



BROADCASTING

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ON AND RADIO

NEWSPAPER

DECEMBER 9, 1963

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TIME OUT... while Jim Taylor
watches the
COLUMBIA
features on
WBAY-TV

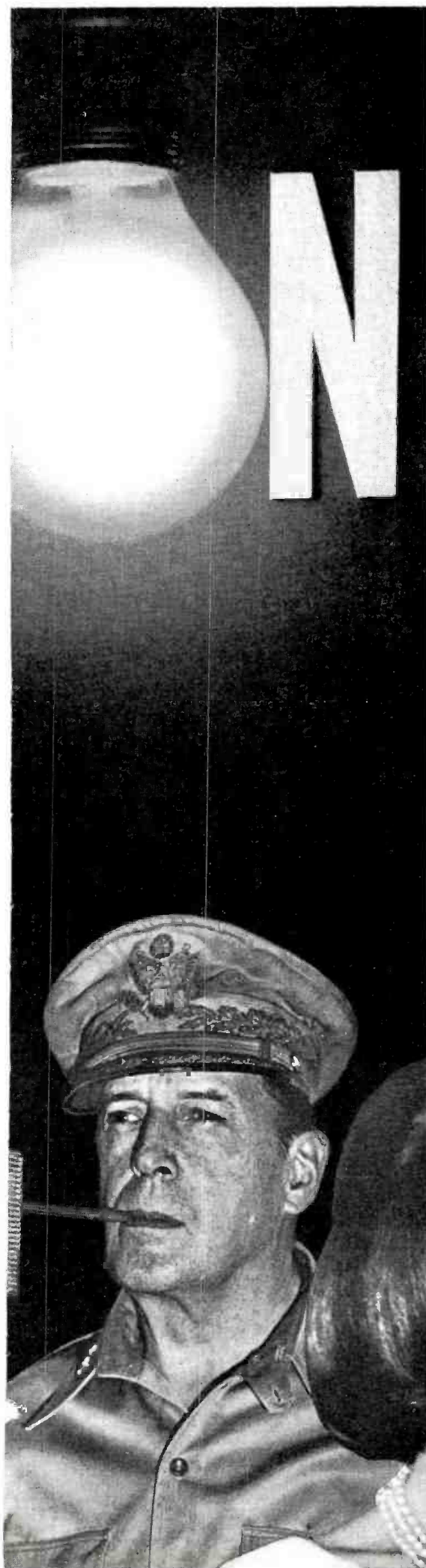
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Distributed exclusively by
SCREEN GEMS

the **COLUMBIA** features can be currently seen in more than 150 markets

IMAGINAT





is the one-station network

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

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

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

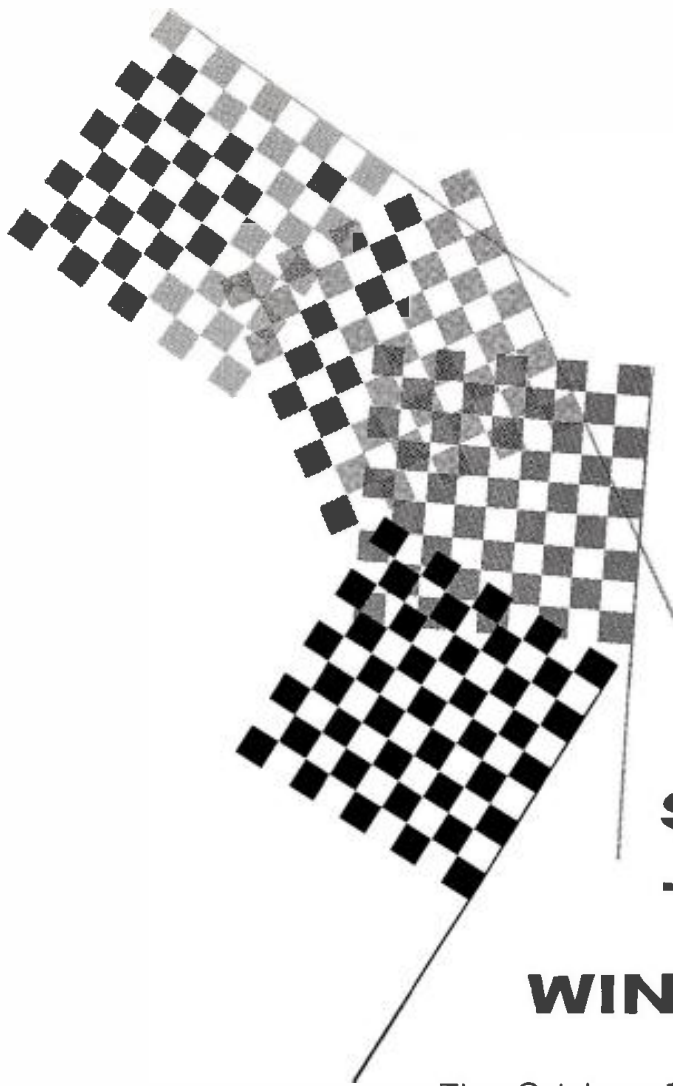
When you're looking for the bright light of imaginative, attention-getting programming for your product, look to WPIX-11, New York's one-station network.

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

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

represented by
Peters, Griffin, Woodward, Inc.

© 1963, WPIX-11



STILL THE WINNER.....

The October, 1963, ARB Television Market Report* shows that KRLD-TV's share of audience, sign-on to sign-off, Monday through Sunday, is 50% greater than that of Station "B," 62.5% greater than that of Station "C," and 200% greater than that of Station "D," continuing Channel 4's longtime dominant position in the Dallas-Fort Worth television market. Take advantage of this market leadership. See your ADVERTISING TIME SALES representative.

*Market Report contains statistical variation chart, measuring method, and sampling.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

The volume displaced

Most authoritative estimate yet available on extent of TV station pre-emptions for coverage of presidential assassination events puts total at about 198,000 national spot and local TV commercials dropped by all TV stations. Estimate, described as conservative, is by Broadcast Advertisers Reports, which made special computations based on actual count of commercials carried in top 75 markets during identical period of preceding week (from Friday afternoon through Monday night). Total for these 238 stations was projected to get all-station total, with allowances made for lighter commercial traffic in smaller markets.

Estimated spot and local TV pre-emptions average out to about 350 per station, but it's known that actual count on some stations ran almost 100 higher than that. Current indications are that perhaps 70 to 80% of pre-empted national spot business will be retrieved through make-goods, and scattered reports from stations indicate high level of make-good authorizations by local advertisers (see page 32). Added to BAR's earlier estimate that three TV networks pre-empted almost 970 commercials, amounting to 72,600 station exposures, spot-and-local figure puts grand total at 270,600 for those three and a half days.

Writers cramped

FCC indicated last week it's in earnest when it urges staff to be less rigid in reviewing programing of licensees seeking renewal. Staff last week raised four renewal cases, involving programing, asked for instructions on whether to seek additional information or grant renewal. Commissioner Lee Loevinger, concerned about backlogs, urged renewal. But Commissioner Kenneth A. Cox urged letters. Commission finally voted renewal for three stations, WFBC-TV Greenville and WCSC-TV Charleston, both S. C., and WSOC-TV Charlotte, N. C., but fourth, WUSN-TV Charleston, will get letter. Commission hasn't heard last from Commissioner Cox. He intends to issue dissent, which is highly unusual in matters involving renewals.

Advance men

Executives of National Association of Broadcasters were in New York last Tuesday (Dec. 3) to arrange for NAB President LeRoy Collins's projected meetings on problems of television advertising. Executive Vice President Vincent Wasilewski, Code Director Howard Bell and New York

CLOSED CIRCUIT®

Code Manager Stockton Helffrich reportedly received encouragement and pledges of support from Association of National Advertisers and American Association of Advertising Agencies. Next day, Mr. Bell made courtesy call on television network officials working with code.

First meeting is expected before Christmas under commitment made by Governor Collins to Senator John Pastore (D-R. I.) (BROADCASTING, Nov. 18). Networks, which originally rejected meeting on subject with NAB president (BROADCASTING, Aug. 26), again will be asked to participate along with individual broadcasters.

Secret deal

Although there'll be no public confirmation from National Association of Broadcasters, television and radio code subscribers are being told privately not to worry about commercial limitations during Christmas season. Majority of stations face big problem in meeting time standards because of make-goods for four commercial days lost during coverage of presidential assassination. NAB is afraid of government and public reaction to any acknowledgement that standards will be ignored. Many subscribers, on other hand, feel it would not be in public interest to refuse commercials during busiest season of year for all advertising media.

LBJ wows businessmen

President Lyndon B. Johnson's first meeting with Business Advisory Council, comprising 65 of nation's leading executives, was "fabulous success." That's reaction of council members who attended Wednesday evening session at White House at which chief executive stressed need for economy and efficiency in government. With five of his cabinet members available for questioning, he described his cabinet as comprising nine salesmen and one credit manager. Present were 85 business leaders, including "graduate members"—those who previously had served on BAC. Chairman of BAC is Frederick Kappel, board chairman and chief executive officer of AT&T.

FCC Chairman E. William Henry addressed BAC at off-the-record session Thursday morning, and was critical of broadcasting practices. He described "fairness doctrine" and commercials as major problems. Some members, unacquainted with broad-

cast media, felt he made good impression in 30-minute talk, but others thought that despite change in administration, he had not changed his pace and intended to continue crack-down approach.

Getting ahead

Howard Bell, who took over as director of NAB code authority Dec. 2, will be paid \$30,000 a year, \$6,000 more than he made as NAB vice president. Robert D. Swezey, who Mr. Bell replaced, made \$40,000. Mr. Bell's appointment, approved by NAB executive committee, is subject to confirmation by NAB board which meets late next month. Word is that Mr. Bell, with backing from LeRoy Collins, NAB president, will request contract. When Governor Collins sold Mr. Bell to executive committee, he said no contract would be indicated.

Doerfer joins Storer Sr.

John C. Doerfer, former FCC chairman, is leaving his Washington law practice to become executive assistant to George B. Storer Sr., on matters other than broadcasting. Mr. Storer Sr., founder-chairman of Storer Broadcasting Co., has relinquished active direction of that company to George B. Storer Jr., president, and is devoting his major attention to personal interests which include resort, golf course and land development at Saratoga, Wyo.

Mr. Doerfer, who is also certified public accountant, will join Mr. Storer Sr. in Miami where he maintains an office, and will divide his time between that city and Saratoga. Mr. Doerfer has been practicing law in Washington since his resignation from FCC nearly four years ago.

NAB changes

James Hulbert, head of broadcast management for NAB, will become top assistant to NAB President LeRoy Collins with title of assistant to president. He will assume duties formerly performed principally by Howard Bell, new code director, and Dr. Mary Ann Cusack, assistant to Governor Collins. John Perry, longtime associate of NAB president, will continue as consultant and principal speech writer. Dr. Harold Niven, assistant to vice president for planning and development (Mr. Bell's former title as well as presidential assistant), has assumed principal responsibilities of that office.



Acquisitives* . . . live better in Cleveland

Cleveland homes top the next highest market by \$2,500 in valuation.
WJW-TV is aimed at home owners—the acquisitive with money to spend.

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

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

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

New business boomlet in the making: rental of film footage for TV series and documentaries. Some, holding rights to old newsfilm, are now thinking of making their own documentaries. See . . .

FILM CLIPS YIELD GOLD . . . 27

Situation on make-goods and credits for pre-empted commercials during Kennedy coverage still unsettled. Cash urges advertiser to permit flexibility in rescheduling announcements. See . . .

MAKE-GOODS STILL FLUID . . . 32

FCC readies itself for parade of 40 witnesses on commercial time limit proposal. Argument will run today and tomorrow and proceedings may even be televised—sustaining. See . . .

SUSTAINING COMMERCIAL HEARING . . . 42

Turnaround in agency regulation over broadcasting? Possibility seen in light of President's remarks to independent agency chiefs last week. He calls for more cooperation, not more control. See . . .

COOPERATION VS. CONTROL . . . 53

Rumors that Collins's hat is sailing toward political ring restart after NAB president makes two speeches, neither on broadcasting. He refuses to comment, but speculation starts in Florida. See . . .

COLLINS AND POLITICAL ITCH . . . 54

House committee rolls up sleeves on FCC "problems"—equal time, commercial limits, fairness policy, license fees. Subcommittee meets today, full committee tomorrow in review of controversial issues. See . . .

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When is duopoly involved in security market? FCC opens sticky question in two transfer cases where investment organizations have several holdings in broadcast properties. See . . .

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Ford defends fairness statement of last July as merely affirmation of long-time FCC policy which changes nothing. He agrees, however, that one element should not have been included. See . . .

POLICY UNALTERED SAYS FORD . . . 70

Electronic boom to continue in 1964, says EIA president, but consumer rise is expected to be slowed primarily due to imports. Dollar volume will remain high because of color TV, stereo FM. See . . .

SLOWER RISE ELECTRONICS . . . 66

Networks and FCC are meeting next week to go over ideas for serving programs to unaffiliated small-market stations. Mainly a UHF problem, but "over-shadowed" stations also involved. See . . .

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BROADCASTING

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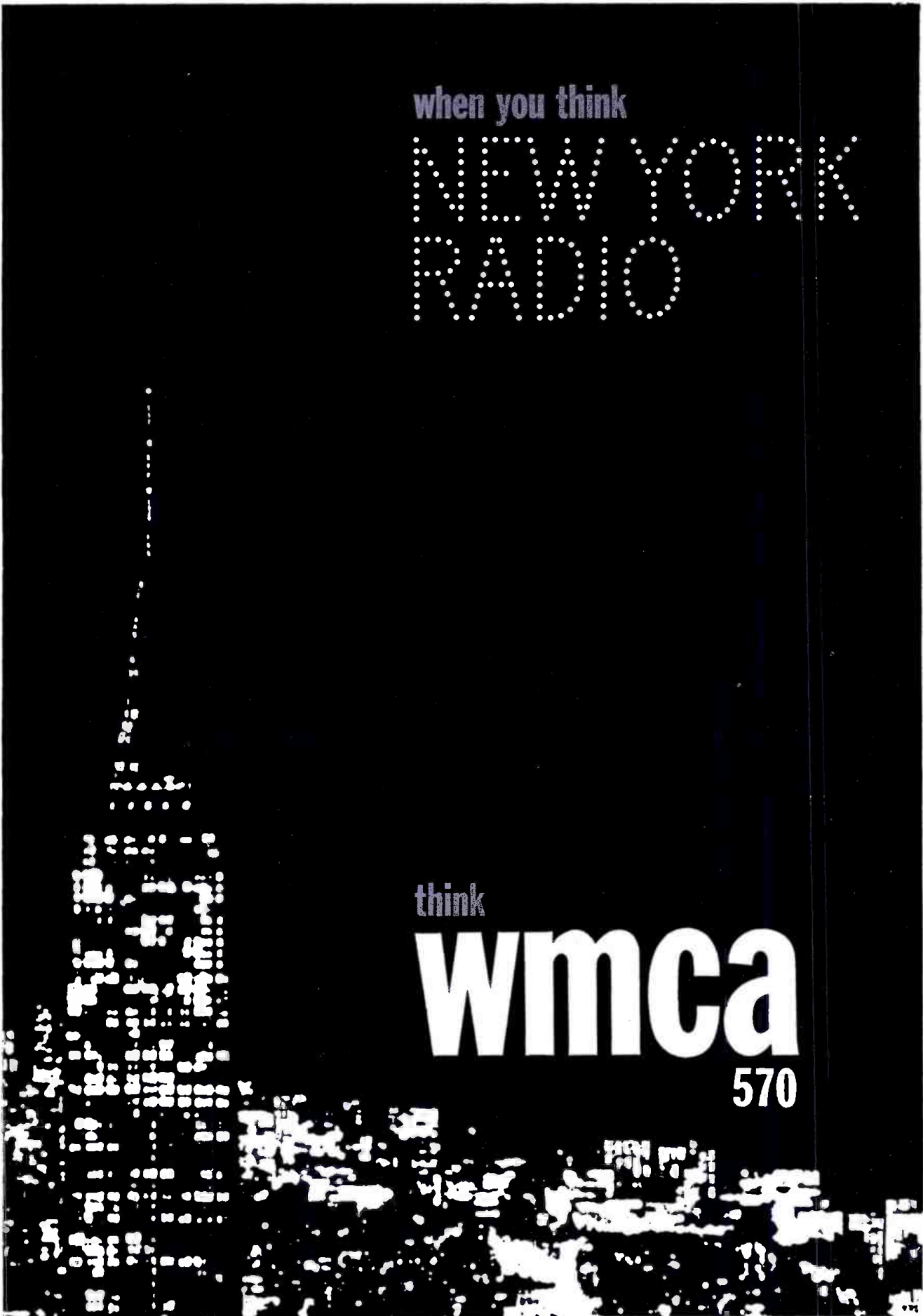
when you think

NEW YORK
RADIO

think

wmca

570



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

BROADCASTING, December 9, 1963

RCA closes at 97 $\frac{7}{8}$ on 3-1 split proposal BOARD MOVE FOLLOWS RECORD THIRD QUARTER PROFITS

RCA board proposed stock split of three-for-one Friday (Dec. 6) punctuating impressive growth period that had seen issue climb from 1963 low of 56 to 99 $\frac{3}{4}$ at close of trading Dec. 5.

Rumor that stock would split, combined with institutional buying in issue, growing interest in color TV and word that RCA was producing color sets at full capacity, added to recent growth of stock. Price settled to 97 $\frac{7}{8}$ at market's closing Friday.

RCA had registered record third quarter profits—up 44% over previous year—paced by TV set sales and earnings of NBC (BROADCASTING, Oct. 14).

Only three weeks before, CBS announced intended two-for-one split and there was heightened speculation that RCA was considering similar move. RCA proposal will be subject to vote of stockholders of record Dec. 16 at special meeting Jan. 29.

Dividend Increase ■ In further action RCA board raised regular quarterly dividend on current common shares from 35 cents to 40 cents, payable Jan.

27 to stockholders of record Dec. 16. With this increase, regular quarterly dividend has gained 80% over one-year period. However, 2% annual stock dividend policy will be discontinued. Upon stockholder approval of proposed split, board plans 15 cent quarterly dividend on new stock beginning March 1964.

Brigadier General David Sarnoff, board chairman, cited broadening of market for RCA common shares and wider ownership in corporation as purposes of split.

On company's first preferred stock, board declared 87 $\frac{1}{2}$ cent dividend payable April 1, 1964 to shareholders of record March 16, 1964.

Over weekend RCA introduced 24 new TV receivers at winter sales meeting in New Orleans. Among them: 10 color models ranging in suggested retail price between \$449.95 and \$650. Raymond W. Saxon, RCA Sales Corp. president, said this further model diversification would give added push to anticipated record sales in 1964.

\$16 million suit over 'Health Fraud' show

Eight medical doctors Friday (Dec. 6) filed \$16 million damage suit against CBS, Armstrong Cork Co. and Talent Associates-Paramount Ltd. Suit, in New York State Supreme Court, charges March 27 *Armstrong Circle Theater* presentation over CBS-TV portrayed plaintiffs as "quacks."

Program, "The Health Fraud," dealt with form of blood therapy. It was sponsored by Armstrong and produced by Talent Associates-Paramount. An attorney for CBS said, "in our opinion, the suit is without merit."

LBJ's control transfer approved by FCC

FCC last Friday (Dec. 6) approved transfer of Mrs. Claudia T. (Lady Bird) Johnson's 52.8% interest in LBJ Co. to Messrs. A. W. Moursand and J. W. Bullion as trustees. FCC action came exactly one week after application was filed (BROADCASTING, Dec. 2).

LBJ Co. is licensee of KTBC-AM-FM-TV Austin, Tex. Company also owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, Tex. KWTX Broadcasting owns 50% of KBTX (TV) Bryan; 80% of KNAL Victoria, both Texas, and 80% of KVII(TV) Ard-

more, Okla.

No financial consideration was involved. Messrs. Moursand and Bullion will have complete control over Mrs. Johnson's company interest.

CELLER ON AD LIMITS Overcommercialism must stop; FCC should pry even deeper

On eve of FCC's oral argument on its commercial regulation proposed (see page 42), Representative Emanuel Celler (D-N.Y.), frequent critic of broadcasting, let loose with blast at overcommercialization during *Congressional Conference*, congressman's own show in time given by WOR-TV New York Sunday (Dec. 8).

There is opposition to FCC's proposed rulemaking, he said, but viewers "agree, I am sure, that the insistent, intrusive, incessant, inescapable cries of vendors and pitchmen over the air must, in a measure, be inhibited."

Representative Celler commended broadcasters for presenting "shining contrast to their ordinary course of business as usual with their comprehensive noncommercial news coverage" of presidential assassination events.

Congressman also noted FCC "has not sought information as to the amount of time devoted to commercials in each hour of the broadcast day." FCC can't get true picture without it, he said.

ABA 'deplores' TV trial

American Bar Association in statement prepared for release Saturday (Dec. 7) said it "deplores" proposals that Jack Ruby trial be televised. "The related events already have reflected discredit upon certain aspects of criminal justice in this country," ABA said (story page 70).

Citing "unprecedented coverage" of President Kennedy's assassination and its aftermath, ABA said broadcast media and press performed "worthy public service" in bringing facts promptly to public attention. "But what occurred in Dallas went far beyond the requirements of this legitimate public interest. It struck at the heart" of fundamental rule of fair trial, ABA said.

Taft will run for Senate against Young in Ohio

Representative Robert Taft Jr. (R-Ohio), former general counsel and director of Taft Stations and now serving first term in U.S. House of Representatives, announced Friday (Dec. 6) he will be candidate next year for U.S. Senate seat held by Senator Stephen M. Young (D-Ohio), who is expected to seek re-election.

Representative Taft, son of former Senator Taft and grandson of former President and U.S. Supreme Court Chief Justice William Howard Taft, gave up his interests in Taft Stations upon election to House last year but remains trustee for holdings of several other members of Taft family.

Channel 10 license renewed for WTHI-TV

FCC has granted renewal of WTHI-TV license to operate on channel 10, Terre Haute, Ind. It denied competing application of Livesay Broadcasting Co. for new station on that facility.

In separate order, commission dismissed applications by WTHI-TV and Illiana Telecasting Corp. for new stations on channel 2 in Terre Haute. This action results from court of appeals decision last summer.

Decision affirmed commission's reallocation of channel 2 from Springfield, Ill., to Terre Haute but held that new comparative hearing for channel must be held. New application deadline is Jan. 31.

WEEK'S HEADLINERS



Mr. Botway



Mr. Fine



Mr. Triolo

Peter Triolo, Jules P. Fine and Clifford A. Botway elevated from associate media directors at Ogilvy, Benson & Mather, New York, to VP-associate media directors. Mr. Triolo joined OBM in 1959 from Dancer-Fitzgerald-Sample, New York. Mr. Botway, also from DFS, joined Ogilvy, Benson & Mather in 1957. Mr. Fine came to OBM in 1956 from former Biow Co.

Thomas S. Murphy, executive VP of Capital Cities Broadcasting, New York, elected board chairman of CBS Television Affiliate Association, replacing retiring chairman, **T. S. Baker Jr.**, executive VP and general manager of WLAC-TV Nashville. Also elected at annual meeting of affiliate association board was new secretary, **Carl E. Lee**, executive VP and general manager of WKZO-TV Kalamazoo, Mich.



Mr. Culberg

Jack J. Culberg, senior VP in charge of market development for Revlon Inc., New York-based cosmetic firm, elected president, chief executive officer and member of board of directors of Schick Inc. (Schick electric shaver and razor blades, hair dryers, shoe polishers), Lancaster, Pa., succeeding **Robert F. Draper**, who resigned. **F. Raymond Johnson**, member of marketing and merchandising staff of Sak's Fifth Avenue, New York, for 23 years, joins Revlon in newly created post of executive VP. Mr. Culberg joined Revlon in early 1962 as

senior VP in charge of sales. Previously, he was senior VP in charge of marketing and member of board of directors of Ekco Products Co., Chicago. Mr. Draper has not announced his future plans.



Mr. Swift

Arthur M. Swift, station manager of WTCN-TV Minneapolis - St. Paul since 1961, elected VP and general manager of WTCN - AM - TV (Time - Life Broadcast Stations). **Gordon H. Ritz**, station manager of WTCN, elected VP and general executive of WTCN-AM-TV. Before joining WTCN-TV, Mr. Swift served as station manager at WTCN. Mr. Ritz joined WTCN in 1961, formerly was sales executive at *Time* magazine.



Mr. Carey



Mr. Linderman



Mr. Lawrence



Mr. Strauss

J. Robert Carey, Joseph Lawrence, Robert P. Linderman and Hal Strauss join Maxon Inc., New York-based advertising agency, as VP's. Mr. Carey, for past six years brand manager with Procter & Gamble's toilet goods division in Cincinnati, and Mr. Lawrence, senior executive on Mennen account at Warwick & Legler, will serve Maxon as account executives on agency's Gillette toiletries and razor blades, respectively. Mr. Linderman, copy group head at McCann-Erickson for past 11 years, joins Maxon as creative group

head. Mr. Strauss comes to Maxon as VP in charge of business administration. He was vice president in charge of finance and administration for North Adv., Chicago.



Mr. Schoenbrun

David Schoenbrun, veteran news broadcaster who resigned as CBS News' chief European correspondent last summer (AT DEADLINE, July 1), appointed world affairs correspondent for radio division of

Metromedia Inc., New York. His primary beat will be overseas, though he'll cover such major news developments in this country as summit conferences and/or political conventions. Mr. Schoenbrun's five-minute daily broadcasts will be on WNEW New York, KLAC Los Angeles, WIP Philadelphia, WHK Cleveland, KMBC Kansas City, and WCBM Baltimore, all Metromedia-owned and also will be syndicated to "key radio stations" in other markets.

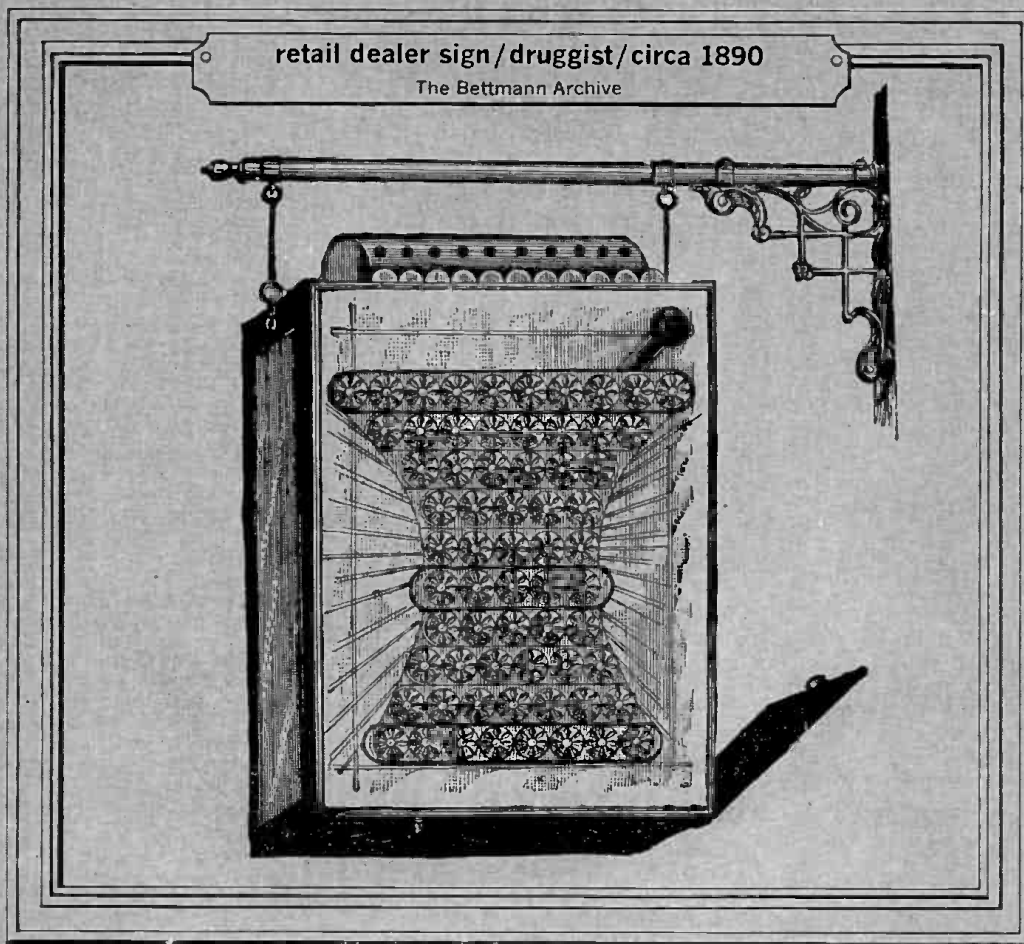
Robert H. Forward, general manager of Metromedia's KLAC-AM-FM Los Angeles, resigns to establish his own business investment and communications consulting firm, Robert H. Forward & Associates, with offices in new Gateway West Bldg. at Century City, Calif. Mr. Forward reportedly has signed six-year consultant agreement with Metromedia and, with Mortimer W. Hall, former owner of KLAC, has purchased considerable real estate in San Diego through subsidiary concern, The Forward-Hall Co. **Alan Henry** has been named to succeed him as KLAC general manager, effective Jan. 1.

Paul E. Mills named general manager of Wm. F. Rust Stations' Pennsylvania group—WAEB-AM-FM Allentown, WNOW-AM-FM York, and WRAW Reading. **Roland C. Hale** elected executive vice president of Wm. F. Rust Stations, which also includes WHAM and WHFM (FM) Rochester, N. Y., and WKBR-AM-FM Manchester and WTSN Dover, both New Hampshire.



Mr. Forward

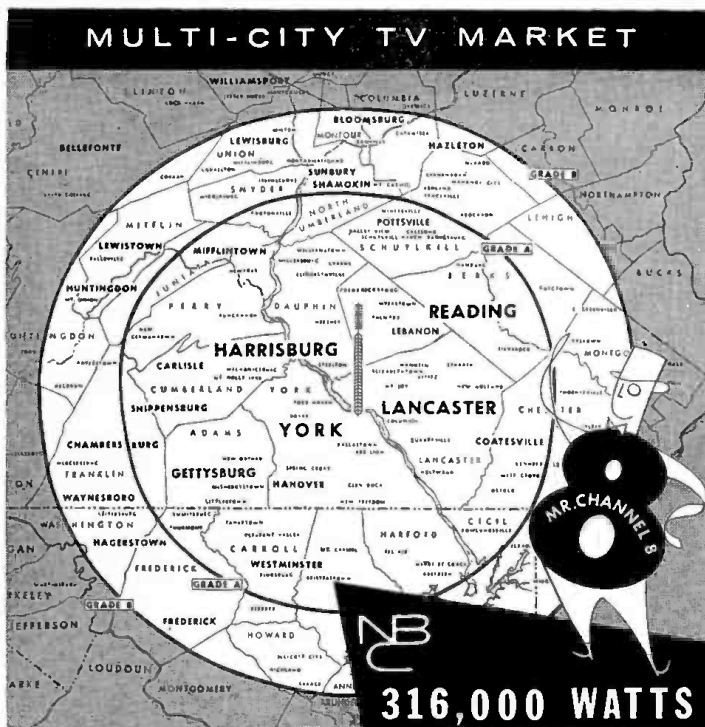
For other personnel changes of the week see FATES & FORTUNES



retail dealer sign / druggist / circa 1890

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.*

WGAL-TV

Channel 8

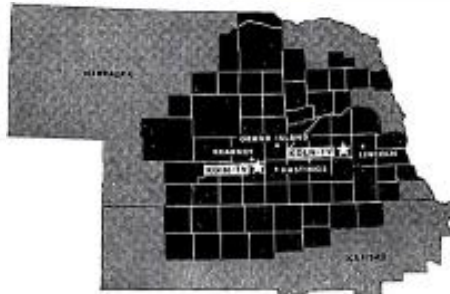
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE
KOLN-TV/KGIN-TV!**



**Lincoln-Land is now
nation's 74th TV market!***

No matter how you slice it, there are just two big TV markets in Nebraska. One of them is Lincoln-Land.

Lincoln-Land is now the 74th largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV delivers more than 206,000 homes—homes that are a "must" on any top-market schedule.

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

*November, 1962 ARB Ranking.

**AVERAGE HOMES DELIVERED
PER QUARTER HOUR**
(Feb.-March, 1963 ARB—6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	61,700
OMAHA "A"	63,800
OMAHA "B"	54,700
OMAHA "C"	54,300
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	23,600

*Lincoln-Hastings-Kearney

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

The Folger Stations

RADIO
WEDZ KALAMAZOO-BATTLE CREEK
WHP GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WHTW FM CAYLEIGH

TELEVISION
WJZZ-TV GRAND RAPIDS-KALAMAZOO
WTVY CAYLEIGH-TOWNSEND CITY
WUPW-TV SIBLEY STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

United Press International news produces!

DATEBOOK

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

■ Indicates first or revised listing.

DECEMBER

Dec. 9—FCC oral argument on proposed rulemaking to adopt commercial time standards of National Association of Broadcasters as rules.

Dec. 9—NAB President LeRoy Collins will head a delegation of 11 broadcasters to meet with representatives of the National Council of Churches in New York to discuss council's controversial policy statement on TV programming.

■ Dec. 10—Advertising Club of Los Angeles, luncheon meeting, 12 noon, Statler-Hilton. Don R. Cunningham, vice president of Foote, Cone & Belding, will discuss "Madison Strasse," a report on his four years as manager of the agency's office in Germany.

Dec. 11—Special projects luncheon of International Radio and Television Society, Starlight room, Waldorf-Astoria, New York. Panel including Vincent Waslewski of the National Association of Broadcasters, Earl Kintner, former chairman of the Federal Trade Commission and Thomas H. Wall, Washington attorney, discuss "Government and Broadcasting."

■ Dec. 12—Membership meeting of Hollywood chapter of National Academy of Television Arts and Sciences, 8:30 p.m., Moulin Rouge.

Dec. 14—FCC Christmas dance, at Willard hotel, Washington, D. C. Commission's newest member, Lee Loevinger, will be guest of honor. Dance is open to commissioners, staff, and employes, as well as communications engineers and attorneys. Ticket information may be obtained from George Enuton, at commission headquarters building.

■ Dec. 16—Hollywood Ad Club Christmas party, Hollywood Palladium. Tickets are \$6.50 each. For further information, write: HAC, 6362 Hollywood Blvd., Hollywood 28.

Dec. 16—Deadline for the return of FCC questionnaires by the Pacific Foundation attesting to the political loyalty of the foundation's directors and other officials.

Dec. 17—International Radio and Television Society Christmas party, Grand Ballroom, Waldorf-Astoria, New York.

JANUARY 1964

Jan. 1—New FCC engineering rules requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

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.

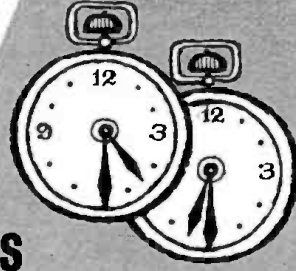
Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 10-11—Arizona Community Television Association meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, manager of KSUN Bisbee, Ariz., ACTA president.

■ Jan. 14—Meeting of Hollywood chapter of National Academy of Television Arts and

New

WBEN-TV's



2 full hours to sell the families of Western New York

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

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

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

4:30-5 pm

family fun



LEAVE IT TO BEAVER

first re-run of this popular network show

5-6:15 pm

family film fare!

The 5 O'CLOCK SHOW



top films including new Screen Gems package

6:15 to 6:30 pm

news-weather-sports



HEADLINES



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

WBEN-TV

affiliate of WBEN radio
the Buffalo Evening News Stations



CH.

4

CBS in Buffalo

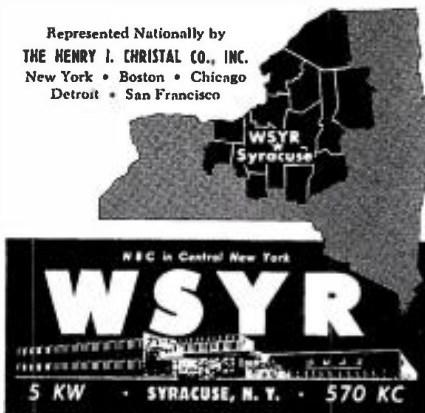
PERSONALITY POWER

It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

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

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

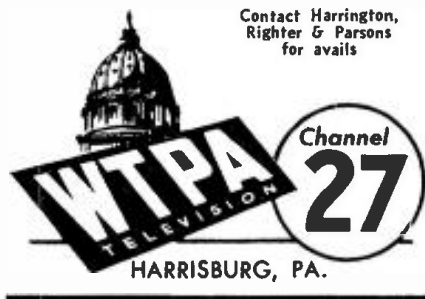
Represented Nationally by
THE HENRY I. CRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco



**WEEKDAYS
1:30 P.M.**

**DAYTIME'S BRIGHTEST
GALAXY SHINES
ON**

Contact Harrington,
Righter & Parsons
for avails



Sciences to discuss subject of pay TV. Place to be announced.

■ Jan. 17—Franklin Day banquet of Poor Richard Club, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

■ Jan. 17—New York chapter of National Academy of Television Arts and Sciences honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York City. Alan King is master of ceremonies.

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

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

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

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

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

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

■ Jan. 31-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

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

■ Feb. 4-5—Annual Advertising Federation of America government conference in Washington. Conference highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host at conference on public affairs Feb. 5-6.

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. 5-6—Annual legislative dinner and mid-winter convention of the Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

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. 6—Minnesota Associated Press Broadcasters Association meeting, Minneapolis.

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

■ Feb. 14—Annual Valentine's Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.

Feb. 20-21—Annual conference of the state broadcaster association presidents, sponsored by the National Association of Broadcasters. Shoreham hotel, Washington.

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 Semi-

conductor 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 was Dec. 1.

■ Feb. 27-28—Annual meeting of Southwest council of American Association of Advertising Agencies, Menger hotel, San Antonio, Tex.

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 1—British Broadcasting Corporation's second television network, BBC 2, is scheduled to begin operating.

April 2—Twenty-fifth annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963 and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the *National Geographic Magazine*, 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee. Telephone: DI 7-1124.

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

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

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

April 12-17—Ninety-fifth Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE), Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairmen for papers to be presented at the semiannual conference include: Cinematography: Viscous Processing, Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production, Edward P. Ancona Jr., NBC, Burbank, Calif.

■ Indicates first or revised listing.



FAVORITE THROUGHOUT MARYLAND PIMLICO RACE TRACK, BALTIMORE; SCENE OF THE PREAKNESS

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION


What makes a great salesman?

It is hard to realize today that the cash register met stubborn sales resistance when it was first introduced—from storekeepers who looked skeptically upon this “new-fangled machine,” and from hostile clerks who were accustomed to pilfering from open cash drawers and feared the so-called “thief-catcher.” In order to overcome this resistance, John H. Patterson was forced to create a demand for his National Cash Registers where no demand existed. In the process, he also created “the science of selling.”

Patterson recognized that the selling organization is the most important single asset of a business, and that it must be trained. He originated many of the sales ideas used today, including the flip-chart sales presentation, the sales manual, the sales convention, and the sales training school. Above all, Patterson insisted that the NCR salesman know his prospect’s business as well as his own. He even had model stores built with dummy merchandise so his salesmen could study the techniques of retailing.

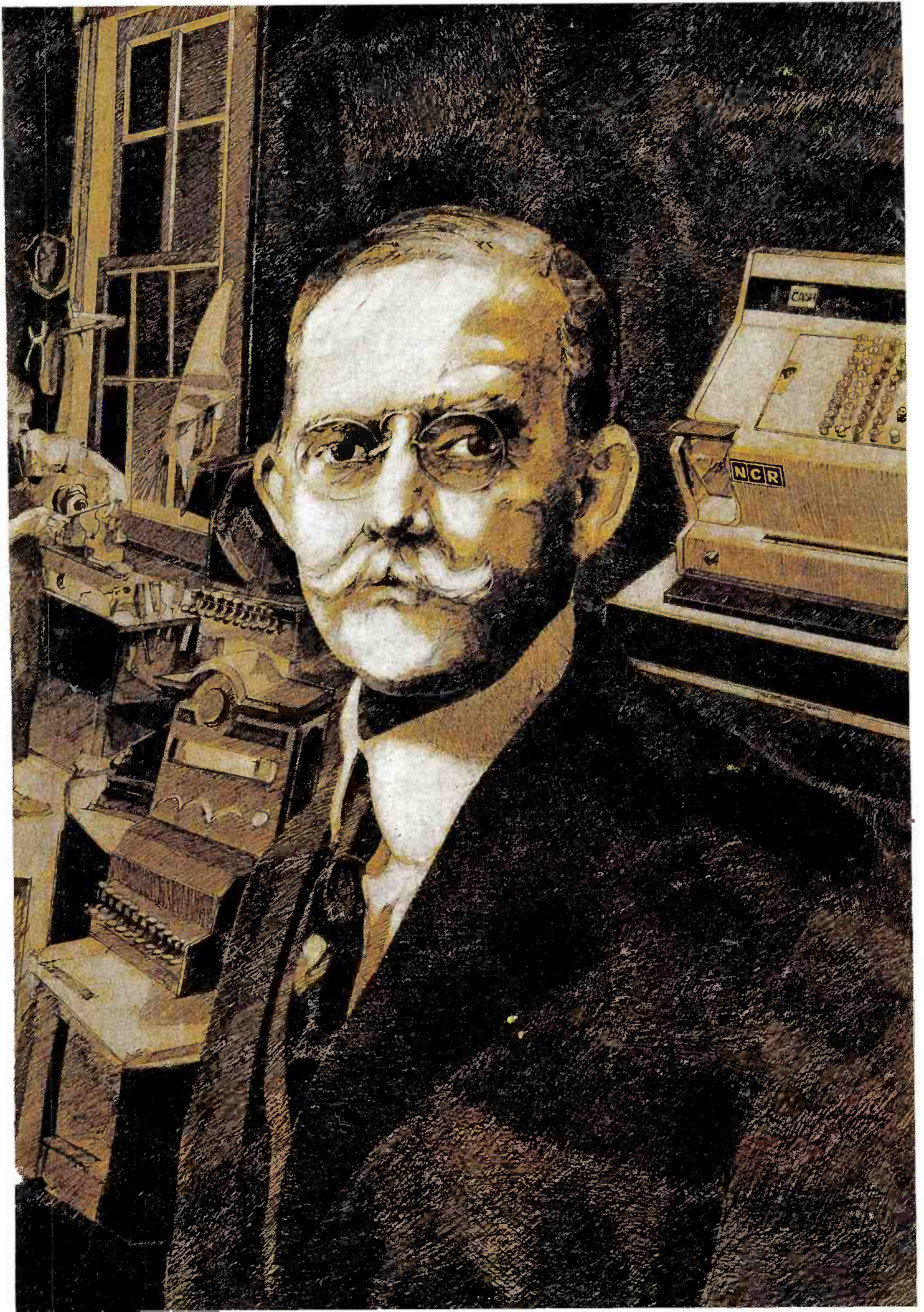
Storer, too, believes in thorough knowledge of its markets and consumers. Only in this way can Storer stations fulfill their promise to deliver programming geared to each community’s special tastes and preferences. This individualized program planning, coupled with efficient operation and management, turns more listeners and viewers into *buyers*. In Milwaukee, Storer’s great salesman is WITI-TV, an important station in an important market.

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



STORER
BROADCASTING COMPANY





Comments on broadcasting's 'finest hours'

EDITOR: Everybody agrees that the TV and radio networks did a magnificent job. This exhibition of ability and reliability should be a valuable testimonial of the need of our nation for network electronics.

No small company, no matter how willing—no collection of individual competitors, no matter how loyal—could have marshalled the manpower and knowhow and done the job for the nation that the networks did.

It emphasizes the finger-touch resources available for national emergencies, which only big business can provide—*Ray Weber, advertising manager, Swift & Company, Chicago.*

EDITOR: I wish I could address this message to every station in the country.

The technical magnificence displayed by the broadcasting industry during the recent national tragedy was astounding. I do not speak of your generosity, or your contribution in man hours, or even of your acceptance of a great personal and public responsibility—rather, I speak of your outstanding ability.

Never before, certainly not since television's emergence as a great medium, have you shown to such an extent your inherent greatness. Not only the networks and the affiliates, but every radio and television station across this nation exploded into greatness at once.

I am not a layman. My entire life has been spent in adjacency to the broadcasting industry. Still I watched and listened with a new respect and with a feeling of awe and admiration.

