, experienced, tight board, good ad lib, production. Box N-162, BROADCASTING.

Versatile young announcer with three years experience is looking to relocate. Neat appearance and pleasant family life. Tape available. Box N-163, BROADCASTING.

Announcers—(Cont'd)

Attention major and medium markets—is personality gone in radio? Commercials all cartridge at present position in New England medium. I disagree! Want challenge and good money. DJ—music director, 30, married, 4 years experience. Air check middle of road format but can do top 40, Boston or New England. Box N-161, BROADCASTING.

Young man, ten years experience in all phases of radio, wants announcer or pd position in south Texas or New Mexico. Location more important than salary, all offers considered. Box N-164, BROADCASTING.

Sports announcer. Excellent play by play with tapes to prove it. Looking for advancement. Nine years radio-TV experience in all phases. Willing to settle. Box N-166, BROADCASTING.

1st phone yankee announcer with 3 yrs. exp. Wants to return to Louisiana. Am presently employed. Anyone interested? Box N-180, BROADCASTING.

Sportscaster/dj. First phone. Experience, degree, bright mature personality. Dependable. Box N-183, BROADCASTING.

Announcer—D.J.—mature, experienced, fluid delivery, fast board and production married. Box N-194, BROADCASTING.

Experienced announcer with 1st phone license. Tape-resume on request. Box N-199, BROADCASTING.

Experienced dj/announcer, newscaster, Negro. Marketable air personality. Competent with air sales, college background, excellent references. Box N-200, BROADCASTING.

First phone—announcer—some experience. State salary—no maintenance experience. Box N-201, BROADCASTING.

Announcer dj bright personality. Experience, tight board, authoritative newscast. Family man. Want to settle, not a floater or prima-donna. Box N-202, BROADCASTING.

Copywriter/announcer. Radio station and advertising agency experience. Tape or copy available. Currently employed. Box N-204, BROADCASTING.

1st phone showman—6 years in major markets. College, draft free. Box N-206, BROADCASTING.

Popular, country and western dj. 3rd ticket. Experienced as assistant manager, program director, news director and sales director. Houston or San Antonio vicinity only. Available now. Box N-207, BROADCASTING.

Top personality deejay-newsman. Want opportunity with aggressive, well equipped station. Married, 23, sales experience currently Southwest. Box N-209, BROADCASTING.

Negro announcer—1st phone, dj/staff. 200 miles radius NYC. Available immediately. Box N-210, BROADCASTING.

Dedicated, competent, experienced selling manager desires to relocate in Arizona. More than doubled billings present location. Box N-212, BROADCASTING.

Dependable PD available. Forty, family. Sixteen years air, administration, production, top sports. Now large market—want to raise child in small or medium city, clean, good schools. Permanent with reasonable pay. Excellent references. Box N-213, BROADCASTING.

Want challenge, management potential. Creative combo-announcer. 5 years major market radio—3 FM stereo. All phases: classical to folk, sales, copy. College, married. Box N-216, BROADCASTING.

Announcer, R and B. Gospel music, Negro personality, know music, tight board, references, presently employed, 10 years. Desire larger market. Box N-219, BROADCASTING.

Experienced radio comical personality, professional gag writer, not an announcer, tape my commercials, want several hour music, interview show. Comedy style like Groucho Marx, college degree, broadcasting school graduate, veteran. Box N-220, BROADCASTING.

Announcers—(Cont'd)

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 4-3685 evenings.

Announcer, dj, presently employed, seeks position with station. Former ATS N.Y. grad., holding first license. Contact Mr. Alvin Strahle, 264 Pleasant St., Berlin, N. H.

Man, 22, studying 1st phone. Desires announcer-office, announcer-sales. Florida, Virginia, Southeast, FM in large, medium markets. Good music, top 40, small. 2109 E. Washington St., Orlando 3, Florida. Telephone GArden 5-1264.

Prefer small to medium market. Good voice, some experience, and first class license. Danny Gale, 3929 Lively Lane, Dallas, Texas.

First phone, some experience, middle of road, college, family, city administration background, prefer West or Midwest, Alan Lynn, Apt. 4, 1506 Garcez Drive, Concord, Calif. 686-2134.

Former WWJ newsman/announcer available immediately. Fully rounded experience . . . 8 years. Mature, stable, sincere. Will exchange boundless energy and loyalty for mature, intelligent management. Call/write: Ken Lawrence, 16831 Greenfield, Apt. 34, Detroit, 272-3541 evenings.

Technical

Chief AM/FM Proofs Directionals, some TV, solid air work. Outstanding references. Box N-87, BROADCASTING.

Experienced chief—announcer, first phone, hard worker, dependable, hope for permanent location, two weeks availability, prefer upper Midwest. Box N-142, BROADCASTING

Attention chief engineer & station managers. If you are looking for a top notch engineer I am for you. I am experienced with maintenance, AM & FM proofs, d.a. & common point work. Box N-156, BROADCASTING.

Chief for five years, ¼ to 5 kw, reliable, sober, married. Want chief or maintenance, prefer no air shift, 500 for 40 hour 5 day base. Box N-159, BROADCASTING.

Experienced engineer desires position as engineer or chief. Construction, installation, maintenance, proofs. Box N-184, BROADCASTING.

Experienced chief engineer, maintenance of transmitters, studio and directional system, a little television, would like Florida or South but will consider all references, presently employed. Box N-224, BROADCASTING.