I wish I had the resources to personally write every station in the country. You have performed an overwhelming service to each American and at the same time a great service to yourselves.

There is no good in tragedy. No beauty. No reward. Only challenge. You, the broadcasters of America, have made me both proud of and grateful for my association with you. I thank you for allowing me this deep sense of pride.—*Ernest H. Hall, assistant officer in charge, U. S. Navy Recruiting Aids Facility, Navy Yard Annex, Washington.*

EDITOR: The entire broadcasting industry is to be highly commended. . .

The fact that a commercial industry stopped its regular programing and all of its commercials and completely devoted its time and resources to this tragic event is something [of] which all in the industry can be proud. This is truly public service.—*Robert E. L. Richardson, Weatherford, Okla.*

EDITOR: Many of the darkest hours of our nation's history have become the brightest hours of America's broadcast industry.

The fast accurate coverage . . . was evidence for everyone that only broadcast media can adequately cover a story of such scope.

The unselfish cancellation of all commercial programs, the scheduling of personnel and equipment at dozens of locations in key cities and the complete dignity and professional manner of the coverage has given true maturity to broadcasting as the most vital of our modern news media. Truly we were all eyewitnesses to history during these momentous days.—*C. E. Feltner Jr., president, Advertisers Diversified Services of America, Kingsport, Tenn.*

EDITOR: The mistakes . . . notwithstanding, the radio and television stations of this country have never been dedicated to a greater cause than their coverage of the events of Nov. 22. Everyone even remotely connected with the thankless job of obtaining the facts deserves commendation of the highest order. The broadcast star has never shone brighter.—*John Arthur Bloomquist, Palmdale, Calif.*

EDITOR: The National Association For Better Radio And Television would like to thank broadcasters who suspended regular programing and commercials. We believe that it was right and creditable that they elected to serve the national interest in this manner. They may also be justifiably proud of a magnificent performance.

We wish also . . . to appeal to these same broadcasters who have demonstrated an understanding of the meaning of the public interest in the department of public events to begin to show a similar respect for the ethics, ideals and culture of the American people by a proper selection of the programs they broadcast for *entertainment* on the public airwaves.—*Elizabeth Livingston, corresponding secretary, National Association For Better Radio And Television, Los Angeles.*

EDITOR: The broadcasting industry for many years has looked for a way to improve its public image. Tragically, at the price of a beloved leader's life, an opportunity came to show our willingness to serve.

We did not do it for public relations. We did it because it was right and fitting.

But the response to our actions during those dark days has made our

toughest critics our new admirers. It has made us all even prouder of our chosen profession.

And it may well be that disseminating calm reassurance of "continuity of government" saved our country from disastrous financial reaction. If this is so, we did as great a service to ourselves as to the people, for broadcasting stood to lose as much as any group, if there had been a panic affecting our economy.—*David A. Course, promotion manager, WJRT(TV) Flint, Mich.*

EDITOR: Would someone please inform the "10%" in the radio business that it is not the accepted thing to continue running commercials and normal format when the President of the United States is assassinated . . . or passes away. Do the management and program department of these select few suffer from lack or respect . . . or common sense . . . or both?—*Wayne W. Whitehead, program director, KQIK Lakeview, Ore.*

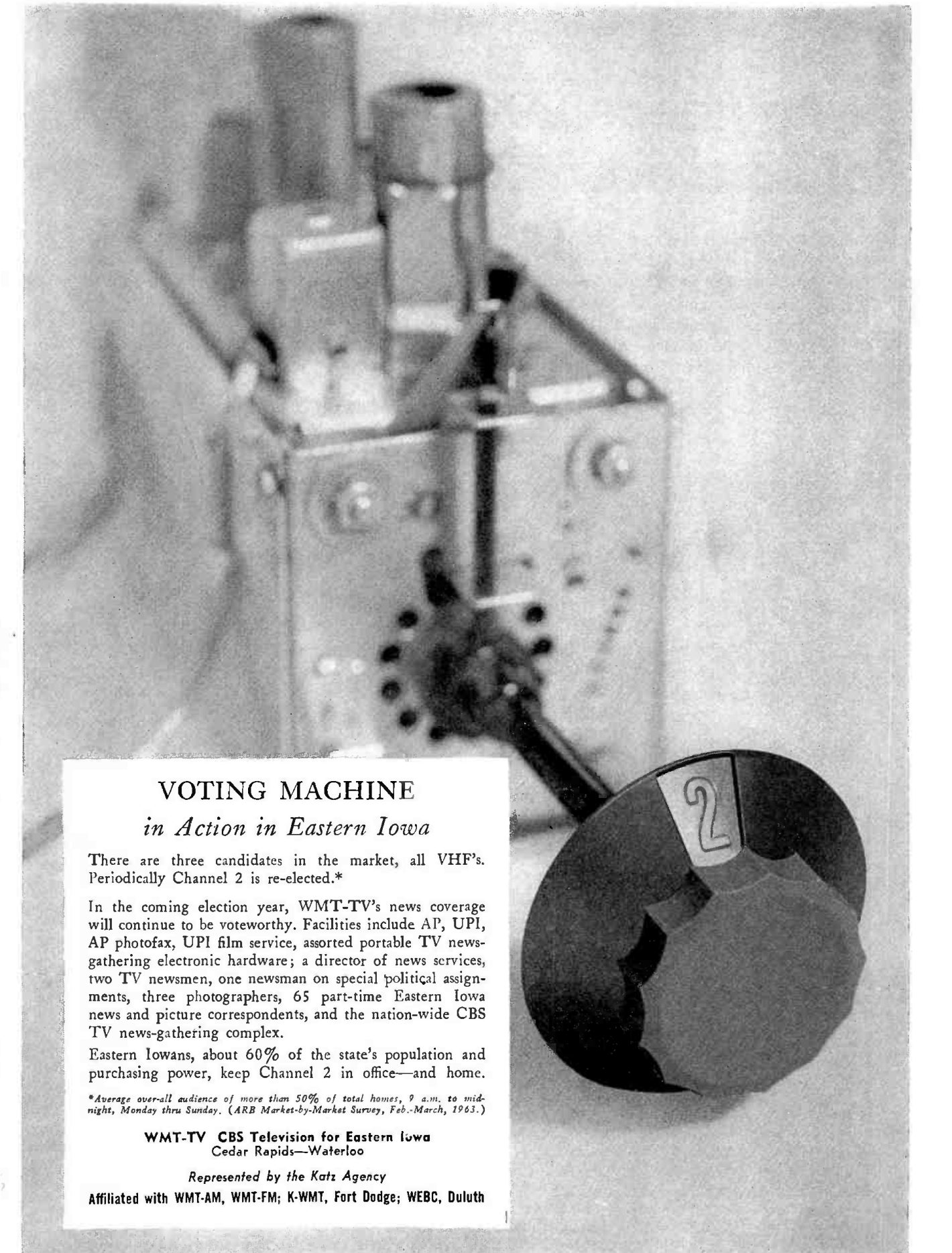
EDITOR: Your editorial "In days of anguish a lesson learned" (BROADCASTING, Dec. 2), was one of the finest I have had the pleasure of reading.—*Keith E. Pubrese, Smith & Pepper, Washington.*

EDITOR: It was not too surprising to note the opinions expressed by Norman Wain and Bill Stewart in their letters published in your OPEN MIKE feature (BROADCASTING, Dec. 2).

Most surprising, however, is the fact that [you] elected to publish these letters. Anyone actively engaged in the broadcasting industry fully recognizes the relationship which exists between the broadcasting and the newspaper industries. Regardless of how we feel about that relationship. . . I think it was in exceedingly poor taste to engage in recriminating criticism. . . . Neither the timing was opportune, nor the occasion proper.

Unquestionably, broadcasting as a whole did a tremendous job . . . for which we have received sincere praise from every quarter. The manner in which we carried out our responsibilities at a time of serious crisis, and the recognition we have received for so doing, should be the sole basis for any case we might prepare on our behalf.

The day may come when the intelligent broadcaster will recognize the fact that his worst enemy is himself and his fellow broadcaster. The voicing of opinions such as those expressed by Messrs. Wain and Stewart, at such a



VOTING MACHINE

in Action in Eastern Iowa

There are three candidates in the market, all VHF's. Periodically Channel 2 is re-elected.*

In the coming election year, WMT-TV's news coverage will continue to be voteworthy. Facilities include AP, UPI, AP photofax, UPI film service, assorted portable TV news-gathering electronic hardware; a director of news services, two TV newsmen, one newsmen on special political assignments, three photographers, 65 part-time Eastern Iowa news and picture correspondents, and the nation-wide CBS TV news-gathering complex.

Eastern Iowans, about 60% of the state's population and purchasing power, keep Channel 2 in office—and home.

*Average over-all audience of more than 50% of total homes, 9 a.m. to midnight, Monday thru Sunday. (ARB Market-by-Market Survey, Feb.-March, 1963.)

WMT-TV CBS Television for Eastern Iowa
Cedar Rapids—Waterloo

Represented by the Katz Agency

Affiliated with WMT-AM, WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth

Who needs 200,000 miles of wire every 24 hours?

Your Bell telephone people need it for you. The tremendous quantity of wire and cable produced at Western Electric's plants, like the one shown below at Baltimore, Md., is vital to the versatile and dependable telephone services we have all come to expect.

Hundreds of other products made at the Baltimore Works and our other plants contribute, also, to the increasing value you get from the nationwide communications network operated by the local Bell telephone companies.

To do this vital work in Baltimore alone, Western Electric paid \$37 million in wages and salaries during 1962 and spent \$24 million with more than 1,000 Maryland suppliers, most of them small businesses.

Making communications products that help provide America with the finest telephone services is a job Western Electric is proud of. And it's also satisfying to realize that in doing this job we contribute to the economy and welfare of thousands of local American communities



9,300 conversations can be transmitted simultaneously on a new 12-tube coaxial cable made at Western Electric's Baltimore Works. Laid underground, this cable will be an integral part of an almost indestructible communications network that is being installed across America. To make sure the cable meets the high quality standards of the Bell System, extensive quality charts like those on the cable machines above are kept for each cable production line.



United Appeal is one of the major charities contributed to by the men and women employed at Western Electric's Baltimore Works. In the picture above, Paul Pridgeon and Lillie Tunstall visit a young patient who is receiving therapy and rehabilitation through the United Appeal.

Stretch test on telephone cords is performed in a Bell Telephone Laboratories branch at Western Electric's Baltimore Works. This test is one of hundreds aimed at improving Bell System equipment. Here, Chuck Frederick, a Western Electric engineer (left), examines results of a cord-flexing test with Engineer Vic Martin of Bell Laboratories.

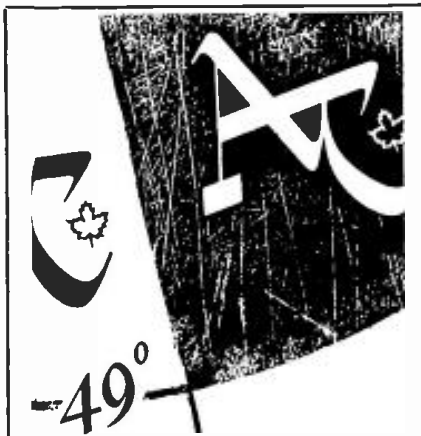


Deft fingers separate wires and place them in their precise positions. Gertrude Zurek prepares a plug-ended cord used to connect a push-button telephone set. During 1962 alone, more than 2,296,000 cords were assembled at the Baltimore Works.



Waterproof construction of a plastic cover used to protect telephone cable equipment is examined by Sam Davis of Maryland Plastics, left, and Western Electric Buyer Pete Walsh. This local company has had Western Electric as one of its customers for custom-molded plastic parts for the last nine years and now has 200 employees.





A-C? It's All-Canada Radio and Television Limited, first and paramount representation firm North of the Border in broadcast sales.

A-C reps 43 radio, 22 TV stations—in all primary, most secondary markets. Weekly radio reach is 50% of all households for 60% of national retail sales. TV: 62% of households for 53% of national retail sales.

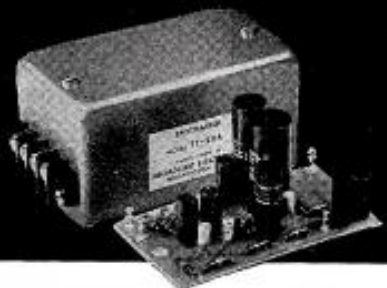
A-C has 12 offices: New York, Detroit, Chicago, San Francisco, Los Angeles, Dallas, Atlanta and Montreal, Toronto, Winnipeg, Calgary, Vancouver. To reach all Canada, talk to All-Canada



All-Canada
Radio & Television
Limited

1000 Yonge St., Toronto 5, CANADA

SPOTMASTER



EQUALIZED TURNTABLE PREAMPLIFIER

The Model TT-20A is a compact, low distortion, transistorized turntable preamp for VR cartridges, with built-in NAB equalization. Design ingenuity reduces residual noise level to better than 65 db below rated output. Small current requirements permit 6 volt dry cell battery operation, eliminating AC hum worries. Response, 30-15,000 cps \pm 2 db... output —12 dbm, 600 ohm emitter follower... distortion under 1% at double rated output... size, 2½ x 2½ x 5½". Priced from \$46.50; transformer output and power supply available. Also available as a flat amplifier Model BA-20A. Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

time and in such a manner, should very clearly illustrate the point. I'm sure there are others who prefer to reserve our competitive criticisms for more opportune moments and will present our case on more favorable battlegrounds.—R. J. Bennett, general manager, WISZ-AM-FM Baltimore.

EDITOR: The broadcasting industry has demonstrated once and for all its unique ability to function in the public interest and necessity. . .

Congratulations for a superb job. And hats off to the men behind and in front of the cameras—they handled themselves in good taste and made the impossible look easy.—H. W. Shepard, senior vice president, Edward H. Weiss and Company, Chicago.

Wrong CATV company

EDITOR: We note an item "LBJ broadcast holdings" (BROADCASTING, Nov. 25). You state that the "LBJ Company holds an option to acquire 50% of TV Cable of Austin Inc." This is definitely not the case as we have no connection whatsoever with the LBJ Company.—W. R. Lastinger, general manager, TV Cable of Austin, Austin, Tex.

[The information came from a source usually reliable on CATV matters. The LBJ Co. holds an option to acquire 50% of Capitol Cable Co.]

West Virginia documentary

EDITOR: Dr. Elizabeth Cometti, of Marshall University and I are preparing a West Virginia documentary history, and we wish to include with appropriate acknowledgement an excerpt from "A special report: "Ohio River links vast industrial area" (BROADCASTING, March 18, 1963).—F. P. Summers, professor of history, West Virginia University, Morgantown, W. Va. (Permission granted.)

BOOK NOTES

"Putting Electrons to Work—David Sarnoff," by John Tebbel. *Encyclopaedia Britannica Press, 425 North Michigan Avenue., Chicago 11. \$2.95. 192 pp.*

The first book-length biography of Brigadier General David Sarnoff, RCA board chairman, it contains many previously unpublished anecdotes of the Russian immigrant who landed in the United States at the turn of the century and worked his way up to his present position.

Mr. Tebbel tells how General Sarnoff got his start with the old Marconi Co., the firm he later was to manage, and traces his career through such highlights as the start of commercial radio broadcasting, the introduction of symphonic music to radio audiences and the part he has played in the development of television.

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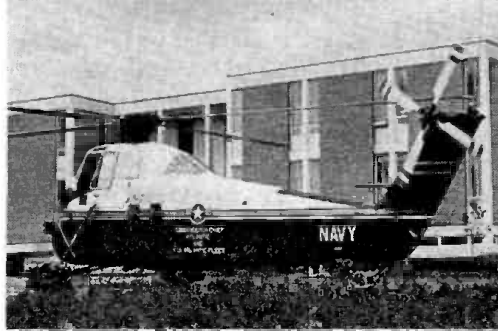
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.



Vice Admiral John S. McCain, Jr., Commander of Amphibious Forces of the U.S. Atlantic Fleet, visits Elise Kemper on "Passport."



Admiral McCain literally "dropped in" to Television Park via this sleek Navy helicopter.

PERSONALITIES

Make News on Channel 2, Baltimore



Ron Berle with Janet Kington, one of the women producers in the nation.



Maurice Evans was interviewed on "The Headliners" by Ron Meroney, staff announcer.



O'Brian appeared "Woman's Angle" with Sylvia Scott.



Stage, screen and television personalities . . . important people who make important news . . . add glamour to WMAR-TV's regularly scheduled programs. Visits by distinguished guests give additional authoritative background to special programs in the public interest. Vital, "alive," current-interest programming is another reason why Baltimoreans — and Marylanders — look to Channel 2 as their station for sparkling entertainment and up-to-the-minute information on topics that affect their daily lives..

In Maryland Most People Watch **WMAR-TV** 

CHANNEL 2 SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.



Dorothy Lamour chats with staff announcer Stu Kerr.

Juliet Prowse with admiring members of the announcing staff—Don Bruchey, Jack Dawson and Dick Strader.

Computers and media research: 'sales opportunity' ratings?

There are essentially two major sets of forces which are leading to wider use of computers by those of us working in marketing and advertising.

The first of these is the pressure to somehow get control of the flood of paperwork involved in ordering and paying for advertising. Despite great obstacles this is being accomplished. Burnett, for example, has largely automated its spot TV buying activities.

The second set of forces stems from the marketing revolution. The basic notion of this revolution is quite simple: some people and some places are better prospects for business for a particular client than others. Again, the computer can be helpful.

'Sales Opportunity' ■ For instance, the computer might yield real benefits in media planning were it employed to convert audience figures into what we might describe as measures of sales opportunity.

A medium's audience is merely a market place tied together by a channel of communication. We're interested in knowing how many and who are watching only to locate the biggest markets for our clients' merchandise.

To us, then, the ideal rating report wouldn't have a single rating or share figure. It wouldn't say a thing about the total number of homes reached or the division of the audience in terms of the percent of 18 to 34-year-old men.

Instead it would read: 8:30 p.m.—Station KKKK: 35,000 gallons of gasoline, 2,500 cartons of filter cigarettes, 4,000 cases of regular ready-to-eat cereal and 2,000 cases of pre-sweets. Station WYYY: 25,000 gallons of gasoline, 4,000 cartons of cigarettes, 5,000 cases of regular ready-to-eat cereal and 1,000 cases of pre-sweets.

Detail Demands ■ As we work more and more with our computer we find it necessary to go into finer and finer detail on marketing strategy. We are forced to spell out precisely those areas, those households and those individuals which represent important marketing targets for us, taking into consideration the state of the total market and our brand's own problems and opportunities. Next, we must examine media audiences in terms of their ability to pile impressions against the prime marketing targets, the heavy users.

Time after time analyses indicate the fact that national media just don't lay down their advertising weight in the way they should for the best match against our marketing problems and opportunities. Therefore we go to mixtures of na-

tional and local media with more and more effort being shifted from national to local media.

I'm not calling for an overnight revolution in research technology. All I am asking for is the adoption by the industry of the principle of measuring its audiences both in terms of households and individuals as well as in terms of demographic breakdowns.

The history of specifying the audiences to media in clear-cut demographic terms in the print media goes back at least 25 years, starting with a *Life* study in 1938. This tradition has continued in an unbroken line until the present time. There now are several syndicated services measuring magazine audiences on a wide variety of demographic details, adding to this product consumption.

TV's Data Void ■ When media people ask for information like this on spot TV, however, the silence is deafening. But I am not asking stations to go bankrupt via the research route.

I've found myself feeling for a long time that stations have bought too many surveys rather than buying too few. What I am calling for is a shift in emphasis and of dollars rather than asking for a greatly enlarged budget.

Television ratings have three different patterns through the year. Between the middle of September and the middle of November a great deal of sampling of shows goes on with ratings fluctuating quite a bit but eventually settling down by the end of this period.

Then from the middle of November until the beginning of local daylight saving time rating patterns remain quite consistent except for situations where programs are dropped. Such occurrences are in the minority rather than setting the pattern. Finally, there is summertime with its own pattern involving daylight saving time, reruns and sports.

Spot Check Trends ■ We really don't need to spend our time and money taking frequent studies of a stable situation. Let us use our efforts to give us the kind of marketing data we want and spot check changing situations.

For example, suppose you operate in a market where a survey is taken four times a year, each survey reaching approximately 500 households per time period. These 2,000 interviews provide the basis of your rating reports. We can carve up these interviews any way we want. I suggest something like this:

In November, do a whopping big survey which might use 1,200-1,500 interviews in order to do a good job of evaluating the marketing characteristics of the homes and people reached by the programs of you and your competition. Then do three other relatively small surveys during the balance of the year—taking 100 interviews in February, 200 in May and 300 in July.

Here the emphasis should be on trends and can be confined to the metro areas with the emphasis on speed in reporting. We could use different techniques for the different types of surveys.

I regard the current procedure of taking four equally-sized surveys as a compromise which fails to satisfy either the agencies or the stations. The samples are too small for marketing purposes and too big for trend checks.

Research Guide ■ For guidance in setting up these big surveys I suggest we turn to a recent report by the Media Research Committee of the American Association of Advertising Agencies which has come up with a standard list of demographic characteristics. It would make all of our jobs a lot easier if the broadcast industry utilized these classifications in developing standardized marketing data for use by advertisers and agencies.



Dr. Seymour Banks, Leo Burnett Co. vice president, wears two hats: he is manager of media planning and research, media department, and manager, creative and copy strategy, research department. He joined the agency in 1951 and before that was associate professor in marketing for five years at De Paul University. He earned his PhD in marketing in 1949 at the University of Chicago. Dr. Banks also is vice president-elect 1964, Marketing Research Division, American Marketing Association.

LOOK WHO INVADED DETROIT

Mort Crowley, that's who. And Gary Stevens and Bob Green, too. They join Robin Seymour, Jim Sanders and Bill Phillips. Now six of the country's leading air personalities are in Detroit and on WKNR. Six key reasons why WKNR is the station that knows Detroit.

P. S. When you are in Detroit, please listen to Mort Crowley, mornings 5 AM to 9 AM. He's very funny.



KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY



YOU AIN'T HEARD NOTHIN' YET, FOLKS AL JOLSON

Nobody could sell a song like Jolson. His overnight success in the first talking movie, *The Jazz Singer*, had a million Americans repeating that film's first spoken words: "You ain't heard nothin' yet, Folks." Here was the pet of every music publisher in the business because above all, Al Jolson was a salesman! But YOU ain't heard nothin' until you've heard your own products and services sold in St. Louis by the cash-ringing salesmanship of Radio WIL. The sure delivery of WIL's dominant personalities delivers a buying audience unmatched in the Big River City because WIL is above all a salesman.

WIL ST. LOUIS

WIL St. Louis

KBOX Dallas

THE BALABAN STATIONS

In tempo with the times

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman

THE NEW LIFE IN OLD FILM

- Newsreel footage gets reworked for series, documentaries
- Owners find more profit in doing shows than in renting clips
- Networks and stations eagerly accept new source of product

The film-footage rental business, its base growing with each passing year of television's growth, has reached the point where it is creating a significant new business of its own—that of TV program production.

This trend is particularly evident among those holding rights to the vast libraries of old newsfilm footage, who are finding there's more money to be made by assembling their own clips into special documentaries than by leasing the same clips to others for the same purpose.

Consequently the leasing or rental of footage is becoming more and more a sideline with many companies—although still an important sideline—while their new production ventures are adding more and more new programs to the syndication field and in some cases to the network schedules as well.

Conservative estimates indicate that at least seven series and more than 40 specials will be turned out by these sources within the next 12 months.

Attention was focused on the footage-leasing firms when material for spe-

cial TV features came into urgent and widespread demand immediately following President Kennedy's assassination.

Self-Production Favored ■ The demand came primarily from networks and a relatively few stations and most of it was met. But at least two major library owners, 20th Century-Fox and Time Inc., had long since decided to use their newsfilm resources in self-production and lease nothing to outsiders.

The thinking behind the trend was summarized in this way by an executive of a company with an extensive newsfilm library:

"We supplied about 60% of the footage for one series that grossed more than \$3 million. Do you know what we were paid? About \$30,000. Do you blame us for wanting to produce our own shows instead of giving them away for peanuts?"

Two approaches are emerging in the "produce-for-yourself" gambit. The 20th Century-Fox Film Corp., which owns the Fox Movietone newsreel li-

brary, has closed its footage to outside producers and is concentrating on its own TV film documentary projects. Producing organizations, such as David Wolper Productions and Sherman Grinberg Productions, are purchasing rights to newsreel libraries so that needed footage can be more readily accessible to them.

When the upsurge in documentary programs in television—on both network and syndication levels—began about three years ago, newsreel companies shared in the windfall. Their payment was restricted to fees for the amount of footage actually used by the producer (see story below).

The clients of the newsreel companies for footage are primarily the networks and independent producers who create documentaries for syndication. There is also a small market among agencies, which require modest footage from time to time for commercials, and stations which produce their own special programs.

"But except for major market stations," one supplier commented, "the

\$2.50 to \$5 per-foot clips too expensive for most stations

The price for newsreel or other stock footage can be fairly expensive and is the overriding reason that most TV stations cannot afford to buy such clips. One newsreel company made its price structure available, pointing out it is a basic list and can be modified.

Based on a one-time use only, post-1931 newsreel film costs for one foot are: local TV, \$2.50; network and syndication, \$5.00; commercials, \$5.00 and educational TV, \$2.50. For pre-1932 segments, prices jump to \$3 for local TV, \$6.50 for network and syndication, \$7.50 for commercials and \$3 for educational TV. The prices for production shots (non-newsreel) are 30% to 50% higher per foot.

These costs do not include the

laboratory costs for films, which can run from 10 cents to 20 cents per foot. A station, for example, will pay about \$225 for a 35mm minute of film (about 90 feet) and a network about \$450, not counting laboratory charges. Most suppliers have a basic minimum fee of \$75. If a client requires research services, the fee runs to \$10 an hour.

Several suppliers stated that for long-term clients, the fee structure can be revised downward. One company, for example, said it would charge \$6 per foot for unlimited use of news clips it provided. Presumably, a station that utilized the library of a single supplier to produce a half-hour documentary could obtain a substantial reduction, but stock film executives noted that this

was not likely to occur, since orders are overwhelmingly for short segments.

Suppliers prefer to work with companies that can send representatives to their premises to inspect film through a view finder. Each company has hundreds of thousands of index cards to help it locate required footage. Out-of-town producers specify the type of film they need, giving as much detail as they can, and newsreel organizations attempt to locate the film through index cards. Clients are charged only for the footage used, although twice the amount required may be sent.

Government agencies in the U. S. generally charge only lab and handling costs, but pricing arrangements vary with bureaus of foreign nations.

cost is too much for most TV outlets to lease footage. We make prices as low as we can for stations, but they still can't afford it."

Though the trend is toward production by the newsreel companies themselves, officials noted that most organizations still will rent footage to outside producers. Exceptions are the Fox Movietone and Time Inc.'s March of Time libraries. The attitude of other organizations was summed up by one executive this way:

"Important as stock footage may be to a producer who's looking for a particular sequence, what is more important is his skill at picking the right footage and assembling it. We don't worry about the competition; we know our job. We hope the competition knows his."



Sherman Grinberg, a former film librarian, has moved up rapidly in the factual film production field. His company has 75 million feet of film.

20th Century's Plans ■ The organization which is plunging most vigorously in the factual TV film field is 20th Century-Fox Television and its subsidiary company, Fox Movietone. In association with producers Malvin Wald and Jesse Sandler, Fox is preparing in Hollywood two half-hour series, *Comeback*, centering around well-known personalities who make comebacks, and *Day to Remember*, depicting famous events in history. In New York, two other series are blueprinted—one concentrating in the field of humor and the other a background-to-the-news project.

The company also plans to produce from its footage various special programs. Fox recently completed *Anatomy of Crime*, a one-hour show based on the revelations of convict Joe Valachi, and is in the process of producing a program on World War I.

Fox Movietone has approximately 75 million feet of footage in New York and another 21 million feet in London. It no longer provides newsreels for

theaters in the U. S. It has branches in Munich, London, Sydney, Johannesburg and Paris and supplies current newsreels to theaters outside the U. S. The company still produces short subjects for U. S. theaters.

In October, Fox dropped its association with United Press International, under which Movietone produced newsfilms for TV stations for distribution by UPI. UPI has established its own newsfilm operation which services TV stations.

Hearst's Distinction ■ Hearst Metrotone News has the distinction of being the only major organization in the U. S. that is still producing newsreels for theaters. It produces four newsreels each week: two for itself and two for Universal Newsreel, which handles its own distribution. Other newsreel producers have fallen by the wayside, attributable largely to the rise of newsfilm on TV.

Hearst Metrotone has approximately 30 million feet of film dating back to 1919. It rents footage to networks, producers, stations and agencies.

Hearst Metrotone recently completed 26 hour programs from its film library, titled *Perspective on Greatness*, biographies on leading world figures. A spokesman last week said another project is in the blueprint stage, but no other information could be released at this time.

The Universal Newsreel also distributes two newsreels each week to theaters from production provided by Hearst Metrotone. Universal's library runs to about 15 million feet dating from 1929. It rents footage to outside television organizations, but a spokesman reported it has no plans to engage in TV production.

Companies that control or have access to films of special interest also are flourishing in this era of the documentaries. Three such organizations are John E. Allen Inc., Filmvideo Releasing Corp. and Stratford International Films Searchers Inc.

Rare Footage ■ John E. Allen Inc., Park Ridge, N. J., has a library of about seven million feet, whose strong point is "obscure things," such as street scenes of a given period, automobile styles, people doing things on farms and in factories, or living conditions of a particular period. It covers the period from about 1900 to 1930.

The Allen organization is strictly a "family operation," headed by Mr. Allen, a giant-sized man of considerable energy. He is exclusively in the leasing business, and his clients are the networks, outside producers and, to a limited extent, advertising agencies ("they like some old-time slapstick or a love scene to move into a commercial," Mr. Allen commented).

Mr. Allen has been collecting film



Joe Valachi was the central figure in 'Anatomy of Crime,' an entry of Twentieth Century-Fox Television in the factual film field.

for almost 40 years and has the reputation of "buying all the junk that comes along." He intends to remain in the period in which he specializes and he is constantly acquiring footage from individuals "who have it lying around."

Mr. Allen supplied footage to CBS-TV in connection with its recent coverage of the assassination of President Kennedy. The network ordered and received sequences on Presidents who had been assassinated or who had been wounded, and on President Harding's trip to Alaska.

The Filmvideo Releasing Corp., headed by Maurice Zouary, holds rights to about 12 million feet of film. Mr. Zouary reported it consists largely of early newsfilm and early travelogues but has been supplemented with pur-



John E. Allen's 'family business' is supplying film memorabilia to television. His garage is crammed with photographs, scripts and film.

chases of three million feet of film from the NBC library in 1959 and Telenews footage between 1947-56.

His first purchase was the Miles library, with film dating back to 1898. This library included 250,000 feet on World War I, believed to be among the largest. In all, Filmvideo has about 300,000 feet of coverage on sports events.

Children's View ■ Filmvideo operates mainly as a supplier of footage to networks and producers but has produced a series called *Kiddie Camera*, a children's eye-view of the news. In the future, Mr. Zouary said, the company plans to turn out three to four programs a year, either on a series or special show basis.

Stratford International Film Researchers Inc. is operated by John Stratford, a Hungarian-born motion picture producer who has contacts with film executives throughout the world. His forte is his personal liaison with film organizations abroad, enabling him to acquire required footage from out-of-the-way places.

Mr. Stratford estimates he holds rights to more than 50 million feet of film, including short subjects, features and newsreel footage from various countries, including Iron Curtain nations. His company has been particularly helpful to network and outside producers who have sought foreign footage. He stressed that he often is engaged as a research consultant on production projects with an international flavor.

The Sherman Grinberg organization is a noteworthy example of success



'The Race for Space' was the first successful David L. Wolper documentary. The firm has an ambitious schedule outlined for the coming year.

achieved through dealing in old film footage. In 1958, after working for 20th Century-Fox for five years as an agent for the company's stock footage film libraries, Mr. Grinberg formed Sherman Grinberg Film Libraries Inc. He bought the stock footage assets of Pathe News Inc., and in the intervening years, Mr. Grinberg took over the operation of the Columbia Pictures' film library; bought the Allied Artists' film collection and, in partnership with David L. Wolper, acquired the Paramount Newsreel footage. The Grinberg company has in excess of 75 million feet of film at its disposal.

Though Grinberg still supplies stock

footage to networks, producers and agencies, the company became active in production in the actuality field in 1960, producing 260 five-minute shows, *Greatest Headlines of the Century*, for Official Films, and a one-minute program, titled *Sportsfolio*, also for Official. In association with David L. Wolper, Grinberg co-produced 65 half-hours of *Biography* for release by Official in 1962 and 1963, and this year has produced the *Battle Line* series, also for Official Films distribution.

An advocate of the you-gotta-produce school of film librarians, Mr. Grinberg is blueprinting a new project for 1964. In cooperation again with Official Films, the Grinberg production arm is completing the pilot of a new half-hour series, tentatively titled *Survival*, a first-person account of individuals who have endured critical situations.

Wolper's Production ■ David L. Wolper Productions owns the Paramount Newsreel jointly with Sherman Grinberg, with the latter organization serving as custodian. The Wolper company has achieved outstanding success in the factual film field, starting with *The Race For Space* TV special several years ago, and is undoubtedly the leading independent producer in the field.

Wolper is mapping an ambitious schedule for 1964. For syndication by United Artists TV, the company is blueprinting six one-hour specials in the area of science. Wolper also is preparing 10 one-hour historical specials, of which tentative titles include "Trial in Nuremburg," "The Rise and Fall of the Japanese Emperor" and "Prelude

Stock footage by the million available from these firms

There are many film companies that supply stock footage to producers of TV documentary programs and the following list compiled by BROADCASTING is representative of the leading suppliers. It must be pointed out that many government agencies, both here and abroad, also provide footage, obtainable either directly or through a film supplier in this country. At present, Time Inc.'s March of Time and Fox Movietone News have a policy of not leasing film footage to outside producers and are not included in the compilation.

John E. Allen Inc., 116 North Avenue, Park Ridge, N. J. Contact: John E. Allen. Description: About 7 million feet of film from 1900 to 1930; specializes in street scenes, life in the 1920's and earlier and Americana footage of various types.

Filmvideo Releasing Corp., 333 W. 52d Street, New York. Contact: Maurice Zouary. Description: Approximately 12 million feet of film from 1898 to 1956; strong on sports, World War I and travelogues.

Sherman Grinberg Film Libraries Inc., 1438 North Gower, Hollywood. Contact: Sherman Grinberg; New York office: 630 Ninth Avenue.; Bernard Chertok. Description: Has more than 75 million feet of film, including Pathe News Inc. Newsreel, Paramount Newsreel footage, Allied Artists' film collection. Operates Columbia Pictures' stock film library. Footage covers 1896 to 1956.

Hearst Metrotone News, 450 W. 56th Street, New York. Contact: Caleb Stratton. Description: Approximately 50 million feet of film, dating to 1919. Company still produces weekly newsreels and signifi-

cantly has footage available after 1956 by which time many other newsreel companies had ceased production operations.

Stratford International Film Researchers Inc., 230 West 57th Street, New York. Contact: John Stratford. Description: Company has access to more than 50 million feet of film from libraries throughout world. Company is said to be skilled at locating footage in out-of-the-way places and is particularly known for obtaining middle European film segments.

Universal Newsreel, 105 East 106th Street, New York. Contact: George Barrett. Description: Has approximately 15 million feet, starting in 1929. Still distributes newsreels to theaters which are produced for Universal by Hearst Metrotone and accordingly has latest footage.

to War: 1939." These programs are aimed either for network or syndication presentation. Wolper also plans production shortly of four one-hour "perennial" specials on the World Series, the Kentucky Derby, the Indianapolis speedway and each season's professional football games.

In the area of full series, probably of a half-hour duration, Wolper is preparing *Men in Crisis*. It will center around the experience of two well-known men in a critical situation, such as Hitler and Chamberlain, Kefauver and Costello, Truman and Dewey, Joe Louis and Max Schmeling.

Time Inc.'s March of Time has approximately 11 million feet of film recording events between 1935 and 1952. Time Inc. does not lease footage to outside producers but has plans to utilize the library for its own productions. During this year, it has produced special half-hour shows on Berlin and Iraq, which included stock film as well as newly shot sequences.

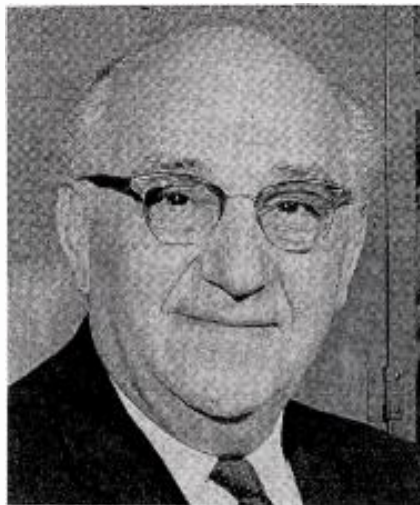
A spokesman said the company has had several plans involving the use of the March of Time Library, but acknowledged "full use" has not been realized. He indicated that the company would be amenable to suggestions for co-production with an outside organization.

Pathe News Inc., which no longer holds rights to the Pathe newsreel library, plans to produce a group of six one-hour documentaries in 1964 from various newsfilm sources. Called *Cavalcade of Our Times*, the series' programs will include: "Big Business: U.S.A.," "The Good Old Days," "In the Days of the Depression," "The Irish Rebellion," "The Rise and Fall of the Chinese Republic," and "The American Presidency in the 20th Century." In the past, Pathe News has produced such factual series as *Milestones of the Century* and *Men of Destiny*, both five-minute programs.

Network Policy • To date, networks have avoided buying documentaries of a serious nature from outside producers, preferring to accept complete responsibility for them by participating in actual production. Exceptions are in the so-called "entertainment documentary" area (Wolper's *Hollywood and the Stars* on NBC-TV and Official's *Marilyn Monroe* special on ABC-TV). The route therefore for the "snip-and-glue" school of producers is syndication to stations.

The outlook is brighter for factual specials of various kinds, but producers agree that acceptable time slots on a regular season basis are "harder to come by." One syndicator summed up this situation:

"You have to come in with a fine show. And then you have to sell hard—very hard."



John Stratford, Hungarian-born film executive, makes a specialty of finding film footage of scenes made outside of the United States.

WOLPER FINANCING

Documentary film company to expand into dramatics

Arrangements have been completed for Westland Capital Corp. and the City National Bank of Beverly Hills, Calif., to provide long-term financing to Wolper Productions which will enable the documentary film company to expand its operations into the production of dramatic TV programs and theatrical motion pictures. In announcing the acquisition of this outside capital, David L. Wolper, president and executive producer of Wolper Productions, said a new board of directors has been elected to guide corporate policies and the expanded production program. He will serve as chairman of the board. Other members are: Mel Stuart and Jack Haley, Wolper vice presidents; Harvey Bernhard, Wolper vice president and treasurer; Sylvan Covery, secretary and general counsel of the Wolper organization; Phillip L. Williams, president of Westland Capital Corp., and William Goetz, presi-

dent of William Goetz Productions.

Expansion activities are to start immediately, with New York sales office to be opened within the month and sales personnel engaged to work with the William Morris Agency in representing Wolper Productions. The development of panel and daytime TV programs is at the top of the expanded production agenda, alongside of developing properties for motion pictures. In addition, the company plans to build a staff of producers, writers and other creative talent in Hollywood to develop dramatic TV programs for the 1964-65 television season. Writers will also be signed to develop documentary films for theatrical exhibition.

NBC turns deaf ear to Blue-Gray appeal

NBC-TV last week announced broadcast decisions on two major Southern football games which had become centers of controversy over the eligibility of Negro players.

The network said it is standing firm on its cancellation of formerly scheduled television coverage of the annual Blue-Gray game in Montgomery, Ala. on Dec. 28 (BROADCASTING, Nov. 18, 11). Game officials, who earlier stated that Negroes would be barred from play, traveled to New York last week to ask NBC to reconsider the cancellation. William R. McAndrew, executive vice president of NBC News, following a meeting with the Montgomery officials, said there had been no change in NBC's position.

NBC-TV also announced plans to go ahead with its scheduled coverage of the annual Senior Bowl game at Mobile, Ala. on Jan. 4. Bowl officials, acting on a request for information from NBC, have apparently satisfied the network that Negro players will not be barred from the game.

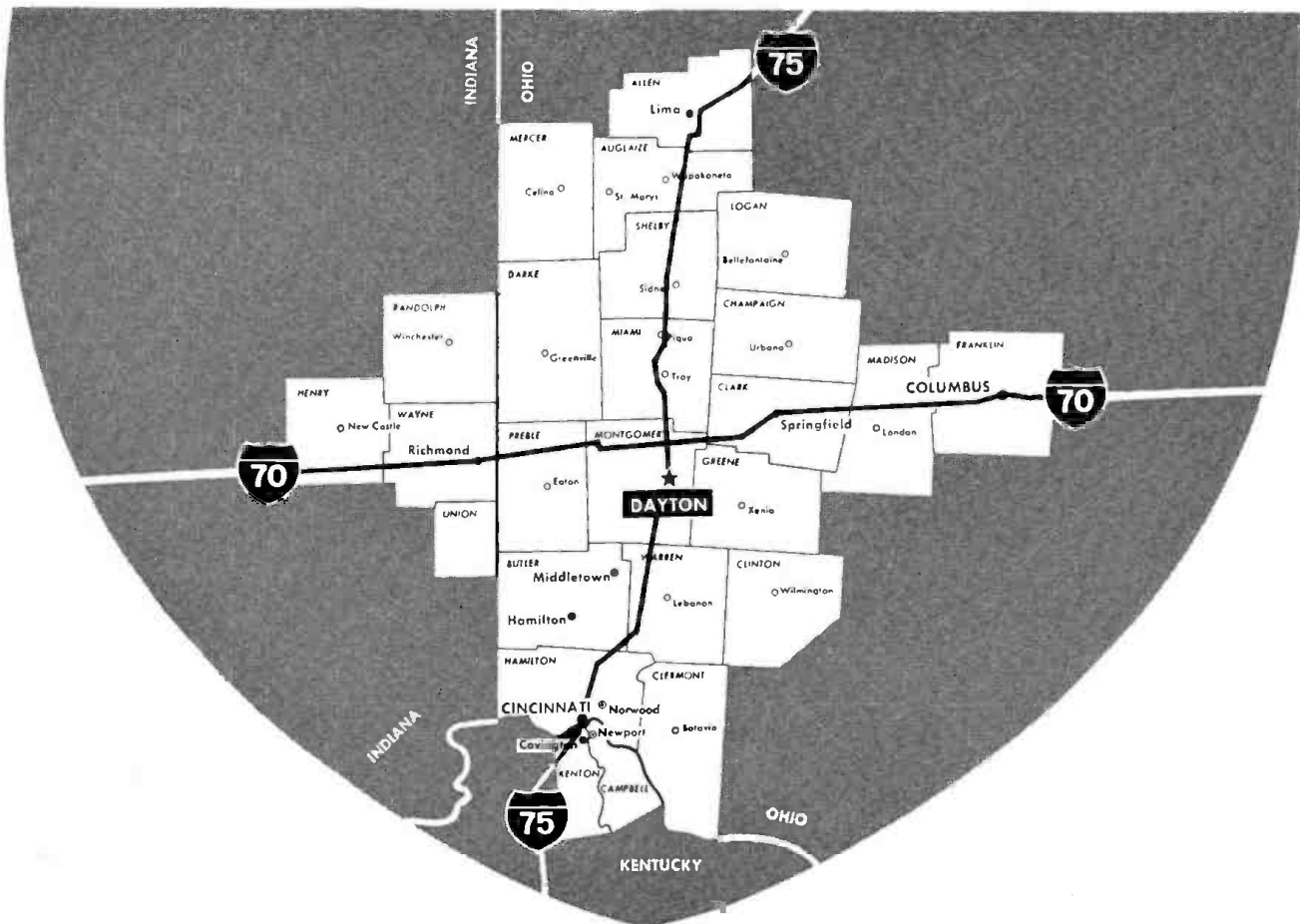
Production starts on series

New one-hour series, *Night People*, dealing with the real-life stories of people who come to life after dark and start their day when most people have ended theirs, goes into production today (Dec. 9), first of several projects to be filmed by Revue in association with ABC-TV. The series will be filmed entirely on location in Los Angeles, utilizing new camera and lighting techniques to get good pictures of crowds and street scenes taken outdoors as well as inside in the after-dark hours. Jack Laird, producer of *Channing*, will be executive producer of the new series. Irving Lerner will direct the first segment, "The Other Man," written by Larry Cohen and Steve Carabatsos, which calls for 25 separate locations scattered throughout Los Angeles county.