Experienced chief engineer, AM-FM, high power directional maintenance. Also number one Pulse rated announcer. Prefer large Eastern market. Box N-225, BROADCASTING.

First class engineer. Thoroughly experienced in all phases of radio looking for position with announcing shift. Salary \$125. Preference, Michigan. Box N-205, BROADCASTING.

Attention Midwest: First phone technician wants a break in engineering. No announcing. Four years Air Force Communications technician. Will accept starting salary, Donald Hargis 1812 14th Avenue, Apt. 2, Seattle, Washington 98122.

Engineer—First phone, some announcing, 5 years experience, personable, single, desire small market. George Simpson, Box 392, Harrisonburg, Virginia, 434-8620.

First phone and ready to work. Limited experience. Any area. John Allen, 4017 Parkside Dr., Dallas, Tex.

Production Programing & Others

The Zoo P.D. Looking. Box N-139, BROADCASTING.

P.D. of The Zoo Looking. Box N-140, BROADCASTING.

Experienced play by play, special events, news, general staff. Married, family, prefer Midwest. Box N-149, BROADCASTING.

Production Programing & Others

Continued

Experienced TV production-program man seeks wider horizons. Now located in 100,000 market, in charge of programing for two channels. Seven years radio-TV experience. Will locate anywhere West of El Paso. Salary open. Reply Box N-160, BROADCASTING.

Experienced program director-operations manager with major market experience. Capable, ambitious. Ten years all phases including sales. Excellent production ability. Available immediately. Box N-170, BROADCASTING.

Production—12 years experience, all phases operation—excellent voice—music background—1st telephone. Box N-190, BROADCASTING.

News editor. Four years in million market, heavy local news. Mature, family man. Box N-203, BROADCASTING.

TELEVISION

Help Wanted

Sales

National sales manager for Eastern VHF. Send full details 1st letter. Box N-178, BROADCASTING.

TV salesman, experienced, wanted for 14-year CBS affiliate. Liberal salary, commission, travel expenses. Good hustler, can make excellent money in this beautiful, rich market. Write full details to Commercial Manager, WFMV-TV, Greensboro, N. C.

Announcers

Experienced announcer for commercials and interviews. Send photo and tape film or video tape to Program Director, WFRV-TV, Green Bay, Wis.

Wanted: Combination on camera announcer and director. Must be willing to work and know good production. Emphasis will be directing. Excellent working conditions and all company benefits. Send resume and references to R. J. Smith, program director, WTVO, Rockford, Illinois.

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.

Chief, small VHF station, Eastern seaboard. Must have good knowledge transmitter. Unusual opportunity. Box N-198, BROADCASTING.

Production Programing & Others

Program director wanted by progressive television station. This station in the Southeast, CBS affiliate, is progressive and profitable. It needs a program director who has a number of years experience in production and a number of years experience as director of programing and production in a commercial station. If you have executive ability, are a creative planner, are truly familiar with production techniques, work well with a large staff, and want a position of real responsibility with a respected station in an excellent market, good living conditions, a salary commensurate with your ability, this may be the job for you. A good job is offered a good man. Apply by sending detailed resume of your education, training, and experience. Give us some good references. All qualified people will receive replies and your application is strictly your business and ours. Write Box N-193, 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: WAIL-TV, Atlanta, Ga.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

Manager operations/engineering: Presently employed. Thirteen years experience medium-major market television. Seeking change for valid reasons. Capable, ambitious. Strong engineering and administrative background: Directing programing, production, FCC, labor negotiations, etc. For resume write Box N-182, BROADCASTING.

National sales manager. Twelve years continuous experience in television sales and sales management in New York City. Possess thorough knowledge of: Ideal station—national representative relations; the creation of rate structures that are competitive and profitable; programing which meets the needs of advertisers; merchandising which will create sales; all agency and advertiser echelons from time-buyer to corporate officers. Have directed local sales staffs. Aggressive, articulate, stable family man. Excellent references throughout the industry. Write for complete resume, or to arrange meeting. Box N-218, BROADCASTING.

Situations Wanted—Announcers

Versatile talented announcer, news director, cinematographer. Air personality: mature, relaxed, friendly, authoritative. Minor market TV since 1955, radio and public relations since 1947. Speech degree, Washington State University. Single, ambitious. Available immediately. Box N-167, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years TV experience including color, planning, construction. Box N-104, BROADCASTING.

First phone. Transmitter operation, maintenance. Locate anywhere if permanent and solid opportunity, some experience. Box N-134, BROADCASTING.

Alert, capable, assistant chief desires position with progressive station. Have 9 years technical TV experience. All areas of U. S. considered. Box N-174, BROADCASTING.

Chief engineer, married, presently employed, desires position with Eastern UHF station. Five years experience in television. Box N-175, BROADCASTING.

Production Programing & Others

Experienced news director: Top-rated investigative reporter, excellent airwork, references. Consider exceptional staff job, major market. Box N-89, 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.

10 years TV experience—5 years radio. Can create, write, produce and perform for TV. My speciality is children shows. 7 years selling experience. Believe a man must be diversified to be an asset for local TV. Box N-155, BROADCASTING.

ETV planning—Administrative position with producer-director duties sought on West coast by imaginative, dependable 3 degree holder with ETV, commercial experience. 29. Resumes. Box N-169, BROADCASTING.

Exchange-position with creative rewards for top-flight production supervisor/producer-director. Extensive commercial/ETV experience. Excellent recommendations. Present employer agrees time here for move to bigger things. Box N-226, BROADCASTING.

Situations Wanted

Production—Programing, Others

Continued

I write copy that sells. Now continuity director, announcer, promotion manager for Southwestern TV, ready to move up to more competitive market that will take full advantage of my talents. Box N-221, BROADCASTING.

WANTED TO BUY

Equipment

6 X 8 foot passive reflector, have for sale or trade one 8 X 12 foot reflector with perforated screen. KTWO, Casper, Wyoming.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Wanted: 350 feet hard copper 3-1/4 inch transmission line. L. Wittenberg, Chief Engineer, WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Wanted—used Ampex 600, 601, or 602. S.O.S. 270 Northcrest, Chattanooga, Tennessee.

Wanted: Thermometer for Doolittle frequency monitor, type FD-1A. Will pay good price. Contact WGRM, Greenwood, Mississippi.

FOR SALE

Equipment

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

Xmission Line; Teflon insulated, 1 1/2" 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, Tempebar 2-3527.

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

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

963 foot Kimco Tower, 6-bay RCA superturnstile channel 6 antenna and 25 kw DuMont transmitter. WITI-TV, Milwaukee, Wisconsin. Phone: UPTOWN 3-1919.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost \$950.00. Cash \$250. Box N-78, BROADCASTING.

Seeburg—selectomatic 200 with broadcast control unit, SBCU-1, also RCA 73B professional recorder with microphone complete—make offer. Frank C. Carman, KLUW, Salt Lake City, Utah.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizers. 33-1/2 & 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.

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.

FOR SALE

Equipment—(Cont'd)

4 VHF TV transmitters for sale. For details write or call William S. Ward, 7505 Carroll Ave., Takoma Park, Md. 587-5136.

GE two-way remote unit—ideal for news, sports, 1963 on-the-air coverage from 8 lb. power pack through truck unattended three way report—perfect condition. Format change negates usefulness KWAC; presently installed in 1961 Ford window Econoline truck (6,000 miles, purchased new). For sale with or without truck, complete unit—latest advancements, wide range coverage, factory guarantee, terms, write or phone KWAC radio, Bakersfield, California. Tremendous discount.

Western Electric 405-B1 5 kilowatt AM transmitter for sale. Condition perfect. Make offer. Box N-148, BROADCASTING.

RCA power max. Increases effective AM coverage by increasing peak modulation, \$90. Gates Sta-lever model M-5167, \$100. WPVL, 713 Forbes St., Painesville, Ohio.

Magrecord PT6J/PT6AH, \$175. Rek-o-kut D16, make offer. Box N-157, BROADCASTING.

RCA BTF-3B, latest cavity modifications. Good condition. Automatic overload reset device, harmonic filter, transmission line monitor. Excellent results with BTS-1a stereo generator, (not included). Instruction book and extra installation instructions and schematic. Best offer over \$3,500. F.O.B., WJBC, Bloomington, Illinois by December 15th.

Like-new Rek-O-Kut Challenger disc recorder and playback reproducer, will sell or trade for small audio console. KVET, Austin, Texas.

Presto-6N-cutter & amplifier with—diameter—equalizer—console & RCA pre-amps—all associated equipment—best offer—516 Mahoning Bank Bldg., Youngstown, Ohio. 44503

For Sale: 1000 watt General Electric FM transmitter with spare tubes and matching cabinet rack. Clean and reasonably priced. WRAY Princeton, Ind.

Ampex type 1260, new, 5, \$350.00 ea. One 1250, \$330.00. Viking RP62VU, used excellent, \$79.00. Microphones, etc. Write us your requirements. F. T. C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

Two, brand-new Eimac 4CX-1000-A's. Will ship C.O.D. for \$150.00 each. Write, wire or phone XEMO radio, 295-6234, San Diego, California.

MISCELLANEOUS

First aid to ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For sample write The Weekly Prompter. Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

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

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

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

PGA Golf Tournaments fed to your station (28 feeds). \$1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

INSTRUCTIONS

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

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

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

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

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

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

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 13, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

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

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next class begins January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

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

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

INSTRUCTIONS—(Cont'd)

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

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado. 80204. Also announcing station operations course and TV production.

Help Wanted—Management

**Southern Metropolitan Market
Radio Station Manager**

Salary Range \$15,000 to \$20,000

This man must be capable, aggressive, experienced radio man under 50 years of age. He must know the radio station management business, including sales, promotion, collections and market analysis.

You will be working for highly accepted radio station, selling to a specialized market with a proven program format. The stations ratings are good, the result story is well accepted, its national billing is representative of the best accounts, its local billing is also of leading advertisers. You will be supported by an intensive promotion plan, with strong selling pitch.

Give your complete history and experience and detailed report of your sales results, your education, your present employment. This is a permanent job for the right man. Salary commensurate with your record. Personal interview after careful survey of your background and experience.

All applications strictly confidential.

BOX N-176, BROADCASTING

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

**WINZ, MIAMI—WINQ, TAMPA
50,000 WATTS IN FLORIDA**

Rand Broadcasting expanding operations: Need Strong Music Air Personalities with in-depth background in good popular music, and alert, authoritative News Personalities to find, develop and deliver News and Special Feature Material.

Send Brochures and tape to:
Mark Richard
Program Director
WINZ Radio
Miami, Florida

NEGRO NEWS MAN

for announcing and on-camera work on new Chicago TV station. Must have background in gathering and presenting news. Contact John Weigel, WCIU, 141 Jackson, Chicago 4, Illinois. Phone: 922-7445.