Film-finding specialists

The growth of documentary programs from newsreels and other stock footage prompted the formation of an unusual company, Film Finders Inc., New York, in 1961. Film Finders does exactly what its name implies—finds film for producers, stations, agencies and other organizations that may not have trained research personnel on its staff. Its operating head is Miss Helen Kiok.

Welcome to Megacity[®] 70 75



...the tenth largest consumer market in America

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

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

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

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

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

Make-goods still in a fluid state

RESCHEDULING OF TV SPOTS GENERALLY LAGGING BEHIND RADIO

Stations and national representatives appeared to be generally satisfied last week with the efforts of advertisers and their agencies to accept make-goods for commercials cancelled during the four-day period following President Kennedy's assassination Nov. 22.

It was difficult to estimate the business that would fall into the make-good category, with most reps projecting a figure as high as 80% for spot TV, others figuring 65% to 70% and one disappointed official claiming that for his stations the estimate was running only 35%.

All representatives cautioned that the situation was still fluid and changes to either make-goods or credits were being made on a day-to-day basis. The consensus was that it would take about six weeks for the situation to crystalize, but the general feeling was one of optimism.

Spot radio seemed to be in a more favored position, attributable to its flexibility. Estimates were that up to 95% of the radio commercials cancelled would be rescheduled.

Cash's Wire ■ The changeability of conditions was highlighted by the action taken last Monday (Dec. 2) by Norman E. Cash, president of the Television Bureau of Advertising. In an unusual move, Mr. Cash addressed a telegram to 90 major advertisers, urging them to give TV stations and na-



Mr. Cash

tional reps discretion in rescheduling their commercials. It was understood that Mr. Cash undertook this step because by last Monday orders for make-goods had not reached the expectations voiced several days earlier (BROADCASTING Dec. 2).

But by the middle of last week, the situation apparently had brightened and Mr. Cash issued a statement commending advertisers. He noted that although he had not expected replies to his telegram, many advertisers responded. Among those who had replied and

pledged make-goods were Lever Bros., Procter & Gamble, Pharmacrast and Scott Paper.

Lever Bros. wrote of its "complete accord" with the suggestion made on reinvestment of funds for pre-empted TV schedules. The letter noted that the TV industry, which responded "so magnificently" in its coverage of the tragedy, should "not be made to suffer financially for the great public service it performed." Lever said it was advising its agencies to reschedule advertising pre-empted during the period.

There were various approaches to the make-good situation. Several advertisers indicated they would reslot the spots sometime next year, in addition to regular schedules. Most advertisers asked for make-goods before the end of the year, but said they wanted suitable time periods.

Pan Am Satisfied ■ One advertiser, Pan American Airways, reported it would not ask for credit or for delayed showing of its spot announcements. In tribute to the "terrific job" performed by stations and networks, Pan Am would consider its advertising as having run.

Many stations reported that local advertisers frequently adopted the same approach as Pan Am: They advised stations to bill them for commercials as if they had run. This was said to be especially true of institutional advertisers,

Big budget won't insure advertising success

It takes more than money to make sure that advertising will produce sales results, two officials of Coty Inc. declared last week—and cited a Coty experience with "beautiful" television commercials as their evidence.

The officials, marketing vice president Wallace T. Drew and marketing research director John E. Murphy, spoke at a closed workshop meeting held Thursday in New York by the Association of National Advertisers to consider "advertising planning and evaluation."

Schwerin System ■ They were two of several speakers who probed this subject, including a Schwerin Research Corp. executive who presented Schwerin's system for predicting the success or failure of a given television advertising campaign (BROADCASTING, Dec. 2).

The Coty executives contended that advertising is only one of several marketing factors that contribute to increased sales. They called attention to a specific Coty campaign for its "24" lipstick.

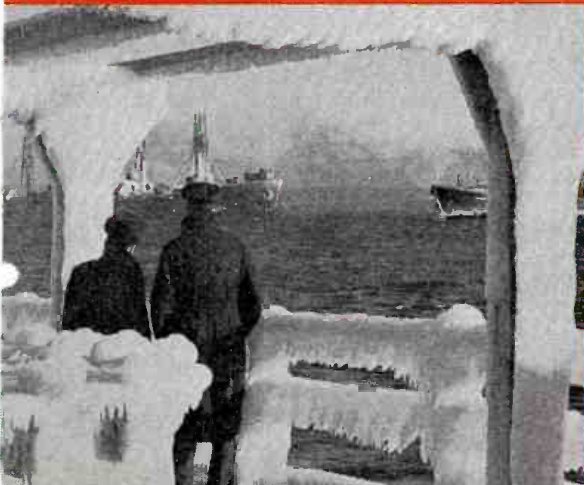
Several "beautiful" TV commercials were prepared, they said. Each was written and produced by "experts" and stressed the campaign theme that "24" lipstick has unique lasting qualities—and yet, the official said, only one of those commercials demonstrated that it could produce retail sales increases in the market place.

"Spending money on advertising," Mr. Drew said, "will not necessarily produce sales increases and additional profit for your corporation. Planning the proper advertising strategy for a given product and executing this strategy is a complex task, a task

where measurement can be helpful, a task requiring the greatest ingenuity and the soundest advertising judgment."

Effectiveness Reviewed ■ The Schwerin presentation, by chief statistician Malcolm Murphy, was said to have reviewed the company's findings on commercial effectiveness as a bigger sales influence than budget alone, and to have reported in considerable detail on subsequent studies, mostly concerned with other factors, that had not been officially disclosed before.

Others reporting on problems and approaches in advertising evaluation included Gail Smith of General Motors, W. M. Weilbacher of C. J. LaRoche & Co., W. J. Gillilan of Ketchum, MacLeod & Grove, and Gilbert Miller and Malcolm McNiven of duPont.



A NATION AT WAR

'A NATION AT WAR' is the most distinguished series since 'Victory At Sea.' Never-before-seen enemy and Allied footage fill the screen with the fury and heroism of history in the making. Commandos. The European fronts. The sub-scoured Atlantic. This power-packed prestige program will add lustre to your log, points to your ratings. First run, of course, from Desilu.....

Desilu Sales Inc.

Richard Dinsmore, Vice President, General Manager

780 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA

Hollywood 9-5911

Savings association uses saturation radio

Saturation radio is paying off for Brentwood Savings and Loan Association, according to Dick McFarland, account executive at Carson/Roberts, Los Angeles, agency for the savings and loan company with offices in two Los Angeles suburbs, Brentwood and Monrovia.

Ten-second spots, used on an average of 50 spots a week on six AM and eight FM stations in the Los Angeles area, are the heart of the campaign, accounting for \$100,000 of the \$175,000 budgeted for a year-long drive. The remainder of the budget is going for newspaper and outdoor advertising.

The first flight of radio spots was a six-week campaign which started early in September. Theme of the spots is the passbook, selected by C/R as a fitting symbol for this financial institution. A typical spot, read by a male announcer, went as follows: "Give your husband a good book tonight with his pipe and

slippers—a Brentwood Savings passbook. He'll appreciate the interest."

"We felt the 10-second spot was perfect for our needs," Mr. McFarland said, "because it could establish the Brentwood name and passbook symbol in that time and we could get greater frequency for our budget than by use of longer time slots.

"This new three-pronged advertising program is aimed at solving a problem that confronted our client. That problem was: how, when you are one of 125 similar institutions that have virtually the same thing to sell in your immediate area, do you break through the welter of competition and distinguish your operation so as to attract new depositors?"

"We decided the most important first step to be taken was establishment of ready identification of the Brentwood name. Since recognition comes most easily through some sort of graphic element, we chose the passbook as our theme.

"The passbook is a recognizable symbol. It embodies the concept of savings. It identifies Brentwood in no uncertain terms as a savings institution. The passbook became the focal points of all our ads and was carried as a theme throughout the copy in our radio spots, billboards and newspaper ads."

"Our first radio effort was undertaken with some trepidation," reports Irwin H. Kurtz, Brentwood advertising director, "but the recommendation of our agency to place a substantial portion of our budget in radio was endorsed in an attempt to reach many people who may not have heard of Brentwood Savings."

How successful has the new program been in solving the problem? "It's still too early to judge accurately full effects of the overall campaign," said Mr. McFarland. "But we do know people are hearing our radio spots. They tell their Brentwood tellers they are."

particularly banks.

MFA Insurance Co., Columbia, Mo., advised the 177 radio and 72 television stations on its schedule that instead of a commercial their make-good announcement could be a tribute from MFA to the radio and television industry for "its great public service in providing such complete coverage events of the four fateful days."

One indication of the dimensions of lost advertising exposure during the four days was provided by Broadcast Advertisers Reports Inc., which monitors TV commercials. BAR said that more than 72,600 station commercial exposures, which originated from the three TV networks, were eliminated in the 75 markets that BAR monitors. This estimate did not include spot and local announcements that were pre-empted.

MW&S adds Maradel division

Maradel Products took another step toward consolidation of its divisions' advertising accounts at one agency last week with the assignment of its Comptone subsidiary to Mogul Williams & Saylor, New York.

Maradel now has all but one of its divisions at Mogul, having moved some \$400,000 of its business to that agency from Donahue & Coe and Kastor, Hilton, Chesley, Clifford & Atherton last July. MW&S now has an estimated 95% of a total Maradel ad budget of about \$1.5 million.

Comptone is an importer and producer of sun glasses.

CIGARETTES AND HEALTH

Two medical reports claim definite connection between smoking and several fatal diseases

Smoke all you want, but don't look behind you—the Grim Reaper is gaining with every puff.

Such was the essence of two separate speeches last week, the major one being given by Dr. E. Cuyler Hammond, director of statistical research for the American Cancer Society, who presented statistics linking cigaret smoking and several diseases, including lung cancer, to a clinical meeting of the American Medical Association in Portland, Ore., last Wednesday (Dec. 4). The presentation led to the decision by the AMA's House of Delegates, the association's policy-making group, to make an all-out investigation of the subject.

The day before Dr. Hammond's speech, the Cancer Prevention Center of Chicago heard an address by Sir Robert Platt, the English physician who chairs the Royal College of Physicians' Committee on Smoking and Lung Cancer. The committee in 1962 published findings linking tobacco and cancer.

Numbers Game ■ Dr. Hammond's report presented new evidence gathered in a survey covering 422,089 men between the ages of 40 and 89 for an average period of 34.3 months. He said they not only confirmed findings of earlier studies but extended the al-

leged connection between cigarette smoking and increased death rates.

The new areas of study, Dr. Hammond said, included:

1) The death rate when compared to the degree of inhalation of tobacco smoke (conclusion: a higher death rate when smokers inhaled);

2) The effect of cigarette smoking on men older than 70 (conclusion: a higher death rate among those who smoked, though not as great a difference as that between younger men);

3) The death rates between men who had many similar characteristics, matching those who smoked with the nonsmokers (conclusion: of the 36,975 smokers, 1,385 died in the survey period, compared to only 662 of the same number of nonsmokers);

4) The relationship between smoking habits and hospitalization (conclusion: the percent hospitalized increased with the number of cigarettes smoked, the greater the depth of inhalation and the earlier the age at which the man began smoking.

Dr. Hammond went on to relate statistics which he said show that lung cancer, coronary artery disease and other related diseases are more likely to occur when a person smokes cigarettes. Turning to other tobacco uses, he said that the study showed that pipe

Remember when radio did important things?

When it was the only way to keep a whole nation in touch with one solitary figure in outer space?

When Washington used it to talk to the enslaved people in Cuba?

And remember when our six stations across America pitched in and helped double the number of Peace Corps applicants in a single month?

When was it radio did things like this? In 1963.

●● ABC OWNED RADIO STATIONS ●●

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Radio...one of the good things about America

 **ABC OWNED RADIO STATIONS** 

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Papaya vs. tobacco

Frito-Lay Inc., Dallas, a heavy user of both radio and television, is investigating the market potentials of a new nontobacco cigarette, it was disclosed last week by John R. McCarty, vice president in charge of advertising and merchandising. Mr. McCarty said the new cigarette uses papaya leaves instead of tobacco.

Frito-Lay plans to acquire 51% of Sutton Research Corp., Los Angeles, if the new product tests out satisfactorily. Sutton is developing the nontobacco cigarette and only laboratory work has been performed so far. Consumer sampling comes next, Mr. McCarty said, before test marketing can be considered. Frito-Lay's national agency is Post-Keyes-Gardner, Chicago.

and cigar smoking did not seem to produce as marked a degree of relationship to a higher death rate as cigarettes did.

He contended that the study refutes arguments raised by the tobacco industry and some scientists who have challenged the validity of earlier surveys.

Tobacco Trap • Sir Robert's speech in Chicago recapped the case against smoking as made by his committee. He explained the public's reluctance "to accept the facts" as being twofold. The "enormous vested interest" of the tobacco industry and its advertising drive to glamorize smoking is one important consideration, he said, but even more important is the "plain fact . . . that smoking is an addiction and a very powerful one. . . ." Smokers simply don't want to quit, he stated, therefore "the really important thing is to prevent, as far as possible, the next generation from developing the habit."

Reaction to the AMA's decision to research further into the relationship between smoking and diseases was swift, and the comments from Senator Maurine B. Neuberger (D-Ore.) were critical. The senator is author of *Smoke Screen*, a book which summarized her views on smoking and health (BROADCASTING, Oct. 21). Mrs. Neuberger charged that the AMA's failure to take a stand on Dr. Hammond's report "could not have been better designed to achieve the objectives of the American tobacco industry." She implied that it is a little late to start beginning research and called for "unequivocal warning to every American that smoking, by whatever mechanism, is a serious threat to health."

George V. Allen, president of The

Tobacco Institute Inc., welcomed the AMA decision to probe into "these important health fields, where so many questions remain unresolved. We are gratified that the work is to be undertaken by so widely representative a body as the AMA," the tobacco industry's spokesman added.

Last week also saw the formation of two new groups dedicated to pushing the alleged relationship between smoking and diseases into the public eye. The California Interagency Council on Cigarette Smoking and Health, a tongue-twisting organization formed in

Berkeley, is comprised of the California State Department of Public Health, the State Department of Education, the California Medical Association, the California Branch of the American Cancer Society, the American Heart Association and the Tuberculosis and Health Association.

Last Thursday (Dec. 5) Leo Perlis, director of community service activities for AFL-CIO, told the American Cancer Society that the labor group will launch a program next January designed to educate smokers about cancer and smoking.

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



Good things on the table—and good things
in the air—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 Advertiser

Representation: AM Radio Sales

TvAR comparison report shows decrease in male smokers

The 1963 product usage and brand preference study commissioned by Television Advertising Representatives has shown again this year just what similar studies have shown in the past—that there is a wide variation in market-by-market consumption of particular products and an even more pronounced difference in brand preferences by market.

The 1963 TvAR Brand Comparison Report, researched by Pulse Inc. in the eight markets where there are

TvAR represented stations, reflects divergent buying habits in 12 product categories. The study compares consumption in 1962 with 1963.

Significant among the findings was a decrease in male smokers in each of the eight markets. The average drop-off in the male smoker category was 6.15%, the sharpest decline—11.1%—evidenced in Boston, while San Francisco, down 2.1%, showed the smallest loss in this group.

The Pulse findings also indicate a

drop in cold cereal consumption, a gain for instant coffee and a decline in purchases of dog food.

Pulse reached about 5,000 homes in each of two sweeps made in March and May and gathered information on 550 brands. The research technique was an in-home, personal interview with the head of household involved in the purchase of the specific products studied.

Products measured were coffee, cold cereal, cold remedies, dog food, gasoline, headache remedies, hot cereal, margarine, milk additives and tea.

Lager Likers ■ According to the Pulse data only 26.2% of families in Charlotte, N. C., purchased beer while in San Francisco 50.1% of families were beer purchasers. In the cold remedy category there was a 100% difference in consumption between two metropolitan areas separated by only 120 miles: 26.3% of families in Cleveland were reported to be purchasers of such remedies, but for Pittsburgh the figure is 13.9%.

Looking at the study from a brand preference aspect it is noted that only four brands enjoyed a first place position in all of the markets surveyed. These were Liptons' Tea, Bayer Aspirin, Kellogg's Corn Flakes and Vick cold remedies.

TvAR represented stations are KPPIX(TV) San Francisco; KYW-TV Cleveland; KDKA-TV Pittsburgh; WJXT (TV) Jacksonville; WBT(TV) Charlotte, N. C.; WTOP-TV Washington; WJZ-TV Baltimore and WBZ-TV Boston.



Robert M. McGredy (l) vice president and managing director of Television Advertising Representatives, points to a graphic representation of data from the TvAR 1963 Brand Comparison Report. Following the figures on relative

consumption of regular and instant coffees are Grace Porterfield and Alan Pando, time buyer and account executive, respectively on the Instant Maxwell House Coffee account at Benton & Bowles, New York.

B&B gets lion's share of Eastern Air Lines

IMMEDIATE SWITCH GIVES GAYNOR & DUCAS A PORTION

Eastern Air Lines, up in the air since late September over appointment of a new agency, landed the major portion of its \$10 million account at Benton & Bowles last week.

The account, formerly at Fletcher Richards, Calkins & Holden had been the object of an eight-agency competition. Its assignment was delayed by recent top-level management changes at the airline (BROADCASTING, Dec. 2).

Benton & Bowles, New York, will place Eastern's TV, radio and print advertising while direct mail, special promotions and some new projects will be handled by Gaynor & Ducas, New York. Eastern bills approximately \$4 million in broadcast, about \$2.2 million

in TV and \$1.8 million in radio. The switch to B&B was announced as effective immediately.

It's estimated that Gaynor & Ducas will be assigned no more than 10% of Eastern's total billings.

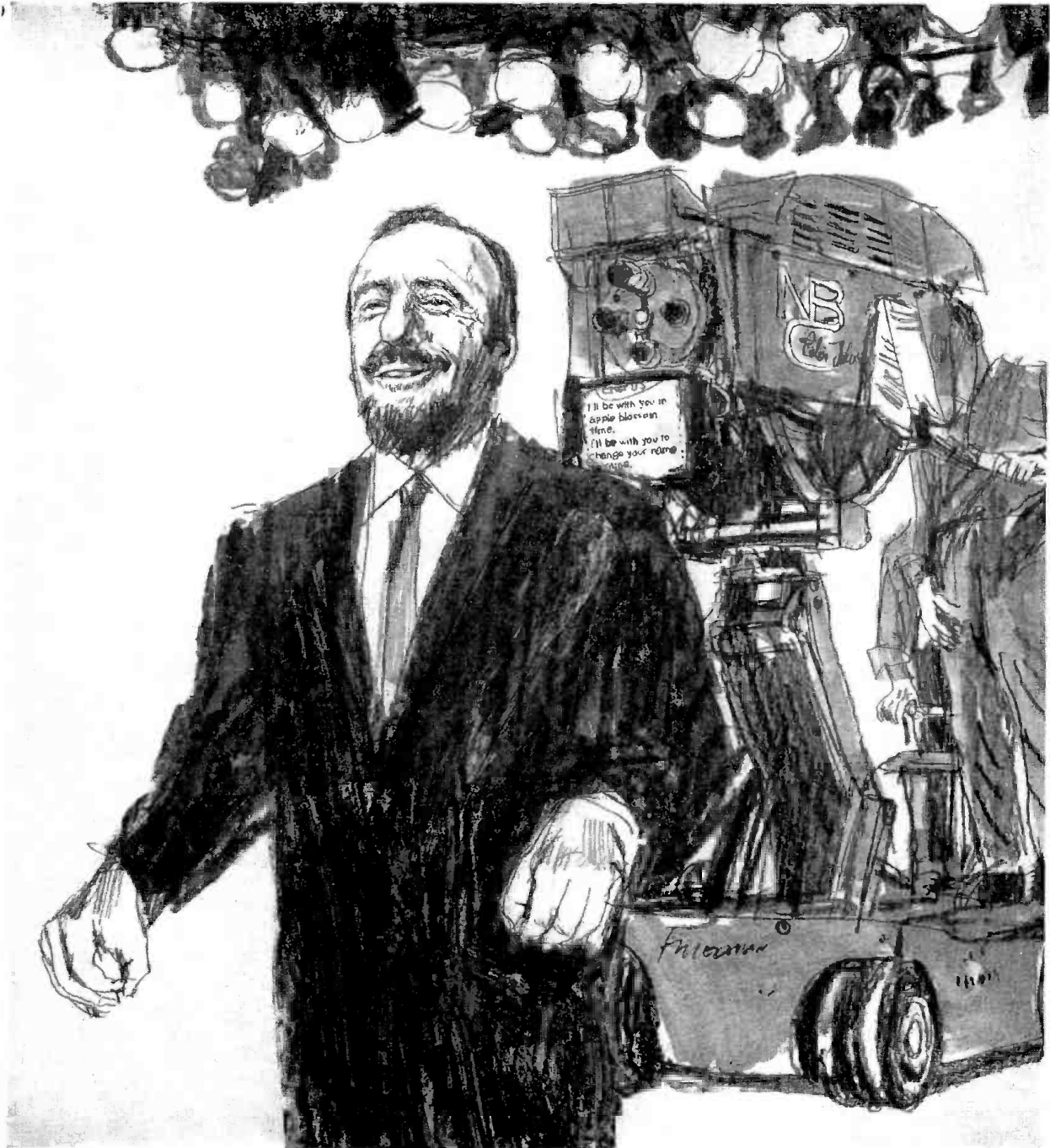
Original competition for the EAL plum had been among BBDO, Kenyon & Eckhardt, Lennen & Newell, Gaynor & Ducas, Benton & Bowles, Compton, McCann-Marschalk and Tucker-Wayne & Co.

New Bids ■ K&E and Tucker-Wayne dropped out of the competition and Compton, McCann-Marschalk and B&B were asked to resubmit their presentations for the account following the executive changes at Eastern.

K&E, it appeared, had voluntarily withdrawn itself as a candidate for the Eastern account in anticipation of picking up the billings of another airline: The estimated \$4 million National Airlines account, which was announced Nov. 29. About \$1 million in radio-TV will move to K&E Jan. 1 from Papert, Koenig, Lois.

Acquisition of the Eastern billings marks the second major account added by B&B during 1963. Earlier the agency had been assigned the \$8 million Beech-Nut Life Savers account which moved from Young & Rubicam. Beech-Nut bills an estimated \$7.2 million in radio-TV.

A statement issued by Eastern last week said its newly appointed agencies would "work in tandem . . . in a new concept of air transportation" directed toward greater recognition of the consumer.



Close Shave

Mitch Miller today might well be oboist with a major symphony. Or still the busiest A & R (artist and repertoire) man in recording. He's no longer either one—and that's one of television's luckiest breaks. Since Mitch turned to television, the Sing Along Gang has become the country's favorite choral group; such soloists as Leslie Uggams and Bob McGrath have attained stardom; and "Sing Along With Mitch" has become a household term. Which is why the full-hour, color show holds one of television's most devoted followings.



This season, "Sing Along" has new sights and sounds to match its new Monday night time period. For sweetness, the Sing Along Strings ensemble; for spice, a Dixieland combo. And for surprise, a fascinating guest list of stars, musical groups and (decidedly *non-musical*) celebrities.

In addition, Mitch the musicologist has made room for Mitch the modernist. To the good old songs, he is adding the best new ones. After a lifetime in music, he doesn't miss a trick. You can bet your beard on that.

Look to NBC for the best combination of news, information and entertainment.

Government interference lashed by Duram

AGENCY EXECUTIVE TICKS OFF FCC'S LATEST 'MISTAKES'

Vigorous criticism of FCC interference in the affairs of broadcasting was issued last week by Arthur E. Duram, senior vice president, TV and radio, at Fuller & Smith & Ross.

Mr. Duram also berated continuing adverse comment from print media on the practices of the broadcasting industry but dismissed this as far less important than "our other would-be destroyer—government regulation."

In a talk delivered to the Pittsburgh Radio Television Club, Mr. Duram directed his comment at a commission which he said is "going to continue to make one mistake after another under the illusory guise of protecting the public interest."

Few Complaints ■ The some 2,500 complaints about radio-TV which the FCC may receive yearly he called "the merest whisper" when the total number of stations operating is considered.

The results of a government-managed broadcast industry, he said, would be at best a "clumsy crippled form of commercial TV," and at worst a disappearance of competitive broadcasting and "emergence of some form of pay television, not available to the advertiser."

Mr. Duram outlined specific government policies aimed ostensibly at the "public interest" which he said are the result of "specious reasoning":

■ The decision to kill network option time, he said, rather than fostering better local programming is resulting in replacement by local stations of high quality, low-rated network shows with "the only thing available, filmed syndicated programs, mostly re-runs."

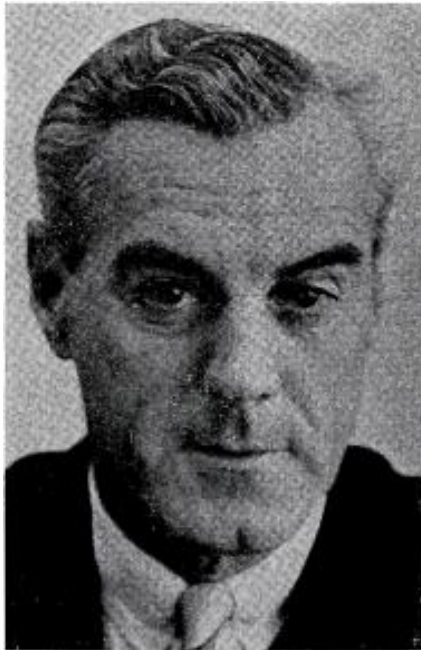
■ An equal time rule "that makes any airing of political controversy an absolute practical impossibility."

■ A misplaced concern about violence in programming that has driven the networks "into a feverish spell of buying that most insipid of all art forms, the TV situation comedy," without bringing about a reduction in the number of shows which deal in violence.

■ The recent ratings hearing which "boomeranged" and "served to heighten outside interest in what has always been pretty much a trade matter" and which has made "ratings fair game for anyone and everyone."

Mr. Duram commended A. C. Nielsen and American Research Bureau for "exposing the terribly inept shows that somehow make their way onto the schedule each year."

He proposed that the FCC ask a group of "insiders" in the broadcasting industry to offer constructive courses of action which would benefit both "public



Mr. Duram

interest" and the broadcasting industry.

He further advised a "complete reappraisal of the Communications Act of 1934," which he suggested was conceived when commercial broadcasting was only vaguely understood.

In a parting shot at tight government control he said "only an unregulated industry with strong network structures as its base can serve the public interest properly in this nation."

Cyanamid picking up full tab for 'Alumni'

In its first company-wide television sponsorship in almost two years, the American Cyanamid Co. is underwriting full costs of *Alumni Fun* for 13 weeks on CBS-TV (Sunday, 5-5:30 p.m.), in an \$850,000 buy. The program begins on Jan. 5.

Warren Highman, director of corporate advertising for Cyanamid, said the show, in which well-known alumni of one college will compete against counterparts from another college, combines education, fun and competition and should project an aura of "public service" in which the company is "highly interested." He stressed that the commercials on the show will be of the "sell" variety and will include many of the company's divisions.

"We feel the show itself amounts to corporate advertising for Cyanamid, while our commercials should be exposed to a good-sized, responsive audi-

Programing key factor

A survey conducted among 142 agency buyers in the Los Angeles area indicates that programing values are "more important" than ratings in selecting radio stations for advertising schedules.

The survey, which was ordered by KNX Los Angeles and carried out by the Los Angeles research firm of John B. Knight Co. in early November, shows that 67.5% of the buyers said that programing was more important than ratings in choosing a station; 10.3% said it was "less important," and 22.2% said they were "about the same."

James Ingraham, sales manager of KNX, said the study will be published and made available to agencies. Call letters of all stations covered in the study and the names of agency buyers will be identified.

ence," Mr. Highman added.

American Cyanamid was a sponsor of CBS-TV's *Eyewitness to History*, which went off the air in the spring of 1962, and since that date the company itself has been absent from TV, although its Breck Division has been active in the medium. Like *Eyewitness*, *Alumni Fun* is a "merchandisable and promotable property," Mr. Highman noted, and tie-ins with universities and alumni clubs are being arranged.

Executive producer of the program is John Cleary. The producer is John A. Aaron, who was co-producer of CBS's *Person to Person*.

On the first program the University of the Pacific, Stockton, Calif. (Janet Leigh, actress; Wayne Hardin, Navy football coach, and Richard Pederson, assistant to the Ambassador to the UN) will meet the University of Wisconsin (David Susskind, TV producer; Elroy Hirsch, Los Angeles Rams general manager, and W. Beverly Murphy, Campbell Soup president).

Print gets more Zenith cash

Zenith Radio Corp., Chicago, which spends the lion's share of its multimillion dollar advertising budget in newspapers to sell radio-TV sets, announced last week an additional \$1 million plum for print in a special six-week campaign to stimulate local dealer traffic.

The special six-week drive is over and above Zenith's already announced record fall print campaign, the company said, and represents the "greatest local concentration of advertising dollars ever allocated by Zenith for use in a six-week period."

THE NEWS:

THE BOSTON HERALD

Baker Scandal Getting Names of 2 Senators

Williams Testifying In Secret

Investigators to disclose the names of two senators who were in business with Baker during the 1950s (Bob Baker)

By SETH KANTOR
Scripps-Howard Newspapers

WASHINGTON, Nov. 14. — Sen. John J. Williams (R., Del.) went before a closed-door meeting of Senate

THE EPISODE: THE INVISIBLE GOVERNMENT
Lobbyists with power of political life or death force certain legislation. Result: huge profits to an organized racketeer.

THE NEWS:

JOE VALACHI:

The killer who told on the mob

In all of his violent life, Joseph Valachi did a little that would make him stand out from the crowd. Then last summer a and fascinated nation learned that in less than a year he had been telling federal officials everything he knew about the national crime cartel he calls *Cosa Nostra*. So famous, as Al Capone, "not or did"

THE EPISODE: PRISON EMPIRE
A racket boss, who after a conviction for extortion, continues operating his corrupt empire from within the prison.

THE NEWS:

NEW YORK DAILY NEWS

Indict 13 Men & 2 Firms in Stock Fraud

Thirteen men and two defunct brokerage houses were indicted by a federal grand jury yesterday.

THE EPISODE: BABES IN WALL STREET
Fast buck operators, con men and boiler room operators fleece the gullible public.

THE NEWS:

NEW YORK DAILY NEWS

Shocked Judge Holds 4 In 40c Mug-Killing of Boy

By THOMAS PUGH

Warned by the court that "you are

THE EPISODE: THE MALIGNANT HEARTS
The wanton and brutal murder of a teen-ager by a pack of young hoodlums, triggers a trial equally as shocking.

TARGET: THE CORRUPTORS IS TIMELY

it mirrors today's headlines

Every episode of TARGET: THE CORRUPTORS dramatizes crime and corruption as it is happening now. It deals with fiction but tells the truth.

This series also offers a great star, fine casts and flawless productions. TARGET: THE CORRUPTORS is realistic, current and explosive and most important, is superb television entertainment.

THE NEWS:

NEWARK EVENING NEWS

Probe Passaic Police

Grand Jurors Act After Bets Raid

THE EPISODE: TO WEAR A BADGE
Legal gambling becomes the excuse for the import of illegal activities of every form in a small community.

THE NEWS:

PEOPLE OF THE WEEK

EX-DICTATOR IS FORCED TO LEAVE U.S.

Marcos Pérez Jiménez once more is

THE EPISODE: YANKEE DOLLAR
A Latin American country accepts American dollars and yet is extremely anti-American and threatens cooperation with the "other-side".

"PROVEN PROGRAMMING" FROM



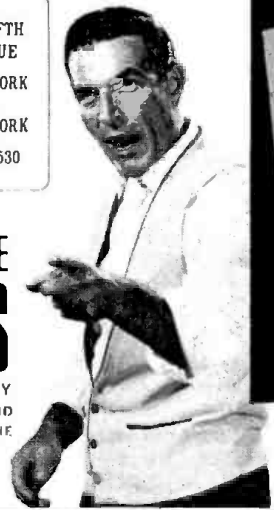
800 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530

A SUBSIDIARY OF FOUR STAR TELEVISION

15 ONE HOUR EPISODES

TARGET: THE CORRUPTORS

STARRING STEVE MCNALLY
CO-STARRING ROBERT HARLAND
TECHNICAL ADVISOR: LESTER VELIE



THE NEWS:

BOSTON TRAVELER

Boxer Ernie Knox Dies From KO Brain Injuries

BALTIMORE (AP) — Heavyweight

THE EPISODE: LICENSE TO STEAL
A top racketeer and matchmaker, who controls the fight game sets up a fight in which a boxer dies.

THE NEWS:

The basketball mess

The FIX was on

Gamblers have had little trouble finding players who'll throw games.

by JIMMY BRESLIN

THE EPISODE: TOUCH OF EVIL
A College basketball star is forced to accept money from professional gamblers and is driven to near suicide by shame and exposure.

THE NEWS:

NEW YORK MIRROR

Seize 60 Lbs. More of Dope

by JIMMY BRESLIN

THE EPISODE: CHASE THE DRAGON
An army hero, who was forcibly addicted to drugs by the Chinese is involved in a dope smuggling ring.

THE NEWS:

Jail Slum Landlords In Own Properties, Mayor Tate Suggests

by H. J. Tate

THE EPISODE: A MAN'S CASTLE
A teen-age Puerto Rican boy is trying, single-handed, to raise his younger brother and sisters in a poor neighborhood.

THE NEWS:

NEW YORK JOURNAL AMERICAN

'Super-Cop' Set To Move in On Pier Rackets

By WILLIAM MCCULLOUGH

THE EPISODE: PIER 60
A crooked labor racketeer on the docks costs the taxpayers untold millions in graft and kickbacks.

FCC stakes its claim to ad control

IT ASSERTS ITS LEGAL RIGHT TO IMPOSE COMMERCIAL LIMITS

If the FCC can consider the amount of commercials carried by a broadcast station in determining whether it is serving the public interest—and the commission says it can—it also can adopt a general rule setting commercial limits for all broadcasters.

This is one of the key arguments made in a memorandum prepared by the FCC general counsel's office detailing the commission's legal authority to adopt as a rule the National Association of Broadcasters' commercial standards code or a variant of it.

The memorandum was filed last week with the House Communications Subcommittee, which is considering legislation to prohibit the commission from adopting commercial-limiting rules. The subcommittee had asked the commission for the statement.

The NAB, which is leading the attack on the proposed rulemaking, expects to file an answering memorandum later this month.

The commission's statement seeks to answer many of the legal challenges to its authority over commercials that have been made by broadcasters and mem-

bers of the House subcommittee. These challenges are expected to be heard again in the oral argument on the controversial proposal to be held before the commission en banc this week (see story below).

The rulemaking was issued last spring by a 4-3 vote of the commission (BROADCASTING, May 20). Since then, one or more commissioners who voted to request industry comments on the proposal have indicated they might not support a commercial-limiting rule. However, the commissioners appear unanimous in the view that the agency has the legal authority to adopt one.

Communications Act Cited ■ The memorandum asserts that ample authority is to be found in the Communications Act. It adds that administrative and judicial precedent, as well as the legislative history of the Communications Act, provide additional support for that authority.

The memorandum stresses the commission's authority, under the Communications Act's "public-interest" standard, to consider the amount of time a broadcaster devotes to commer-

cials. "If, for example, an applicant proposed to devote 90% of its broadcast time to commercials, the commission . . . would have to consider whether this proposal was in the public interest," the memorandum said.

And this authority to consider advertising practices on a case-by-case basis, the memorandum adds, "comprehends" the commission's authority to establish a general rule. It quotes the Supreme Court as holding that "there is no reason why [its policies] may not be stated in advance by the commission in interpretative regulations defining the prohibited conduct with greater clarity." It says the Supreme Court took this position in cases involving NBC, ABC and Storer Broadcasting Co.

The memorandum adds that those who dispute the commission's position must be able to establish that the FCC "would be powerless to deny" an application as inconsistent with the public interest "even if the applicant specified over 50% of his time [would] be devoted to commercials."

Precedent And History ■ Besides the public interest standard, the memoran-

FCC may be on sustaining TV as commercial hearing opens

The FCC will hear the views of 42 organizations and individuals today and tomorrow (Dec. 9-10) in the oral argument on the commission's controversial proposal to adopt a rule setting limits on commercials.

With most of the participants representing various segments of broadcasting, the commission is expected to be bombarded with arguments for abandoning the proposed rulemaking, which has disturbed broadcasters as have few other agency proposals in recent years.

However, because of the large number of participants, their arguments will be brief. The 30 minutes allotted to the National Association of Broadcasters is the most time granted any of the speakers.

Besides NAB the participants include members of Congress, the four major networks, multiple owners, station officials, church groups, state broadcaster associations and communications lawyers.

The proposed rulemaking is expected to be supported by various individuals, including Mrs. Clara S. Logan, of the Association for Bet-

ter Radio and TV, and Steven R. Finz, representing a group called The League Against Obnoxious TV Commercials.

The oral argument, involving a proposal that has not only stirred broadcasters but led to bills in Congress to limit the FCC's authority and to editorial comment in the press, will be heavily covered by news media.

The three television networks will cover it on film or tape, and a horde of print reporters are expected. To accommodate the television equipment and provide space for the reporters as well as the public, the commission has moved the site of the oral argument from its hearing room to a more spacious one used by the Interstate Commerce Commission.

Conditions Removed ■ The FCC, at the request of network newsmen, also has removed some of the conditions it had originally imposed on TV coverage. With the FCC hearing room set as the site, the commission had proposed requiring pool coverage and prohibiting any addi-

tional lighting.

There were two reasons for this. One was that, initially, only CBS-TV expressed an interest in covering the event, and indicated it would do so with live cameras, which wouldn't require additional lighting. The other was that the commissioners had been annoyed by the lights during the television coverage of the network hearing in February 1962.

However, the situation changed after ABC-TV and NBC-TV indicated their interest. Their newsmen, meeting with the staff, said that pool coverage would not be satisfactory and that they wanted to cover the event on film with their own cameras.

Result: The hearing room was changed, and the commission agreed to allow the networks to boost the lighting in the ICC hearing room to the 64-foot candlepower required for film. Efforts will be made to reduce the glare, however.

The newsmen also regarded as petty a condition that agreements be signed which would protect the government from claims for personal

dum sites as a basis for the commission's authority over commercials, Section 303(b) of the Communications Act. This empowers the FCC to "prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class."

The "plain meaning" of this language, the memorandum says, gives the commission "a broad grant of authority." It says this section provided the authority under which the commission limited the use of noncommercial educational FM stations "to the advancement of an educational program" and prohibited sponsored or commercial programs.

"Similarly," the memorandum adds, "we believe that the commission has the authority to prescribe the nature of the 'commercial' broadcast service so that such stations may not devote to commercials, for example, more than 50% of their time (to choose a very high, noncontroversial figure as an example)."

The memorandum also denies that commercial time limit rule would constitute either censorship or rate fixing, as alleged by many of the critics of the proposed rule. The document notes that the courts have held that denial of a license upon a ground "reasonably related to the public interest" is not censorship.

Rate Making Not Involved ■ As for the ratemaking charge, the memoran-

dum says nothing in the proposal would prohibit the broadcaster from charging whatever he wishes for time. It acknowledges, however, that this ratemaking allegation is based mainly on the contention that any forced reduction in commercials would require broadcasters to boost their charges to maintain present revenue levels.

The memorandum said this means the FCC could never take an action, "however much in the public interest, which might affect revenues."

The memorandum also cites a long line of administrative and judicial precedent as well as legislative history which, it says, further supports the commission's position. It says the Federal Radio Commission, forerunner of the FCC, was concerned about licensee advertising practices "from the beginning."

The memorandum concedes that a "bare majority" of the five-man Radio Commission in 1932 asserted that the agency needed more legislative authority to set limits on commercials by rule.

However, the memorandum noted that the majority, at the same time, asserted the commission had the authority to deal with overcommercialization on a case-by-case basis. And since then, it added, various court decisions have established that "authority which can be exercised on a case-by-case basis . . . can be exercised by a rule."

Double billings cases get FCC's attention

The FCC's ambition to stamp out double billing, dormant since early last year (CLOSED CIRCUIT, Nov. 4, BROADCASTING, March 19 and 12, 1962), flared into the open again last week as the commission zeroed in on WILD Boston and WFHA-FM Red Bank, N. J.

If a station sends an advertising agency two bills, one for the true amount and one marked up to bilk the national cooperating advertiser on the agency's commission, that is double billing and a practice designed to send the FCC into a genteel frenzy.

The FCC last week set WILD's license renewal application for hearing, and double billing led the commission's list of issues to be resolved. Also in question: ". . . broadcast of lottery advertising, failure to withhold federal income taxes and social security deductions from certain employes, financial qualifications, false and misleading financial reports and misrepresentation of facts to the commission." WILD, licensed to Noble Broadcasting Corp., is a 1 kw daytimer on 1090 kc.

The more serious of the FCC's double billing inquiries last week involved the Red Bank FM. The commission sent a letter to Frank H. Accorsi, licensee of WFHA-FM, which said that his application for license renewal would also be held up until double billing questions are answered. The commission revealed that in March of this year it investigated the station's billing practices and found indications that it was involved in double billing with the New York agencies of Beston Advertising and Beston's successor, Mark Mitchell.

Admits Discrepancy ■ Mr. Accorsi, the commission noted, denied he was double billing since he issued only one bill. But, the FCC said, he "acknowledged that the bills . . . specified a rate approximately 10 times as great as the rate . . . being paid by the agent for the advertising." The FCC then defined double billing in terms that could leave little doubt that even one bill, if inflated for purposes of deception, could constitute a double billing infraction.

"Although you stated that you considered your transactions with the Beston and Mark Mitchell agencies as merely involving a discount to the agencies," the FCC wrote Mr. Accorsi, "you should be aware that the customary agency discount does not exceed 15%, and that supplying bills and invoices to these agencies which indicate that you are charging 10 times as much for advertising as you actually receive constitutes participation in a fraudulent scheme and raises serious questions as to your character qualifications to be a

injury or property damage. They said they had never been required to sign such statements in covering any event in Washington, including the White House. "It's understood," they said, the government would be protected from such claims.

There were indications late last week the commission would not insist on the signed agreements.

The list of participants in the two-day oral argument, as announced by the FCC:

Monday, Dec. 9

Representatives Odin Langen (R-Minn.) and Albert Watson (D-S. C.); Mrs. Clara S. Logan, Association for Better Radio and TV; Steven R. Finz, League Against Obnoxious TV Commercials; Richard Nicodemus, National Recreation Association; Reverend Everett C. Parker, The United Church of Christ; Reverend David Colwell, National Council of Churches; Peter Goelet, National Audience Board Inc.

ABC, CBS, MBS, NBC, National Association of Broadcasters, Metro-media, and Westinghouse Broadcasting Co.

Tuesday, Dec. 10

F. W. Ziebarth, dean, College of Liberal Arts, University of Minnesota; Colorado Broadcasters Association; Georgia Association of Broadcasters; Illinois Broadcasters Association; Maryland-D. C.-Delaware, Broadcasters Association; Texas Association of Broadcasters; Virginia Association of Broadcasters; Edwin T. Elliott, WHH Norfolk, Va.; John D. Kennedy, WDRK Greenville, Ohio; Gene Amole, KDEN Denver; M. H. Blum, WANN Annapolis, Md.; R. B. McAlister, KESL Lubbock, Tex.; Howard B. Hayes, WPIK Alexandria, Va.

A. E. Tatham, Tatham-Laird Inc., and chairman of the American Association of Advertising Agencies; Sidney R. Katz, New York City; C. Osiecki, Woodside, N. Y.; Alfred D. Rosenblatt, Laconia, N.H.

Communications attorneys and law firms: Cohn and Marks; Dow, Lohnes and Albertson; R. Russell Eagan; Andrew G. Haley; Ernest W. Jennes; Krieger and Jorgensen; Pierson, Ball and Dowd; Keith E. Putbress; George O. Sutton and Fisher, Wayland, Duvall and Southmayd, all Washington.



Mr. Lester Burnham
Executive Vice President
Albert F. Goetze, Inc.