Announcers—(Cont'd)

ATTENTION JACK STERLING

We know you have a job—but if you know of a pro with your warmth, voice, personality, etc. a group station in one of the top ten markets in America is looking for a crackerjack morning man. Tape and resume should be sent to:

Box N-151, BROADCASTING

WANTED

**TOP NIGHT TIME
PERSONALITY**

A Metropolitan-market Network station has an opening for a top personality to take over the magic hours—12 Midnight to 6 AM. If you've got ideas about making money during these hours then you can make more for yourself—unequaled opportunity for stepping up in a chain organization that also offers Network possibilities—1st Ticket Required. Write—wire—Box N-211 Broadcasting.

Situation Wanted—Sales

ROGER K. HOECK

Former Regional Manager
American Research Bureau
Available for SALES,
STATION OR REP.

345 E. 54th St., New York 22, N.Y.
EL 5-1286

Announcers

JOCK

at Hooper rated and Pulse rated number one station in major midwest market seeks move up. Have handled all time slots with success will handle yours the same way. Write:

Box N-165, BROADCASTING

Production Programing & Others

**Arkansas Profit Producer
available January '64**

GM-part owner recently sold station seeks new challenge. 34—12 years sales & management—5 figure bracket last 6 . . . tops on sales-public relations . . . consider investing . . . will travel.

Box N-158, BROADCASTING.

SAM HOLMAN

Under Exclusive Contract To
ABC For Past Five Years

NOW AVAILABLE

To help your station or group. Top-Flite DJ-PD who successfully programmed WLS Chicago and WABC N.Y. to No. One! Available Dec. 1st.

440 E. 62nd
New York 21, New York
PL 2-1798

TELEVISION

Help Wanted—Management

TV PROGRAM MANAGER

Major eastern market must have experience program planning, film buying, talent negotiation, creative program development, Prefer man in thirties with future top management potential. Good opportunity with top station group. Send full resume. Salary Open.

Box N-177 BROADCASTING

Help Wanted—Announcers

NEED

Staff announcer/weatherman 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.

Production Programing & Others

TV PROGRAM DIRECTOR

Did you come up through the ranks of production? Have you been responsible for overall production and direction of personnel? Do you have years experience and are you fully qualified as an administrator? Tell us what you have done and send us proof of reasons you are qualified for this position. Give us salary requirements, knowing you will be rewarded for results as you grow with this old, established station. Five figure salary is available to right man. Let's try to get together.

Box N-192 BROADCASTING

ARE
YOU
OUR
MAN

FOR SALE—Equipment

USED AM TRANSMITTERS

- 1 Collins 21A—5 kw—FOB East Coast. Price \$4,950.00.
- 1 Collins 20V2—1 kw—FOB Michigan used only 18 months. Price \$2,995.00.
- 1 Collins 20V2—1 kw—had excellent care. FOB San Carlos, Price \$2,495.00.
- 1 Gates BC1J—1 kw—Needs work. FOB San Carlos. Price \$1,495.00.
- 1 Gates BC1F—1 kw—FOB Florida Price \$1,850.00.
- 1 RCA BTA—1 MX—1 kw—used as standby. FOB East Coast. Price \$2,750.00.
- 2 Raytheon RA-1000—one on each coast—choice \$1,295.00 each.
- 1 Gates BC-250T—convertible to 1 kw. FOB San Carlos. Price \$1,495.00.
- 1 RCA BTA 250M—250 watt—used only one year. FOB San Carlos. Price \$1,295.00.
- 1 RCA BTA 250L—Clean—FOB Oregon. Price \$550.00.

Terms—cash. As is—where is.
Contact Paul Gregg,
Bauer Electronics Corp.
San Carlos, California
Phone 591-9466

WANTED TO BUY

Stations

WILL BUY ALL OR PART

Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wisc. or Indiana. Have B. S. Degree. Strong background in Operations, Programming, News, Sales. Replies confidential to:
Box N-173, BROADCASTING

BUSINESS OPPORTUNITY

BUSINESS OPPORTUNITY

Owner-Manager completing seventh year in competitive S. E. market looking for managership in major market. Can invest 50 to 150,000. Successful history of creative sales and programming with profits. Desire a growing market. All replies confidential.

Box N-31, BROADCASTING

WILL BUY

all or partnership in AM facility. 28-year veteran Sales and gen. Mgr. in 34th market now available. All replies confidential.

Box N-195 BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

Sherlee Barish
BROADCAST PERSONNEL AGENCY
New Offices: 527 Madison Ave.,
New York, New York.

MISCELLANEOUS

OKLAHOMA CITY

Metro area Station changing format to include paid Religion on a daily basis. For avails and rates, write:

Box N-86, BROADCASTING

FOR SALE—Stations

NEW ENGLAND DAYTIMER

Station just beginning to show profits but is undercapitalized. \$100,000 cash needed on total price of \$150,000.

Box N-172, BROADCASTING

EASTERN AM

Good facility in two station market. Neglected by absentee ownership. Has fine potential. \$40,000 downpayment and good terms on balance of \$60,000.

Box N-171, BROADCASTING

FOR SALE—Stations

Continued

UNUSUAL OPPORTUNITY SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 225,000

Country—Western Dream

About once in 10 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine full-time 5 KW Day, 1 KW Night facility at Jackson, Miss., must be sold.

Only one station in this market has changed hands in 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country—Western top forty market wide open—begging. 1/3 substantial principals with cash resources need inquire to

JOHN McLENDON
NIMAC BROADCASTING CO.
Box 197, Jackson, Miss.
601-948-1617

SINGLE-MARKET

Daytime upper-midwest station serving 5-county area. 5,000 city, 20,000 county, 55,000 gross. Ideal owner-manager situation, making money. Total cost, terms over 6 years \$65,000. Deal direct with owner in confidence.

BOX N-181 BROADCASTING

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling

RADIO and TV STATIONS

in the eastern states and Florida

W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

HASKELL BLOOMBERG

Station Broker

208 Fairmount St.,
Lowell, Massachusetts

MAINE—\$125,000; NEW HAMPSHIRE—\$100,000; NEW YORK—\$125,000; NEW YORK—\$60,000; CONNECTICUT—\$150,000; SOUTHWEST VIRG—\$100,000.
PLEASE WRITE WITH COMPLETE IDENTIFICATION.

To buy or sell Radio and/or TV properties contact:

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

Continued from page 104

Television Inc. on channel 72. Madras and Culver, Ore. to translate programs of KGW-TV (ch. 8) Portland, Ore.; Phillips County TV Association Inc. on channel 79. Phillips County, Mont., KRTV(TV) (ch. 3) Great Falls, Mont.

United Television Co. of New Hampshire Inc., Manchester, N. H.—Granted CP for new VHF TV translator station on channel 13 to translate programs of WMUR-TV (ch. 9) Manchester, N. H.

Fine

Commission notified Merchants Broadcasters Inc. it is liable to forfeiture of \$500 because WAIL Baton Rouge willfully or repeatedly violated Sect. 3.111(b) of commission's rules concerning operating log requirements. Action Nov. 13.

Rulemakings

AMENDED

By report and order, commission amended rules governing emergency operation of AM, FM (including noncommercial educational FM), and TV broadcast stations in order to clarify conditions under which such stations might engage in emergency operation. New rules, which are effective Nov. 18, establish guidelines as to type of situation justifying emergency operation. Adopted rules are substantially same as those proposed in notice of proposed rulemaking of July 3, 1962, with three exceptions: (1) changes were made to permit transmission of music when engaged in emergency operation outside terms of station authorization; (2) notice required to be given to commission after engaging in emergency operation must contain more information than originally proposed; and (3) restrictions were added concerning use by uni.-time AM stations of daytime facilities at nighttime during emergencies. Action Nov. 7.

PETITIONS FOR RULEMAKING FILED

WELP Easley, S. C.—Requests institution of rulemaking proceeding to modify FM table of assignments by assigning channel 280A to Easley. Received Oct. 31.

KOMC(TV) McCook, Neb.—Requests amendment of rules to delete VHF channel 8 from McCook and resign it to Oberling, Kan. Received Oct. 31.

Voice of Christian Youth Inc., Milwaukee—Requests amendment of rules so that channel 252 (98.3 mc) be allowed in Milwaukee area so application for station construction may be filed. Received Nov. 1.

Inquirer & Mirror Publishing Inc., Nantucket, Mass.—Requests institution of rulemaking proceeding looking toward allocation of FM channel 260 (99.9 mc) to Nantucket. Received Nov. 6.

KXLY-FM Spokane, Wash.—Requests institution and finalization of rulemaking proceeding to substitute FM channel 282 for 258 at Wallace, Idaho. Received Nov. 7.

Stations (Cont'd)

STATIONS FOR SALE

SOUTHWEST. Exclusive. Priced at \$150,000. Terms.
NEW ENGLAND. Exclusive. Priced at \$85,000. Terms.
CALIFORNIA. Medium market. Priced at \$145,000. Terms.

JACK L. STOLL & ASSOCS.

6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	single	coast	\$ 50M	terms
Ga.	small	power	90M	SOLD
Ill.	medium	daytime	85M	29%
W. Va.	metro	fulltime	300M	100M
M. W.	major	fulltime	525M	29%

buying and selling, check with

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

Eating habits children learn in the home often lead to obesity problems later in life

PARENTS WHO ARE really interested in the present and future health and happiness of their children cannot ignore the importance of cultivating sensible eating habits in the young. Allowing a child to overeat or to not eat a well balanced diet, with the hope that the child will ultimately outgrow these poor habits, is a good example of how some parents encourage the development of lifetime behavior patterns that cannot help but lead to frustration and unhappiness. The fat child too often grows into a fat adult, or the undernourished girl, the one who is not encouraged to eat a balanced diet, often becomes an adult woman who will experience difficulties in pregnancy because her body is not as well developed as it might have been.

Children acquire most of their lifetime eating habits, their food tastes and preferences, at the family table. The example set by the parents in the home is a powerful influence in determining how the children will eat through the rest of their lives. For instance, the mother who nibbles at a piece of toast and a cup of coffee for her breakfast certainly does not set a good example for her teen-age daughter.

LEARN THE SIMPLE FOOD RULES

Mealtime should be a pleasant occasion for all members of the family. Consuming food should not be mysterious, complicated, or a medical treatment. Learning and following some very simple rules can provide a daily food pattern that is nutritionally adequate and enjoyable.

Regardless of other purposes eating may serve, the basic reason for consuming food is to provide the body with the nutrients required for proper growth, maintenance, and energy. Teaching children to eat meals and snacks that are well balanced in both quantity and quality of foods is a parental responsibility which, properly performed, can contribute much to the longevity and happiness of the child. We should never forget that it is easier to teach by a good example than by preaching alone.