"For years our advertising theme has been, 'Don't Guess . . . Get Goetze's', and when we buy radio time in Baltimore, we don't guess . . . we buy WFBR."

Albert F. Goetze, Inc., one of the largest meat packing firms on the east coast, is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first eleven months of 1963 than during any corresponding period in the station's 41 year history.

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

RADIO WITH REASON



BALTIMORE

licensee of this commission."

The FCC then asked Mr. Accorsi for a sworn statement on the following, adding that his license renewal application will be deferred until they are satisfactorily answered:

▪ Whether the station has ever issued bills of differing amounts for the same advertising and, if so, the differences between the amounts listed on the bills and the payment actually received by WFHA-FM. He must tell whether the practices are still in use and, if not, when they were discontinued.

▪ What efforts he has made, if he still issues inflated bills, to determine that they are not being used "to deceive or defraud advertisers or those who contribute to the cost of advertising. . . ."

▪ His "future intentions" on double billing or issuing single bills for excessive amounts.

U.S. Steel buys NBC-TV World's Fair special

United States Steel Corp., Pittsburgh, returns to network TV in 1964 but in no way comparable to its past network association.

NBC-TV said last week that U. S. Steel will sponsor, through BBDO, New York, a 90-minute special on the opening night of the New York World's Fair April 22 (Wednesday, 7:30-9 p.m. EST).

It was U. S. Steel that for years had the *U. S. Steel Hour*, on CBS-TV. After the steel pricing crisis in the spring of 1962, U. S. Steel's advertising strategy underwent a change. With the recommendations the advertiser decided to drop out of network TV and the *Steel Hour* became history.

NBC-TV will cover with color cameras, providing viewers with what the network pointed out last week will be rare, live color TV coverage of an outdoor event at night. Three mobile color units utilizing more than a dozen cameras will be spread about the 656-acre fair site to capture opening night events.

Agency appointments . . .

▪ Castleberry's Food Co., Augusta, Ga., names Tucker-Wayne & Co., Atlanta.

▪ Vacuum-Electronics Corp., Plainview, N. Y., to Dunwoodie Associates, Garden City, N. Y. Veeco manufactures high vacuum systems, evaporators, high vacuum gauges, gauge controls and related vacuum components.

▪ Fireside Tobacco Corp., New York, has appointed The Zakin Co., New York, as advertising agency for Fireside Pipe Tobacco, a Danish import. A campaign in the consumer and trade media is now being prepared, and consideration is being given to the use of radio and television.

AFTRA-SAG, admen agree 'in principle'

An agreement in principle has been reached by the American Federation of Television & Radio Artists and the Screen Actors Guild with advertising agencies and advertisers on a new pact governing performers appearing in TV commercials.

Negotiations will continue with the networks covering codes involving staff announcers and newscasters.

Neither union nor management sources last week would reveal details of the proposed agreement in the TV commercial area, though reports circulated that performers have gained substantial boosts in fees. An AFTRA spokesman said that any final overall contract must await an agreement with the networks on staff codes, and said "we are still far apart in this area."

In the commercial area, considered the most critical phase of negotiations, it is known that SAG and AFTRA were able to press their point and retain the present 13-week cycle of fee payment, rather than the 8-week cycle sought by the agencies and advertisers.

The unions also managed to raise the session fee from \$95 to \$105, and use payment from 15% up to more than 100% in some instances.

Negotiations with the networks were not held last week but will resume in New York today (Dec. 9).

Eldon using road race films in 50 market buy

Eldon Industries Inc., through Klau-Van Pietersom-Dunlap, Milwaukee, will sponsor TV films of four automobile road races in more than 50 markets during 1964 to advertise its miniature road race sets.

Davis Factor Jr., Eldon vice president, said that the company has purchased the exclusive TV rights to color films to be made by the radio and television division of Triangle Publications of the 250-mile Nassau Trophy Race; Sebring, 12-hour endurance race for sports cars; a choice between the Watkins Glen and Little Indie, and a major stock car race to be made on the basis of visual quality. Each program will carry four Eldon commercials, plus opening and closing billboards.

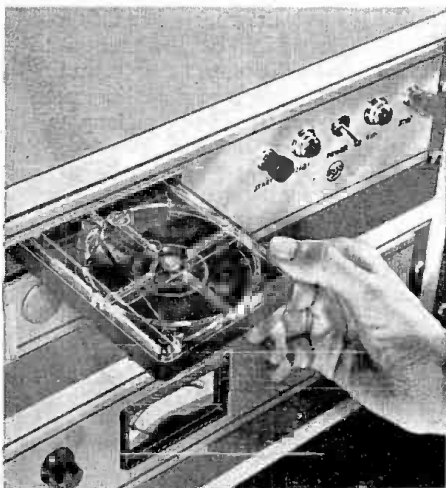
Use of actual road races to promote the sale of its sets "is just about a perfect marriage between product and promotion," Mr. Factor said. "There is no waste, People interested in the film will be interested in the product."

This year, Eldon has sponsored two Triangle road race films—of the 1963 Sebring and Little Indie—on eight stations, "so we know how well Triangle's racing films pull and what kind of audiences we are getting," Mr. Factor said.



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cuing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. DB-22, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

Negro radio needed for top sales results

HOWARD TELLS OF \$22 BILLION MARKET WITHIN MARKET

Today's national advertiser must have the support of the Negro market in major cities in order to achieve top sales results, Bernard Howard, president of the New York representative firm which bears his name, told a Baltimore audience last week.

At a luncheon given by Negro-programmed WEBB Baltimore, Mr. Howard told 80 guests representing national advertisers, agencies and station reps that such a format "supplies to the Negro the magic formula for reaching him—recognition, identification and invitation."

The Negro today is making more money, seeking and achieving a better education and has attained better living conditions than ever before, he said. It



Mr. Howard

is an accepted fact that the Negro population of a city constitutes a separate market within a market, with the Negro looking to his own "group for communication, common interests and hopes for the future," Mr. Howard said. "The Negro is developing more pride in his color and his identity with a proud racial and cultural heritage."

To reach this vast audience (20 million Negroes in the U. S. with \$22 billion in available purchasing power), the successful advertiser must use Negro radio, he said. Many "blue-chip" advertisers now use Negro radio, the best measurement of its effectiveness, Mr. Howard noted.

Howard & Co., which represents 33 Negro programmed stations, commissioned a study by the Center for Research in Marketing which disclosed the Negro radio (1) is the only medium

available on a day-to-day basis which specifically attempts to place an advertiser's message before the Negro; (2) 60-80% of the available Negro audience listen to stations directed toward them; (3) Negroes are so strongly concerned with their identity that they feel obliged to listen to such a station, and (4) Negroes recall more commercials heard on Negro radio than stations directed toward the general public.

Alan Cowley, advertising director of Pharmaco, Kenilworth, N. J., told the WEBB luncheon how his company has successfully used Negro radio with products designed for Negro consumers. If used and promoted properly, the Negro market "will deliver a rewarding experience never experienced in any other medium," he said.

Negro publisher D. Parke Gibson, president of the New York public relations firm of the same name, told the advertisers in the audience that "the Negro dollar is no different from any other dollar but you have to get off your seat and go after it." He concentrated on the Baltimore area, seventh largest Negro market (360,000) in the country, and the successful sales promotions on behalf of clients by WEBB.

NBC-TV gets \$8 million 20-advertiser order

NBC-TV last week announced that record first quarter sales for 1964 were assured with orders from 20 advertisers representing more than \$8 million in business for eight daytime programs.

Like the network's new game show, *Let's Make a Deal*, which premieres Monday, Dec. 30 (2-2:25 p.m. EST), most of the programs will kick off new sponsor campaigns around the first of the year.

The other daytime programs to receive new or renewed sponsorship are *Loretta Young Theater*, *Missing Links*, *Merv Griffin's Word for Word*, *Say When*, *Your First Impression*, *Make Room for Daddy* and *The Match Game*.

The advertisers and their agencies: American Cyanamid, Post-Keyes-Gardner; American Home Products, Ted Bates; Block Drug Co., Foote, Cone & Belding and Grey Advertising; The Borden Co., Young & Rubicam; Bristol-Myers Co., Foote, Cone & Belding; Calgon Co., Ketchum, MacLeod & Grove; Dow Chemical Co., Norman, Craig & Kummel; R. T. French Co., Kenyon & Eckhardt; General Mills, Needham, Louis & Brorby; Gillette Co., Maxon; Gold Seal Co., Campbell-Mithun; Grove Laboratories, Grey Ad-

vertising; Kraft Foods Division of National Dairy Products Corp., Foote, Cone & Belding; Lever Bros., J. Walter Thompson, and BBDO; McKesson & Robbins, Kastor, Hilton, Chesley, Clifford & Atherton; John Morrell & Co., Geyer, Morey, Ballard; Simoniz Co., Dancer-Fitzgerald-Sample; Sunkist Growers Inc., Leo Burnett; Warner-Lambert Pharmaceutical Co., J. Walter Thompson, and William Underwood Co., Kenyon & Eckhardt.

Harper to be chairman for AFA's D.C. meeting

Marion Harper Jr., chairman of the board and president of Interpublic Inc., New York, will be chairman of the Advertising Federation of America's Midwinter Legislative Conference, Feb. 4-5 in Washington.

In a new format, the 1964 conference will have two first-day afternoon panels of government leaders speaking to the advertising delegates. The first session will feature regulatory agency members and the second will have representatives of key congressional committees.

Commercials helped by some spoken words

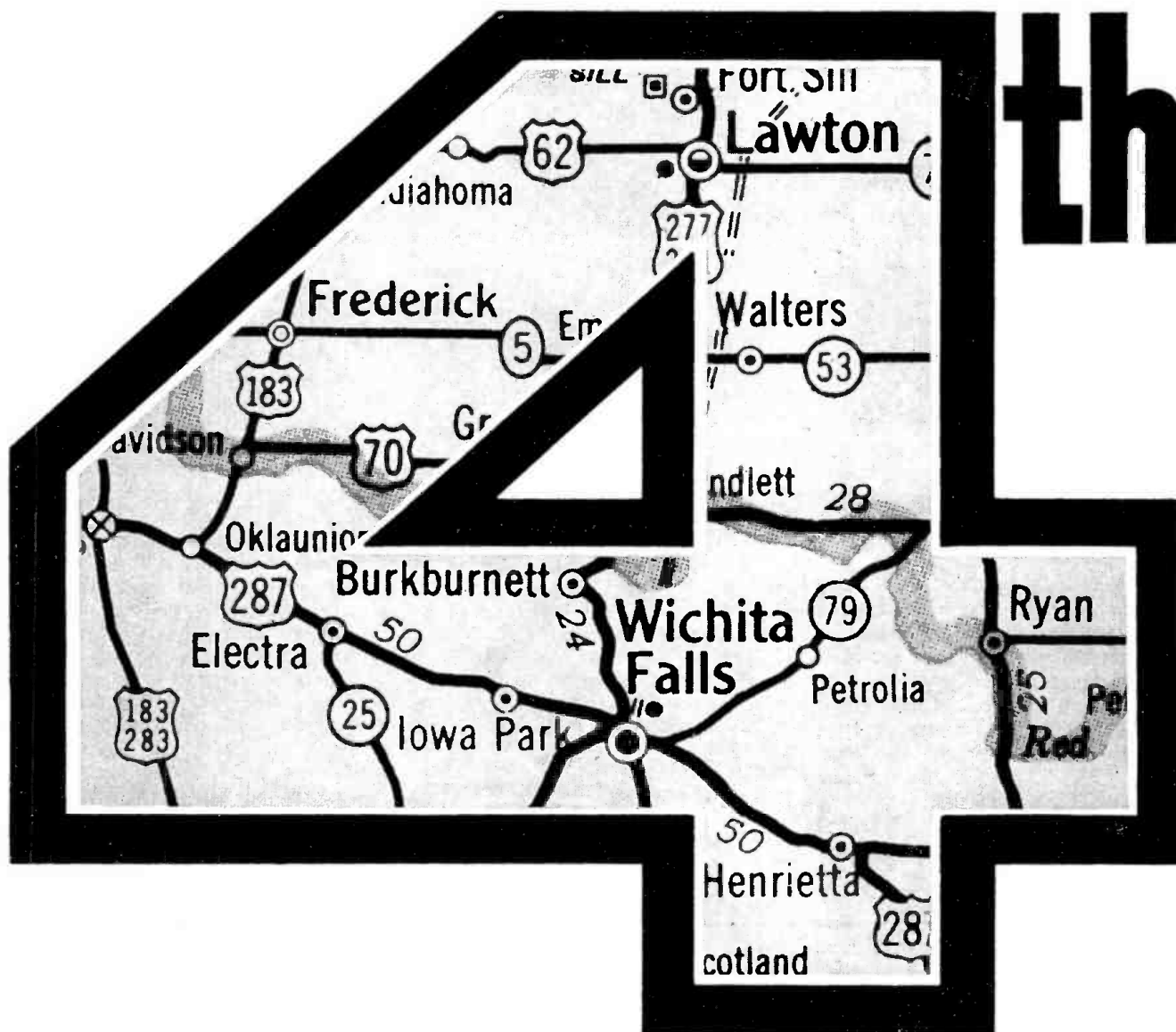
The Schwerin Research Corp. reported last week that a study of commercials using fewer or no spoken words indicates that odds are against success for the completely speechless sales message. The study suggested that it is apparently desirable to use enough spoken words to convey an adequate thought about the product.

Schwerin studied 14 commercials relying on music and action to carry their message. Four of the commercials were completely soundless except for a musical background. The study indicated that viewers liked the quiet commercials better than the regular kind, but there was a drawback, in that those viewers not paying close attention to their sets would not get even a radio-type message. The study also indicated that further experimentation along this line might be profitable.

FTC dulls knife spot

The Federal Trade Commission last week ordered Winston Sales Inc., Chicago, to discontinue "misleading product demonstrations" on TV commercials for a kitchen knife.

The commission said the commercials, purportedly showing a kitchen knife cutting through a 2-inch box nail, misrepresent the knife as never getting dull. Hearing Examiner Walter K. Bennett in his initial decision filed April 2, also had found that the purported regular retail price quoted for the knife was excessive.



Top 10 Texas Market Rankings

*Average 1/4-hour Audience (total)

1. Dallas-Fort Worth
2. Houston
3. San Antonio
4. **WICHITA FALLS**
5. Beaumont
6. Amarillo
7. El Paso
8. Lubbock
9. Corpus Christi
10. Austin

*ARB TV Market Digest 1963

FOURMOST in TEXAS*

WICHITA FALLS

According to the 1963 ARB TV Market Digest, Wichita Falls, Texas, came in a resounding FOURTH in the state, in quality TV homes delivered with 89,400!

What does this mean to you? It means that right now Wichita Falls, in addition to delivering the FOURTH MOST viewers in Texas, is the 93rd market in the nation.

Whether it's a test market you need or just an all-around good viewer-delivering buy, Wichita Falls, Texas, is the FOURmost buy in the book.

KAUZ-TV

Represented Nationally by
ADVERTISING TIME SALES, INC.



KFDX-TV

Represented Nationally, Jan. 1, 1964,
by Peters, Griffin, Woodward, Inc.

THE SECRET'S OUT!

RADIO DRAMAS ARE BACK ON THE AIR

On November 25, 1963 Radio Daily reported:

"NBC-Radio's 'Experiment in Drama' provided a resounding ballot-box on the radio-drama question the network's execs are still trying to tally the 3000 mailed-in votes sent directly to New York. Though only half of these have been tabulated, with more due from affiliates, returns indicated the 'ayes' have it. Radio listeners DO want drama on the air."

Similar comments were recently voiced by the N. Y. Times, Newsweek and Holiday magazines.

What were forecasts are now realities. Recordings of half-hour Radio mystery dramas that held listeners spellbound for 18 years are now making their comeback on radio to a brand new teen-age audience, not to mention the band of loyal adult fans of yesteryear. In limited areas during the past few months, we have been testing these programs with resounding success . . . shows such as, THE SHADOW, THE GREEN HORNET, THE BEST OF SHERLOCK HOLMES, FAMOUS JURY TRIALS, THE CLOCK and others.

Here are proven, successful shows noted for their ability to build audiences. Build your schedules around them. Get the facts NOW!

Minimum sale, 52 half-hours of any series except THE BEST OF SHERLOCK HOLMES, which are 15 half-hours. All sales exclusive—one station in each city. All offers subject to prior sale. Rates upon request. Supplied on tape or transcription discs.

CHARLES MICHELSON, INC.

ESTABLISHED 1938
45 West 45th Street
New York 36, N. Y.
PLaza 7-0695

Was there any doubt?

ABC Radio account executive Robert Fountain, who put his money where his faith is—in radio, has sold his house after having more than doubled the "traffic" of would-be purchasers. Mr. Fountain reported he had consummated a sale on Dec. 4.

Mr. Fountain in an effort to sell a house in New York's Westchester county, had purchased time in a broadcast of the Nov. 2 Dartmouth-Yale football game on WICC Bridgeport, Conn. (BROADCASTING, Nov. 4).

CONGRESSIONAL NUDGE

Another Hill look at ratings if self-regulation bid fails

Members of the House Special Subcommittee on Investigations are becoming restive over the industry's efforts toward self-regulation of audience measurements and their use.

The subcommittee, which made headlines last spring and shook broadcasting and advertising through its investigation of ratings services, has asked the National Association of Broadcasters Ratings Council for a report on the status of its work toward improvements. A subcommittee member said if there is no significant progress by the end of the year, further hearings may be in order.

Donald McGannon of Westinghouse Broadcasting Co. and chairman of the council, received a letter from the subcommittee last week asking for a report on the current situation. Congressman John E. Moss (D-Calif.), a subcommittee member, said that abuses of ratings disclosed by the investigation have continued, and charged there has been "no diminishing of the industry's almost-worship of ratings. I think the subject bears another look."

The NAB council was busy in the area last week even without the congressional prodding. Executives of the five major survey firms—A. C. Nielsen Co., Pulse Inc., American Research Bureau, Hooper and Albert E. Sindlinger & Co.—met with seven companies which are bidding for the right to audit the researchers' research. The session was held to give the bidders an idea of the costs involved in auditing the research firms, which will bear the expenses.

Melvin Goldberg, NAB vice president for research, said the criteria and standards which the research firms will follow are in their final form and have been submitted to the council for approval. It is hoped they will go to the companies involved next week, he said.

Portable recorders give hot items a boost

A portable TV tape recorder is the easiest, surest way for an advertiser, agency or local TV station to provide instant commercials which have to get on the air while the item is still available (such as a particular car in a used car lot), George B. Storer Jr. president of the Storer Broadcasting Co., told the Hollywood Advertising Club on Monday (Dec. 2).

Mr. Storer illustrated his informal talk with a recording taped by personnel of WGBS Miami for the Jordan Marsh department store ("We used one recorder, one station wagon, two people and got 15 commercials for five departments in two hours, all done with the existing light in the store"), at a used car lot and on a golf course ("We had the golf pro tape us on the practice tee, then look at the tape with us and tell us what we'd done wrong"). The portable is valuable for programing as well as for commercials, Mr. Storer noted, as it affords a chance to try out new ideas or to see what other stations are doing at low cost ("The tape costs \$70 for an hour's programing and can be used up to 300 times") and yet with quality so good that "no viewers and only a few engineers can tell the difference from a tape made by a big studio-type."

Storer Programs Inc. is sales representative for Machtronic portable TV tape recorders.

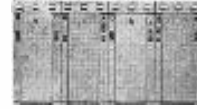
Also in advertising . . .

New firm ■ Clark, Hill Associates has begun operations at 5600 West Adams Boulevard, Los Angeles, offering management, sales, research and PR services on the Negro consumer market. Principals are Herman Hill formerly West Coast editor of the *Pittsburgh Courier*, and Libby Clark, formerly women's editor of that publication. New firm's telephone is Webster 6-2223.

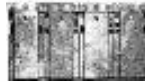
Agency switch ■ Sudler & Hennessey, New York, has resigned the Airequipt account effective Dec. 31. Airequipt, manufacturer of slide projectors, viewers and other photographic accessories, has been at S&H since 1960.

Coffee take-over ■ Procter & Gamble last week announced acquisition of J. A. Folger & Co., leading coffee firm, for approximately 1,650,000 shares of P&G common stock (BROADCASTING, Sept. 2). New Folger promotion plans have not been announced, for the coffee firm which has been a heavy user of broadcast. Folger business has been transferred to a newly organized P&G subsidiary, The Folger Coffee Co., which is incorporated under Ohio law.

Continental's 50 kw AM Transmitter uses "Weldon Grounded Grid*" high efficiency power amplifier.



It is an efficient, reliable, stable system for high power broadcasting that is free from surge conditions and does not require protection against excessive modulation peaks or transients.



Ease and permanency of circuit adjustments assures minimum maintenance time. High-power modulation transformers are not required. Grid-swamping resistors are eliminated, allowing most of the driver power to be delivered to the antenna, thereby improving over-all efficiency.



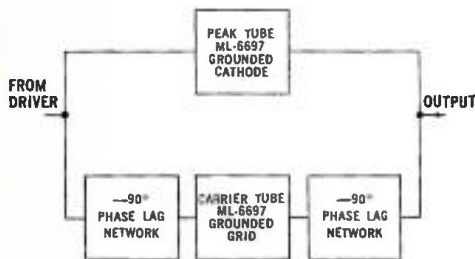
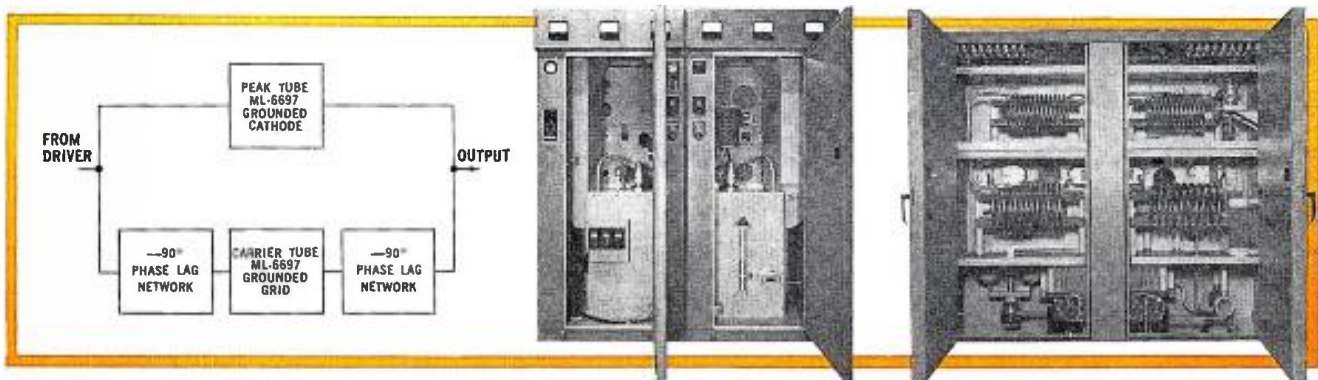
Negligible carrier shift assures full utilization of assigned carrier power of the station. Use of over-all feedback from transmitter output to audio input results in very low noise and harmonic distortion.



End result?

The sound of quality.

*U.S. Pat. No. 2,836,665



Continental Electronics



MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS
 4212 S. BUCKNER BLVD. • EV 1-7161 • LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
 Designers and Builders of the World's Most Powerful Radio Transmitters

Ranges alone do not a rating make

ARF COMMITTEE URGES REPORTING OF 'BEST ESTIMATE'

The Advertising Research Foundation appeared last week to prefer to avoid the reporting of broadcast (or print) ratings in ranges in preference over precise figures.

ARF's technical committee reported it has had near unanimity of its members recommending that in the reporting of research data the "best estimate" should always be published and ranges—or "confidence limits"—of estimates should not be reported alone.

The ARF committee position was announced by William M. Weibacher, chairman of the technical committee.

Earlier this year, Charles P. Howze Jr., chief counsel of the House Subcommittee on Investigations, and the Television Bureau of Advertising, had joined those who have urged the reporting of broadcast ratings in ranges rather than in precise figures. Mr. Howze revealed

his position in a speech before the ARF in New York (BROADCASTING, Oct. 7).

It had been indicated earlier that ARF would appear to be acceptable to the reporting of ratings in ranges. ARF's statement last week, while not placing the foundation in outright opposition to such reporting, was explicit in recommending however, that figures not be expressed in ranges *alone*.

Other research authorities—James Seiler of the American Research Bureau among them—took a position against the concepts of reporting the range of a broadcast rating figure.

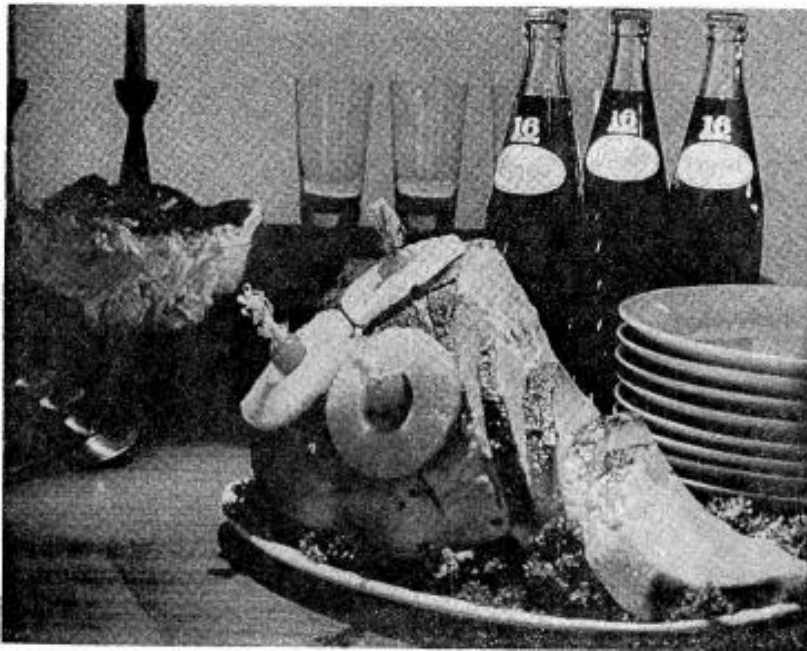
Complex Topic ■ The subject of ranges and "best estimates" has had its complexities even as to the strength of support. Only recently, it was reported that Mr. Howze had suddenly wavered and was giving more weight to arguments of some leading researchers

against ranges (CLOSED CIRCUIT, Oct. 27).

The ARF committee also voted in favor of including a full description of both sampling and nonsampling errors in "published advertising research reports and of any presentation format which would call attention to those errors."

The committee said it had agreed that "standard errors should be computed in accordance with a precisely applicable formula or a reasonable approximation thereof."

The ARF group said it had endorsed the section of the Madow report to the Harris committee on advertising broadcast research that had stipulated that pocket-piece reports and other such ratings reports should discuss—in addition to summarizing the survey design—the sizes and probabilities of possible differences between estimates and "quantities estimated." The Madow report said this should be done for the individual rating and sampling errors, and also for other specific data.



Radio-TV to get \$18 million from Pepsi

The Pepsi-Cola Co. and its bottlers will spend almost \$36 million in advertising and promotion during 1964, it was announced last week by Philip B. Hinerfeld, vice president-advertising. This is a \$1 million increase in 1963 expenditures.

No breakdown of the budget was provided, but the company is expected to be heavy in local TV and local radio and will invest in national spot and network television. Mr. Hinerfeld noted that media expenditures will be divided evenly between broadcast and print.

Pepsi-Cola, through BBDO, New York, will continue its "Now It's Pepsi for Those Who Think Young" campaign. On TV almost 400 stations will be used on a local and national spot basis, and network participation will be in four shows each week in a 26-week series. More than 3,000 radio stations will carry spots for the campaign.

Mr. Hinerfeld, however, reported that Pepsi-Cola will not be represented on network radio in 1964, a medium in which the company has invested about \$500,000 in 1963.

Faberge using net, spot for preholiday TV push

Faberge Inc., New York cosmetic firm, announced last week that it plans a three-week, pre-Christmas campaign that will feature heavy use of network and spot television. The firm's men's and women's lines will be advertised on 20-second spots in 13 major U. S. markets, and the women's line will add Buffalo to this schedule.

Both the men's and women's lines were scheduled for participations on ABC-TV's *Jerry Lewis Show* Dec. 7 and Dec. 14. The men's line was also scheduled for mention on ABC-TV's daytime programs, *The Price Is Right* and *Trailmaster*.

Agency for the men's line is Pritchard, Wood, New York, while agency for the women's line is Taplinger-Millstein, New York.

Business briefly . . .

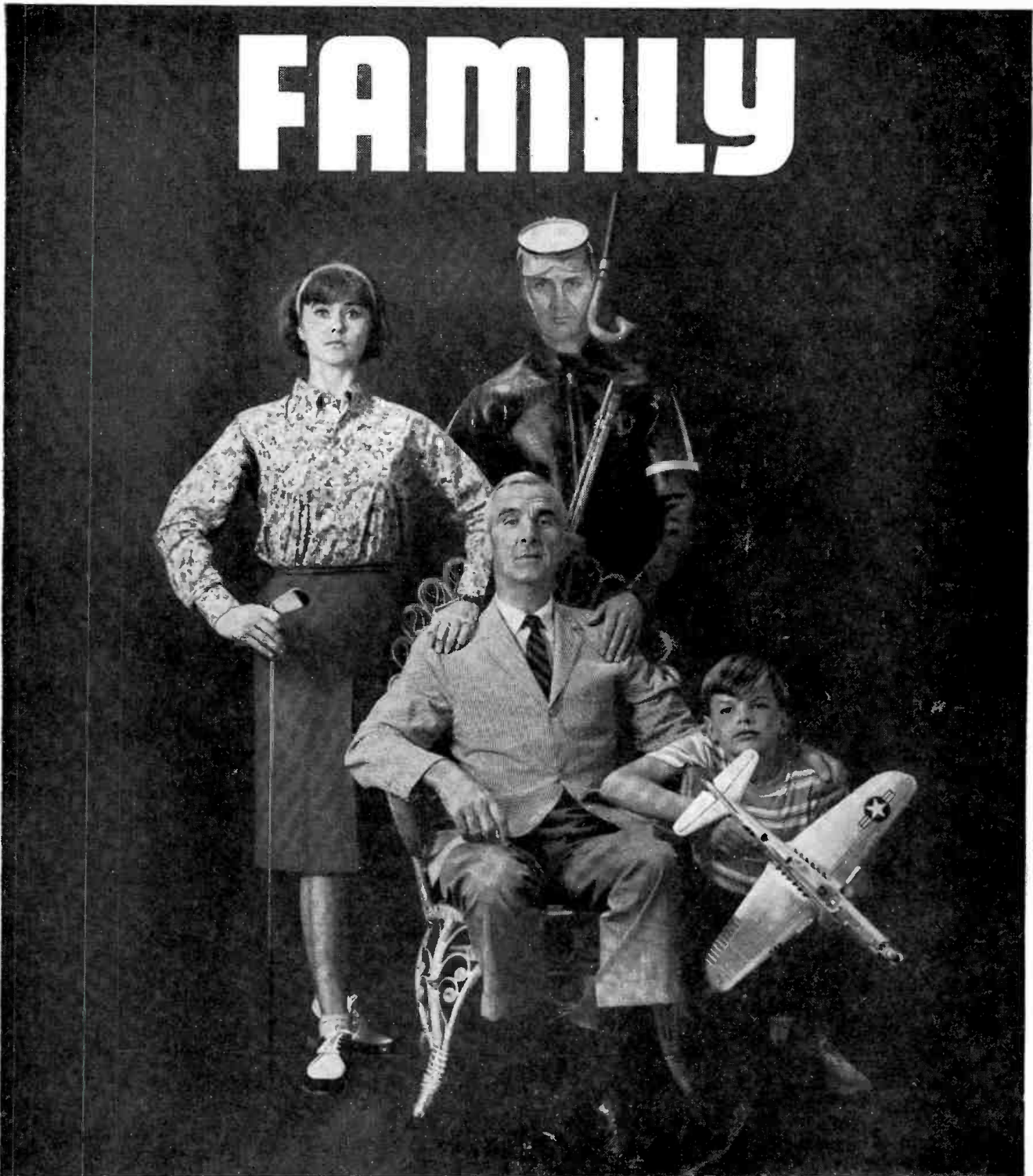
C. Schmidt & Sons Inc., Philadelphia, will sponsor regionally the Mummers Parade of Philadelphia on Jan. 1 (noon-1:30 p.m.) on ABC-TV. Agency is Ted Bates & Co.

The Highland Church of Christ in Abilene, Tex., through Fidelity Advertising in that city, has renewed for another 52-weeks the MBS program *Herald of Truth*. Renewal of the Sunday evening discussion show will become effective Jan. 5, 1964.

The Ralston Purina Co., St. Louis, through Gardner Advertising Co., that city, plans to launch a midwinter promotion campaign that will feature participations in CBS-TV's *Jackie Gleason Show* and *Danny Kaye Show*, starting

**You can't appreciate the new WABC if
you don't dig the new American...**

FAMILY



They're as different from anybody who lived before them as Telestar is from tom-toms. They golf, skin dive, twist, dig aerodynamics. Unusual? Not a bit. We know this, and because we know it, we can program for them and hit the target every time.

We give them the upbeat sound they want in the bright easy style that reflects the way these new Americans

live. We know too that they are concerned with their community and their world. So we give them news every half-hour, Broadway reviews, news from Wall Street, and sports. We editorialize on their city and its problems. We give the new Americans a radio sound that is in tempo with their lives. And they listen.

One more thing about them: their

standard of living is the highest this planet's ever seen. They buy things every day, from tooth brushes to golf clubs to new cars.

Got the picture? Give them the word on ...

WABC / NEW YORK

●●AN ABC OWNED RADIO STATION ●●
Represented by Blair Radio

WIDE COUNTRY



**ADULT
ACTION—
ACROSS TODAY'S
WIDE COUNTRY!**

28 FULL HOURS
Available Immediately for
Local Programming



starring

Earl Holliman / Andrew Prine



With special Guest Stars in every hour!

PROVEN ADULT APPEAL
NETWORK TOP 100 MARKET-BY-MARKET ANALYSIS (ARB)

- IN 4-CHANNEL MARKETS —** 36% of ALL WOMEN
36% of ALL MEN viewers in the time period
- IN 3-CHANNEL MARKETS —** 36% of ALL WOMEN
38% of ALL MEN viewers in the time period
- IN 2-CHANNEL MARKETS —** 57% of ALL WOMEN
67% of ALL MEN viewers in the time period

mca^{INC.}
TV FILM SYNDICATION

FIRST SALES: WNEW-TV, New York / KTTV, Los Angeles / WTTG, Washington, D.C. / KGNC-TV, Amarillo / WSJV-TV, South Bend

in January. The drive, aimed at Purina Dog Chow and Purina Cat Chow, will be tied in with a premium offer of inflatable toy cats and dogs.

Texaco Inc., began sponsorship of Metropolitan Opera broadcasts last Saturday (Dec. 7, 2 p.m.-conclusion) on 116 radio stations in U. S., Puerto Rico and Canada. This is the 32d year Texaco has sponsored the opera broadcasts. Agency: Benton & Bowles, New York.

General Electric, through Maxon Inc., will sponsor "Return to Oz," an hour-long animated musical fantasy in color on NBC-TV Sunday, Feb. 9 (5-6 p.m.). Original script, lyrics and songs are based on L. Frank Baum's classic, *The Wonderful Wizard of Oz*.

Block Drug Co., Jersey City, N. J., through Grey Advertising, New York, has placed a majority of its 1964 nighttime television advertising on NBC-TV's *Saturday Night at the Movies*, *International Showtime*, *The Jack Paar Show* and *Sing Along with Mitch*. The new Block promotion campaign will run through mid-September.

Rep appointments . . .

▪ **KNOX-TV** Grand Forks and **KEND-TV** Fargo, both North Dakota: Blair Television, BTA Division, New York, as national sales representative, effective

immediately.

▪ **WADK** Newport, R. I.: Eckels & Co., Boston, appointed New England sales representative.

▪ **WAVZ** New Haven, Conn.: McGavren-Guild Co., New York, as national representative.

▪ **KEZI-TV** Eugene, Ore.: Venard, Torbet & McConnell named exclusive national sales representative.

▪ **KHAT** Phoenix, Ariz.: Roger O'Connor Inc., New York, as national sales representative, effective immediately.

▪ **KTRG-TV** Honolulu: Weed Television Corp. appointed national sales representative.

CHIP CHOMPING WINS L.A. Art Directors Club medal goes to noisy spot

The Laura Scudder "noisiest potato chip in the world" TV commercial won Art Directors Club of Los Angeles medal awards for art director Jack Sheridan and producer Dave Nagata of Doyle Dane Bernbach, Los Angeles. Maryellen Flynn, copywriter, and N. Lee Lacy & Associates, photographers, also shared in the credits.

These and six other medals were presented Wednesday (Dec. 4) at the

ADCLA annual awards luncheon at the Statler Hilton, Los Angeles, at which the best complete unit design, photograph, motion picture film, painting, poster and campaign in *Media Agencies Clients* were also honored. Merit awards were also presented in various categories of advertising and editorial art created in the West. From more than 5,000 entries, 600 pieces have been chosen for exhibit at the California Museum of Science and Industry in Exposition Park, Los Angeles, where they will be on display to the public for five weeks, starting Jan. 28, 1964.

DISTINCTIVE MERIT AWARDS

Art director, Saul Bass; producers, Saul Bass & Associates/WCD Productions; agency, Grey Advertising, Los Angeles; client, Mennen baby products.

Art director, Jim Morrison; producers, Jim Morrison/Gerald Schnitzer Productions; photographer, J. Peverell Marley; copywriter, Fenton Calhoun; agency, Campbell-Ewald, Detroit; client, General Motors—Chevrolet Division.

Art director, Marvin Wartnik; producer, Bud Davis; artist/photographer, PM Productions/Ed Morgan; copywriter, John Calnan; agency, Foote, Cone & Belding, Los Angeles; client, Purex Corp.

Art director, Gerry Sieverson; producer, Norman Toback; copywriter, Ed Reich; director, WCD/Robert Carlyle; agency, Young & Rubicam.

Art director, Gordon Bellamy; producer, John Orloff; artist/photographer, Ed Morgan; copywriter, Maxwell Arnold, Jr.; agency, Guild, Bascom & Bonfigli, San Francisco; client, Foremost Dairies.

Art director, Vance Jonson; producer, Richard Perkins; artist/photographer, Hal Adams/Kent Wakeford/Herb Klynn; copywriter, Cynthia Lawrence; agency, Carson/Roberts, Los Angeles; client, Max Factor.

THE MEDIA

Cooperation is urged over control

PRESIDENT TELLS AGENCIES TO RE-EVALUTE REGULATORY ROLES

Has President Johnson pulled the reins on the FCC and other regulatory agencies which seemingly have been bent on more regulation and more control over the industries they regulate?

Some observers believe he has. They read this into the President's remarks to the chiefs of the regulatory agencies whom he called to the White House last week.

In one paragraph President Johnson set what some believe is the tone of his administration in the regulatory field; he called for more cooperation rather than more controls. This is what he said:

" . . . You and I and the Congress and the people and all of the special constituencies of your agencies are challenged today to re-examine and to reassess and to re-evaluate the regulatory role. We are challenged to elevate our sights, to measure our performance by quality rather than quantity; to concern ourselves with new areas of cooperation before we concern ourselves with new areas of control; to take

pride in how much we do rather than how much there is to do."

Kennedy's Wish ▪ In another paragraph, the President continued this apparent line:

" . . . He [the late President Kennedy] wanted the people to have, from the government which serves them, a standard of excellence which would inspire their confidence instead of provoking their carping, which would justify their faith instead of evoking their fear."

The President met with the chiefs of the regulatory agencies in the Cabinet Room of the White House late in the afternoon of Dec. 3. He spent about 20 minutes with them, conveying to them his "deep sense of reliance upon you and your agencies in discharging the responsibilities which have been thrust upon me."

He also stated that in the regulatory field "the work John F. Kennedy had begun is work that I intend to continue."

The late President Kennedy, President Johnson said, felt that "one of the

most important areas of unfinished business on the agenda of American government lies in the concept and the conduct and the conscience of the regulatory function."

President Johnson quoted from one of Mr. Kennedy's messages to Congress:

"The preservation of a balanced, competitive economy is never an easy task, but it should not be made more difficult by administrative delays which place unnecessary obstacles in the path of natural growth or by administrative incompetence that has a like effect."

The Kennedy words come from the late President's message in April 1961 to Congress on regulatory agencies.

The President, it is reported, told the assembled regulatory chairmen and directors that he was refusing all offers of resignation.

Among those attending were FCC Chairman E. William Henry and Federal Trade Commission Chairman Paul Rand Dixon.

HAS COLLINS GOT POLITICAL ITCH?

He won't deny report he's thinking of running for Senate and he takes strong stand on key issues of 1964 campaign

LeRoy Collins, president of the National Association of Broadcasters, refused to comment last week on a published report—written by a trusted friend who is a prominent Florida newspaper editor—that he is considering running for the United States Senate in 1964.

The former governor of Florida stood on the same no-comment position when asked directly if he was thinking of entering any political race in 1964.

Whatever his thoughts about his own future, Governor Collins concentrated on political issues in two major speeches last week. In Columbia, S.C., last Tuesday (Dec. 3) he vigorously championed civil rights, and in Los Angeles Sunday (Dec. 8) he was prepared to deplore the invocation of states' rights as a means

Mr. Baggs wrote that the assassination of President Kennedy had caused Governor Collins to reconsider an earlier decision not to enter the Democratic primary against 71-year-old Senator Spessard Holland who reportedly intends to run for re-election.

"I just don't know how to comment," Governor Collins said of the Baggs column last week. He declined to go beyond that statement when asked whether he was considering running for any office in Florida next year.

Both the U.S. Senate seat and the Florida governorship will be featured in the 1964 elections. Candidates for the Democratic primary election, which will be held in Florida in May, must file between Feb. 18 and March 3.

The NAB board of directors will hold

of the [incumbent] senator.

"The murder of the President . . . has stoked new thoughts by LeRoy Collins," Mr. Baggs said. "The former governor sits in his house in Washington and considers these thoughts, measures them, and it would seem that he might become the candidate. Surely it is more likely now, since the death of the President."

Mr. Baggs pointed out that Governor Collins enjoyed a personal relationship with the late President and had been asked to become ambassador to Canada. He also said the NAB president was one of three men considered for appointment as secretary of health, education and welfare last year.

A Draft ■ Questioned by telephone last week, Mr. Baggs said the reaction in Florida to his column had been "very good. . . . If there is such a thing as a people's draft, it is building for Governor Collins," he said.

Mr. Baggs said that during his "courtesy call" on Governor Collins two weeks ago in Washington politics was not discussed. Neither did he tell the NAB president about the Nov. 30 column in advance.

In addition to the possible Senate race, Mr. Baggs pointed out that considerable pressure is being put on the former governor to seek a return to that office. "I don't believe he knows in his own mind," Mr. Baggs said. "I believe that he is seriously considering the Senate race . . . but that he has been unable to get away from the labors of the NAB long enough to seriously meditate. . . ."

A Florida Democrat who is in the Holland camp said last week that the Baggs column "is a trial balloon if I ever saw one. They put it up there to see who would try to shoot it down." Senator Holland, a member of the Senate since September 1946, has not officially announced that he will stand for re-election but has told close associates that he intends to do so (CLOSED CIRCUIT, Dec. 2).

The senator also is a former governor of Florida and was the state's chief executive when Governor Collins served in the state senate.

Governor Collins has said publicly in the past that he would not be a candidate against Senator Holland.

Not Forgotten ■ Ever since he came to Washington in January 1961 as president of the NAB, immediately after he completed six years as Florida's

It's Claghorn, I say; I say, Claghorn

A South Carolina grandmother threatened last week to "sue the skin off" LeRoy Collins, president of the National Association of Broadcasters, for what she considered a derogatory reference he had made to the "distinguished name of Claghorn."

Mrs. Ruth Claghorn Safford deTreville of Beaufort, S. C., said she was going to sue the NAB president on behalf of Claghorns everywhere because of remarks he made in Columbia (see story this page). In urging the South to accept civil rights, Governor Collins said Southerners for too long have allowed the extremists to speak for them.

"How long are the majority of Southerners going to allow them-

selves to be caricatured before the nation by these Claghorns?" he asked in a reference to the mythical senator of the late Fred Allen's radio program.