Nutritionists have tried to simplify food selection as much as possible. They have analyzed the nutrients our bodies need, and they have suggested food patterns to provide these nutrients. A variety of foods is recommended because the nutritionists are not yet certain about our needs for certain nutrients. Trying to rely on pills for essential food nutrients is not only a less pleasant way to feed one's self but also may possibly eliminate some of the nutrients present in a variety of foods.

FOLLOW THE DAILY FOOD GUIDE

Parents should set a good example for children by following the daily food guide established by nutritionists. This involves selecting foods from four main groups:

MILK AND DAIRY FOODS: Children and teen-agers should have at least three glasses of milk each day (or its equivalent in such dairy foods as cheese and ice cream). Adults

should have at least two glasses of milk. Two 8-ounce glasses of milk provide these portions of the recommended daily allowances of food nutrients for an adult man: protein (of very high quality, ready for immediate use) 25 percent; calcium (which adults need to keep bones strong even after growth is completed, as well as for other vital processes) 71 percent; vitamin A 15 percent; riboflavin 46 percent; thiamine 10-12 percent; calories (which become undesirable only when we consume too many!) 10-13 percent. The percentages for an adult woman are slightly higher because of the slightly lower nutrient needs of the woman, but two glasses of milk still provide only 14-18 percent of the daily calorie needs for an adult woman. To obtain the protein, minerals, and vitamins in milk through other foods usually would require a much higher cost in calories. This is why the calories in milk are often called "armored calories" as opposed to foods which provide fewer or no other nutrients except calories.

MEAT, FISH, POULTRY, EGGS: Two or more servings each day from this group of foods provide additional high quality protein, iron, thiamine, riboflavin, and niacin. Weight reducers should select the lean cuts of meat to keep calories down.

VEGETABLES AND FRUITS: Four or more servings, selected from the tremendous variety of these foods available today, help assure adequate consumption of vitamins and minerals. Selections should include a citrus fruit or vegetable rich in vitamin C and a dark-green or deep-yellow vegetable rich in vitamin A. Children do not have to be forced to eat any particular fruits or vegetables. Try many different kinds to find those they like best so that they get started in the habit of eating these valuable foods each day.

BREADS AND CEREALS: Four or more servings each day from this food group provide protein, iron, B-vitamins, and calories. Weight watchers should select carefully in this group to keep the calories in balance with needs.

Selecting foods from the four groups and determining the amount of food required to maintain desirable weight are lifetime eating habits that should be taught very early. Children should also be taught, again by parental example, that daily exercise is an important element in building and maintaining good health. The time has come to expand the slogan "Families that pray together stay together" to read: "Families that walk together to pray together stay together." Surely, families that learn to eat wisely together also have greater opportunities to live longer and happier lives.



american dairy association

20 N. Wacker Drive

Chicago 6, Illinois

"Voice of the Dairy Farmers in the Market Places of America"

OUR RESPECTS to Grant Almerin Tinker

He's dedicated to the goal of balanced, diversified programing

Last May, when Grant Tinker was appointed vice president, NBC television network programs, West Coast, and his office moved from New York to Burbank, Calif., it was a fine step-up careerwise but an even more important improvement in his home life. Mr. Tinker's wife is actress Mary Tyler Moore, the lovely feminine lead of *The Dick Van Dyke Show* (Wednesday nights on another network).

"Mary has to be in California where the show is filmed," Mr. Tinker said last week, "and while my job as a general program executive at NBC-TV permitted me to spend a lot of time on the Coast, still my home base was in New York, and even in this jet age that's a long way from California. So it was the best break of my life when Felix Jackson was given a new job as vice president, NBC Productions, and I was moved into his old spot."

The Early Years ■ The move west was also a break with family tradition. Grant Tinker's father had worked in New York, commuted to Stamford, Conn. (where Grant Almerin Tinker was born, Jan. 11, 1926, and grew up). Young Grant graduated from high school in 1943 and sweated out "a miserable semester" at Dartmouth College, waiting for his 18th birthday, when he would be permitted to join the Army Air Corps. It came, he was made an Air Corps cadet and for the next two years he got bits and pieces of training at eight bases in the U. S.

"I never got out of the country and I never got to be a pilot," he said, "but when the war was over and they gave me a choice of leaving the service or signing up for a three-year hitch to complete my training, I checked out and went back to Dartmouth."

There he majored in English, was a member of the tennis team ("that didn't mean much: the New Hampshire tennis season is a four-day affair") and was vaguely discontented because "I had no idea what I was going to do after college and I didn't much care."

A Start at NBC ■ His indecision was a challenge to Dartmouth's employment counselor, who kept coming up with suggestions that were casually rejected until, chiefly to be polite, Grant agreed to have an interview at NBC in New York, where a training program was being inaugurated. Dozens of applicants were interviewed; two were chosen; Grant was one of them.

So, early in 1949, he started learning about network radio. With knowledge came interest; with interest, ambition. In less than three years he had ad-

vanced to the position of operations manager of the NBC radio network. Then he heard that Radio Free Europe was going to build a radio station in Istanbul. "The idea of living in Turkey fascinated me," he recalled. "So I left NBC to become a deputy director at RFE. A year later I was still in New York and tired of waiting, so I quit. It's a good thing I did as they haven't built that Istanbul station yet."

Next, Mr. Tinker joined a friend, John Moses, in the talent management-program packaging business, a new side of radio for him and an introduction into television.

In to Madison Avenue ■ "It was a most interesting and educational experience," Mr. Tinker said, and it led to an invitation to join McCann-Erickson as director of program development. He spent four years with that agency, getting into account work as well as programing, then moved to Warwick & Legler as vice president in charge of TV programing. ("Here one of my major concerns was the Revlon account and that experience, too, was extremely educational.")

In 1959, Mr. Tinker joined Benton & Bowles as vice president in charge of television programing. "I was happy at B & B and I'd probably still be there if I hadn't run into Mort Werner, who told me he was leaving Young & Rubicam to go to NBC-TV as program head. I sounded off on the shortcomings of the networks and their failure to take advantage of their opportunities to do a much better job. Mort challenged me to join him to see if I could

carry out my own ideas. A few months later—November 1961—I did."

The assignment has not been easy, but it's a fascinating challenge, Mr. Tinker declares. He endorses the Sarnoff-Kintner theory of a balanced, diversified programing, thinks NBC-TV is making real progress towards that goal, but admits it's a long hard struggle. "Our entertainment programing, in addition to doing its own job, has to help support our news department, whose revenues are nowhere near its expenses, although it supplies more than 25% of all the programing."

Genuine Contributions ■ Mr. Tinker resents the critics who have praise only for TV's specials. "I think that many of the weekly program series, like *Dr. Kildare* and *Walt Disney's Wonderful World of Color* and *Jack Paar*—to pull just three names out of a list that could go on and on of the shows the people watch and enjoy week after week—are making genuine contributions to the public understanding of life in America today. I get annoyed at the critics who lump all of these shows together as 'so-what' shows, time-killers at best.

"There are some failures, but there are also some glorious successes, and all the time a lot of hard working, dedicated people are in there trying. No one outside our business will ever know how hard we try to make good ones."

Mr. Tinker rates high with his business associates. "Grant is charming, extremely intelligent and, under a hard outer shell, a very warm, sympathetic person," one commented. "Most astute and knowledgeable about the business and a hard worker," said an executive at Benton & Bowles. "I hated to see him leave the agency."

The Tinkers live in Studio City, five fast freeway minutes away from his office ("a definite improvement on the New Haven"). The present Mrs. Tinker's son, Richard, lives with them. Mr. Tinker's four children, Mark, 12, Michael, 10, Jodie, 9, and John, 6, live in Darien, Conn.

Supervising the 18½ hours of prime time film programing fed from the Coast to NBC-TV each week, plus the *Andy Williams Show* and a few other live programs (mostly daytimers and specials) keeps Mr. Tinker busy for a long day at the office and into the evening.

On moving to California, he joined the Los Angeles Tennis Club, but complains that he gets there about as often as he does to the Weeburn Country Club in Darien, Conn.



Mr. Tinker

For whom Bell toils

IN appointing Howard H. Bell to the sensitive post of director of the NAB code authority, President LeRoy Collins did what came naturally. He put into office a code director whose first loyalty is owed to Governor Collins.

Mr. Bell is a bright and attractive young man who came up through NAB ranks after joining the trade association in 1951. His advancements have been especially noticeable since Governor Collins became president. Yet it is difficult to equate his background and experience with the rigid specifications Governor Collins himself fixed for the post. The new director, the NAB president asserted last month, ought to exercise "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past."

Governor Collins was dissatisfied with the stewardship of Robert D. Swezey, the first code director who resigned last summer after a two-year tenure. Mr. Swezey came to the code post with a quarter-century background as network attorney, network executive and executive vice president of a major market, independently-owned station organization. He had been instrumental in the drafting of both the original radio and television codes.

It had been evident almost from the start that Messrs. Collins and Swezey did not see eye-to-eye. As a consequence code activity has been all but stalled. Governor Collins found he couldn't run the show with a man of Mr. Swezey's depth, experience and independence in the code directorship.

Several weeks ago we commented editorially:

"If the code apparatus starts moving again, broadcasters may find Governor Collins at the throttle and themselves going along for the ride."

And so be it.

How the House was won

IT ought to be clear now, even to FCC Chairman E. William Henry, that some very influential members of Congress are unwilling to let him and his agency stretch the Communications Act into any shape that fits the FCC's purposes. The questions and statements of the overwhelming majority of congressmen at the House Communications Subcommittee hearings a fortnight ago were openly hostile to Mr. Henry's presentation of his case for an FCC rule limiting commercials on radio and television.

To judge by the sentiments expressed in the House hearings, the FCC will be deliberately picking a fight with Congress if it proceeds with the commercial rulemaking it has begun. If that fight is provoked, the FCC is certain to lose it. The temper of Congress, once aroused against a regulatory agency, can be terrible indeed.

Mr. Henry's rebuffs did not occur by accident. Over the past couple of months individual broadcasters and their state associations have been calling on their delegations in both the Senate and the House to warn against the FCC's usurpation of the power to regulate commercial frequency and placement. If anyone had doubted that missionary work pays off, his mind must have been set at rest by the comments of congressmen at the House hearings.

Two observations can be made on the basis of the exchanges during the House subcommittee hearing.

One is that the FCC, under its present leadership, is acting more like an arm of the Kennedy administration than like the arm of Congress that it and other independent agencies were originally created to be. The more it acts that way, the greater will be the congressional urge to recapture control of the agency.

The second is that Congress, composed as it is of mem-

bers who serve at the will of the electorate, is more apt to be responsive to broadcaster arguments than an FCC, whose members owe their jobs only to the President or his political apparatus, is apt to be. The lesson here is obvious: Broadcasters ought to keep in closer touch with their congressional delegations than they customarily do.