"I'm going to sue the skin off him," Mrs. deTreville countered the next day. "Claghorns have been in this country since the beginning and have made a distinguished name for themselves." Mrs. deTreville said she telephoned Governor Collins in Washington and he said he was sorry and would not use the name again. "But he said he couldn't do anything about it now and that's what made me mad," she said. "I think some retraction should be made. I'm going to sue big."

of delaying racial integration. In both speeches he aligned himself squarely with the Kennedy civil rights program that President Johnson has vowed to pursue.

In neither prepared text did the president of the broadcasters' national association talk about broadcasting.

The newspaper report that Governor Collins was considering a Senate race was published Nov. 30 in the *Miami News*. It was written by Bill Baggs, editor of the paper, after Mr. Baggs had paid what he told BROADCASTING was a "courtesy call" on the NAB president during a trip to Washington to attend President Kennedy's funeral.

Revival Of Thoughts ■ In his report,

its winter meeting in Sarasota, Fla., Jan. 27-31. Presumably Governor Collins will have to come to a decision before then.

In his Nov. 30 column, the *Miami News* editor said that the NAB president, who was chairman of the 1960 Democratic convention that nominated President Kennedy, is brooding over the assassination and his "thoughts rather invite him to make a campaign for the federal Senate in 1964. . . . Before the assassination, Governor Collins had decided not to run for the Senate. A friend, Spessard Holland, sat in the chair and the former governor respected Senator Holland, although he disagreed with the conservative policies

chief executive, Governor Collins has received a steady stream of letters urging him to run again. The volume of mail always picks up noticeably after he has made a major speech or returned to Florida. "I beseech you" to return to Florida and run for governor again, one woman wrote from Tallahassee last week. Governor Collins has maintained his legal address in Florida since joining the NAB.

A Floridian who has urged NAB president Collins to run for governor said last week that the NAB president was put under heavy pressure toward that end following the NAB fall conference in Miami six weeks ago (BROADCASTING, Oct. 28). It is known that privately the NAB president is displeased with the administration of his successor in the Florida executive mansion, Farris Bryant.

Columbia Reaction ■ In his talk Tuesday before the Greater Columbia Chamber of Commerce, Governor Collins urged the South to tell the "bloody-shirt waver to climb down off the buckboards of bigotry" and accept equal rights for all. "We have allowed the extremists to speak for the South—the very ones against whom we in the South have had to struggle in our towns and in our state capitals for much of the progress we have made," he said.

"They have done it in speeches on the floor of Congress which have sounded like anti-American diatribes from some hostile foreign country. . . . And all the while, too many of the rest of us have remained cravenly silent or lamely defensive while Dixie battle cries have been employed to incite sick souls to violence." The South, he said, must become a full partner in a nation in which racial justice is recognized as a national commitment.

Reaction to the governor's speech was immediate and mixed. Dozens of letters from all parts of the nation had poured into the governor's Washington office by late Thursday praising his stand. A majority of the letters were from the South, many from Columbia and Florida.

But South Carolina broadcasters accused the governor of backing out of a commitment to "deal with the government threat to the broadcasting industry" and newspapers of the area claimed that Governor Collins's speech had blamed President Kennedy's murder on "Dixie battle cries." The *Greenville* (S. C.) *News* headlined its news coverage of the NAB president's speech: "Collins Says Dixie Helped Kill JFK."

Speech Broadcast ■ A statewide network of 26 radio stations carried the speech live and the South Carolina Broadcasters Association, in urging stations to join the special hook-up, said the address would deal with the government threat. "Every station is urged to



Governor Collins
What's his secret thought?

carry this important feature," the SCBA said in a bulletin to members.

Governor Collins said upon his return to Washington, however, that there had been "no prearrangement whatever as to what I was to speak about." The actual subject of his address had been known in Washington for several weeks.

Walter J. Brown, president of WSPA-AM-TV Spartanburg, S. C., and former president of the SCBA, said: "Governor Collins broke faith with those of us who broadcast his speech when without warning he chose the occasion to impugn the motives of most Southern leaders over a statewide broadcast which had been set up with the written commitment that 'Governor Collins would deal with the government threat to the broadcasting industry.'"

Mr. Brown, former assistant to the secretary of state during the Truman administration, said he resented most the NAB president's attempt to "link opposition to the so-called civil rights program to the tragic assassination of President Kennedy. Everyone knows he was killed by a known Communist and Castro sympathizer."

High Praise ■ Senator Wayne Morse (D-Ore.) took the Senate floor Wednesday to praise Governor Collins for his South Carolina remarks. "What a great Southerner," he said of the NAB president. "What a great American. What a refreshing new voice to be heard in the South. I congratulate Governor Collins." He told the Senate he had asked the NAB for the full text of the

speech and planned to comment further.

The NAB also received many requests for the speech in letters praising the governor. A southern Virginia broadcaster, in asking for 10 copies, told President Collins his speech is one that "Southerners should read again and again, and we in broadcasting should take stock of many of your positions."

"Please let me thank you, deeply and sincerely," wrote a Columbia minister. A Florida preacher said the speech was "highly significant and will have great impact." From a Midwest broadcaster: "As a citizen, I thank you and as a broadcaster I'm proud that you head our association."

"That was a magnificent speech," wrote a Tallahassee couple.

"You had the raw courage to say what must be said and resaid," a Texan told the NAB president.

But the South Carolina newspapers were highly incensed. Several, in both news accounts and editorials, accused Governor Collins of impropriety and insult in linking the Southern attitude with the President's death.

"I didn't say that at all," Governor Collins said later in the week. "What I said was that these acts of violence [Sunday school bombings; shootings, and assassinations] are products of environment where people had been encouraged to hate."

A Collins Regret ■ In a speech prepared for delivery Sunday (Dec. 8) before the Center for the Study of Democratic Institutions in California, the NAB president said he regretted that, as governor of Florida, he first opposed the Supreme Court's 1954 decision on school desegregation. He noted that the Florida legislature adopted the "Southern Manifesto" which declared the Supreme Court decision void under the doctrine of interposition. He said he opposed the resolution because it declared a court decision null and void but at the same time he accused the court of usurping the powers of the states.

"I do not feel that way now," he said in Los Angeles. "But since I did, and feel differently now, I think I should say so."

In the Los Angeles talk, a discussion of states' rights versus federal rights, Governor Collins also reversed an earlier position on federal reapportionment of state legislatures. In this area, he said, the Supreme Court may "well have saved the state governments from being wrecked by those who profess to be their strongest defenders."

He recommended the development of an annual national federal-state conference, called by the President, with representatives from the executive branch, Congress and the 50 states to help generate a better understanding of the state-federal relationship.



The NAB code authority changes hands

The old and new in code authority for the National Association of Broadcasters discuss the changing of the guard in Washington last week as Howard Bell (r) succeeded Robert D. Swezey as director of the NAB Code Authority. Mr. Bell officially moved up from NAB vice president

for planning and development Monday (Dec. 2), and Thursday President LeRoy Collins and NAB staff executives held a goodbye luncheon for Mr. Swezey. The veteran broadcaster plans to retire, but only temporarily, to his farm which is near Leesburg, Va.

TV'S N.Y. STRIKE GAINS

Columbia University study shows mixed media diet is still the choice of most people

Television and radio emerged from last winter's 3½-month newspaper shutdown in New York entrenched as the average New Yorker's "primary" communications media, with newspapers accorded "a secondary yet highly valued" role.

Television appeared to be "the chief gainer," but the shutdown also demonstrated that people would prefer "their normal diet" of TV, radio and newspapers in combination.

Both radio and television already had such high audience levels before the strike started, that there was no room for them to score more than "limited" gains during the newspaperless period.

These were among the key findings of a study reported last week in the fall issue of the *Columbia Journalism Review*. The study was directed by Professor Penn T. Kimball of the Columbia Graduate School of Journalism in New

York, which publishes the *Review*.

Simple Math ■ Professor Kimball's report acknowledged at the outset that the broadcast media could not—as a matter of simple arithmetic—have made major numerical gains:

"During the initial interviews, a month before the newspaper stoppage began, we found that 75% of the sample were already habitual television viewers and 68% regularly listened to radio. These broadcast consumers, in point of fact, were so numerous before the shutdown began that there could be only a limited increase in the proportion using each broadcast medium after the major newspapers disappeared.

"Since nearly half the television viewers conceded that they watched their sets three hours or more a day and a comparable number listened to radio two hours or more, there was limited room for expansion in listening and

viewing time, too."

One of the principal effects of the shutdown, according to the report, was to reduce the number of people who felt they could give up newspapers more easily than radio or TV. Nevertheless, the report continued:

"By the time the papers were ready to publish again the prototype New Yorker was one who had settled firmly on television or radio (more often the former) as his primary communication medium—but supplemented by one or more newspapers as a secondary yet highly valued part of his daily experience."

The study was based on three waves of interviewing: one a month before the strike started, one in the first week of the blackout in December and one as the shutdown went into its third month.

Which Means Most? ■ One question asked panelists in each wave to name the order in which, if they had to, they would give up the three principal media: radio, television, newspapers.

Before and during the first week of the strike, newspapers were named somewhat more often than TV as the medium to be given up "last." But after two months without newspapers, TV emerged clearly as the one the panelists would hold onto longest.

"A full 60%," Professor Kimball's report said, "never budged from their original attitudes. Among those who did alter their order of priority, those who felt they could more easily do without papers than they had expected (23%) slightly out-weighed those who valued papers more (17%). Television, on the other hand, became more valued by panel members by the end of the survey than at the beginning."

Here is the breakdown:

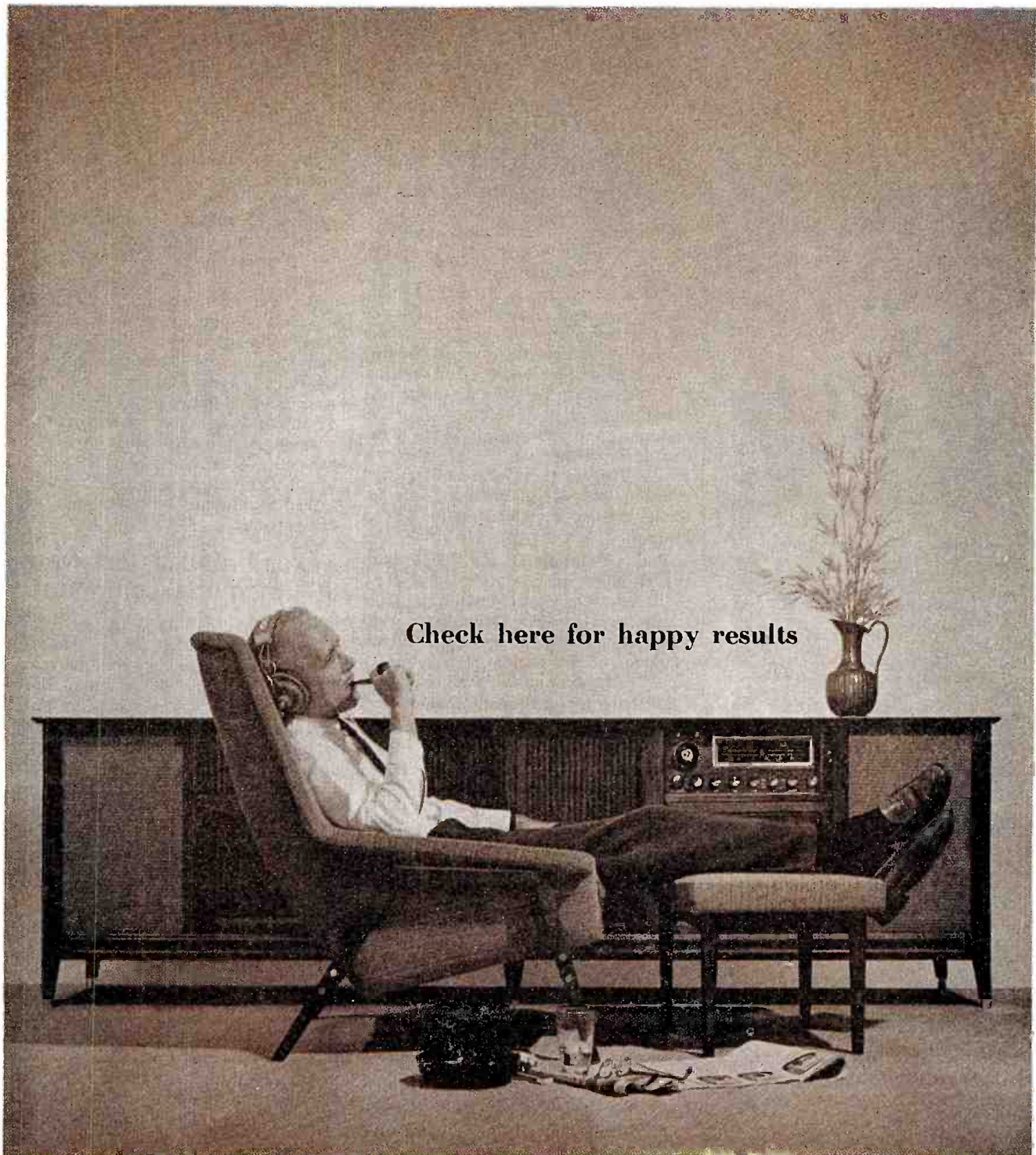
	Would give up last (percent):	month before	first week	third month
Newspapers	40.9	42.8	36.6
Television	36.7	37.8	45.1
Radio	22.4	19.4	18.3

The report found television's showing surprisingly strong as compared to radio's, because in the prestrike interviewing radio outdistanced TV by a wide margin as the source from which panelists expected to get their news in a newspaperless city.

Repetition No Solution ■ One explanation, the report suggested, might be that TV stations expanded their news coverage substantially, while "many" radio stations "were inclined to simply repeat their usual coverage more often."

But New Yorkers showed themselves "highly aware of those stations that did make special efforts to expand their news," and "many . . . spoke approvingly of the extra service."

Yet many of the panelists developed dissatisfaction with radio and particularly with TV coverage, as well as with



Check here for happy results

Your listening audience is the most valuable asset you have. Keeping them happy and loyal is a combination of many things, not the least of which is the equipment you have in your station. Happy listeners mean happy advertisers. □ With Collins equipment, you broadcast the cleanest sig-

nal on the air. We've added two new pieces of equipment to our line... the 900C-1 FM Stereo Modulation Monitor and the 26U-2 Stereo Limiting Amplifier. □ When quality sound is what you're after, go Collins. Let us tell you what Collins transmitters, stereo generators, broadband exciters, the

new monitor and limiter can do for your station. Call or write today.

COLLINS RADIO COMPANY
 Cedar Rapids • Dallas • Los Angeles
 • New York • International, Dallas



BUYING POWER *and* SELLING POWER



*you get both
on WLIB*

The buying power of the greater New York Negro Community is an enormous \$2.25-billion.

As for "selling power" the facts here, too, speak for themselves. WLIB has more national advertisers than any other Negro-programmed station in the market. Often — more than all the rest combined. It's been that way year after year for almost a decade. There's just no other Negro station in the same league.

More — WLIB is the ONLY station in New York City that programs to the Negro Community 7 days a week. 365 days a year. Today it is almost standard practice to include it as one of the "must-buy" stations in the market.

WLIB

Harlem Radio Center

310 LENOX AVENUE, AT 125th ST. NEW YORK 27, N. Y.

all other sources of information during the blackout.

"By far the most common reasons for being dissatisfied with information supplied by the broadcast media, volunteered without prompting, were (1) lack of detail (32%), and (2) dislike of being tied down to broadcast time schedules (11%)," the report said.

"Other criticisms included: lack of follow-up; insufficiently varied points of view; absence of columnists and lack of specialized coverage such as sports, financial and theater news. . . .

"That television could be the subject of such laments while being rated the most indispensable of the three media further illustrates the diversity of the audience. The paradox is further illuminated when one brushes aside the assumption that the news function dominates the relationship between the broadcast media and their audiences. Nearly 20% of those who had watched television the day before they were interviewed said they had seen no news program."

Radio Holds Its Own ■ People with the strongest ties to radio, the study indicated, were least likely to shift their loyalty to newspapers. Those who originally had "very weak ties to radio and relied especially heavily on television" were found to dominate the group who came to prefer newspapers more and more as the strike progressed.

During the second wave, at the height of the Christmas shopping season, ads were mentioned twice as often as any other item as the newspaper element that was "missed most." But "this unusual predominance" did not persist in the third wave, although ads continued to be "among the most frequently mentioned parts of the paper specifically missed."

The study also developed profiles of audiences oriented toward radio-TV and of those oriented primarily toward newspapers:

"Those most loyal to newspapers included a preponderance of men (57%), although men generally exhibited more tendency than women to change their minds about newspapers—pro or con—during their absence. Three times as many hard-core newspaper readers had been to college as those who remained primarily loyal to the broadcast media. . . .

"Those most loyal to the broadcast media included a high proportion of young married women, busy with the children and complaining that they had 'no time' for the papers. Papers were usually brought into such households by the husband. Those broadcast-loyal women who said they missed the papers during the shutdown most often mentioned the ads.

Access Plays Part ■ "Among men, the hard-core broadcast types were fre-

quently those whose job gave them access to the radio during the day—postal worker, pharmacist or shopkeeper.

"To them daytime radio was companion, entertainer and news source wrapped up in one. Their loyalty to single stations was extraordinary. At night they turned on television. Their interest in newspapers focused heavily on sports.

"Radio for music, television for free entertainment—these were the dominant themes expressed by the broadcast-loyal."

The interviews totaled 295 in the first wave, 311 in the second and 212 in the third. But Professor Kimball noted that 99 of these were interviewed in all three waves, and that 113 others were included in two of the three waves. Thus, he said, "the analyst had the advantage of being able to study the behavior of the same panalists at different points in time, rather than being forced to rely only on purely statistical comparisons."

Texas broadcasters form JFK memorial committee

Three Texas broadcasters have formed the Texas Kennedy Memorial Organizing Committee and suggested that their fellow Texas broadcasters should lead the way in such a project.

The three—John J. Coyle, KVIJ Highland Park-Dallas; W. D. (Dub) Rogers, Lubbock; and Vann M. Kennedy, KZTV(TV) and KSIX, Corpus Christi—said the memorial should perform a continuing useful service and be located in Dallas near the site of the assassination of President Kennedy.

The organizing committee has headquarters in the Fidelity Union Life Building, Dallas.

MBS adds 2 affiliates

Mutual has added two new affiliates to its radio network: KAMY McCamey, Tex. and KRFM Salina, Kan.

KAMY, formerly unaffiliated, operates fulltime with 250 w on 1450 kc.

KRFM, a daytimer, operates with 5 kw on 550 kc. The station switched to MBS from ABC, which last month picked up the former MBS affiliate, KSAL Salina, a fulltime station (BROADCASTING, Nov. 18).

Meeting rescheduled

Initial meeting of steering committee to oversee joint industry study of radio research methodology, originally scheduled for last Friday (Dec. 6) in New York (BROADCASTING, Dec. 2), has been postponed until Thursday (Dec. 12). The committee is composed of representatives of the National Association of Broadcasters and the Radio Advertising Bureau.

CAN YOU PASS THIS AIR TRAVEL QUIZ?

(ANSWERS AT LOWER RIGHT)

1. Which airline has the world's largest jet fleet?
UNITED TWA AMERICAN
2. Which airline serves the most U.S. cities by jet?
UNITED TWA AMERICAN
3. Which airline operates the only commercial jet ever to fly faster than the speed of sound . . . the DC-8?
UNITED TWA AMERICAN
4. Which airline offers flights with a single class of service that combines a first class feeling with a close-to-coach price?
UNITED TWA AMERICAN
5. Which airline flies the quietest jet in the world, the Caravelle?
UNITED TWA AMERICAN
6. Which airline was the first to take delivery of the tri-jet Boeing 727, the newest airliner in the world?
UNITED TWA AMERICAN
7. Which airline operates the most complete variety of jets?
UNITED TWA AMERICAN
8. Which airline flies the jet that holds the long-distance record for nonstop flight, the DC-8?
UNITED TWA AMERICAN
9. Which airline offers the most jet service throughout the nation?
UNITED TWA AMERICAN
10. Which airline serves the most U.S. vacation areas, including Hawaii?
UNITED TWA AMERICAN
11. Which airline is chosen by more people than any other airline in the world?
UNITED TWA AMERICAN

{ Answer to questions 1 through 11: United Air Lines. }

HARRIS COMMITTEE'S WEEK

Fairness, equal time suspension, license fees and commercial time limits are on agenda

The House Commerce Committee, which has grappled intermittently with the major regulatory issues faced by broadcasters this year, is scheduled to review at least four in meetings this week.

On the agenda are legislative measures for dealing with FCC proposals on commercials and license fees, a resolution to suspend equal-time requirements for the presidential and vice presidential races next year plus the whole question of fairness as interpreted by the FCC.

All have been controversial, and even the equal-time resolution, HJ Res 247, passed overwhelmingly but in slightly different versions by the House and the Senate, may now be complicated by the assassination of President Kennedy, a key advocate.

The Communications Subcommittee is to meet in executive session today (Dec. 9) to consider fairness and license fees. The parent Commerce Committee is scheduled to hold a closed-door session of its own Tuesday (Dec. 10) on commercial limits and equal time.

Representative Walter Rogers (D-Tex.), subcommittee chairman, said last week that although the panel has

considered the FCC's fairness doctrine as it relates to broadcast editorials (BROADCASTING, July 29, et seq.), it has not had an opportunity to review the commission's July 26 public notice, a statement intended to clarify the FCC's position but which set off a new controversy on free versus paid time.

Street Search ■ Broadcasters have opposed the statement, saying that a literal interpretation urging licensees to go out into their communities to seek opposing views on controversial issues would tend to discourage such broadcasts. Further, they have said, it would require them to provide free time for views opposing those expressed on paid broadcasts of a controversial nature.

Representative Rogers said the subcommittee will review all ramifications of the fairness problem and may issue a report. A bill to protect broadcasters from giving free time to answer paid programs, introduced by Representative J. Arthur Younger (R-Calif.), ranking subcommittee Republican, had not been referred to the panel as of last week.

The subcommittee also will examine the status of the FCC's license fee schedule, which is to become effective Jan. 1. The commission has turned down

Representative Rogers's request that the fees be suspended until he can conduct a hearing on whether the agency has authority to set them (BROADCASTING, Dec. 2). Such a hearing is in the offing for early next year, he said.

(Senators A. S. [Mike] Monroney [D-Okla.] and Peter H. Dominick [R-Colo.] co-sponsored a bill last Tuesday [Dec. 3] that would prevent the FCC from charging fees against licensees who are required by law or regulation to have radios in the interests of safety. This bill would not exempt broadcasters, however. The Rogers bill would prohibit all license fees.)

Commercials And Equal Time ■ The full committee now faces the whole question of whether Section 315 should be suspended for 1964's presidential and vice presidential races all over again. The Senate passed the House's own version of a suspension resolution in October (BROADCASTING, Oct. 7) but made two amendments which are subject to House approval.

In the interim, a new President has taken office. CBS also has offered unlimited free prime time to the Democratic and Republican candidates.

The suspension had the full support of President Kennedy, who had publicly committed himself to participate in joint television appearances with his Republican opponent were he a candidate next year. Whether the succession of President Johnson, not similarly committed, will affect the House committee's action was the subject of speculation last week. It was thought by some that President Johnson would not want to debate his opponent on television if he runs next year.

The White House had not clarified the question as of last Thursday (Dec. 5).

Representative Oren Harris (D-Ark.), committee chairman, said he could not speak for the White House. But when asked whether he might check with the President before bringing the matter before his committee, Representative Harris said "that would be a reasonable assumption."

Representative John Bell Williams (D-Miss.), second ranking committee Democrat, who opposes the resolution, said he would vote against it again, but would not try to obstruct its passage in view of the large support it already had received from the House and Senate. The House approved it 263-126 and it passed the Senate without objection.

Representative John E. Moss (D-Calif.), who has proposed legislation that would amend Section 315 to permit candidates to personally answer editorial attacks, said he would seek a separate hearing on that matter early next year and would not want to relate it to the suspension resolution.

Official Praise ■ Two resolutions



Commission gives Cox a farewell fete

Robert W. Cox, who left his position as deputy executive director of the FCC last week, was feted by members of the commission and its staff at a luncheon Thursday (Dec. 5). (L-r): Commissioners Frederick W. Ford and Robert E. Lee, Mr.

Cox, Commissioner Rosel H. Hyde and former Commissioner E. M. Webster. Mr. Cox, who served on the commission staff for 15 years, is now chief of the operations analysis staff in the office of the secretary of Health, Education & Welfare.

FOCAL FADAI LEIT OIB-SE, MAR
 SIN, A SHAEILGEORÍ: SO SCUIRE
 OIDA SONAS AŽUS RAČ ORAIB;
 AŽUS ŽUR MÓR AŽAIB TRÉITE
 TEANŽA BÜR SINSIR.*

With this Gaelic greeting by President Eamon De Valera of Ireland to the citizens of Boston, WHDH-TV begins its seventh year of "Dateline Boston", a unique series of daily television programs in the public interest.

"Dateline Boston" is seen each night of the week, Monday through Friday, from 6:05 to 6:30 PM on Channel 5. Produced in association with the Massachusetts Department of Education, "Dateline Boston" has presented more than fifteen hundred different programs in its long and illustrious career. The result has been an outstanding contribution to the New England community in the fields of art, science, music, medicine, theater, and education.

"The Green Roots", a new "Dateline Boston" series from which President De Valera's greeting is taken, will become part of the heritage of WHDH-TV programming. Filmed in color on location in Ireland by a WHDH-TV production unit, the five programs will be seen on successive weeks including a special program on Christmas Day. The series will explore Ireland today — its people —

its customs — its hopes for the future — and the warm personal ties that exist between Ireland and countless New England families.

"The Green Roots" has been produced in the same tradition that resulted in the WHDH-TV UNICEF series of ten programs filmed by a Channel 5 production unit in Asia and the internationally successful series of program exchanges with Brazil. The Brazilian series, a number of locally produced programs by WHDH-TV, has met with unusual response from the United States Government and is now being adapted by WHDH-TV for use in Japan.

"The Green Roots" joins a distinguished number of programs that have dramatically used the power of television to further international understanding among peoples of many lands.

WHDH-TV is proud of its ability to produce programs of this magnitude and to offer to New England viewers unusual television programs of lasting value.

*"A special word, then, for you, speakers of Irish: — May God grant you happiness and prosperity; and may you esteem the traits of the language of your forebears."

WHDH-TV CHANNEL **5**

which would give official congressional commendation to broadcasting for its coverage of the events surrounding the assassination of President Kennedy were referred to the Commerce Committee (BROADCASTING, Dec. 2).

The committee's agenda includes a bill that would prohibit the FCC from regulating the length and frequency of commercials. The subcommittee approved it last month after conducting a three-day hearing in which the FCC's proposal was attacked by more than 30 broadcasters and congressmen (BROADCASTING, Nov. 18, 11). The FCC is scheduled to hold an oral argument on its proposal today (see page 42).

Representative Durwood Hall (R-Mo.) asked FCC Chairman E. William Henry last Thursday (Dec. 5) to withdraw the commercial proposal before the oral argument. Representative Hall noted that "no government compulsion was required to free the airwaves of all commercials in order that radio and TV might keep the public informed" during the four days following the assassination on Nov. 22. "It is quite possible," he continued, "that if the FCC proposals had been in effect it would not have been possible for the broadcasting industry to furnish the type of coverage it did. There would have been no opportunity for flexibility."

Words from the chief

The heads of the three TV networks received warm thanks and praise from President Johnson on their coverage and handling of the Kennedy assassination and funeral, it was learned last week.

The President on Nov. 29 personally called and spoke to Leonard H. Goldenson, ABC; Frank Stanton, CBS, and Robert E. Kintner, NBC.

Congress continues praise for industry

Praise for broadcasting's coverage of the events surrounding the assassination of President Kennedy continued in the House and Senate last week.

Some of broadcasting's congressional friends and most outspoken critics offered similar tribute two weeks ago (BROADCASTING, Dec. 2).

Last week's roll included:

▪ Representative William H. Ayres (R-Ohio): Broadcasting "well earned the title of a great American institution—one to be saluted by all of us." The coverage helped avert a serious crisis in

demonstrating the orderly transition of government.

▪ Senator J. Glenn Beall (R-Md.): "This was surely the broadcast industry's finest hour. . . . It is laudable that the industry has pledged itself anew to ever greater efforts to preserve that stability in the free enterprise system and to protect it against bureaucrats who continually harass the industry and often seek to burden and hinder it with the crippling hand of unwarranted and unnecessary control."

▪ Senator Hubert H. Humphrey (D-Minn.): "A supreme tragedy was covered with supreme distinction by all forms of journalism." Television particularly, "because of its scope and immediacy," involved "every adult American and every American child old enough to understand . . . those almost unbelievable events." The media "showed us tragedy, but they have helped us triumph over it." *That Was the Week That Was*, a BBC tribute broadcast here by NBC, was "remarkable," a show "of reverence and respect."

▪ Senator Claiborne Pell (D-R.I.): "Economic sacrifices of broadcasters were indeed considerable, yet what they [broadcasters] did was done without question and without complaint in fulfilling their responsibility to the public and to our society. . . . In all fairness, they deserve the public respect and commendation due them at this time."

▪ Representative George M. Rhodes (D-Pa.): "We all owe to the broadcasting industry our deep thanks for the preservation and protection of free speech and the people's right to know. It is an example which the publishing industry would do well to follow."

▪ Representative James Roosevelt (D-Calif.): "The radio and television industries as well as all who devoted themselves so completely to providing these services to the American people deserve the highest praise."

Changing hands

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 88).*

▪ KTVE(TV) El Dorado. Ark.-Monroe, La.: Sold by Veterans Broadcasting Co. and William H. Simons to J. B. Fuqua for \$1.5 million and agreement not to compete. Mr. Fuqua, in the insurance business, Democratic state chairman and a state senator, owns a string of bakeries and WJBF-TV Augusta, Ga. Price included obligations of \$850,000. Veterans owns WROC-AM-FM-TV Rochester, N. Y. KTVE. founded in 1955, operates on channel 10 and is

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SOUTHEAST
\$225,000

SOUTHEAST (50%)
\$25,000

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■ **KOME** Tulsa, Okla.: Sold by Franklin Broadcasting Co. to Polaris Corp. for \$315,000. Polaris owns **WTVW**(TV) Evansville, Ind.; **KCND-TV** Pembina, KNOX-TV Grand Forks and **KEND-TV** Fargo, all North Dakota; **KXOA-AM-FM** Sacramento and **KJAX** Santa Rosa, both California. **KOME** is a fulltimer on 1300 kc with 5 kw day and 1 kw night.

■ **WLAQ** Rome, Ga.: Sold by Mitchell Melof to Clarke Broadcasting Co. for \$150,000. Buyers are Randolph Holder and Thomas Lloyd, who also own **WGAU-AM-FM** Athens, Ga. Mr. Melof also owns **WSMA** Smyrna, Ga. **WLAQ** operates fulltime on 1410 kc with 1 kw.

KWK goes to court protesting FCC order

Kwk St. Louis has asked a federal court to reverse the FCC's decision revoking its license.

In a notice of appeal filed with the U. S. Court of Appeals in Washington, KWK claimed the commission's decision is erroneous and contrary to law because the FCC failed to issue a warning permitting the station to correct the alleged misconduct; it failed and refused to give KWK an "adequate" statement of charges and a bill of particulars, and it denied the station's request for a list of witnesses to be called by the commission. Kwk also said that FCC erred when it refused to consider a fine rather than the revocation penalty.

Last month the FCC by a 3 to 2 vote turned down the station's petition for reconsideration of its revocation order issued May 29 (**BROADCASTING**, Nov. 4, June 3).

The FCC charged KWK with "willful misconduct" in connection with the broadcast of two "fraudulent" treasure hunt promotion campaigns in 1960. A hearing examiner recommended that the revocation charges be dismissed as not warranted by the evidence. The commission overruled the examiner on a 3-2 vote in adopting a revocation order.

Although the commission's latest action gave the station 30 days to wind up its affairs, the appeal automatically stays this deadline until after the court procedure is completed.

WDOK, WFBM to join CBS Radio in January

CBS Radio last week announced two new affiliates, **WDOK-AM-FM** Cleveland and **WFBM** Indianapolis.

WDOK, slated to start its CBS affiliation Jan. 12, is currently an MBS affiliate with a contract running until July 15, 1964. Mutual last week said it was

expected that, until that time, the station would be operating under a "dual affiliation," whereby both networks would supply some programs. A CBS spokesman indicated that an arrangement has been made to allow **WDOK** to honor its commitments to both networks. An MBS replacement in Cleveland has not been named. **WDOK** on 1260 kc, is a 5-kw fulltimer, owned by Transcontinent Television Corp. **WDOK-FM** is on 102.1 mc with 31 kw.

WFBM is scheduled to start its CBS affiliation Jan. 5. **WFBM**, owned, by Time-Life Broadcasting Inc., operates fulltime on 1260 kc with 5 kw. The station is resuming a CBS affiliation which was in effect between August 1929, and June 1955.

CBS had been affiliated with **wish** (now **WIFE**) until that station's sale by Corinthian Stations to Star Stations last month.

ABC-TV to switch Portland, Ore., outlets

ABC-TV last week announced a switch in its affiliation in the four-station Portland, Ore., market.

The network said it would discontinue its association with **KPTV**(TV) in that market and pick up **KATU**(TV) effective March 1. **KATU**, operating on

channel 2, was previously unaffiliated. It is 60% owned by Fisher's Blend Station Inc. which also owns **KOMO-TV** Seattle, a primary ABC-TV affiliate.

KPTV(TV) which broadcasts on channel 12 is owned by Chris Craft Industries. Other stations in Portland are **KGW-TV** (NBC-TV) and **KOIN-TV** (CBS-TV).

Chicago, Ft. Worth U's sought by Warner Bros.

Warner Bros. Pictures Inc., after a 13-year absence from broadcasting, moved last week to re-enter the field, filing for UHF channels in Chicago and Fort Worth. The combined cost of building the two stations, the company estimated, will exceed \$3 million.

Warner Bros., which asked for channel 38 in Chicago and channel 20 in Fort Worth, had owned **KFWB** Los Angeles until the station was sold in 1950. The motion picture firm applied for television outlets in Los Angeles and Chicago when it owned **KFWB**, but in 1946 it asked that the applications be dismissed.

Jack L. Warner, president of Warner Bros., is also the largest single stockholder of the firm with 23.6%.

The Chicago application filed last week asks for 451 kw visual and 226

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kw aural, with an estimated construction cost of \$1,486,397. Estimated first year operating cost and revenue are balanced at \$800,000 each.

Warner Bros. figures it will cost \$1,530,096 to build the Fort Worth station, with operating cost and revenue each \$850,000. The application asks for 463.9 kw visual and 232 kw aural.

Congress moving forward appropriations bills

Fiscal 1964 appropriations for the FCC, Federal Trade Commission and the U.S. Information Agency were in the works last week as Congress put on a last-minute drive to complete its work before Christmas on money bills that were set for disposition before July 1.

Funds for the regulatory agencies have been approved by the House and the Senate, but their appropriation bill was sent to conference between the Senate and the House last Thursday because the two bodies differed on individual budget items.

Conferees of the respective appropriations committees agreed on a \$15.6 million budget for the FCC, compromising between the House's \$15.8 million and the Senate's \$15.4 million.

A compromise also was reached on the FTC's budget: \$12,214,750.

The Senate Appropriations Committee recommended \$138,500,000 for the USIA, representing \$7.5 million more than the House approved and \$15,355,000 more than the agency's current budget. The bill was referred to the Senate Thursday.

Meanwhile Senator Clifford P. Case (R-N.J.) joined a Senate fight about modification of that body's rules and charged chairmen of committees and subcommittees handling some key legislation, including eight huge money bills, with a "deliberate slowdown." Senator Case noted that these appropriation measures should have been passed six months ago.

WSAU-TV, WLUK-TV object to channel plan

A proposal by Representative Alvin E. O'Konski (R-Wis.) that channel 12 be reallocated from Hurley to Merrill, Wis., and that he be granted a construction permit for the channel has come under close questioning by two area television stations. Representative O'Konski holds a CP for channel 12 in Hurley.

In comments filed with the FCC last week, Wisconsin Valley Television Corp., licensee of WSAU-TV Wausau, urged that proposal be held in abeyance until the commission resolves the presently pending channel 9 Wausau case. And M&M Broadcasting Co., licensee of WLUK-TV Green Bay, warned that channel 12 in Hurley would ad-

Cash and carry

The FCC changed its procedure for the filing of hand-carried applications last week, and implicit in the new ruling is the commission's intention to enact its proposed filing fee schedule.

Personally-delivered applications, the FCC said, "that are accompanied by fee payments for filing with the commission will be delivered to its Mail and Files Division, office of executive director, room 7226 in the New Post Office Building, Washington. . . ." The new procedures will take effect Jan. 1, 1964.

Other hand-carried filings, the commission noted, should continue to be delivered to the office of the secretary, and filings sent by mail still are to be addressed simply to the FCC.

Applications for amateur, interim ship stations and Alaskan public fixed and coastal stations are excepted from the procedural rules, as they come under the authority of field offices.

versely affect its own operation.

WSAU-TV is a party in the Wausau proceeding in which the commercial permittee for WCWT(TV) wishes to receive an extension of its construction deadline and sell the channel 9 station to another commercial party. But the University of Wisconsin is also interested in the channel and filed a proposal that it be reserved for noncommercial educational use.

WSAU-TV feels that the commission should await settlement of the channel 9 case—in which an initial decision favoring the sale to the commercial party was issued (BROADCASTING, Oct. 28)—because of the proximity of Merrill (16 miles) to Wausau. If WCWT remains commercial and Representative O'Konski brings in his WAEO-TV on channel 12 there would be too many stations for the area to support, and a VHF ETV station would be shut out.

WSAU-TV also questioned the public interest criteria of reallocating a third VHF to Merrill at the expense of the Hurley area.

WLUK-TV suggested that the commission consider using channel 4 in Merrill rather than channel 12 which could interfere with WLUK-TV's channel 11 coverage of the area. Representative O'Konski originally asked for channel 4 but later altered his proposal in favor of channel 12 (BROADCASTING, Nov. 4). WLUK-TV also said this would allow the congressman to use a VHF satellite station at Hurley in place of a channel 31 operation as proposed by Representative O'Konski.

Capitol willing to take channel 46 instead of 40

Capitol Television Co., licensee of KVUE(TV) Sacramento, Calif., and hopeful applicant for an authorization of a pay TV test, last week told the FCC that it doesn't wish to contend for the channel 40 facility it has been licensed on but would just as soon accept a permit for channel 46 in that city.

KVUE originally filed a request for a subscription TV authority for a three-year period on channel 40, but had this application refused by the commission for failure to provide the required information. Camellia City Telecasters then filed an application for a new station on channel 40 to compete with KVUE's pending renewal application.

KVUE now contends that all concerned would be best served by avoiding a "costly hearing" over channel 40 and allowing Camellia City to get the channel on the air as soon as possible. KVUE has been dark since March 19, 1960. KVUE said it would dismiss its channel 40 renewal application after receiving a permit for channel 46.

The prospective pay TV operator said the channel 46 proposal offers better engineering conditions and a greater coverage of the Sacramento area. KVUE asked the commission to reconsider denial of the pay TV trial. As an indication of the feasibility of pay TV KVUE referred to \$15 million sale of stock in Subscription Television Inc., which plans to operate a wired system in Los Angeles and San Francisco. KVUE feels the same enthusiasm will be shown for its proposed system.

Another extension

KCTO(TV) Denver has been granted its fourth request for more time to begin its pay TV test. The station will use the time to file an application with the FCC for modification of its permit to authorize scrambling of its video transmission (BROADCASTING, Dec. 2).

The extension was granted for 60 days, but KCTO said that it will need possibly as much as six months more before the subscription TV tests begin. The lack of video security KCTO is seeking was described by the station as one of the reasons it has had difficulty obtaining program material.

AFTRA, WJW-AM-TV agree

A new contract calling for a salary increase and a new system for payment of commercial and talent fees, has been signed by the Cleveland local of the American Federation of Television and Radio Artists and WJW-AM-TV Cleveland. The new contract ended a 12-day strike against the Storer stations on Friday, Nov. 27.

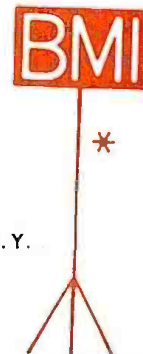
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Slower rise seen for electronic sales

\$16.3 BILLION TOTAL PREDICTED FOR 1964 BY EIA PRESIDENT

Consumer products in the electronics field have increased their dollar volume by virtue of higher ticket merchandise in the face of declining unit sales due to imports, Charles F. Horne, president of the Electronic Industries Association, said last week.

But, he warned, 1964 may see a decline not only in monochrome TV dollars but also in units as imports increasingly penetrate the domestic market. This is true also of radio, he added.

Total electronic sales at the factory level will top \$15.3 billion this year, up about 11% from the 1962 record of \$13.8 billion, the EIA president predicted at the winter EIA conference in Los Angeles.

Further Advance ■ The climb, he predicted, will continue next year, but at a slower pace. He estimated the 1964 total level at \$16.3 billion.

On the consumer products front, Mr. Horne said, 1963 sales are expected to pass \$2.5 billion, the highest level to date, and \$1 million above 1962's total.

Color TV sets and smaller screen receivers enabled U. S. manufacturers to meet foreign competition in the year just ending, but he noted that "the dollar value of domestically produced monochrome TV sets has declined as imports have risen sharply."

Domestic radio production will drop 1 million units this year "in the face of heavy imports" but the average dollar value per unit was raised with FM stereo and more AM-FM auto radios, Mr. Horne reported. "The public will have bought more than 30 million radios of all types if the 18 million produced in this country and the 14 million imported are indicative of the market."

Market Intrusion ■ But imports are beginning to cut into the domestic market, the EIA president said. Imported TV sets, totaling 128,000 in 1962 and mostly small receivers, more than doubled in the first nine months of this year to 273,000, with a total that may reach 450,000 by the end of the year. Furthermore, 16% of the domestic market for TV set components went to foreign producers in the first half of 1963 and 50 million receiving tubes had been imported by the end of September, versus 52 million for all of 1962. The possibility of a further reduction in tariffs, which EIA will oppose, could increase foreign competition even more in the year ahead, he noted.

The requirement that only all-chan-

nel TV sets be produced after April 30, 1964, will push the cost up and "the net result could be a decline in TV receiver sales once the inventory of VHF sets made before the deadline



Mr. Horne

is exhausted," Mr. Horne said. However, EIA looks for the total consumer products dollar volume to rise from 1963's \$2.55 billion to \$2.65 for 1964.

The federal government has been the biggest buyer of electronic wares in 1963, accounting for \$9.4 billion, or about 60% of the industry's sales. Electronic industrial products reached a new high of \$2.7 billion and electronic components, also affected by foreign competition, rose to \$3.8 billion.

The executive committee of the EIA consumer products division is recommending a visual-audio ratio of five to one for VHF broadcast signals and is opposed to the FCC proposal for a ratio of 10 to one, chairman Morris Sobin reported Wednesday, following a three-hour committee session.

The committee also:

- Agreed with a recommendation of the EIA engineering committee to petition the FCC to extend the temporary permission for radiation limitations on TV receivers of 1,000 microvolts per meter at 1,000 feet for an additional year, or until April 1965, to allow time for manufacturers to test the reduction

in radiation achieved by the use of transistors in the TV set tuners.

- Re-endorsed the EIA definition of high fidelity filed with the FCC and went on record as opposing coding system.

- Decided to ask manufacturers of FM stereo receivers to monitor broadcasts in their communities to make sure the stereo stations are meeting EIA performance requirements (which are now being updated by the engineering committee of the EIA engineering department).

- Authorized funds to underwrite publication of a booklet explaining all-channel sets in non-technical language for dealers, distributors and prospective purchasers of all-channel sets which TV manufacturers will be required to produce starting in May. (Like previous EIA educational publications, the all-channel booklet will be sold to manufacturers and others for their own distribution and is expected to be self-liquidating.)

- Authorized breakdown of statistical information about production and sales of TV receivers by such categories as color sets, small-screen sets, etc., starting Jan. 1, with provision that if a single manufacturer produces half or more of the sets in any category he shall have the right to decide whether to allow the publication of data for that category or have it lumped into the overall figures.