The threat of FCC invocation of a rule limiting commercials is a money issue that broadcasters immediately reacted to. There are other issues of principle that ought to arouse at least equal reaction. If all those issues were set out clearly enough for broadcasters to understand and to fight for, we have no doubt that broadcasters could make as much impact on Capitol Hill as they have made in the case of the commercial standards.

Many broadcasters have scoffed at our long-held notion that a complete rewriting of the Communications Act ought to be made a major broadcasting project. They have clung to the defeatist view that neither Senate nor House could be persuaded to consider such sweeping legislation.

Yet the experiences of recent weeks suggest that broadcasters can get attention when they go to the Congress with proposals that they understand and are willing to champion. Given a model act and vigorous missionary work in Washington, broadcasters could very well achieve a state of freedom and stature that is denied them under present circumstances.

A convert of consequence

EVEN though it owns a string of valuable radio and television stations and is connected with United Press International, a news service that would go broke without its radio and television clients, the Scripps-Howard newspaper chain has rarely missed a chance to clobber broadcasting in columns, editorials and news coverage.

But maybe Scripps-Howard editors are beginning to look beyond their ancient desks. Last week Louis G. Seltzer, editor of Scripps-Howard's *Cleveland Press* and one of the nation's most respected journalists, said it was time that newspapers joined in the fight to resist government control over radio and television.

Welcome to 1963, Mr. Seltzer.



Drawn for BROADCASTING by Sid Hix

"It's cousin Al and his family, dear. Drove all the way from Chicago to see us and a football game that's blacked out there!"

I like your Hammonton Park suit
it must be Wool



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

Hammonton Park Clothes

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



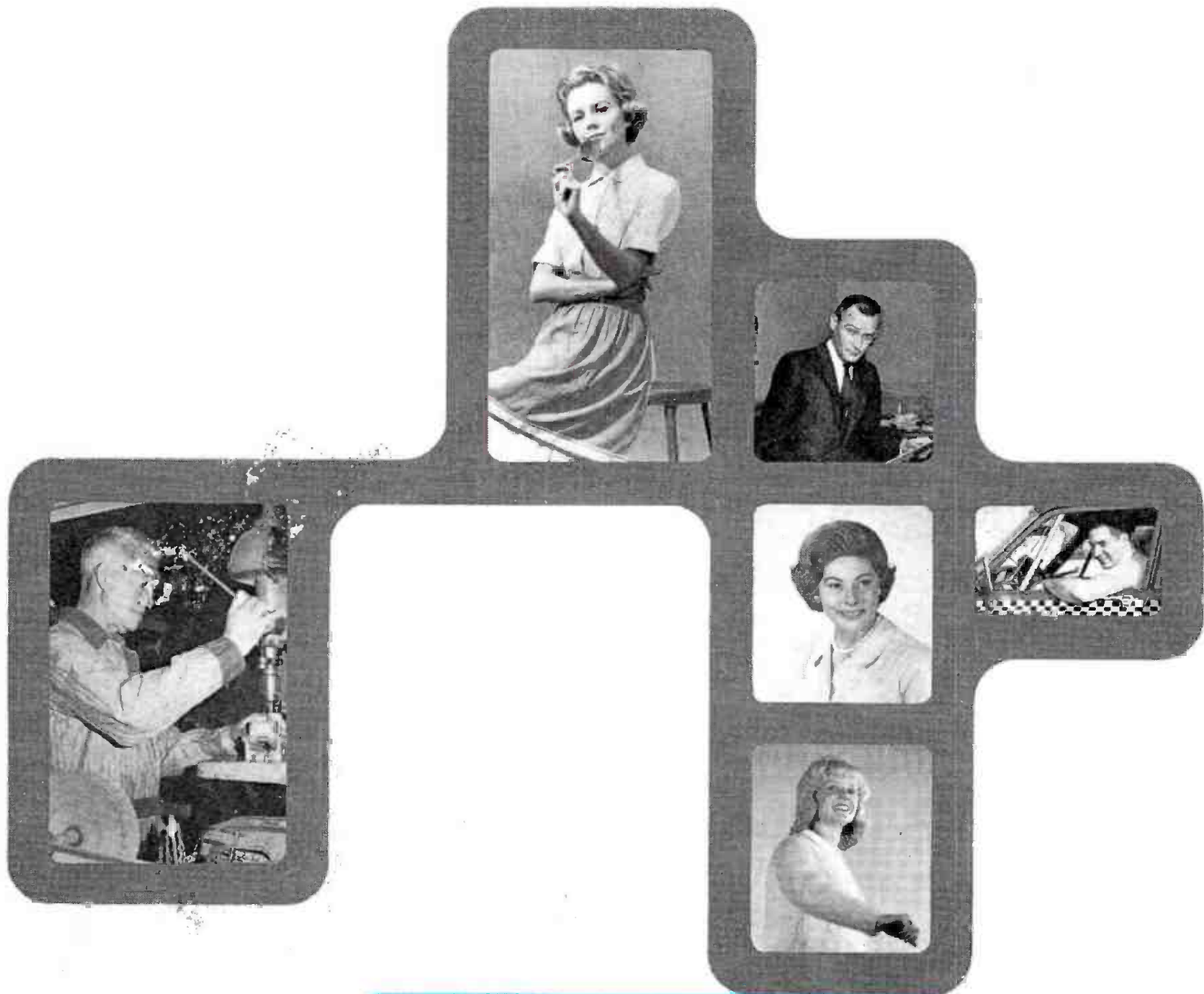
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