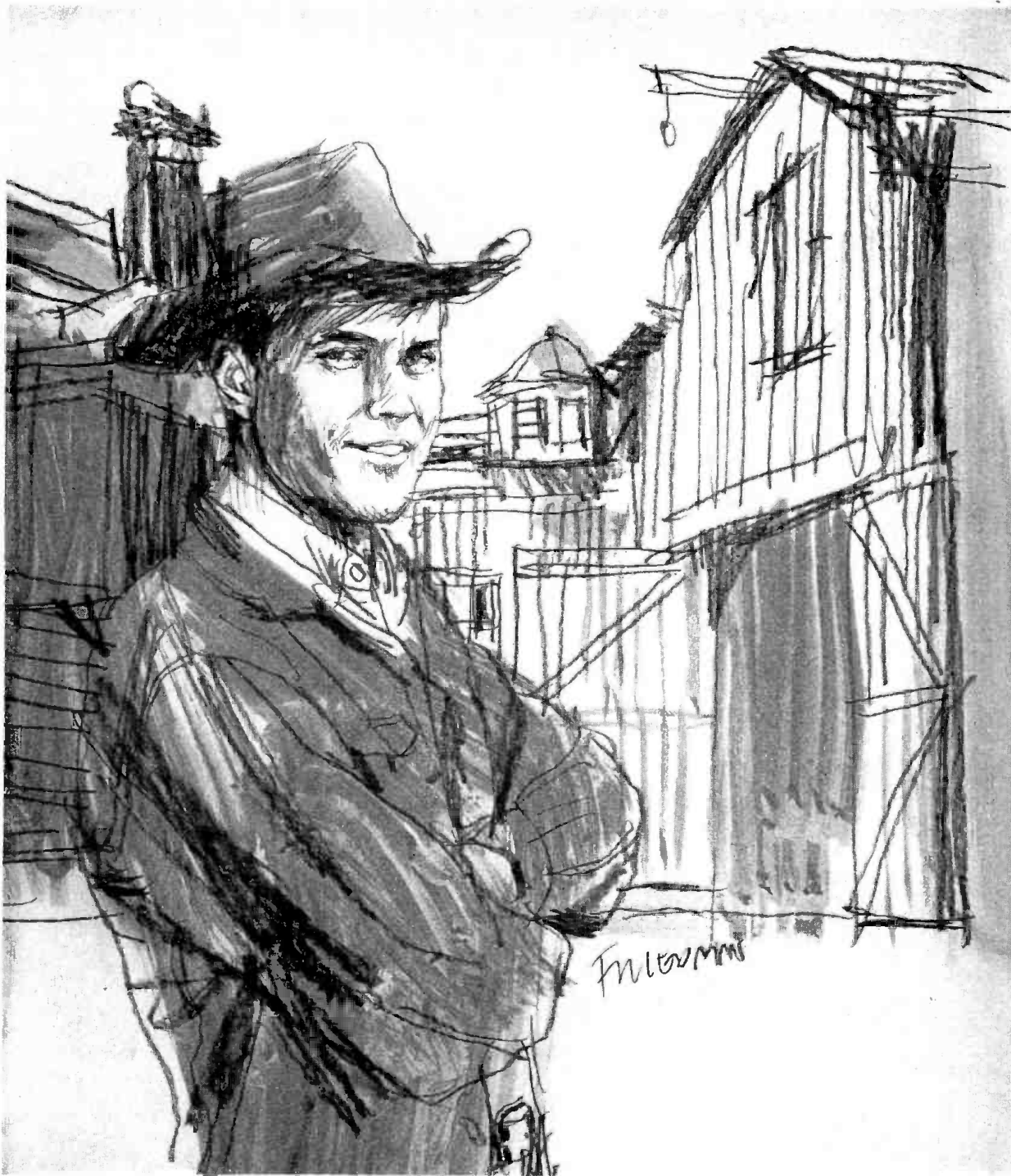
A look at the future taken by Sarnoff

What is the ultimate in the field of communications?

According to Brigadier General David Sarnoff, RCA board chairman, it will "probably arrive when an individual carrying a vest-pocket transmitter-receiver will connect by radio with a nearby switchboard and be able to see and speak via satellite with any similarly equipped individual anywhere on this or other planets."

In a speech Dec. 1 in New York at the American Friends of Hebrew University-Scopus Award dinner honoring Columbia University law professor Milton Handler, General Sarnoff spoke of the promise of fantastic material and technological development in the future and the necessity of educating humanity to be ready for it.

Among the technological developments, he said, was the probability that



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of how rugged the West of his era *really* was. The Western has been with us a long time, and sophistication has crept into the picture. The hero must still ride tall and shoot straight, but nowadays he must also come across as a full-fledged, flesh-and-blood man. Which describes young Hollywood star Jeffrey Hunter, who plays Temple Houston, and his co-star, Jack Elam. They play for keeps. Every Thursday night.

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in as few as 10 years "satellite television will be able to transmit on a world-wide basis, directly to the home, without the need of intermediate ground stations." Thus with the help of automatic translators, audiences of a billion people could watch the same program at the same time.

"Our grandchildren's world will be one in which it will be possible to communicate with anyone, anywhere, at any time, by voice, sight, or written message, separately or as a combination of all three," General Sarnoff said. He prophesied the use of manned satellites as switchboards in space, enabling people to talk to each other and see each other on television screens though they may be on different continents or even different planets.

FAA-approved antenna farms in the wind

The Federal Aviation Agency has announced proposals which would establish antenna farms in Portland, Ore., and Wichita Falls, Tex. The FAA said establishment of an antenna farm at Wichita Falls would signal the first such action taken by the agency.

The Wichita Falls site would cover a generally rectangular area beginning at the western outskirts of the city and extending about 8.7 statute miles southwest. The area will extend to an altitude of 2,049 feet above mean sea level. The minimum "on route altitude" of surrounding airports is 3,000 feet, the FAA said, and would not be affected by the proposed antenna farm. KFDX-TV and KAUZ-TV are included in the "substantial number of tall towers" presently in the proposed farm area.

The Portland farm would be established in the southwest area of the city, about eight miles southwest of Portland International Airport and three miles northeast of Bernard Airport, but would not be in a control zone, the FAA said. The area would extend 2,049 feet up and have a radius of 6,500 feet. The FAA said there are presently two tall towers in the area, the tallest being 1,773 feet, and a third is proposed for 2,049 feet.

FCC Christmas Dance

honoring

Commissioner Lee Loevinger

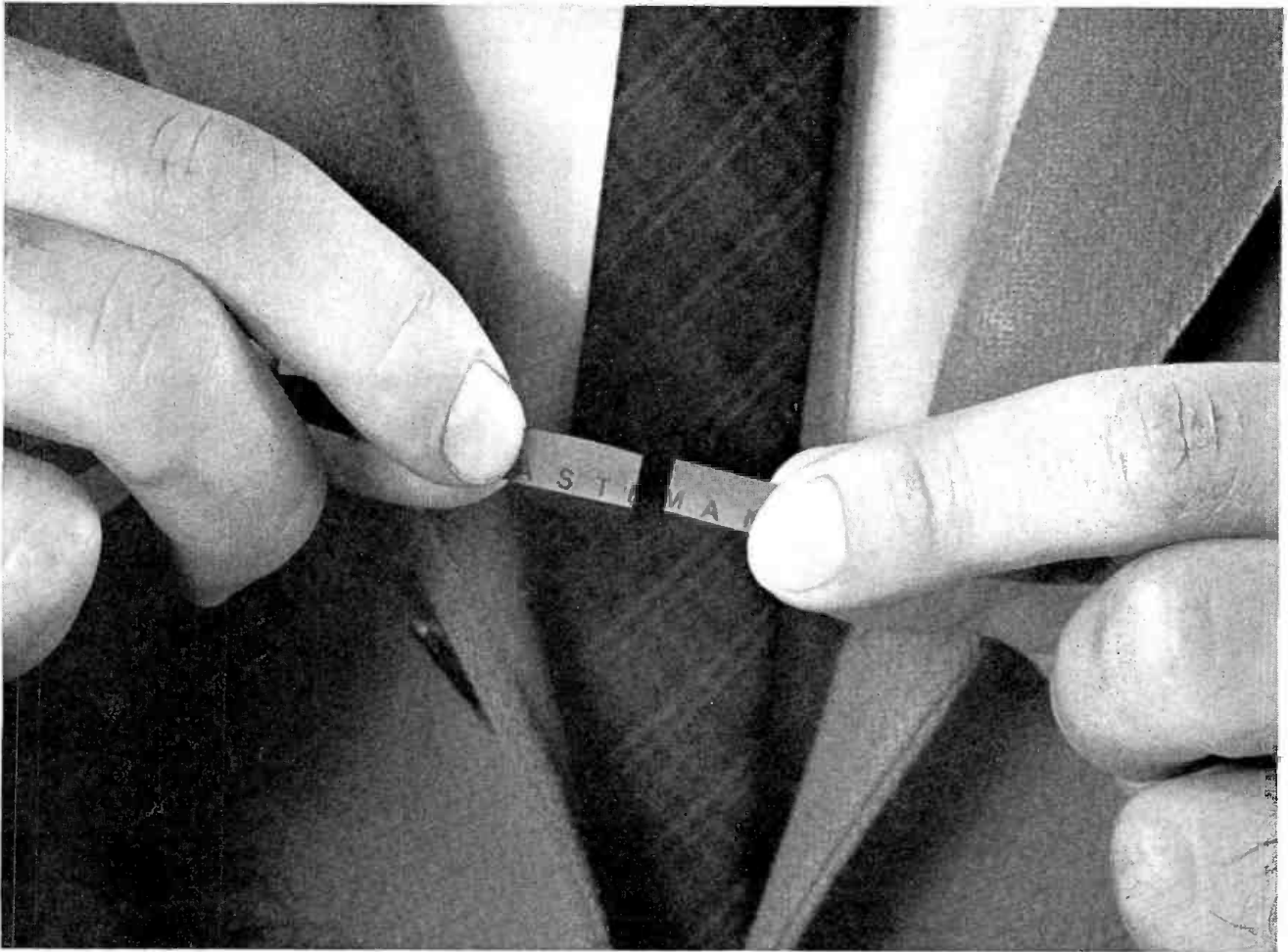
Saturday, Dec. 14, 1963

9 p.m. till 1 a.m., Willard Hotel
 Washington, D. C.

FCC employees, friends, attorneys and consultants having business with the FCC are invited. Tickets \$3.50. Sponsors FCC Communicators Club.

(Advertisement)

Now...a new EASTMAN Sound Recording Tape!



Take a piece of the new Eastman tape. See how tough it is... how clean it breaks under stress.

Look! No stretch...when it breaks—it breaks clean!

NEW! Support material for EASTMAN Sound Recording Tapes is DUROL Base. A specially prepared form of cellulose triacetate—smooth, tough, durable, highly flexible—provides high strength with low elongation. When equipment accidents happen, it breaks clean. Splices are made easily, quickly—with minimum program loss.

Another important feature: "Lifetime Coding," your assurance of highest quality. Printed on the back of all EASTMAN Sound Recording Tapes is a continuously repeated, permanent legend. This identifies Eastman Kodak Company as the manufacturer and provides a convenient means of indexing these tapes.

For information, see your electronic supplier or write
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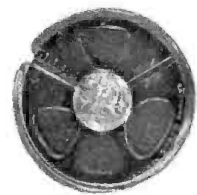
BROADCASTING, December 9, 1963

New "R-type" binder. This gives a smoother, tougher surface, thereby reducing tape noise and distortion. In addition, it provides extreme abrasion resistance, preventing oxide build-up at the head. Even more important, however, are the amazing magnetic properties of coatings of "R-type" binder which make possible two superlative tapes—both available now...

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



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Unique ultra-handy Thread-Easy Reel with indexing scale and built-in splicing jig.

Fairness Doctrine no cause for alarm

FCC'S FORD SAYS 1949 POLICY UNALTERED BY JULY CLARIFICATION

FCC Commissioner Frederick W. Ford said last week that broadcasters who are alarmed about the commission's fairness doctrine, as a result of the July 26 notice clarifying it, should relax. The notice affirms—it doesn't modify—the doctrine under which broadcasters have lived for 14 years, he said.

But at the same time, he expressed criticism of portions of the July 26 notice, which, he indicated, are not the most reliable guide to the commission's views on fairness.

Commissioner Ford, speaking before the Arizona Broadcasters Association in Phoenix on Friday (Dec. 6), said the commission does not regard the July 26 statement as a "regulation" or as a change in the basic fairness doctrine contained in the FCC's 1949 report on editorializing.

"The greatest significance this notice has," he said, is in its statement that "The commission adheres to the views expressed" in the 1949 report—"namely, that the licensee has an affirmative obligation to afford a reasonable opportunity for the presentation of contrasting viewpoints on any controversial issue he chooses to cover."

Fairness History ■ The commissioner, who reviewed the history of the fairness doctrine and discussed the changes in its implementation over the years, defended the document as "sound in

concept and thus fair in development and execution."

He said no license has been revoked or denied renewal because of questions under the fairness doctrine. He added that the predictions that "national tragedies" would occur unless the doctrine were abrogated "stem from a furious chain of reasoning based on a series of false premises drawn from a misunderstanding of the meaning of our advisory notice."

But he also indicated the notice could have been drafted with greater care. The notice sought to express the commission's view of how the fairness doctrine should be applied to three situations. Two dealt with specific cases on which the commission had ruled. One involved personal attacks on persons or groups; the other, partisan stands on political issues or candidates by someone other than a candidate.

The commissioner found no fault with these. But the third related to the presentation of views on issues of "current importance, such as racial segregation," which was not based on an actual case. The notice said Negro leaders must be given an opportunity to express their views if a station carries programs on the segregation issue.



Commissioner Ford

Media raked over the coals for Oswald play

Lee Harvey Oswald, accused assassin of President John F. Kennedy, could not have received a fair trial anywhere in the U. S. and a conviction likely would have been overturned because of prejudicial publicity, the American Civil Liberties Union charged last week.

Oswald "was tried and convicted many times over in the newspapers, on the radio and over television by the public statements of the Dallas law enforcement officials," ACLU said in a 3,500 word statement.

And, because of the Oswald publicity and his murder before a live, nationwide TV audience by Jack Ruby, the San Francisco Bar Association has called for a police-news media-legal committee to establish guidelines to cover a similar emergency in San Francisco.

Despite an "exemplary performance" by news media in covering the two assassinations in Dallas, "we are nevertheless deeply concerned about

what we saw and heard in Dallas," the SFBA said in an open letter to news media and law enforcement agencies of the city.

An official of the American Bar Association also expressed "great concern" over the Oswald-Ruby publicity but said he did not know if the ABA would take any action.

The ACLU applauded the appointment of a federal commission to investigate the assassination of President Kennedy and the events that followed it. But the ACLU asserted there seemed to be "gross departures from constitutional standards" in the handling of Oswald. ACLU added, "Lee Harvey Oswald, had he lived, would have been deprived of all opportunity to receive a fair trial by the conduct of the police and prosecuting officials in Dallas, under pressure from the public and the news media."

Thorough Investigation ■ Referring to the commission named by

President Johnson to investigate the assassination, ACLU pointed out the "public interest would be served" if the commission were to make "a thorough examination of the treatment accorded Oswald, including his right to counsel, the nature of the interrogation, his physical security while under arrest and the effect of pretrial publicity on Oswald's right to a fair trial. . . ."

"Under the best of circumstances, the enormity of the crime, which so enflamed the community, would have made it very difficult to find an unbiased jury. But the vast publicity in which the law enforcement officers participated made it simply impossible for Oswald to have received a fair trial on any of the charges against him."

Media's Cross ■ TV, radio and the press must bear a portion of the responsibility for the Oswald treatment "which falls primarily on the Dallas law enforcement officials," the San

Error of Commission ■ "Regardless of the appropriateness or inappropriateness" of the example, Commissioner Ford, said, it should not have been included in the notice. He said that although the example was adapted from the 1949 report, "it was not based on a factual situation and therefore represents a departure from the case-by-case approach." He said this approach is "essential to the proper development of the doctrine."

He expressed the same criticism of a passage in the notice expressing the commission's view that it is concerned with substance not form—that regardless of the label attached to a program, dealing with a controversial subject, a licensee is obligated to present all sides of the issue.

The commissioner said "certain issues" are now before the commission in which this question is involved. He said it would have been more appropriate "to await their resolution before generalizing in this way."

"The industry," he said, "could then have been more fully informed on a set of specific facts in order to judge the application of this concept." He expressed the hope that broadcasters would read the entire 1949 report setting forth the policy and the specific facts on which the rulings are based "rather than rely on the notice for a statement of any part of the fairness doctrine."

Commissioner Ford said that all

Francisco bar said. This responsibility must be exercised by the media themselves through self-restraint, and both news media and law enforcement officials must seek to protect the rights of accused persons. Improper disclosures "may in times of stress lead to acts of violence" or may jeopardize a defendant's rights to a full and fair trial, SFBA said.

To help San Francisco lead the way in "the solution of these difficult matters," the SFBA asked news media and police officials to "formulate a system of self-regulation related particularly to the dissemination of information regarding persons being held for trial."

Douglas Anello, general counsel for the National Association of Broadcasters, said the plan has a "germ of good thought." He said he agreed with the idea in principle and that it is time for the industry to take a new look at the potential differences between newspaper and television reporting to determine if the impact of the latter calls for different treatment.

members of the commission have sought to encourage broadcasters to editorialize and that in recent years there has been an increase in the number of broadcasters who editorialize and present controversial issues.

"It would indeed be ironical," he added, "if it [the July 26 notice] were to cause broadcasters to retrench in this very important element of their public service."

Congressional Approval ■ The commissioner took note of the recent congressional criticism of the commission's interpretation of the fairness doctrine. But, he said, Congress "has approved the basic principles of the fairness doctrine. This is evidenced, he said, by the language of a 1959 amendment to the political-broadcasting section of the Communications Act which embodies the principle of the doctrine.

He said "any important differences" between Congress and the commission will be composed either by the agency in the case-by-case application of the doctrine or by legislation. He referred specifically to bills introduced by Representatives John E. Moss (D-Calif.) and J. Arthur Younger (R-Calif.)

The Moss bill (HR 7072) would require broadcasters who permit an attack on a political candidate or an endorsement of one to give time for reply to the candidate opposed or to the opponent of the one endorsed. The Younger bill (HR 9158) would prohibit the commission from requiring broadcasters who carry sponsored programs dealing with controversial issues to carry, at no charge, a statement of contrasting views.

In a panel discussion on Friday, Representative George F. Senner Jr. (D-Ariz.) praised broadcasting's coverage of the assassination of President Kennedy and its aftermath. He said the coverage might have represented the industry's "coming of age."

Support From Senner ■ The congressman also said that he supported broadcasting's efforts to police itself and that he opposed the extension of federal regulation.

He appeared on a panel with Commissioner Ford and Hollis M. Seavey, member of the government affairs staff of the National Association of Broadcasters.

Harry Bannister, NBC vice president for station relations, addressed the association Friday night.

The association's 1963 officers are C. Van Haften, KTUC Tucson, president; Homer Lane, KOOL Phoenix, vice president; Ray Smucker, KTAR Phoenix, secretary-treasurer. Board of directors members are Sheldon Engel, KALF Mesa; Edwin Richter Jr., KGUN-TV Tucson; Wallace Stone, KAAA Kingman, and Williard Shoecraft, KIKO Globe, KATO Safford; and KING Winslow.

Networks praised by a grateful public

The unprecedented network coverage of the events concerning President John F. Kennedy's assassination has resulted in a spontaneous influx of public praise.

Network officials had to go back to the death of President Franklin D. Roosevelt for any comparison to the size of public response. ABC, CBS and NBC each reported receipt of as many as 5,000 letters, telegrams and phone calls, with the mail last week still pouring in. A few people even sent token amounts of money to defray broadcasters' expenses—money that was promptly returned.

Ranging in length from several pages to one line (ABC reported the shortest note, which read: "Thank you for your fine coverage of our tragedy."), the letters probably represented the public's most expressive appreciation for services the networks have performed. A CBS official said that the "people really sat down and thought about how they wanted to say this," and that the letters were "much deeper" than the ordinary letters of praise that the network might receive for a program.

Along with the superlatives like "magnificent service to the public" and "inspired coverage," came the observation that television's "tact and consideration was of inestimable value in reassuring us and comforting us in our hour of need." Another man wrote that he and his family had a "sense of sharing" the events as Americans, and that television's immediacy "drew us all closer together." Perhaps it was best expressed by one Californian, who wrote, "thanks are in order at a time like this . . . the most soul searching and soul searing time of our lives."

NBC reported that it had received nearly 3,000 requests for excerpts from the coverage, such as the rebroadcast of the British *That Was the Week that Was* tribute to President Kennedy.

Some money for the families of the accused assassin, Lee Oswald, and slain Dallas policeman J. D. Tippett was received, as well as a few nominal checks from people who said they wanted to contribute to the cost of TV coverage.

The networks also reported that occasional protests were received but they were buried in the avalanche of favorable mail that has come in. Most of the complaints were directed to specific things and written during the weekend of the tragedy. For example, NBC reports receiving one complaint from a viewer who wanted to see France's President Charles de Gaulle, who probably was shown arriving in Washington only hours after the letter was written. Such protests were duly noted by the networks.

Better programs for have-not stations?

NETWORKS CALLED TO DISCUSS HELP FOR UHF AND OVERSHADOWED AREAS

Top network officials and members of the FCC and its staff will meet next week in a commission-sponsored effort to find means of providing television network programming to stations that do not ordinarily get it.

The commission has been concerned for some time about the availability of such programming for the UHF stations that the all-channel law is expected to help bring into existence. And the meeting with the network officials was originally proposed by the commission to discuss this problem (BROADCASTING, June 3).

This remains the commission's major concern. However, the lengthy meeting agenda submitted to the networks indicates the commission is also interested in the programming problems of VHF stations in "overshadowed" markets, that is, those in areas adjoining markets with network-affiliated outlets.

The network officials expected to attend the meeting, scheduled for Dec. 16, include Thomas W. Moore, ABC-TV president; and David C. Adams, NBC senior executive vice president. CBS is to be represented by Frank Shakespeare, vice president and assistant to the president of the television network; William B. Lodge, vice president in charge of TV affiliate relations and engineering; Carl Ward, vice president and director of TV affiliate relations; and attorneys Richard Forsling and Leon Brooks.

Commissioners Attending ■ The commissioners scheduled to attend are Kenneth A. Cox and Robert E. Lee. They will be joined by James Sheridan, Broadcast Bureau chief; Hyman H. Goldin, assistant bureau chief; Henry Geller, deputy general counsel; and Arthur Schatzow, chief of the research and education division.

A commission official said that quality programming is of critical importance to stations and that the purpose of the meeting is to find ways of making network programs available to stations that do not normally get it—"primarily UHF stations."

He did not rule out the possibility that the commission might consider action to require networks to make programming available if it considers that necessary.

He described the meeting as "a vehicle for expressing the commission's concern and for learning the facts about the network policies." Then, he added, "there is a question of whether the networks could or would do anything, or whether the commission should deter-

mine whether it might do anything, by rule or whatever."

One problem that has particularly troubled commissioners is that of sustaining network public affairs programs that are rejected by affiliates. Some commissioners would like to see machinery developed for assuring independent stations in the affected markets of an opportunity to carry those programs. They feel this would be in the public interest, as well as the interest of the non-affiliated stations.

The agenda for the meeting contains three main topics—the network's affiliations policies, network program opportunities for UHF stations and the opportunities for placing additional network programs on stations in overshadowed markets.

Other Items ■ Agenda items also include special plans devised by CBS and NBC in the late 1950s to make their programming available to affiliates that were not usually purchased by an advertiser and a question as to whether such plans might be adopted for UHF stations.

Other topics include:

■ Actions taken by networks to offer programs not cleared by affiliates to other stations in the same or nearby communities.

■ Conditions under which a network will permit per-program arrangements.

■ Opportunities for UHF stations competing with VHF outlets to carry

network programming.

■ Opportunities for UHF stations to carry programs not cleared by regular affiliates.

■ Possibilities of second-run UHF presentations.

■ Network sharing of time in two-VHF-station markets to offset current shortages of outlets in such markets and to create additional opportunities for UHF stations.

Broadcasters seek exemption from bill

A former FCC chairman and an NBC lawyer urged a Senate committee last week to exempt broadcasting from an antiobscenity provision of an omnibus crime bill because licenses already are adequately covered by the Communications Act.

John C. Doerfer, general counsel of the Maryland-D. C.-Delaware Broadcasters Association and former head of the FCC, and Howard Monderer, Washington attorney for NBC, also urged that the bill's provision on obscenity raised a spectre of censorship.

They testified Wednesday (Dec. 4) before the Senate District of Columbia Committee, which is considering new curbs on crime in Washington. The bill (HR 7525), passed by the House this summer, includes references to broadcasting as well as print media and motion pictures, and is opposed by the National Association of Broadcasters and five Washington stations (BROADCASTING, Dec. 2, Aug. 19).

Mr. Doerfer said the bill "would give a judge the power to censor" by giving him authority to issue temporary restraining orders "upon the petition of the U. S. attorney and the corporation counsel for the D. C., of any wire tape, film or recording which to him may appear, at first blush, to be obscene, lewd or indecent."

The D. C. commissioners urged the committee to adopt amendments to the section, which would place sole responsibility for petitioning on the U. S. attorney and would restrict forfeitures of property only to "the obscene and indecent material itself."

Mr. Doerfer also stressed the importance of a jury, not a judge alone, determining whether matter is obscene.

Mr. Monderer pointed out that House supporters of the bill fail to mention "any need for such a law insofar as broadcasting is concerned."

Broadcasters "make special efforts"

30 hours hath Christmas

An experiment in marathon programming was announced last week by the Triangle Stations. The taped show, *The 30 Hours of Christmas*, is to be aired beginning Dec. 24 at 6 p.m. through midnight Dec. 25 on five Triangle AM outlets. Six segments with themes ranging from religious music to children's Christmas stories make up the show. Commercial and news time has been allotted throughout the tape. The program will be made available for syndication in 1964, according to Thomas B. Jones, program coordinator for the station group.

Triangle also announced last week that its syndicated daily news program, *Window on Washington*, has been made available to Radio Free Europe. RFE will begin broadcast of the series today (Dec. 9).

An Appreciation

We have never been more proud of our association with the television medium. Nor, thinking back upon the tragic days of late November, have we ever been more aware of the technical perfection of the electronic equipment, or the professional ability of all the men who plan and participate in the coverage of important events.

Faced with responsibility to report on one of the least expected, most important stories of our time, television newsmen responded by achieving new journalistic heights of visual reporting, simple, unpretentious coverage that was thorough, meaningful and almost invariably in impeccable taste.

Eventually some will be singled out for specific feats of reporting. That time has not yet come, for the shock of losing our young President is still too much with us for anyone to be congratulated for telling how he was murdered and was buried.

Television is an industry, a profit-making enterprise devoted chiefly to entertainment and advertising. For three-and-one-half days, and at a cost no one apparently bothered to count up until those days were over, television became a pure information medium.

Cooperation between competitors was the unquestioned order of the day. Pool arrangements were made quickly and smoothly. Networks fed programming to educational and independent stations in cities where there were competing network-owned or network-affiliated stations.

Station and network heads made their decisions unhesitatingly. The medium did much more than it was obliged to do—by any standards except those of unselfish public service, of dedicated citizenship.

This is one time when we will presume to speak for our readers and for all viewers. On their behalf, as well as our own, we express sincere appreciation to television for a task well done.



The Editors

This editorial appears in the December 7 issue of TV Guide magazine.

to avoid use of obscene materials, he said, and noted that "NBC, along with many other broadcasters, subscribes to the radio and TV codes of the NAB." The network alone spends "about a half-million dollars a year in establishing and enforcing its broadcast standards," Mr. Monderer said.

If local communities were to make their own laws regulating broadcasting, and thereby upset the intent of Congress in the Communications Act, diverse applicable laws would have to be applied to programs, "making unworkable any national system of broadcasting," he said.

Mrs. Evelyn Freyman, executive secretary for the Washington-Baltimore area of the American Federation of Television and Radio Artists, said "fear of the police censor would completely inhibit the artist and our culture and artistic achievements would suffer accordingly."

Senator Thomas J. McIntyre (D-N. H.), a committee member, said he favored the broadcasters' position "as long as there are adequate safeguards, and the record of the industry being what it is."

The committee plans another session with other broadcasting witnesses, possibly this week.

New ratings system to debut in fall

A new TV ratings system said to be able to cover viewing in 50,000 homes across the country in each half hour has been developed by Electro-Communications, Los Angeles, according to Jeff M. Schottenstein, president. Called Electro-Rate, the new system will be operational to report on viewing for the 1964-65 season. The service will be available to advertisers, agencies, networks and individual stations.

Heart of the Electro-Rate system is an electronic device that dials a telephone number, asks a prerecorded question, records the answer, then disconnects itself and repeats the cycle. The phone numbers are preprogrammed on punched tape. If a number is busy or does not answer after a prescribed number of rings, the unit automatically goes on to the next number, returning later to the call not completed the first time.

"We will have over half a million telephone numbers on tape by the time we are ready to roll," Joe G. Fischer, director of sales and promotion, said. "We have recently completed an extensive market research program to make certain that our final tabulations are accurate cross-sections of the country with regard to age groups, income brackets, etc." Mr. Fischer added that families not wishing to be called would be removed from the list immediately.

ABC-TV LOOKS TO 1964-65

Affiliates get review of strengths this year, run-down on future programs at regional meets

ABC-TV last week underscored its program strengths of the current season and talked a little ahead about its programming possibilities for the next (1964-65) season to primary affiliates.

The network held a meeting in New York on Dec. 2, the first in a series of regional sessions to be attended by executives of ABC-TV and its affiliated stations.

Most of the plans discussed for the next season have been revealed over the past several months (BROADCASTING, Aug. 26 et seq.) among the shows discussed:

Alexander the Great, one-hour series with pilot in color—though not necessarily for telecast in color—to be produced by Selmur Productions, an ABC production subsidiary.

Voyage to the Bottom of the Sea, of which the pilot would be filmed in color, would be produced by 20th Century-Fox and star Richard Basehart.

Another Maverick? ■ *Destry* is an hour western that is said to have *Maverick* ingredients. Revue Productions, the TV film producer making the series, reportedly has filmed a number of episodes. At least in its titling, the series is based on the "Destry Rides Again" motion picture and stars John Gavin and is directed by Howard Browne.

Great Bible Adventures is an MGM-TV production for ABC-TV and which also may be in color. This one-hour series will have four initial episodes telling the story of Joseph (probably played by Hugh O'Brian, at least in the pilot) and his brothers.

Peyton Place is a half-hour series being prepared by 20th Century-Fox and initially was to be filmed as a twice-weekly prime-time vehicle. Dorothy Malone, it was revealed, is expected to be in a starring role.

Mickey is a new series being projected by Selmur. In its comedy-type half-hour format, Mickey Rooney would have the featured role and current plans are to have his son, Timmy, also appear in the film.

A newly offered program series, *Tycoon*, of one-hour duration, is being produced by Sheldon Leonard for Danny Thomas Enterprises. Walter Brennan would star in this series as the chairman of the board of a huge corporation.

Crosby MC ■ It also was revealed after the New York regional session that on Jan. 4, the date on which the new program, *Saturday Night at the Hollywood Palace*, replaces Jerry Lewis (BROADCASTING, Nov. 25), Bing Crosby

will act as the first master of ceremonies on the variety show that will start at 9:30 p.m. It is expected ABC-TV will rotate a group of name performers from week to week as hosts of the program.

Other regional affiliate meetings were held on Dec. 4 in San Francisco and on Dec. 6 in Chicago. In New York, ABC executives prominent in the discussions included Thomas W. Moore, president, Julius Barnathan, vice president-general manager, and Edgar J. Sherick, vice president in charge of programming, all ABC-TV; Elmer Lower, president, ABC News, special events and public affairs; Chester R. Simmons, vice president-general manager, ABC's Sports Programs Inc.; Armand Grant, vice president, TV daytime programming, and Robert Coe, vice president, TV station relations, both ABC-TV.

The day before the meeting, affiliate executives were guests of ABC-TV for breakfast and the American Football League game between the New York Jets and the Kansas City Chiefs at the New York Polo Grounds. Plaques went to Bernard Berk, WAKR-TV Akron; Don Perris, WEWS-TV Cleveland; Howard Maschmeier, WNHC-TV New Haven, Conn., and Sam Elman, WATR-TV Waterbury, Conn., to mark the stations' primary affiliation with ABC for 10 years.

Mr. Coe said the meeting was one of the most productive regional sessions ever held and that affiliates indicated enthusiasm over this season's strengthened schedule.

Big Ten wants to pick best games for TV

Prospects of TV exposure for the hottest "Big Ten" college football games during the season rather than the present rigid preselected schedule—a possibility that would delight sponsors as well as network and viewers—were discussed in Chicago Thursday during the Big Ten's annual winter meeting.

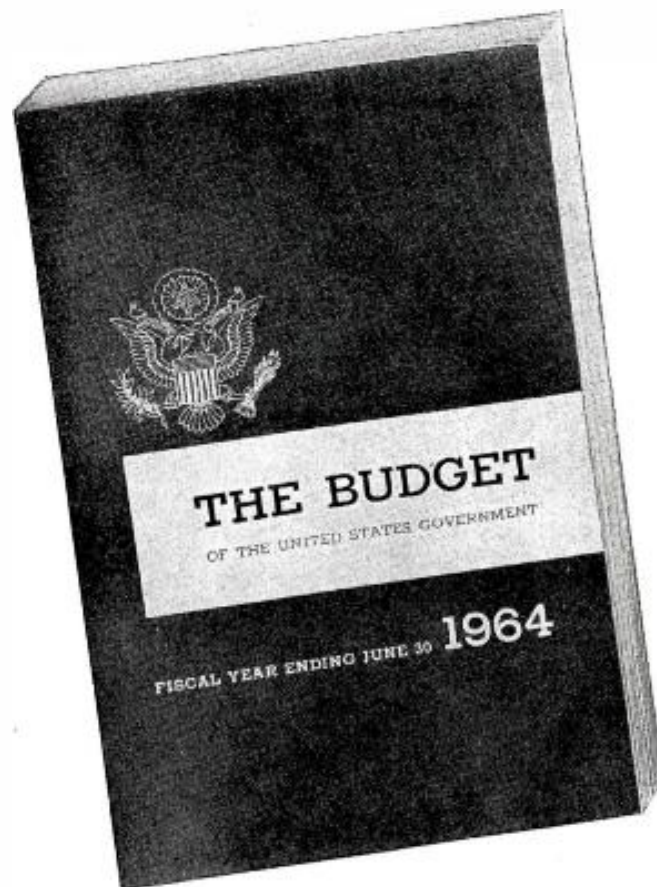
Big Ten Commissioner Bill Reed announced that he plans to contact the Television Committee of the National Collegiate Athletic Association to urge "that it permit our conference to determine which of our games be televised."

If this flexibility were already a fact, he said, it would have allowed telecasting this year of the Michigan State-Illinois game and last year's Wisconsin-Minnesota title match. Because of fixed schedules, the viewers saw contests between lower ranking teams instead.

CBS-TV's two-year \$10.2 million con-

Dear Uncle Sam:

**May we ask
about an item
on page 167?**



Under "Rural Electrification Administration" an item calls for \$425,000,000 in loans to rural electric cooperatives.

And by referring to previous editions of your budget book, we note that this amount has been steadily and sharply increasing over the past several years. As an example, in 1952 the appropriation amounted to \$175,000,000.

Yet electricity now flows in plentiful supply throughout rural America. To accomplish this, investor-owned power companies worked together with co-ops financed by the Rural Electrification Administration (REA), a lending bureau of the Federal Government.

Except for the necessary maintenance and "heavying up" of existing REA-financed systems to provide for increasing use of electricity, the

mission of getting electricity to rural America is accomplished.

What then explains this massive and continually increasing expenditure for the REA?

We realize this is not a simple, black-and-white matter. But we do believe this item ought to be carefully evaluated.

REA loan money is put out at 2% interest, and electric co-ops pay no Federal income tax. Are loans being offered under these conditions to encourage the building of power plants and transmission lines where they are not needed?

Are REA appropriations being used, contrary to the intent of Congress, to help develop a Federal power system?

Are REA-financed co-ops being urged to expand into urban and in-

dustrial service not contemplated by their original authorization?

Is REA money being passed on unnecessarily to industrial plants to finance power-using equipment?

We have two reasons for urging a close examination of these matters. First, we have worked with the co-ops harmoniously and in the public interest for many years. And in the interests of continuing that excellent relationship, we believe a clear understanding of what the REA in Washington is trying to do will help both the co-ops and ourselves.

Second, Uncle Sam, you're asking us citizens for more than a hundred billion dollars this year, and even that won't pay the bills. So shouldn't every nonessential expense be eliminated? To paraphrase a saying, if we look after the millions, the billions will take care of themselves.

Investor-Owned Electric Light and Power Companies... more than 300 companies across the nation
Sponsors' names on request through this magazine

tract expires this year. The NCAA TV committee is to meet in New York Dec. 17 to consider network bids for a new two-year pact.

Commissioner Reed said the idea would not cause any major change in the NCAA television policy. "It's just that once it is determined a Big Ten game is to be televised, we would like to be able to decide which one."

According to his proposal the network would continue to determine on which weekend a Big Ten game should be carried, "just as it does now," Com-

missioner Reed said, "but on the Sunday prior to that weekend, let us decide which game it will be. That way the really important game will be televised. Everyone would benefit from this."

The Big Ten official noted that in previous years the NCAA TV committee has resisted policy modifications. But, he added, "such a turmoil developed this year because the Michigan State-Illinois game wasn't televised that maybe it will bring a change." He said he is hopeful.

JURY FINDS CHARLIE WALKER GUILTY

Former WDKD DJ will appeal conviction on obscenity charge

A jury in Florence, S. C., last week found one-time radio disc jockey Charlie Walker guilty of using obscene and indecent language on the air.

He was found guilty of one of the five counts on which he was indicted. This referred to a broadcast he made over WDKD Kingstree, S. C., on April 25, 1960. He was found not guilty of the other four counts. The FCC in 1962 refused to renew the license of WDKD because of Walker's broadcasts. The WDKD-FCC case is now in the courts.

Walker said he would appeal the obscenity conviction.

The trial, which ran Dec. 4 and 5, took place before U. S. District Judge J. Robert Martin. The all-male jury was out for 2 hours and 40 minutes.

The chief witness against Walker was James O. Roper, now general manager of WYMB Manning, S. C., but previously employed by WJOT Lake City, S. C. It was while Mr. Roper was at WJOT that he taped some of Walker's broadcasts. The jury heard four hours of tape recordings during the trial. Walker did not take the stand.

U. S. Attorney Terrell Glenn in his final argument for the prosecution charged that the jury must find Walker guilty of obscenity because of "that sort of stuff" going over the air.

George Keels, defending attorney, told the jury in his summation that one "must put his mind in the gutter to get an obscene meaning from this jabbering." He also said that anyone would have to go to a "sour swill barrel" to construe the Walker chatter to mean sex.

Judge Martin warned in his charge to the jury that it had to consider the broadcasts as a whole as an appeal to the prurient interests of the average person in the community to find them obscene. "Obscenity," he emphasized, "is not a matter of individual taste," but of the contemporary standards of the community.

The penalty for uttering obscene, in-

decent or profane language over the air from a broadcast station is punishable by a fine of not more than \$10,000 or two years in jail, or both, according to Section 1464 of the U. S. Criminal Code.

Court Ruling Awaited ■ The Walker broadcasts were the basis for the FCC's decision in 1962 not to renew the license of WDKD. It also ruled that E. L. Robinson Jr., owner of the station, had made misrepresentations to the commission when queried on the matter.

Mr. Robinson appealed the commission decision to the U. S. Court of Appeals in Washington, charging that the failure to renew his license was in conflict with the First Amendment. The commission had found that Walker broadcast programs that were "coarse, vulgar and suggestive of indecent double meanings." Argument on the appeal took place Nov. 19 (BROADCASTING, Nov. 25).

Film sales . . .

The Truth About Communism (Documentary Films Inc.): Ronald Reagan as host, sold to Public Service Co. of Arizona and Valley National Bank of Arizona for two statewide runs in prime time, Nov. 10, 17; Life and Casualty Insurance Co. for use on WLAC-TV Nashville Nov. 28; WRBL-TV Columbus, Ga., Nov. 30; Minneapolis Federal Savings and Loan, for two broadcasts on WTCN-TV Minneapolis-St. Paul, the first on Dec. 8. Now in 25 markets.

Biography (Official Films): Sold to KID-TV Idaho Falls, Idaho; WCCA-TV Columbia, S. C.; WATE-TV Knoxville, Tenn.; WSAZ-TV Huntington-Charleston, W. Va.; KVIQ-TV Eureka, Calif.; KRON-TV San Francisco; KCMT(TV) Alexandria, Minn.; KOTA-TV Rapid City, S. D.; KTBC-TV Austin, Tex.; KOB-TV Albuquerque, N. M.; KXAB-TV Aberdeen, S. D.; WPSD-TV Paducah, Ky.; KGNC-TV Amarillo, Tex.; KFBC-TV Cheyenne, Wyo.; KONO-TV San Antonio, Tex.; KOMU-TV Columbia, Mo.; WOOD-TV

Grand Rapids, Mich.; wow-TV Omaha; KBMT(TV) Beaumont, Tex.; KIMA-TV Yakima, Wash.; WRBL-TV Columbus, Ga., and WKOW-TV Madison, Wis.

Films of the 50's, Volume 1 (Seven Arts Associated): Sold to CFCN-TV Calgary, Alberta and CHSA-TV Lloydminster and CHOV-TV Pembroke, Ont.

Films of the 50's, Volume 2 (Seven Arts Associated): Sold to CFCN-TV Calgary, Alberta; CHSA-TV Lloydminster and CHOV-TV Pembroke, Ont., and CFPL-TV London, Ont.

Films of the 50's, Volume 3 (Seven Arts Associated): Sold to CFCN-TV Calgary, Alberta; CHSA-TV Lloydminster and CHOV-TV Pembroke, Ont., and CFPL-TV Montreal.

Will Success Spoil Rock Hunter? Volume 7 (Seven Arts Associated): Sold to KGMB-TV Honolulu.

Rifleman (Four Star Distribution Corp.): Purchased by Kroger Co. for presentation on WDBJ-TV Roanoke, Va., and *The Detectives*, purchased by Monarch Wines for broadcast over WAII-TV Atlanta.

Paar peevd again; threatens to quit

NBC-TV last week said it will schedule the satirical news revue program *That Was the Week That Was* starting Jan. 10, an announcement that apparently prompted comedian Jack Paar to say that he does not plan to appear on NBC-TV during the 1964-65 season.

That Was the Week That Was, which originated in England and received great approval during a recent NBC preview, is being fitted into the Friday, 9:30-10 p.m. EST time period held by *Harry's Girls*, which the Colgate-Palmolive Co. will discontinue after Jan. 3. Published reports had indicated that the time period might be added onto an extended Jack Paar show which now runs 10-11 p.m., especially since Colgate declined to sponsor the new show.

The network's decision to program a new show ending any further speculation of expanding Mr. Paar's program apparently was a major reason for his telegram to NBC, which said in part: "On two different occasions, I had been promised a realignment to a favorable time period. The network has chosen otherwise on both occasions." He also said: "If a full release cannot be obtained, then I will not appear on any television until my contract ends with NBC in 1965."

Mort Werner, NBC-TV vice president in charge of programming, was to discuss the situation with Mr. Paar. Mr. Werner said he was confident that "we can straighten things out to both his and the network's satisfaction."

EASIEST CONTEST IN HISTORY—Here Are All The Answers!

5 FREE TRIPS TO EUROPE FOR 2!



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155 PRIZES!

5 FIRST PRIZES!

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Including transportation from your home to New York and back!

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

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- 30 THIRD PRIZES \$ 50 Savings Bond to each
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AT'S IN IT FOR US? 10 minutes of your time to alert to unique marketing opportunities in Parade. **Our own answers** will tell you why Parade makes ad dollars work harder where you sell goods!

AT'S IN IT FOR YOU? 12 days in Europe or a bond up \$100! And you discover how Target-Marketing cuts the fat—concentrates your dollars where market dollars concentrate your customers!

THE ANSWERS

Parade's powerful Target-Marketing gives you nonball coverage in the kind of markets in which your customers concentrate. Targeting your markets is the fat you get in media big on figures, but not on coverage where you sell goods.

You have 7 ways to buy Parade but an infinite number of ways to use it. Parade's 73-market Jumbo Network hits 12 million homes. Studies show 24 million read each copy. Of these 24 million readers, an average of 75% reach each page, say independent surveys. Thus Parade Jumbo brings 18 million people your message!

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

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

THE RULES

Anyone may submit an entry if employed by an advertiser or advertising agency using national advertising media, and who is in a position involving the marketing or advertising of goods or services. Employees of Parade Publications, Inc., and its advertising agency, other media are not eligible, nor are members of their families.

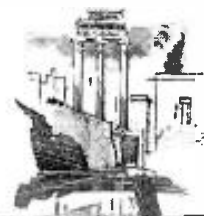
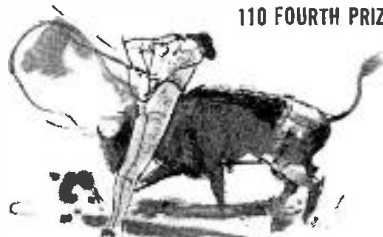
Entrants must fill out correctly and mail an official entry blank from a Parade advertisement or one secured from a Parade representative.

Entries must be postmarked by December 31, 1963, and received by January 7, 1964.

Correct entries will participate in a drawing conducted by D. L. Blair Corporation, an independent judging organization. Judges' decisions will be final on all matters relating to this offer. Winners will be notified personally or by mail within 30 days of the close of the offer.

Travel prize must be taken on date specified. Trip scheduled to start on March 27, 1964, and return 12 days thereafter.

All entries become the property of Parade Publications, Inc., and none will be returned. This offer is subject to all federal, state, and local regulations.



8-2

OFFICIAL PARADE "Target Marketing" SWEEPSTAKES ENTRY BLANK
(check box next to correct answer)

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

YOUR NAME _____
 POSITION _____
 EMPLOYER _____
 BUS. ADDRESS _____
 CITY _____ ZONE _____ STATE _____

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

ASCAP radio negotiations move forward

BUT SUPREME COURT ASKS FOR BRIEFS ON TV CASE

Efforts to reach new contracts for broadcast use of ASCAP music moved a step ahead last week in the case of radio stations but encountered a temporary delay in the case of television stations.

In the radio negotiations, for agreements to succeed those that expire Dec. 31, there was a meeting, an exchange of views and an agreement to hold another meeting on a date to be determined.

The meeting was—and the further meeting will be—between the negotiating committees of the All-Industry Radio Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio, and of the American Society of Composers, Authors and Publishers (ASCAP), headed by President Stanley Adams.

Although no details of last week's discussions were given out, it was reported that they definitely had not reached an impasse that could, as in the TV case, turn the negotiations into a ratemaking proceeding in court.

The ASCAP TV case has been in the courts for two years—since December 1961. In last week's development the U.S. Supreme Court asked for briefs on a procedural question raised by ASCAP.

On Time ■ The question was described as whether the All-Industry Television Stations Music License Negotiating Committee had acted within prescribed time limits in filing an earlier notice of appeal to the U. S. Second Circuit Court of Appeals and, if not, whether this would bar the circuit court from passing on the merits of that appeal now—as the Supreme Court has ruled that it should?

The notice in question was filed at a time when the committee was also appealing to the Supreme Court. The Supreme Court ultimately ruled that it lacked jurisdiction at that time and

the committee went back to the circuit court, which ruled that it, too, lacked jurisdiction.

The committee then appealed this ruling back to the Supreme Court, which held that the circuit court should have passed upon the case and that, subject to the usual provisions for motions for reconsideration, it would remand the case to the circuit court for consideration on the merits.

At this point ASCAP asked the Supreme Court to modify its demand to permit the circuit court to consider, first, whether the committee had filed its notice of appeal on time. It was on questions surrounding this point that the Supreme Court asked the committee to file briefs.

The Initial Decision ■ The decision that was the subject of all these appeals was a ruling by the U.S. Southern District Court in New York that ASCAP could not be required to grant the limited form of license sought by the TV stations committee.

What the committee is seeking is a license that would not require stations to pay ASCAP directly for the use of ASCAP music played in future syndicated programs and feature films. ASCAP's alternative, under this form of contract, would be to license music for these films "at the source," via contracts with the program producers at the time of production.

The all-industry committee representing TV stations is headed by Charles Tower of Corinthian Broadcasting, who succeeded Hamilton Shea of wsva-TV Harrisonburg, Va., in the chairmanship a few weeks ago. The New York law firm of Donovan, Leisure, Newton & Irvine is counsel to the TV group.

The radio committee is counseled by Emanuel Dannett, William W. Golub and Bernard Buchholz of the New York law firm of McGoldrick, Dannett, Horowitz & Golub.

Gleason sued

Jackie Gleason, star of the *Jackie Gleason Show* on CBS-TV, Saturday 7:30-8:30 p.m., has been sued for \$500,000 by George (Bullets) Durgom, his former manager. The complaint, filed Tuesday (Dec. 3) in Los Angeles Superior Court, alleges that Mr. Durgom was seriously injured last June 25 when he was riding in a golf cart operated by Mr. Gleason "in a reckless and erratic manner." Mr. Gleason is also charged with being intoxicated at the time. Paramount Pictures and Allied Artists were named as co-defendants, charged with negligence because the cart's steering mechanism malfunctioned and the cart overturned.

Program notes . . .

Directors move ■ Directors Guild of America may soon be moving from its present building at the corner of Sunset Boulevard and Hayworth Street to a new \$12 million, 18-story building across the street. Arthur Froelich, architect of the present nine-year-old DGA building, is working on preliminary plans for the new structure, which is to house a theater, restaurant and cutting and screening rooms in addition to office space for guild executives.

Great paintings ■ NBC-TV will show several great American art collections in color in a special telecast, "The Art of Collecting," Sunday, Jan. 19 (10-11 p.m.). The NBC news program will be narrated by art critic Aline Saarinen and written and produced by Robert Northshield.

Broadway musical ■ "Foxy," a new David Merrick musical production scheduled to open on Broadway Feb. 13, will be recorded later in February by RCA Victor Records for release as an original cast album. The new show has lyrics by Johnny Mercer, music by Robert E. Dolan and will star Bert Lahr.

KEX, KVI buy mysteries

Charles Michelson Inc. reported last week it has completed a sale on its "Mystery Package" of five half-hour radio series to the Golden West Broadcasters for use on KEX Portland, Ore., and KVI Seattle.

Charles Michelson, president, said *The Shadow* is now in more than 30 markets, while the remaining series have been sold in from 20 to 25 markets. Others include *The Green Hornet*, *Sherlock Holmes*, *Famous Jury Trials*, and *Dangerous Assignment*. Sales are on a 52 week basis and have been made in 20 of the top 25 markets, according to Mr. Michelson.

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New York 19, N. Y.

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CLAES DAHLGREN
Administrative Director

ARNE THOREN
Chief Correspondent

BROADCASTERS HAVE A PUZZLEMENT

FCC applying pressure on cross-ownership of properties

A financial donnybrook between the investing public and the FCC may be in the making in the light of the commission's actions in the last two weeks involving cross-ownership by investment firms and mutual funds in broadcasting properties.

For the second time in as many weeks the commission has brought up the question of investment money in broadcast groups and conflict with its multiple ownership rules.

The first was last month when the commission, in approving the purchase of WCBM-AM-FM Baltimore by Metro-media Inc., conditioned the acquisition on the clearing up of interests held by two investment funds in Metro-media and in other broadcast entities (BROADCASTING, Dec. 2).

The second, announced last Thursday (Dec. 5), came when the FCC approved the sale of KOME Tulsa to Producers Inc., a subsidiary of Polaris Corp. (see CHANGING HANDS, page 62). An investment firm having stock ownership in Polaris also has holdings in another broadcast property, it is understood.

The question of the interownerships of investment firms and mutual funds in broadcast groups, under study by the FCC staff for the last six months (CLOSED CIRCUIT, Oct. 14, July 15), has raised hackles among broadcasters

who sell their securities on the open market.

Among those considered affected by what seems to be a more rigid policy by the FCC, are blue-ribbon broadcasters:

American Broadcasting-Paramount Theatres, CBS, NBC (part of RCA), Westinghouse, General Electric, Avco (Crosley Broadcasting), Storer, Taft, Capital Cities, Transcontinent, Wometco, Rollins, Reeves, Goodwill Stations, Gross Telecasting and others.

The Problem - At issue is the policing stations would have to undertake to ensure that their stockholders do not have interests in other broadcast properties which would conflict with the FCC's multiple ownership rules.

"What makes this even more serious," said one broadcaster who is frankly alarmed at the implications of the FCC's actions in the last two weeks, "is that we cannot tell investors what to do. We have no control over individual investments."

Another aspect of the Commission's action in the last two weeks, a communications lawyer observed, is the legality of the FCC's action which, in essence, is an attempt to force an investor to dispose of his holdings in a broadcast group or station to meet commission regulations on dual ownership. "This could be considered confiscation," he said.

TV brightens MGM's \$17.5 million loss

Metro-Goldwyn-Mayer issued an annual financial statement last week showing a loss of nearly \$17.5 million, brightened only by the company's television and music operations and an attitude of "better things to come" in the area of future film production.

In spite of the large net operating loss, the MGM board continued its quarterly dividend policy, voting a dividend of 37½ cents per share, payable to stockholders of record Dec. 20 on Jan. 15.

In its report to stockholders for the fiscal year ended Aug. 31, 1963, MGM said its licensing of features to TV continued as a major source of revenue last year although there had been a decline from the previous year, "because some of the original license deals for the pre-'49 films were approaching expiration."

MGM President Robert H. O'Brien cited the company's six series currently on TV networks (five on NBC-TV, one on ABC-TV) and licensing of post-'48

features to NBC-TV as causes for an anticipated MGM-TV best-year-to-date.

MGM has commitments with networks and advertisers for production of seven pilots planned for the 1964-65 season.

The heavy overall losses through the fiscal year just ended were blamed on the company's feature film enterprises which encountered some losses in medium budget pictures and "severe losses in a few, high budget productions."

Year ended Aug. 31:

	1963	1962
Earned (loss) per share**	\$ (6.79)	\$ (1.01)
Income***	136,219,455	136,999,002
Expenses***	167,998,420	131,709,733
Net income (loss) before U.S. and foreign income taxes	(31,778,965)	5,289,269
Provision (credit) for U.S. and foreign income taxes	(14,300,000)	2,700,000
Net income (loss)	(17,478,965)	2,589,269

*Based on 2,868,388 shares outstanding.
 **Gross television income includes \$6,321,706 in 1963 compared to \$8,777,252 in 1962 for the licensing of feature films and shorts to TV stations, and \$14,641,000 and \$12,397,243 respectively for series and commercials produced for television.
 ***Costs of production, distribution and administration for all TV operations aggregated \$15,663,501 in 1963 and \$13,618,608 in 1962.

First dividend declared

MacFadden-Bartell Corp., last week announced the first dividend in the company's history since the merger of Bartell Broadcasting with MacFadden Publications in February last year.

The M-B board declared a 5% stock dividend payable to stockholders of record Dec. 19, 1963 on Jan. 2, 1964.

Gerald A. Bartell, board chairman, said the dividend decision had been based on a "sharp rise in sales and earnings thus far in 1963" (BROADCASTING, Nov. 11).

Rollins 6-month report shows earnings increase

Rollins Broadcasting Inc. reported a 50% increase in net earnings on an increase of 8% in revenues for six months ended Oct. 31. The board also declared a regular quarterly dividend of 10 cents a common share, payable Jan. 24 to stockholders of record Dec. 26.

Six months ended Oct. 31:

	1963	1962
Earned per share*	\$.51	\$.34
Revenues	4,252,750	3,948,919
Operating expenses	2,649,827	2,524,974
Operating profit before depreciation and amortization	1,602,923	1,423,945
Operating profit after depreciation and amortization	1,023,250	753,461
Other deductions	63,107	69,619
Earnings before federal income taxes	960,143	683,842
Net earnings	486,385	323,200

*Based on 958,838 shares outstanding as of Oct. 31, compared to 956,783 outstanding for same period last year.

Screen Gems reports record first quarter

Screen Gems reported last week that its 20 cents per share earnings for the first three months of fiscal 1964, ending last September 28, represented the highest first quarter earnings in SG's 15-year history. All directors were re-elected at the annual stockholders meeting in New York Nov. 26.

Annual stockholders meeting of Columbia Pictures Corp., which owns 89% of Screen Gems Inc., will be held in New York on Dec. 18.

Three months ended Sept. 28:

	1963	1962
Earnings per share*	\$.20	\$.18
Profit before taxes	1,009,000	958,000
Estimated federal, state and foreign income taxes	494,000	490,000
Net profit	515,000	468,000

*Based on 2,538,400 shares outstanding.

ROME ADOPTS PAPER ON MEDIA MORALS

Bitterly contested decree passed by Ecumenical Council

Final approval of a document establishing the moral use of the communications media (radio, TV, press, movies) was reached last Wednesday (Dec. 4) in Rome on the closing day of the Ecumenical Council Vatican II.

The communications decree adopted last week, or as more formerly titled by the council, "Decree on the Media of Social Communications," has been bitterly criticized by conservative elements of the council as "unbefitting" such an important gathering and barely received the needed two-thirds vote (1,598 to 503) required for its enactment into the laws of the Roman Catholic Church.

Calling for freedom of information throughout the world and the highest standards of morality and truth to be observed by all forms of communications media, the decree repeatedly stressed the urgency of the news and entertainment media to produce and present material with "special care . . . to safeguard young people from printed

matter and performances which may be harmful at their age." Also contained in the decree was the desire for increased number of schools and institutes "where newsmen, writers for screen, radio and television . . . can obtain a sound training that is imbued with the Christian spirit . . ." and for the establishment of Roman Catholic radio and television stations and information offices throughout the world.

Canadian measurement reports to be doubled

The cooperative Bureau of Broadcast Measurement, Toronto, has announced that it will have four reports annually for over 30 markets, comprising nearly 100 radio stations and 50 television stations, instead of the previous two reports annually.

In addition to these reports based on diary surveys, there will be telephone coincidental surveys in 15 major mar-

kets, varying from three a year to six a year, depending on the size of the market.

For these extra services the industry-owned BBM will not charge additional fees to members.

The four annual diary-supplied reports will have audience composition figures showing tuning by men, women, teen-agers and children. They will be based on a four-week tabulation instead of one week as heretofore, to reduce the effects of possible distortions created by promotional programs during the survey week. The markets, outside the 30 selected for the four reports annually, will receive two reports, and will be in the smaller and rural market areas.

The four reports based on the diary survey will be tabulated by computers of International Business Machines. The telephone coincidental survey will be done for BBM by Elliott-Haynes Ltd., Toronto, which has done such surveys since 1940. The firm will discontinue doing independent coincidental telephone survey reports.

CBC-TV signs two-year pacts with affiliates

Two-year affiliation agreements have been signed between the Canadian Broadcasting Corp. and independent English and French television stations to run to Sept. 30, 1965. The CBC announced that there were no major differences in the negotiations and any problems which did come forward were solved on a mutually agreeable basis.

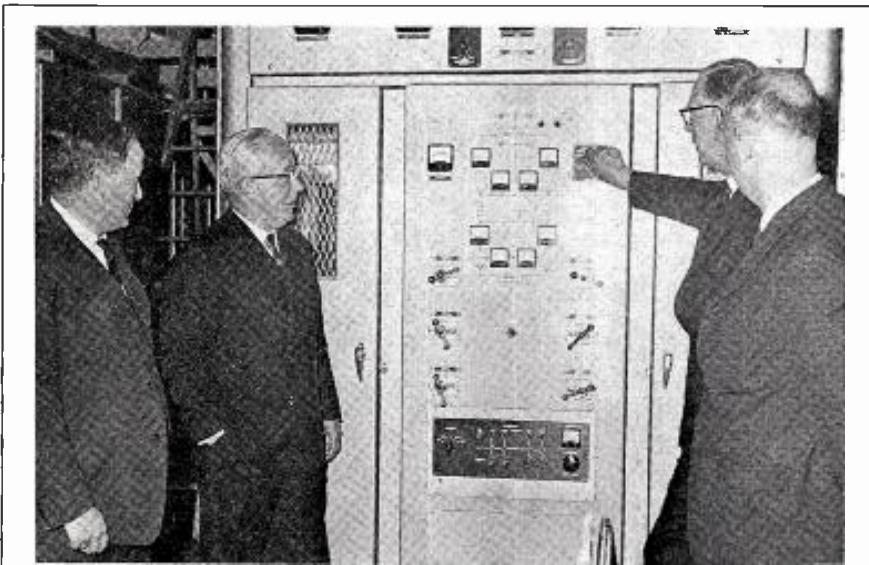
The agreements provide for a minimum of 36½ hours a week of reserved time and over 50 hours of network programs weekly are available to affiliated stations. The CBC English TV network comprises 123 stations and rebroadcasting stations, including 37 privately owned affiliates and their satellites. The French TV network has 31 stations and rebroadcasting stations, including nine independent stations and their satellites.

The agreements have been filed with the Board of Broadcast Governors, the Canadian regulatory body.

Abroad in brief

Sweden in New York ■ The Swedish Broadcasting Corporation last week opened its new offices at 1290 Avenue of the Americas, New York. Telephone Circle 7-6565. Administrative director Claes Dahlgren and chief correspondent Arne Thoren will direct coverage of U. S. developments for the company.

Canadian contest ■ Canadian Radio Sales Bureau, Toronto, has organized a sales contest among member stations



New VOA transmitters in Britain

The Voice of America, which has been leasing BBC facilities since 1942, announced last week that it had begun operation from the first of six new 250 kw transmitters it is installing at Wooferton, Shropshire, England.

VOA, radio arm of the U. S. Information Agency, said when all six transmitters are in operation at the end of 1964, they will operate with five times the power of the present BBC facilities. The stronger signal is beamed to Europe and behind the Iron Curtain. Its increased power is

expected to help overcome anticipated solar activity next year, a spokesman said.

The new VOA installation will, as the BBC operation does now, relay Voice transmissions from the U. S. for seven to eight hours daily.

At the Wooferton site (l-r): John Sidebotham, manager, Marconi Co. sales division (supplier of the new transmitters); William A. Brady, Voice project engineer; George Turner (hand on switch), BBC engineer in charge at Wooferton, and Arthur Lord, BBC project engineer.

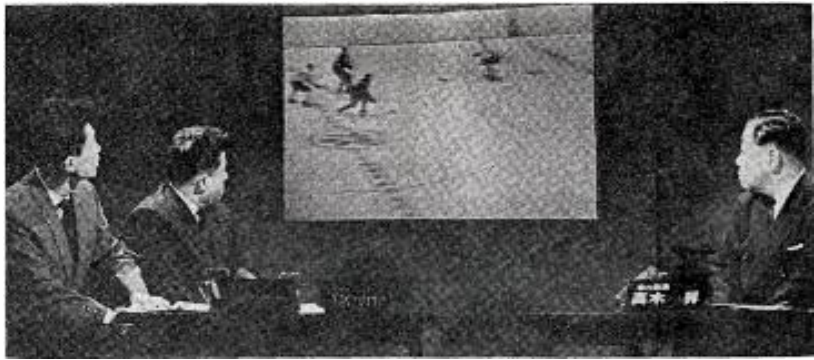
for January and February, with an all-expense trip for two at \$1,500 for the station executive whose local and retail sales show largest percent of increase in those two months. As an added incentive all sales during those months will have a 25% premium on local dollar volume. The "Sell 'em More in '64" contest has been organized by Charles C. Hoffman, Canadian RSB general manager.

Road report ■ CHUC Cobourg, Ont., has sold a road construction company a five-minute report on road conditions.

French quiz ■ Sterling Drug Ltd., Toronto, and Molson's Brewery Ltd., Montreal, alternate as sponsors of CBC-TV's French-language quiz show *La Poule aux oeufs d'Or* on Monday evenings on the CBC French TV network. Agency for Sterling Drugs is Dancer-Fitzgerald-Sample Inc., New York.

Celanese subsidiary to Y&R

Young & Rubicam, New York, has been named to handle fibers trade and consumer advertising in Europe for Amcel Europe, S. A., a subsidiary of Celanese Corporation of America. Amcel's upcoming push is expected to be placed on its Arnel tri-acetate yarn. The Y&R appointment takes place Jan. 1, and plans for broadcast billing are not complete.



Three continents hooked together by satellite

Watching the first TV linkage of three continents by Relay satellite are (l-r) N. Takagi, Tokyo University professor; J. B. Harris, English conversation instructor and J. Matsuda, Japanese broadcaster, in National Educational Television studios in Tokyo. The scene is of a hockey game played in Toronto's Mapleleaf Gardens.

On Thanksgiving Day, ABC-TV used Relay to transmit a live signal of a sports event in France across the Atlantic Ocean to the U. S. where it was meshed with U. S., Canadian and Mexican sports events and sent by Relay to Japan (BROADCASTING, Dec. 2).

The live and filmed sports program ran 13-minutes, 40-seconds.

Australian stations face short film supply

According to the annual report of the Australian Broadcasting Control Board for the year ended June 30, 1963, 7,409 films, about 9 million feet, passed

through the Commonwealth Film Censorship Board for classification. Eighty-three percent were imported from the U. S. and 17% from Britain. Cuts were made in 745 films and five were rejected.

The Broadcasting Control Board says

ANOTHER FILMLINE FIRST!

The REVOLUTIONARY R-36

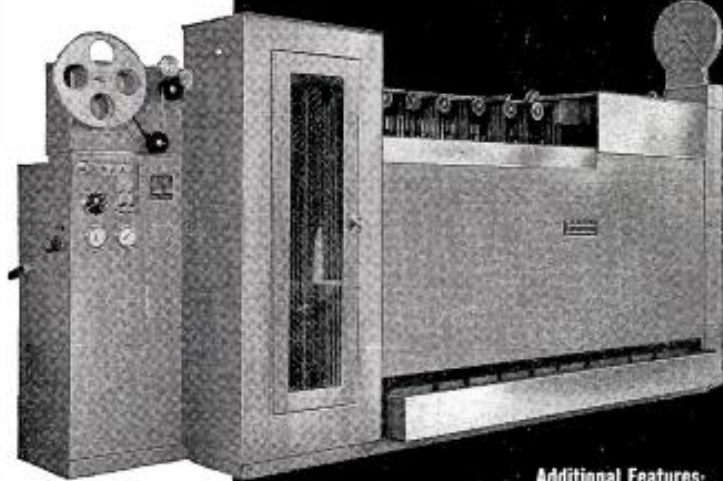
DEVELOPS 16MM FILM AT 2160 FT. PER HR.
NEGATIVE FILM AT 3000 FT. PER HR.
POSITIVE FILM AT 3600 FT. PER HR.

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

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



Milford, Connecticut



K-87

- Recent Filmline Installations:
- N. A. S. A. Huntsville, Ala.
 - Reeves Sound, N. Y. C.
 - Thiokol Chemical Co.
 - WHYN-TV, KNDO-TV, WFMY-TV
 - Moral Rearmament

Dept. BD-63

FAST!
MODEL R-36
REVERSAL FILM
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Additional Features:
• Forced Warm Air Dry Box • Filtered Air Supply
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• Rotary Oilless air compressor • Dry box and solution thermometers • Plumbed for continuous replenishment • Weight: Approx. 1150 lbs. • Size: 9'4" x 33" x 55½" • Only \$7950.00 F.O.B. Milford, Conn.

WHEN YOU BUY QUALITY—FILMLINE COSTS LESS

that available stock of films for TV use in Australia is dwindling. Australian stations have apparently gradually reduced the backlog of American films and filmed programs which accumulated before TV began in Australia.

In fact the stage has now been reached where some Australian stations are relying on a week-to-week supply of series episodes currently being televised in the U. S.

Supply difficulties of imported programs are likely to increase in 1964 when new commercial TV stations start operations in each major city.

The report points out that several methods are open to Australian stations to meet the expected shortage of American material: more productions by the stations themselves, encouragement of

the Australian film industry, reduction in transmission hours, more frequent repetition of programs and increased purchases from Britain and other Commonwealth countries.

Computers to Canada

The Station Representatives Association of Canada and the Canadian Association of Broadcasters are setting up a new mechanized central mailing system using an IBM process control. The present systems used by the two organizations are proving ineffective and inefficient due to the large number of changes among agency personnel and among advertisers.

The Canadian rep organization is also studying the possibility of using a

central computer agency to process all national broadcasting sales, both radio and television. Systems in use in the United States are being studied to adapt in Canada for one complete billing to agencies and advertisers for all stations in a campaign.

BBC's education budget

BBC will spend \$5.6 million on TV and radio educational programs for school children and adults in 1964, according to John Scuplan, BBC controller of educational programs.

Radio programs now reach more than 30,000 schools and TV programs are used in 6,000. Mr. Scuplan said that two TV networks will enable BBC to expand and improve educational TV programs.

FATES & FORTUNES

BROADCAST ADVERTISING

H. Needham Smith, local sales manager, promoted to general sales manager of WKRC-TV Cincinnati. **Carl Flickinger**, WKRC-TV account executive, named local sales manager, replacing Mr. Smith. **George H. Rogers Jr.**, national sales service manager, assumes added duties as Midwest regional sales manager.



Mr. Smith

Lehman F. Beardsley, VP for organization and management relations of Miles Laboratories, Elkhart, Ind., elected to board of directors. Mr. Beardsley joined Miles in February 1948.

Cecil E. Bundren and **Thomas J. Farrahy** elected VP's of Ketchum, MacLeod & Grove, Pittsburgh. Mr. Bundren, marketing director, joined agency in 1962 from BBDO. Mr. Farrahy, group manager, joined KM&G in 1961

from Westinghouse Electric where he was assistant to advertising director.

John E. Davis and **William H. Wubbenhorst** elected VP's of McCann-Erickson, New York. Mr. Davis joined M-E in 1962 from Tatham-Laird where he was account executive. Mr. Wubbenhorst has been with M-E since 1955.

Edward Hardison, timebuyer at N. W. Ayer & Son, Philadelphia, appointed manager of Philadelphia office of Metro Television Sales.



Mr. Hardison

James D. Parker, advertising manager for confection division of Beech-Nut Life Savers, and **B. Michael Paschkes**, previously account executive at Richard K. Manoff advertising agency, join Best Foods division of Corn Products Co., New York, as product managers. Mr. Parker will manage NuSoft fabric softener rinse; Mr.

Paschkes will handle H-O cereals and Presto cake flour.

Lloyd N. Newman, senior associate, elected VP of Howard Chase Associates, New York-based consultants in national and international economics and public affairs.

Richard Norsworthy, formerly with promotion, advertising and publicity staffs of WBAL-TV Baltimore, joins Metromedia's WTTG-TV Washington as director of promotion and advertising. Mr. Norsworthy replaces **Harry Moses**, who has been named promotion manager for Metro TV Sales, New York.

Sumner Pearl, general manager of WFYI Mineola, N. Y., joins WGSN Huntington, N. Y., as sales manager.

Ronald S. Friedwald, media director at Mogul, Williams & Saylor, appointed ratings manager for NBC, New York.

Peter M. Thornton, public relations director of Westinghouse-owned KDKA-TV Pittsburgh, named advertising and sales promotion director, succeeding **David N. Lewis**, recently appointed advertising and sales promotion manager for Westinghouse Broadcasting Co. (BROADCASTING, Dec. 2). Mr. Thornton joined KDKA-TV in 1955 as public relations director. He formerly was publicity and promotion manager for now defunct WENS Pittsburgh.



Mr. Thornton

Six VP's have been elected at Gardner Adv., St. Louis. They are: **Alexander M. Burrell**, account executive, formerly on news staff of Akron (Ohio) *Beacon Journal*; **Noel Digby**, TV writer-producer and creative supervisor, formerly with J. Walter Thompson and WSM-AM-TV Nashville, Tenn.; **Jack L. Helm Jr.**, assigned to Jack Daniel's Dis-

Broadcast Pioneers organize new chapter

A Southern California chapter of the Broadcast Pioneers was organized last Wednesday (Dec. 4) at a luncheon at the Roosevelt hotel in Hollywood, attended by 118 individuals who qualify for BP membership (20 years in radio or 10 years in television).

Lloyd Sigmon, VP and general manager of KMPC Los Angeles, was luncheon chairman, with **Ward Quaal**, executive VP and general manager of WGN-AM-TV Chicago and past national president of Broadcast Pioneers, as main speaker.

Group elected a board of 13 directors to organize the chapter and direct its operations during its initial

year and, following the luncheon, the board chose **Van C. Newkirk**, president of Broadcast Advertising, Beverly Hills, as its chairman.

Other board members elected are **Glenn Dolberg**, BMI, retired; Mr. Sigmon: **Walter Bunker**, Young & Rubicam; **Art Gilmore**, AFTRA, past national president; **Calvin J. Smith**, KFAC Los Angeles; **Harry Witt**, Reach, McClinton & Co.; **Lyle Sheldon**, Los Angeles County Fair; **Ken Carpenter**, announcer; **Robert M. Light**, Southern California Broadcasters Association; **William Beaton**, KIEV Glendale; **Virginia Mansfield**, KFI Los Angeles; and **Georgia Fuller**, KMPC Los Angeles.

tillery and W. A. Sheaffer Pen Co. accounts; **Ernest A. Heyler**, also promoted to account supervisor on Sunray DX Oil Co., formerly with Cunningham & Walsh; **J. Sartoris**, creative merchandising director; and **Philip R. Smith**, personnel director.

Norm Hankoff, disc jockey at KCRA-AM-FM Sacramento, Calif., appointed to station's sales staff.

LeRoy V. Bertin, VP of Bernard B. Schnitzer Inc., San Francisco advertising agency, appointed sales manager of WNBC-TV Binghamton, N. Y., replacing **Keith Dare**, who has moved to similar post at KFRE-TV Fresno, Calif. Both stations are owned by Triangle Publications.



Mr. Bertin

Frances Iger, assistant fashion publicity coordinator for J. P. Stevens & Co., joins Chirurg & Cairns, New York, as account executive.

Kurt B. Edelhofer appointed advertising manager of West Chemical Products Inc., Long Island City, N. Y.



Mr. Martin

Robert A. Martin, director of marketing administration for Joseph Schlitz Brewing Co., Milwaukee, promoted to director of marketing, succeeding **Fred R. Haviland Jr.**, who earlier was elevated to vice president

in charge of marketing and corporate planning. Mr. Martin has been with Schlitz for 11 years, chiefly in research, advertising and marketing.

Joseph F. Mahan, account executive at WFIL-TV Philadelphia, joins TV sales staff of Avery-Knodel Inc., New York-based radio-TV sales representatives.

Thomas J. Brown, formerly with WCC Bridgeport, Conn., joins New York office of National Time Sales as radio sales executive.

Roger W. Kiley, sales manager since 1961 for WHUT Anderson, Ind., joins WNDY Indianapolis in same capacity. Licensed to Radio One Five Hundred Inc., WNDY is scheduled to begin operations Jan. 1, 1964, on 1500 kc with 5 kw power.



Mr. Kiley

Douglas D. Kahle is president and **Tom Howard**, general manager.

Rollin P. Collins Jr. transfers to New York office of Peters, Griffin, Woodward from his TV account executive position in Chicago. **James D. Devlin**,

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It's a special blend of excitement and experience combined to form a rare 6 year old brew known as Telescript.

In recent months a totally new management team has been selected to direct and operate Telescript. A number of important developments have taken place...new products and services are being added and developed to complement and expand the Telescript product line.

Among the new products is the Shibaden 5820 Image Orthicon Tube. Telescript has been selected as exclusive distributor for this quality I. O. Tube.

The Shibaden tube matches and exceeds the performance and warranties of its competitors...yet it costs 25% less!

In coming months you can look forward to a number of important announcements from Telescript. Meanwhile, please write and ask for more detailed information about the Shibaden I. O. Tube.

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NATFRD elects Menard president

George Menard (second from right), WBBM-TV Chicago, was elected president of the National Association of Television and Radio Farm Directors Sunday, Dec. 1, at organization's 20th annual meeting in Chicago. Mr. Menard succeeded **Bruce Davies** (second from left), KFAB

Omaha. Other newly elected officers of NATFRD in group (l-r) are **Frank Raymond**, WVA Danville, Va., historian; Mr. Davies; **Orion Samuelson**, WGN-AM-TV Chicago, vice president; Mr. Menard; and **Wilbur Levering**, WIBW-AM-TV Topeka, Kan., secretary-treasurer.

account executive with WJZ-TV Baltimore, succeeds Mr. Collins in Chicago.

John L. Southard Jr., VP and senior management officer at McCann-Erickson, New York, elected senior VP and member of management board.

Ronald K. Chute, previously product manager for marketing of pediatric diet supplements at Mead Johnson Laboratories, joins grocery products division of Ralston Purina Co., St. Louis, as advertising manager. He will handle advertising plans for Purina Cat Chow, Purina Cat Litter, and instant and regular hot Ralston.

Louis A. Tripodi, director of corporate public relations program at Kenyon & Eckhardt, New York, assumes added duties as manager of merchandising information and chairman of agency's merchandising policy committee. **Walter Thune**, formerly of Advertising Distributors of America, joins K&E as merchandising executive.

Elizabeth Wardell joins Reach, McClintock & Co., New York, as copy supervisor. She previously was copy supervisor at Doherty, Clifford, Steers and Shenfield, New York.

Thomas S. Buchanan appointed assistant eastern sales manager at H-R Television, New York, succeeding **J. Donald Howe**, who moves up to assist-

ant sales manager in charge of special projects. Messrs. Howe and Buchanan joined H-R last year will continue their regular sales responsibilities.

James M. Gilmore and **Loretta Osiecki** join copy staff of Foote, Cone & Belding, Chicago. Mr. Gilmore formerly was with Campbell-Mithun and Miss Osiecki was with Leo Burnett Co.

Jack Devlin, formerly with Post-Keys-Gardner and Edward H. Weiss & Co., both Chicago, joins Needham, Louis & Brorby there as copywriter. **Dale J. Diamond** joins research staff.

Francis J. Litz, formerly production manager of Civic Education Service Inc., joins Guy L. Yolton, Washington advertising agency, as art and production manager.

Andrew Lucich, member of operations department of KNBC(TV) Los Angeles, named coordinator of merchandising and special promotion.

Joseph H. Therrien named senior media director on Ralston Purina Co., Foremost Dairies and Mother's Cakes & Cookies accounts at Guild, Bascom & Bonfigli, San Francisco. **Diane Robinson**, senior buyer, promoted to media supervisor on Ralston Purina account. **Ann Rule**, formerly buyer in San Francisco office of Dancer-Fitzgerald-Sample, replaces Miss Robinson as senior

buyer. **William R. Wilson**, buyer on GBB's Foremost Dairies account, promoted to media supervisor on same account. **Kathie De Haven**, senior media buyer, assumes buying responsibilities on Foremost account.

Ray Cormier joins KRHM(FM) Los Angeles as director of station's new marketing and merchandising effort.

Arthur A. Dailey, general advertising manager for Santa Fe Railroad, retired Nov. 30 after 26 years service with company. Santa Fe has been pioneer railway television sponsor.

Al Mackay, manager of San Francisco office of McGavren-Guild Co., radio-TV representatives, joins KFRC San Francisco as account executive.

THE MEDIA

Ort J. Lofthus, general manager of KJOY Stockton, Calif., elected president of Joseph Gamble Stations (KJOY, KJAY Sacramento and KLAN Lemoore, all California), succeeding **Joseph E. Gamble**, who died Nov. 29 of heart attack (see story page 86). Mr. Lofthus, 38, joined Gamble organization in 1951 as manager of sales department of KCMJ Palm Springs, Calif. (KCMJ was at that time a Gamble property, but was sold in 1954). He was appointed general manager of KJOY in 1953.

Fred L. Vance, formerly general manager of KVOA-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. M., assumes active management of KHOS Tucson, in which he holds majority interest.



Mr. Vance

William S. Cook, formerly VP and general manager of WDOV-AM-FM Dover, Del., elected vice president and general manager of WNRK Newark, Del.

Wayne Phelps, manager of KALG Alamogordo, N. M., named member of District 10 (Colorado, Idaho, Montana, New Mexico, Utah and Wyoming) of Mutual Affiliates Advisory Group, replacing **Don Thomas**, who resigned.

Norman Roslin named executive assistant to Lazar Emanuel, president of WJRZ-AM-FM Newark, N. J.

Bertram L. Weiland, account executive at WQXI Atlanta, appointed general manager of WAKE, that city.

Donald H. McGannon, president of Westinghouse Broadcast Co. (Group W), named chairman of 1964 broadcasting drive for Radio Free Europe. Mr. McGannon held position for two previous years.

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, named 1964 recipient of Poor Richard Gold Medal of Achievement

award. He will receive citation at Franklin Day banquet Jan. 17 at Bellevue Stratford hotel in Philadelphia.

John D. Scheuer Jr., administrative executive of broadcast division of Triangle Publications Inc., named radio-TV chairman of 1964 March of Dimes for Greater Philadelphia area.

PROGRAMING

Joseph W. Durand, formerly production manager of WNDT-TV (educational ch. 13) Newark-New York and executive producer at Teleprompter, appointed director of programs and production for Logos Ltd., Washington, D. C., television production company.

Jane Friedmann, since 1958 responsible for Epic classical artists and repertoire for Columbia Records International, New York, promoted to manager of classical artists and repertoire. Miss Friedmann joined Columbia in 1954 in sales department.

Paul Kane, producer-director at WNBC-TV New York, resigns to freelance in production and packaging of variety, sports, documentary programs.

Bernard Wiesen, who recently returned from Europe where he produced and directed *Fear No More*, named associate producer on two 20th Century-Fox TV series, *Three in Manhattan* and *Valentine's Day*, to be made in association with ABC-TV. **Hal Kanter** is executive producer.

John Green named music director for 36th annual Oscar show of Academy of Motion Picture Arts and Sciences. Awards presentations will be carried over combined radio and TV facilities of American Broadcasting Company April 13 from Santa Monica (Calif.) Civic Auditorium.

Harold A. Lipton, general counsel of National General Corp., elected secretary. NGC operates chain of theaters and has plans in work for closed circuit pay TV theater network to begin operations next year.

Don Medford named director of first episode of *Solo*, new series of hour-long TV dramas starring Robert Vaughn as undercover agent for international crime-fighting organization that MGM-TV will produce for use on NBC-TV in 1964-65. **Norman Felton** is executive producer. **Joyce Taylor** is guest star in initial episode, "The Vulcan Affair."

Ed Hider, formerly with WMEX Boston, joins WINS New York to host *Here's Hider* (Monday-Saturday, 6-10 a.m.) beginning today (Dec. 9). *Here's Hider* replaces *The Dick Clayton Show* currently heard in same time slot.

Redd Hall, announcer with WEMP Milwaukee for past nine years, named host of Monday-Saturday 6-9 a.m. *Cof-*

Newsman elect Church

Wells Church, CBS News, Washington, was elected chairman of Radio-Television Correspondents Association at organization's annual meeting in U. S. Capitol Wednesday (Dec. 4). Association chose Feb. 21, 1964, as the date for its annual dinner, which will be held at Sheraton Park hotel. Other officers: vice chairman, **Stephen J. McCormick**, Mutual News; secretary, **John W. (Bill) Roberts**, Time-Life Broadcasting; treasurer, **John Rolfson**, ABC News. Members at large of executive committee: **Ray Scherer**, NBC; **Joseph F. McCaffrey**, *McCaffrey Reports*, and **Murray Alvey**, ABC.

fee Club program. He replaces **Bob Larsen**, who moves to WIND Chicago.

Hal Browne, engineer since 1944 with WMCA New York, appointed production assistant.

Frank Smith, assistant music director of WBBM Chicago, promoted to music director, succeeding **Caesar J. Petrillo**, who died Nov. 22 (BROADCASTING, Dec. 2).

Dick Hamlin, formerly of XTRA Tijuana-San Diego, joins KROD El Paso, Tex., as air personality.

Tom Gries and **Joel Freeman** join Richelieu Productions, New York, as director and associate producer, respectively, on company's new TV series, *The Reporter*, which is being planned for 1963-64 season on CBS-TV.

Bert I. Gordon is producing *Take Me to Your Leader*, new half-hour visual effects comedy series at MGM-TV for broadcast next season on ABC-TV. **Will Hutchins** will be starred in series with **Dee J. Thompson** portraying continuing character of Miss Masterson.

NEWS

Newman P. Wells, assistant news director at WICC Fairfield, Conn., **Reginald Wycliffe**, news editor at WINS New York, and **Robin Turkel**, of *New York World Telegram and Sun*, join news department of WCBS New York.

James Roberts, newsman at KMTV (TV) Omaha, named administrative assistant to Representative Glenn Cunningham (R-Neb.), replacing **Wayne Bradley**, who is leaving to become assistant director of Republican Congressional Committee.

Jerre Laird, **Neal Chastain** and **Bill Crago** join staff of *Clete Roberts News* show on KHJ-TV Los Angeles as assignment editor, film editor and special re-

porter, respectively. Cameramen, who are also reporters, are **Joe Longo**, **Bill Southworth**, **Chuck Stokes** and **Gordon Fauman**. Writer for news program is **John Randau**, with **Joe Saitta** as production assistant. **Larry Hays**, veteran of special events and production at KHJ-TV, is program's director.

Marvin Beier named director of news-public affairs at KROD El Paso, Tex.

Al Koski, formerly with *Detroit Times*, joins WXYZ Detroit news staff as city-county editor.

Ben Chandler, newscaster at KLAC-AM-FM Los Angeles, promoted to morning news editor. **John Babcock**, KLAC political editor, resigns to enter political public relations field.

INTERNATIONAL

S. B. (Bud) Hayward appointed manager of Canadian Marconi Co.'s broadcast division (CFCF-AM-FM-TV Montreal and CFCX short wave). Mr. Hayward was formerly manager of CFCF-AM-FM and assistant manager of broadcast division. He joined company in 1960 as CFCF-TV's program manager.

Monica Mary Brennan, formerly with Foster Adv. and MacLaren Adv., both Toronto, joins London office of

**Christmas Seals
mean happier homes
& healthier people**



**Christmas Seals
Fight Tuberculosis
and other
Respiratory Diseases**

Grant Adv. as personal assistant to Geoffrey S. Goodyear, chairman and managing director of Grant Advertising Ltd. **Barbara J. Ogden**, formerly with Bozell & Jacobs, Kansas City, joins Grant's London public relations staff.

FANFARE

Gerald M. Goldberg appointed to new post of director of public relations and special projects at WINS New York. Mr. Goldberg formerly operated his own firm, Publicity Organization, and joined WINS in September 1962 as public relations director.



Mr. Goldberg

Dan Sochko joins WLOL Minneapolis as sales promotion and public relations director.

EQUIPMENT & ENGINEERING

Stanley L. Abrams, assistant to Benjamin Abrams, president of Emerson Radio & Phonograph Corp., Jersey City, N. J., elected to board of directors.

Clarence B. Finn, general sales manager of Admiral Sales Corp., Chicago, elected VP-independent distributors.

Malcolm M. Ferguson appointed chief engineer for community antenna TV operations of Jerrold Electronics Corp., subsidiary of The Jerrold Corp., Philadelphia.

Charles E. Kuivinen appointed microwave tube produce manager of Electra Megadyne Inc., Los Angeles.

Thomas W. Hingson, former plans and programs manager of aircraft and missile field operations division of Lear Siegler Service Inc., appointed general manager of company's new STV Service division, to provide installations and maintenance for Subscription Television, pay-TV service scheduled to commence

T.B. Petry to HEW post

Thomas B. Petry, a 1962-63 CBS News and Public Affairs fellow at Columbia University, New York, appointed assistant director of the educational TV facilities program with the U. S. Office of Education in the Department of Health, Education and Welfare, Washington. Previously, Mr. Petry served as acting general manager and program manager of Pittsburgh ETV stations WQED (TV) (ch. 13) and WQEX(TV) (ch. 16); program manager of KNME(TV) (educational ch. 5) Albuquerque, N. M.; producer-director at WTTW(TV) (educational ch. 11) Chicago; and production associate with University of Chicago's TV office.

in Los Angeles and San Francisco in summer of 1964. New STV Service division of Lear Siegler has its home office at 2526 Broadway, Santa Monica, Calif., building which also is headquarters for group of people from Reuben H. Donnelley Inc., assigned to handle marketing and billing for STV Service.

John B. Ledbetter, engineer with Saturn S-II space program, resigns to devote full time to Broadcast Engineering Services, Buena Park, Calif. Company, formed in 1960 as spare-time venture, deals primarily with sales of used equipment and includes consulting activities.

Bruce Bradway, former assistant director of creative department of E. F. MacDonald Co., joins consumer products division of Philco Corp., Philadelphia, as merchandising specialist.

Edward C. Bertolet, VP of Behlman-Invar Electronics Corp., and **S. H. (Penny) Bellue**, director of corporate

procurement for Packard Bell Electronics Corp., elected board chairman and executive committee chairman, respectively, of Western Electronic Show and Convention (WESCON).

Dr. Lloyd P. Smith, research director of Philco Corp.'s aeronautics division in Philadelphia and Newport Beach, Calif., elected vice president. He succeeds **David B. Smith**, vice president-research director, who becomes advisor on scientific and research matters to Philco President C. E. Beck.

John A. Johnson, general counsel of National Aeronautics and Space Administration since its inception in 1958, appointed director of international arrangements for Communications Satellite Corp., Washington.

ALLIED FIELDS

Robert Lewis Shayon, TV editor of *The Saturday Review*, will serve on faculty of Stanford University's Department of Communications for winter quarter (January-March). Mr. Shayon will conduct seminar in broadcasting and film from 7:30-9:30 p.m. Wednesday evenings and confer with students and faculty on problems in the field.

DEATHS

Samuel Earl Moreland, 49, station manager of WMCT(TV) Memphis, Tenn., died Nov. 30 there after illness of several weeks. Mr. Moreland joined WMC Memphis, AM affiliate of WMCT, in 1936 as announcer.



Mr. Moreland

Following service with Armed Forces Radio during World War II, Mr. Moreland returned to WMC as production manager in 1946, became commercial manager of WMCT in 1950 and station manager in 1954.

Joseph E. Gamble, 46, president and owner of KJOY Stockton, KJAY Sacramento and KLAN Lemoore, all California, died Nov. 29 of heart attack at El Dorado Street office of KJOY. Mr. Gamble entered broadcast field in 1950 with purchase of KCMJ Palm Springs, Calif. He has since owned and operated KJAX Santa Rosa and KWIP Merced, both California (see Week's Headliners, page 10).

Charles Bailey Axton, 53, board chairman of KTOP Broadcasting Inc. (KTOP-AM-FM Topeka, Kan.), died Dec. 5 in a Topeka hospital. Mr. Axton was operated on Nov. 14 for brain tumor and had never regained consciousness.

Adolph J. Schneider, 51, formerly news and special events director for NBC, died Dec. 3 in Boston. Mr.

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Schneider was motion picture production supervisor at Magna Film Productions, that city. At NBC he produced such shows as *The Camel News Caravan*, *American Forum of the Air*, *March of Medicine* and *The Bob Considine Show*. He left NBC in 1958.

Artemas F. Berner, 59, president and owner of Antigo Broadcasting Co., licensee of WATK Antigo, Wis., died Nov. 27 in San Francisco after illness of several months. Mr. Berner also was owner and publisher of *Antigo Journal*.

Timothy Ian Parker, 46, Associated Press chief of bureau for North and South Carolina, died Nov. 27 at Memorial Hospital in Charlotte after undergoing heart surgery. Mr. Parker joined AP at Lincoln, Neb., in 1939.

Dr. Vilem Zwillinger, 66, financial executive who formerly served as president of Motion Picture Management Inc. and Film Ventures Inc., both New York, died Nov. 24 in that city.

Abe Liss, 47, partner in Elektra Film Productions, New York, died Dec. 1 at Madison Avenue Hospital, that city.

Roland John Kemp, 62, deputy director of engineering and research for Marconi Co. Ltd., Chelmsford, Essex, England, died Nov. 22 there. Mr. Kemp joined Marconi in 1917 and served as engineer-in-charge of TV research from 1930 to 1939. He became deputy engineer-in-chief of firm in 1954 and was appointed deputy director of engineering and research last January.

Robert Watson, assistant engineering supervisor of WJZZ-AM-FM Newark, N. J., died Nov. 23 there.

John E. Hill, program development manager and public service director of KTRK-TV Houston, died Nov. 29 in that city after short illness. Mr. Hill had been member of KTRK-TV staff since station went on air November 20, 1954.

Karyn Kupcinet, 23, TV actress and daughter of Irv Kupcinet, Chicago columnist, was found murdered Nov. 30 in her Hollywood, Calif., apartment. Miss Kupcinet, who recently appeared on Jerry Lewis TV show, had also appeared in segments of *The Red Skelton Show*, *U. S. Steel Hour*, Gertrude Berg and Donna Reed shows, *Hawaiian Eye* and *Surfside Six*. Los Angeles police indicated that she had died Nov. 28, two days before her body was found, of strangulation by unknown person.

Don Hudson, 45, senior TV producer, and **John Langdon**, 34, assistant director of TV operations for Canadian Broadcasting Corp., Toronto, were killed Nov. 29 in Trans-Canada Air Lines DC-8 jet crash near Montreal. They had been working on special bilingual programs in Montreal. Mr. Hudson joined Canadian Broadcasting Corp. in 1952 and was named supervi-

Memorial service for Mack

Memorial service for **Richard A. Mack**, 53, former FCC commissioner who died in Miami Nov. 26 (BROADCASTING, Dec. 2), was conducted Dec. 3 by The Reverend Albert E. Taylor, pastor of St. David's Episcopal Church in Arlington, Va., at Arlington Chapel. Mr. Mack, a retired Lt. Colonel in U. S. Army, was buried immediately following the services at Arlington National Cemetery. Among those attending the memorial service were his former wife, Susan Stovall Mack Pittman, and their daughter, Susan, and FCC Commissioners Rosel Hyde, Robert E. Lee and Robert T. Bartley.

ing producer of light entertainment that year. He had produced Wayne and Shuster comedy show, but left it this season to work on bilingual specials.

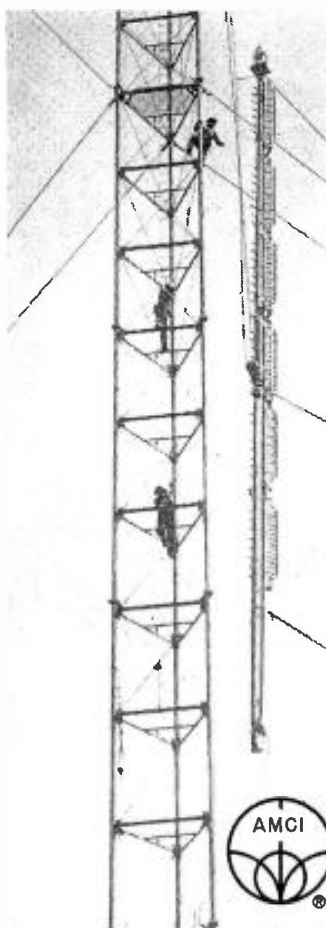
Belle Forbes-Cutter, 85, opera star who was once known as "first lady of radio" in Chicago, died Nov. 26 at Cedars of Lebanon Hospital in Hollywood.

Fred Uttal, 55, veteran radio announcer and TV performer, died Nov.

28 at Lenox Hill Hospital in New York. Mr. Uttal's radio career began in 1920's as staff announcer with CBS. He appeared on such early radio programs as *Mr. District Attorney*, *March of Time*, *Cavalcade of America*, *We Love and Learn* and *Consumer Quiz*, and *Martin Kane*, *The Fight of the Week*, *The Edge of Night* and *Q.E.D.* quiz program on television.

Dorothy Donnell Calhoun, 74, who in 1935 wrote and produced radio programs in Washington as assistant to Labor Secretary Frances Perkins, died Dec. 3 at Memorial Hospital in Bath, Me. She retired in 1940 to live in New Canaan, Conn., and in 1960 moved to Maine, her birthplace.

Phil Baker, 67, comedian, accordionist and one-time radio quizmaster, died Nov. 30 after long illness at his home in Copenhagen, Denmark. Mr. Baker began his career as vaudeville entertainer in 1920's and made his first radio appearance in 1933 with his own Sunday evening program. Six years later he left radio, to return in 1942 as master of ceremonies of *Take It or Leave It*, quiz show broadcast over CBS Radio network. In 1948 Mr. Baker was master of ceremonies of short-lived giveaway radio show, *Everybody Wins*. He retired from show business in 1955 and he and his Danish-born wife, Irmgard, moved to Copenhagen.



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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 27 through Dec. 4 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w.—watts. mc.—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc.—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New AM stations

ACTIONS BY FCC

Marshall, Mich.—Marshall Broadcasting Co. Granted CP for new AM on 1540 kc, 250 w-D. P. O. address Box 88, Hastings, Mich. Estimated construction cost \$22,686; first year operating cost \$55,000; revenue \$65,000. Principals include Barry Broadcasting Co., (51.71%) and 15 other stockholders all holding less than 5% each. Barry Broadcasting, licensee of WBCB Hastings, Mich., is headed by Robert S. Greenhoe, president. All other stockholders in Marshall Broadcasting also hold stock in Barry Broadcasting. Initial decision of Oct. 9 looked toward grant. Action Nov. 29.

Monroeville, Pa.—Monroeville Broadcasting Co. Granted CP for new AM on 1510 kc, 250 w-D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 1500 Berger Building, Pittsburgh 19. Estimated construction cost \$24,479; first year operating cost \$35,000; revenue \$45,000. Principals: Jack G. Leib, Thomas M. Sylves and William L. Dornenburg (each 33 1/3%). Mr. Leib is teacher, Mr. Sylves is retired and Mr. Dornenburg is attorney. Nov. 14, 1962, initial decision looked toward grant. Action Nov. 27.

Existing AM stations

ACTION BY FCC

WGYW Fountain City, Tenn.—Granted application to change designation of station location to Knoxville, to which Fountain City was recently annexed. Action Nov. 27.

CALL LETTERS ASSIGNED

WIFE Indianapolis—Star Stations of Indiana Inc. Changed from WISH.

New FM stations

ACTIONS BY FCC

Clarion, Iowa—Wright County Radio Co. Granted CP for new FM on 96.9 mc, 49 kw. Ant. height above average terrain 126 feet. P. O. address Box 930, Henryetta, Okla. Estimated construction cost \$650 (broadcast equipment to be rented and included in operating cost); first year operating cost \$29,377; revenue \$36,000. Marvin L. Hull, sole owner, is general manager of KHEN Henryetta. Action Dec. 3.

La Crosse, Wis.—William E. and Louise A. Bruring. Granted CP for new FM on 93.3 mc, channel 227, 51 kw. Ant. height above average terrain 486 feet. P. O. address 518 State Street, La Crosse. Estimated construction cost \$26,260; first year operating cost \$23,420; revenue \$26,400. Each principal is 50% owner; also own communications equipment firm. Action Nov. 27.

APPLICATIONS

Pompano Beach, Fla.—WLOD Inc. 102.7 mc, channel 274, 31.84 kw. Ant. height above average terrain 218 feet. P. O. address c/o William F. Johns Jr., 2801 East Oakland Park Boulevard, Fort Lauderdale, Fla. Estimated construction cost \$25,000; first year operating cost \$24,000; revenue \$36,000. Applicant is licensee of WLOD Pompano Beach. Ann. Dec. 4.

Savannah, Ga.—WEAS Inc. 93.1 mc, channel 226, 100 kw. Ant. height above average terrain 199 feet. P. O. address 128 West Taylor Street, Savannah. Estimated construction cost \$27,044; first year operating cost \$15,700; revenue \$20,000. Applicant is licensee of WEAS Savannah. Ann. Nov. 29.

Terre Haute, Ind.—Radio WBOW Inc. 107.5 mc, channel 298, 46.3 kw. Ant. height above average terrain 183.5 feet. P. O. address c/o J. W. O'Connor, 600 Waukegan Road, Glenview, Ill. Estimated construction cost \$16,945; first year operating cost \$1,200; no estimated revenue. Applicant is licensee of WBOW Terre Haute. Ann. Dec. 4.

Frankfort, Ky.—Capital News Inc. 104.9 mc, channel 285, 2.96 kw. Ant. height above average terrain 212 feet. P. O. address 106 East Main Street, Frankfort. Estimated construction cost \$27,065; first year operating cost \$35,870; revenue \$39,000. Principals: Edgar E. Hume Jr., Alice S. Hume, Edward C. O'Rear II and Eleanor O. O'Rear (each 25%). All are connected with Frankfort businesses. Ann. Dec. 2.

Rolla, Mo.—Rolla Broadcasters. 94.3 mc, channel 232, 2.82 kw. Ant. height above average terrain 293 feet. P. O. address c/o Roy D. Stanley, 614 Pine Street, Suite 209, Rolla. Estimated construction cost \$12,316; first year operating cost \$3,000; revenue \$5,000. Applicant is licensee of KCLU Rolla. Ann. Dec. 4.

Waynesville, Mo.—Fred Briesacher Jr. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 295 feet. P. O. address Route #2, Box 2B, Waynesville. Estimated construction cost \$15,260; first year operating cost \$29,300; revenue \$29,700. Mr. Briesacher owns radio-TV service firm. Ann. Nov. 29.

Toms River, N. J.—Lieberman Family Broadcasters. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Melvyn Lieberman, 814 Madison Avenue, Lakewood, N. J. Estimated construction cost \$21,690; first year operating cost \$37,692; revenue \$69,888. Principals: Max and Melvyn Lieberman (each 50%). Max Lieberman owns hotel and his son, Melvyn, is electronics salesman. Ann. Dec. 4.

Existing FM stations

ACTION BY FCC

WPGC-FM Oakland, Md.—Granted mod. of license to change designation of station location to Morningside; conditions. Action Nov. 27.

CALL LETTERS ASSIGNED

WIFE-FM Indianapolis—Star Stations of Indiana Inc. Changed from WISH-FM.

APPLICATION

KSHE(FM) Crestwood, Mo.—CP to change frequency from 94.7 mc, channel 299, change station location from Crestwood to St. Louis and change studio location. Ann. Nov. 29.

Ownership changes

ACTIONS BY FCC

WALA-AM-TV Mobile, Ala.—Granted transfer of control of voting rights of licensee corporation, Pape Television Inc., from W. O. Pape (100%) to Delphine G. Pape, Marion R. Vickers, Thomas E. Twitty Jr. and Thomas H. Wall, voting trustees. No financial consideration involved. Commissioner Kenneth A. Cox not participating. Action Nov. 27.

KXEW Tucson, Ariz.—Granted transfer of control of licensee corporation, Pan American Radio Corp., from Ralph Estranda, Robert Elias, Alfred C. Marquez and J. Carlos McCormick to Mr. McCormick (93.75%). Consideration \$3,000. Action Nov. 29.

KTVE(TV) El Dorado, Ark.—Granted transfer of control of licensee corporation, KTVE Inc., from Veterans Broadcasting Inc. (90%) and William H. Simons (10%), to Fuqua Industries Inc. (100%), wholly owned by J. B. Fuqua. Consideration \$650,000. Mr. Fuqua owns WJBF-TV Augusta, Ga., and WROZ Evansville, Ind. Action Nov. 29.

KRAK Sacramento, Calif.—Granted assignment of license from Golden Valley Broadcasting Co. to parent corporation, Hercules Broadcasting Co. No financial consideration involved. Action Nov. 27.

KSNO Aspen, Colo.—Granted assignment of license from Myron J. Kammeyer, Edward L. Vestal and Theodore B. Gazarian (each 33 1/3%), d/b as Aspen Broadcasting Co., to Mr. Gazarian (50%) and William R. and Olivia C. Dunaway (each 25%), tr/as Aspen Broadcasting Inc. Consideration \$7,500. Mr. Dunaway is publisher of three local weekly newspapers; Mrs. Dunaway is housewife. Commissioner Kenneth A. Cox dissented. Action Nov. 27.

WVCF Apopka, Fla.—Granted assignment of CP from Robert C., Richard P., Cristina B., Eleanor K. and Fred L. Adair, and Agnes Kuhn (each 16 2/3%), d/b as Adair Charities Inc., to Tom H. Moffit (100%). Consideration \$2,500. Mr. Moffit owns advertising agency. Action Nov. 29.


WXIV Windermere, Fla.—Granted assignment of license from Louis E. Latham (100%), d/b as Orange County Broadcasting Co., to Theodore G. Bollman, Hardy V. Hayes and Ross E. Van Dellen (each 33.33%), tr/as American Homes Stations Inc. Consideration \$75,000. Mr. Bollman owns apartment building in Chicago; Mr. Hayes is station manager of WXIV, and Mr. Van Dellen is employed by missile manufacturing company. Action Nov. 26.

WAOK Atlanta and WRMA Montgomery, Ala.—Granted acquisition of negative control in licensee corporations from Citizens and Southern National Bank, executor of estate of Dorothy Lester (33 1/3%), deceased, by Stan Raymond and Zenas Sears (each 33 1/3% before transfer, each 50% after). Consideration \$57,786. Action Nov. 29.

WLAQ Rome, Ga.—Granted assignment of license from Don Mitchell's WLAQ Inc., owned by Mitchell Melof (100%), to Clarke Broadcasting Corp., owned by H. Randolph Holder and John T. Lloyd Sr. (each 50%).

EDWIN TORNBERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. FEderal 3-4800 <i>Member AFCEE</i></p>	<p>JAMES C. McNARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— PAUL GODLEY CO. Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J. <i>Member AFCEE</i></p>	<p>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. STerling 3-0111 Washington 4, D. C. <i>Member AFCEE</i></p>
<p>COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. <i>Member AFCEE</i></p>	<p>A. D. Ring & Associates 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFCEE</i></p>	<p>Lohnes & Culver Munsey Building District 7-8215 Washington 4, D. C. <i>Member AFCEE</i></p>
<p>L. H. Carr & Associates Consulting Radio & Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. <i>Member AFCEE</i></p>	<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8360 <i>Member AFCEE</i></p>	<p>GUY C. HUTCHESON P.O. Box 32 CRestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</p>
<p>SILLIMAN, MOFFET & KOWALSKI 1405 G St., N.W. Republic 7-6646 Washington 5, D. C. <i>Member AFCEE</i></p>	<p>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D. C. Federal 3-1116 <i>Member AFCEE</i></p>	<p>WALTER F. KEAN CONSULTING RADIO ENGINEERS Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) <i>Member AFCEE</i></p>	<p>HAMMETT & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208 <i>Member AFCEE</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>	<p>JULES COHEN & ASSOCIATES 9th Floor, Securities Bldg. 729 15th St., N.W., 393-4616 Washington 5, D. C. <i>Member AFCEE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p>J. G. ROUNTREE CONSULTING ENGINEER P.O. Box 9044 Austin 56, Texas GLendale 2-3073</p>
<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 DENVER, COLORADO <i>Member AFCEE</i></p>	<p>A. E. Towne Assocs., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 5-3100</p>	<p>PETE JOHNSON Consulting am-fm-tv Engineers Applications—Field Engineering Suite 601 Kanawha Hotel Bldg. Charleston, W.Va. Dickens 2-6281</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</p>
<p>WILLIAM B. CARR Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas BUtler 1-1551</p>	<p>RAYMOND E. ROHRER & Associates Consulting Radio Engineers 436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCEE</i></p>	<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</p>	<p>JOHN H. MULLANEY and ASSOCIATES A Division of Multronics, Inc. Multronics Building 5712 Frederick Ave., Rockville, Md. (a suburb of Washington) Phone: 301 427-4666 <i>Member AFCEE</i></p>
<p>Service Directory</p>	<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, LaClede 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone TRowbridge 6-2810</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: ME 8-1022</p>

Consideration \$150,000. Messrs. Holder and Lloyd own WGAU-AM-FM Athens, Ga. Action Nov. 29.

KIFI Idaho Falls, Idaho.—Granted assignment of license from J. Robb, James M., Governor J. H., and Mary J. Brady and Eastern Idaho Broadcasting & Television Co., to Lloyd Mickelsen and V. Melvin Brown (each 25.25%) and Leo U. Higham and Thomas A. Fairchild (each 20.75%) and Keith H. Clarke (8%), tr/as Benay Corp. Consideration \$80,000. Applicant is licensee of KTEE Idaho Falls. Grant is conditioned on simultaneous surrender of KTEE license. Also granted renewal of KIFI license. Action Nov. 29.

WSIL-TV Harrisburg, Ill.—Granted assignment of license from partnership of Ethel M. and O. L. Turner, Charles O. Farrar and Harry R. Horning, d/b as Turner-Farrar Association, to company of same name with same principals but with O. L. Turner as trustee of Turner trust. No financial consideration involved. Action Nov. 29.

WMAY Springfield, Ill.—Granted assignment of license from Gordon Sherman and others, d/b as Lincoln Broadcasting Inc., to James Stuart (89.11%) and others, tr/as Springfield Broadcasting Inc., wholly owned subsidiary of Stuart Investment Co. Consideration \$700,000. Stuart Investment also owns KFOR Lincoln, KRGJ Grand Island and KODY North Platte, all Nebraska. KMNS Sioux City and KOEL Oelwein, both Iowa, and KSAL Salina, Kan. Action Nov. 27.

WKIX Paris, Ky.—Granted assignment of license from Tal Jonz, receiver, to David L. Krause, receiver for Charles W. Krause, tr/as Paris Broadcasting Co. No financial consideration involved. Action Nov. 26.

WCBM-AM-FM Baltimore.—Granted assignment of license from John Elmer and George Roeder (approximately 67% collectively) and others, d/b as Baltimore Broadcasting Corp., to Metromedia Inc. Consideration \$2,000,000. Metromedia is owner of KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, KLAC-AM-FM Los Angeles, WIP-AM-FM Philadelphia, WNEW-AM-FM-TV New York, WTTG-TV Washington, KTTV-TV Los Angeles and WTVH-TV Peoria and WTVP-TV Decatur, both Illinois, and has application pending to sell KOVR-TV Stockton, Calif., to McClatchy newspapers. Commissioner Bartlev abstained from voting; Commissioner Loeviner dissented. Also granted renewal of WCBM-AM-FM licenses. Action Nov. 27.

WMAB Munising, Mich.—Granted assignment of license from Charles A. Symon and Stanley L. Sadak (each 50%), d/b as Munising-Alger Broadcasting Co., to Vernon H. Uecker (50.8%), James Poeske (36.5%), Loren B. Koesling (7.9%) and Barbara M. Johnson (4.8%), tr/as Pictured Rocks Radio Corporation. Consideration \$18,000. Messrs. Uecker and Koesling own 48.84% each of WAGN Menominee, Mich.; others have no broadcast interests. Action Nov. 29.

KTNC Falls City, Neb.—Granted assignment of license from William (71.4%) and Leroy W. (4.8%) Hardt and John J. Busche (23.8%), d/b as Falls City Broadcasting Co., to W. (65%) and L. W. (7%) Hardt, H. D. Wallington (19%), Zelda L. (6%) and Mary A. (3%) Hardt, d/b as company of same name. Consideration \$2,800. Action Nov. 21.

KFUN Las Vegas.—Granted transfer of control of licensee corporation, Southwest Broadcasters Inc., from Ernest N. Thwaites to Dorothy G. Thwaites, executrix of estate of Mr. Thwaites, deceased. No financial consideration involved. Action Nov. 29.

WFVG Fuquay Springs, N. C.—Granted assignment of license from Carl V. Venters Jr. and Herbert C. Wade Jr. (each 50%), d/b as WFVG Broadcasting Co., to same company owned by C. V. Venters Jr. and Mr. Wade (each 49.5%) and Ann H. Wade (1%). No financial consideration involved. Action Nov. 27.

WKTN-FM Kenton, WLKR-FM Norwalk and WRWR-FM Port Clinton, all Ohio.—Granted assignment of licenses from Radio Kenton Inc., Radio Norwalk Inc. and R. W. R. Inc., respectively, to Ohio Radio Inc.; assignment constitutes merger of three corporations. No financial consideration involved. Action Nov. 29.

KQEN Roseburg, Ore.—Granted assignment of license and CP from Philip E. Waters (50%) and Milton A. Foland and George F. Brice Jr. (each 25%), d/b as Pacific Western Broadcasters Inc., to Lyle E. Fenner (100%), tr/as KQEN Broadcasting Inc. Consideration \$102,500. Mr. Fenner is general manager of KQEN. Action Nov. 29.

WOLE-TV Aguadilla, P. R.—Granted transfer of control of licensee corporation,

Western Broadcasting Corp. of Puerto Rico, from Hector Reichard and Winston-Salem Broadcasting Inc. (each 33 1/3%) to Du-Art Film Laboratories Inc. and WAPA-TV Broadcasting Corp. (each 33 1/3%); other ownership remains unchanged. Consideration \$165,000 by Du-Art to Mr. Reichard; WAPA-TV executed contract with Winston-Salem more than year ago. WAPA-TV, licensee of WAPA-TV San Juan, P. R., is wholly owned subsidiary of Screen Gems Inc.; Irwin Young (6.1%) is president of Du-Art, motion picture film processing and developing firm. Action Nov. 29.

WKPA and WYDD(FM), both New Kensington, Pa.—Granted acquisition of positive control of licensee corporation, Allegheny-Kiski Broadcasting Co., by C. Russell and Meryl Cooper (50.1% jointly) through consolidation of present individual interests. No financial consideration involved. Action Nov. 27.

WHIM-AM-FM Providence, R. I.—Granted acquisition of positive control of licensee and permittee corporation, Buckley-Jaeger Broadcasting Corp., from James P. Haney (34.46% as trustee) and Janice D. Buckley (17.23% as trustee) by Richard D. Buckley (71.7% after transfer, 20% before); other ownership remains stable. Consideration is promissory notes, as Mr. Buckley originally established trusts himself. Action Nov. 29.

WZXR(FM) Cookeville, Tenn.—Granted assignment of license from Helen L. Cunningham (100%) to WPTN Inc., owned by Redman L. Turner, J. B. Crawley, William B. Kelly (each 25%), Mrs. Redman L. Turner and Mrs. Louise Keltner (each 12 1/2%). Consideration \$12,000. Mr. Turner has interest in WTCO Campbellsville, WLCK Scottsville, WMSK Morganfield and WCND Shelbyville, all Kentucky, and WPTN Cookeville; Mr. Crawley has interest in same stations, also WPHN Liberty, Ky.; Mr. Kelly's holdings are same as Mr. Crawley's, except he has no interest in WTCO; Mrs. Turner and Keltner each have interest in WLCK and WPTN. Action Nov. 29.

KSLL(FM) Tyler, Tex.—Granted transfer of control of licensee corporation, Oil Center Broadcasting Co., from W. A. Pounds Jr. and Betty Reynolds (each 50%) to Aubrey Irby and John Dorris (each 50%). Consideration \$21,849. Applicants own background music service. Action Nov. 27.

WTSA Brattleboro, Vt.—Granted assignment of license from Tri-State Area Broadcasting Inc., 100% owned by Theodore Feinstein, to Brattleboro Broadcasting Corp., 99% owned by Atlantic States Industries Inc.; Robert Price is president of both firms. Consideration \$80,000. Mr. Price is New York attorney. Atlantic States owns *Nassau Herald* and Peninsula Printing Co., both Lawrence, N. Y., and *Rockaway Journal*, Far Rockaway, N. Y. Action Nov. 29.

WIVE Ashland, Va.—Granted assignment of license from John Laurino (50%) and Robert E. Cobbins and James L. Reeder (each 25%), d/b as WDL Radio Inc., to Roanoke Rapids Radio Corp. (70.6%) and John W. Boone Jr. (29.4%), tr/as United Broadcasters Inc.; Roanoke Rapids Radio is owned by Henry M. Best Jr. and Roy L. Davis (each 32.5%), Mrs. Milton Best (15%), Roland McClamrock (10%) and William C. May and Nora F. Patterson (each 5%). Consideration \$51,209. Roanoke Rapids Radio is licensee of WCBT Roanoke Rapids; Dr. Boone is physician; Mrs. Best is half owner of insurance agency; Mr. McClamrock is majority owner of WCHL Chapel Hill, N. C.; Mr. May is painting contractor; Mrs. Patterson is widow. Action Nov. 29.

WLRJ(FM) Roanoke, Va.—Granted transfer of control of licensee corporation, Lee Hartman & Sons Inc., from Lee C. Hartman (100%) to himself (31%) and his three sons, Lee Jr., Robert L. and Jack L. Hartman (each 23%). Consideration \$27,600. Action Dec. 2.

WNNT Warsaw, Va.—Granted assignment of license from Patricia P. Headley, executrix of estate of Grayson Headley (100%), deceased, to Mrs. Headley (100%), tr/as Northern Neck & Tidewater Broadcasting Inc. No financial consideration involved. Action Nov. 27.

WISM-AM-FM Madison, Wis.—Granted transfer of control of licensee corporation, Heart O'Wisconsin Broadcasters Inc., from First National Bank of Madison, executors of estate of William E. Walker, to William R. Walker as settlement of estate. No financial consideration involved. Action Nov. 29.

APPLICATIONS

WJRD Tuscaloosa, Ala.—Seeks transfer of control of licensee corporation. Cooper

Radio Inc., from John C. Cooper Jr. (100%) to James W. Harris (100%). Consideration cancellation of \$36,472 liability. Mr. Harris is attorney. Ann. Dec. 4.

KCAB Dardanelle, Ark.—Seeks relinquishment of positive control of permittee corporation, Central Arkansas Broadcasting Inc., by L. I. and Louis H. VanLandingham, William C. Murphy (each 30%), R. L. Schuh and A. B. Grace (each 5%) through sale of stock to more than 20 individuals. Consideration is settlement of debt. Ann. Nov. 29.

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control of licensee corporation, KFOX Inc., from Richard Goodman (55%), Mason A. Loundy (20%) and Egmont Sonderling (25%) to WOPA Inc., owned by same persons in same percentages. No financial consideration involved. Also see KDIA Oakland, Calif. Ann. Dec. 4.

KDIA Oakland, Calif.—Seeks transfer of control of licensee corporation, KDIA Inc., from Richard Goodnan (52.25%), Mason A. Loundy (19%) and Egmont Sonderling (23.75%) to WOPA Inc. No financial consideration involved. For other information see KFOX Long Beach, Calif. Ann. Dec. 4.

KSRR(FM) Santa Monica, Calif.—Seeks transfer of control of licensee corporation, Pacific Ocean Broadcasting Inc., from Pacific Ocean Park Inc. (80%) to parent corporation, Pacific Seaboard Land Co. (80%). No financial consideration involved. Ann. Nov. 29.

WSNT Sandersville, Ga.—Seeks transfer of control of licensee corporation, Radio Station WSNT Inc., from James R. Denny (50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Ann. Dec. 4.

WJAT Swainsboro, Ga.—Seeks transfer of control of licensee corporation, Radio Station WJAT Inc., from James R. Denny (50%) to J. William, John E. and Dollie D. Denny, Mary C. Rhodes and Thomas M. Evans, executors of estate of James R. Denny, deceased. No financial consideration involved. Also see WSNT Sandersville and WBRO Waynesboro, both Georgia. Ann. Dec. 4.

WBRO Waynesboro, Ga.—Seeks transfer of control of WJAT Inc., parent company of licensee, Radio Station WBRO Inc., from James R. Denny (50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Ann. Dec. 4.

WAFB-TV Baton Rouge.—Seeks assignment of license from Modern Broadcasting Co. of Baton Rouge Inc. to Guaranty Broadcasting Corp. Modern's majority owner is Royal Street Corp., licensee of WDSU-AM-FM-TV New Orleans; Guaranty has interlocking ownerships with Guaranty Bond and Finance Inc. and Guaranty Income Life Insurance Co., both of which are owned by George A. Foster Sr. Trust (27%), George A. Foster Jr. (10%) and others. Consideration \$2,230,000. Ann. Dec. 4.

WCBC(FM) Catonsville, Md.—Seeks assignment of CP from Christian Broadcasting Co. to Christian Broadcasting Committee Inc., nonprofit organization. Consideration is assumption of liabilities. Ann. Nov. 29.

WGHN Grand Haven, Mich.—Seeks assignment of license from Grand Haven Broadcasting Co., owned by Richard D. (66 2/3%) and Cecil (33 1/3%) Gillespie, to Community Broadcasters Inc., owned by Douglas J. Tjapkes, George H. Kleis and William J. Mokma (each 33 1/3%). Consideration \$120,000. Messrs. Tjapkes and Kleis are employees of WJBL Holland, Mich.; Mr. Mokma is part owner of construction firm. Ann. Dec. 2.

WELY Ely, Minn.—Seeks assignment of license from WELY Corp., owned by Archie G. Marsh, to North Central Video Inc., owned by Joseph C. Poire (22%), Richard H. Plunkett (19.5%) and others. Consideration \$25,000. Assignee owns Ely community antenna system. Ann. Dec. 2.

KBON Omaha.—Seeks assignment of license from Goldenrod Broadcasters Inc., owned by Joe Gratz and Maurice M. Fleischl (each 50%), to Information Radio of Nebraska Inc., subsidiary of Profit Research Inc., owned by Sidney and Marjorie Walton (each 47.5%) and others. Consideration \$300,000. Profit Research owns WINF-AM-FM Manchester, Conn. Ann. Dec. 2.

WPGF Burgaw, N. C.—Seeks assignment of license from Raymond W. Fields, Oathel B. Hall and William M. Baker (each 33 1/3%), d/b as Pender Broadcasting Co., to Pender Broadcasting Inc., owned by same persons in same percentages. No financial consideration involved. Ann. Dec. 4.

KOHU Hermiston, Ore.—Seeks assignment of license from Sarah Knierim to Clyde W. and Helen M. Olsen (each 50%), partnership. Consideration \$50,000. Mr. Olsen is manager of KOHU. Ann. Nov. 29.

WMCH Church Hill, Tenn.—Seeks assignment of license from Thales E. Wallace to Lola B. Wallace, executrix of Thales E. Wallace, deceased. No financial consideration involved. Ann. Nov. 29.

KTBC-AM-FM-TV Austin, Tex.—Seeks transfer of control of licensee corporation, The LBJ Co., from Claudia T. Johnson to A. W. Moursand and J. W. Bullion, trustees (BROADCASTING, Dec. 2). No financial consideration involved. Ann. Dec. 2.

KATI Casper, Wyo.—Seeks transfer of control of licensee corporation, KATI Corp., from Kenneth G. and Misha S. Prather to Patrick H. Meenan (more than 90% after transfer, 37.6% before). Consideration \$40,000. Ann. Dec. 4.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Northern Indiana Broadcasters Inc. for new AM on 910 kc, 1 kw, DA-2, unli., in Mishawaka, Ind. Action Dec. 2.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Easton Broadcasting Co. to change operation of WEMD Easton, Md., on 1460 kc from 500 w-D, DA, to 1 kw-LS, 500 w-N, DA-2; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Nov. 29.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Muncie Broadcasting Corp. for new AM on 990 kc, 250 w-D, DA, in Muncie, Ind.; condition. Action Nov. 29.

DESIGNATED FOR HEARING

Guadalupe Valley Telecasting Inc., Victoria Television, both Victoria, Tex.—Designated for consolidated hearing applications for new TV stations on channel 19. Action Nov. 27.

OTHER ACTIONS

■ Commission gives notice that Oct. 9 initial decision which looked toward dismissing without prejudice application of The Y T Corp. for new FM on 99.3 mc in Palo Alto, Calif., and terminating proceeding, became effective Nov. 29 pursuant to Sect. 1.153 of rules. Action Dec. 4.

■ Commission gives notice that Oct. 8 initial decision which looked toward dismissing applications of Rhode Island-Connecticut Radio Corp. (now Westerly Broadcasting Co.) to change facilities of WERI-FM Westerly, R. I., from 103.7 mc; ERP 17.5 kw; ant. height 24 feet, to 94.9 mc; ERP 17.4 kw; ant. height 24 feet, and Willie Broadcasting Co. for new FM in Willimantic, Conn., on 94.9 mc; ERP 3.36 kw; ant. height 350 feet, became effective Nov. 23 pursuant to Sect. 1.153 of rules. Action Dec. 3.

■ Commission gives notice that Oct. 7 initial decision which looked toward dismissing application of Ruth M. Crawford, executrix of estate of Percy B. Crawford, to increase power of WYCA (FM) Hammond, Ind., on 92.3 mc from 29.7 kw to 106 kw and decrease ant. height from 398 feet to 357 feet, became effective Nov. 26 pursuant to Sect. 1.153 of rules. Action Nov. 29.

■ By order, commission extended for 60 days, from Dec. 3, time for Channel 2 Corp. to start trial of subscription programming over KCTO(TV) (ch. 2) Denver. Action Nov. 27.

■ By letter, commission, with Commissioner Bartley dissenting, withheld action on application of Tulsa Broadcasting Co. to change trans. location of KTUL-TV (ch. 8) Tulsa, Okla., increase ant. height and make other technical changes. Action Nov. 27.

■ By order, commission granted petition by Iowa State University of Science and Technology (formerly Iowa State College of Agriculture and Mechanic Arts) for extension of time to Dec. 23 to file amendment to application for Special Service Authorization to operate WOI Ames, Iowa, additional hours from 6 a.m. to local sunrise CST with 1 kw and new application seeking regular licensing of presunrise operations pursuant to commission's Oct. 24 memorandum opinion and order. Action Nov. 27.

■ By order, commission denied petition by KATV Inc. for postponement of Dec. 2 oral argument in proceeding on application

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 4

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	62	118	292
FM	1,115	17	97	236
TV	522 ¹	57	80	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 4

	VHF	UHF	TOTAL TV
Commercial	473	88	561 ¹
Noncommercial	52	29	81 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,844	1,110	521 ¹
CP's on air (new stations)	67	20	57
CP's not on air (new stations)	118	92	80
Total authorized stations	4,029	1,222	658 ¹
Applications for new stations (not in hearing)	174	187	66
Applications for new stations (in hearing)	124	12	57
Total applications for new stations	298	199	123
Applications for major changes (not in hearing)	213	55	43
Applications for major changes (in hearing)	50	2	10
Total applications for major changes	263	57	53
Licenses deleted	0	0	0
CP's deleted	1	4	0

¹ Does not include seven licensed stations off air.

² Includes three stations operating on unreserved channels.

for mod. of CP to change trans. location and increase ant. height of KATV(TV) Little Rock, Ark. Commissioner Lee dissented. Action Nov. 27.

■ By order, commission dismissed, pursuant to Sect. 1.85(g) of rules, petition by Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, Iowa, for reconsideration of Sept. 11 action which denied, without specifying reasons therefor, petitioner's and two other applications for review of May 7 Review Board's grant to Hawkeye Broadcasting Inc. for increased daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2. Section of rules cited specifically provides "no petition requesting reconsideration of an order which denies an application for review without specifying reasons therefor will be entertained." Commissioner Cox not participating. Action Nov. 27.

■ By order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new daytime AM stations in Seymour and Bridgeport, both Connecticut, respectively, commission denied application by Ray for review of Oct. 9 action by Review Board which denied motion by Ray to enlarge issues to include "suburban" and misrepresentation issue as to Connecticut. Commissioner Cox not participating. Action Nov. 27.

■ By memorandum opinion and order, commission denied petition by W. D. Frink, tr/as Jefferson Radio Co., for reconsideration of Sept. 13 decision which denied application for license to cover CP for WIXI (1480 kc, 5 kw-D) Irondale, Ala., and which ordered Mr. Frink to cease operation on Dec. 11, 1963. Action Nov. 27.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by WHDH Inc. (WHDH-TV) to extend time to Dec. 10 to file oppositions to Charles River Civic Television Inc. petition to enlarge issues relating to WHDH-TV in Boston TV channel 5 proceeding. Action Dec. 3.

■ By memorandum opinion and order, (1) denied joint request by Holston Broadcasting Corp. and C. M. Taylor, applicants for new AM stations in Elizabethton and Blountville, respectively, both Texas, for approval of agreement whereby Holston's

application would be withdrawn and Taylor would reimburse Holston \$2,500 as partial reimbursement for expenses incurred in prosecuting application, and (2) directed Taylor to file response to Holston's petition to enlarge issues not later than 10 days after release of order. Board Member Nelson dissented and issued statement. Action Dec. 3.

■ Granted petition by WKYR Inc. to extend time to Dec. 9 to file reply brief to initial decision in proceeding on application to move WKYR Keyser, W. Va., to Cumberland, Md., and make other changes. Action Dec. 3.

■ By memorandum opinion and order, granted petition by Community Telecasters of Cleveland Inc. to delete financial issue (issue No. 2) in proceeding on application and that of Cleveland Broadcasting Inc. for new TV on channel 19 in Cleveland. Action Nov. 27.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Thomas County Broadcasting Inc. (WKTG), Thomasville, Ga., to extend time to Dec. 17 to file replies in proceeding on AM application. Action Nov. 29.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on application of North Caddo Broadcasting Co. for new AM in Vivian, La.; scheduled prehearing conference for Dec. 23 and hearing for Jan. 6, 1964. Action Nov. 22.

By Hearing Examiner Basil P. Cooper

■ Issued order following Nov. 26 prehearing conference and scheduled certain procedural dates in Sacramento, Calif., TV channel 40 proceeding; continued Dec. 10 prehearing conference to Jan. 7, 1964, and Dec. 18 hearing to Jan. 20, 1964. Action Nov. 26.

By Hearing Examiner Charles J. Frederick

■ Issued order following prehearing conference stating stipulations to be followed

Continued on page 96

CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum ● HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted. \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted—Management

Manager for medium market radio. \$15,000.00 to \$20,000.00, California. Write long career letter, lots of references, and include samples of your sales presentations, brochures, rate cards, how you run a sales staff, programing ideas, picture of you and your wife. All confidential. We will not approach your present employer. Box N-244, BROADCASTING.

Exceptional opportunity for station manager strong on sales and promotion. Fine western market—old established music station. Good salary plus percentage of gross or profits. Full details to Box P-13, BROADCASTING.

Manager for small market deep south 5 KW. Preferably with 1st phone. Emphasis on sales. Possibility of buying interest for right party. Box P-46, BROADCASTING.

Manager wanted for single station West Texas market. No high salary or drew artists wanted. Income is here for man who can produce. You produce for me and I will help you advance. Will consider top salesman or sales manager ready to manage station. Box P-116, BROADCASTING.

Manager to launch new South Jersey coastal AM station, Box P-129, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Westchester County—sales opening after January. Salary, commission and expenses. References. Reply in confidence. Box N-254, BROADCASTING.

Two ambitious salesmen. One for metropolitan market and one for medium-size. Box P-125, BROADCASTING.

Radio salesman for 10 kw station in Southeast. Experienced, mature man. Send resume, references and photo. Box P-146, BROADCASTING.

Sales opportunity. Experienced salesman should earn \$8,000 first year, 10 to 12 thousand second year selling excellent product with good rate card. Station enjoys high prestige in single station market. You'll have good people with which to work, sales training if needed, job security and fringe benefits. Station will help find suitable housing. Family man will find wonderful place to work, with good income in good community. We will consider present part time salesman wanting full time sales. Send resume to: Dale Low, KNCM, Moberly, Missouri.

Top dollar for top salesman for station in city of over 40,000. Interested only in settled man of good character who wants permanent job with growing chain. Announcing or engineering helpful, not required. Hamilton Masters WAJF—Decatur, Alabama.

Wanted sales manager. Louisville market top 40 daytimer, needs a young aggressive man willing to work for his future. Must have some college and at least two years radio selling experience, call or write Woody Dulaney at WOWI, New Albany, Indiana.

Salesmen and sales executives. May we help you relocate? Six-hundred station contacts. Write Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Announcers

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.

Top voice and air personality combined with a first class ticket. Need two men for Midwest and California. \$550.00 to \$600.00 to start. Want men who sound good, and also are good engineers. Send long resume, photo, lots of references. No drifters—this is a long term position with top company. Box N-245, BROADCASTING.

Announcer-dj, for afternoon shift. Must be able to conduct a good popular music show, not a screamer but able to attract the adult and teen-age audience with a good personable show. Send tape, photo and resume including salary. Station located in South Carolina on coast. Box P-48, BROADCASTING.

Morning announcer for east coast metropolitan adult music station. Experience required. Send tape and resume to Box P-52, BROADCASTING.

Experienced announcer needed immediately for midwest metro-market good music station. Must have good air voice and commercial delivery. Will consider only those desiring permanent employment. Box P-65, BROADCASTING.

Disc jockey for top rated New England station. Send resume, tape and salary requirements to Box P-68, BROADCASTING.

Newsman for radio-television in New England—send news writing samples, photo, resume and tape to Box P-69, BROADCASTING.

Wanted: Swinging top 40 format dj, Negro, for all night slot in brand new show case studio. Tell all and send tape with first letter to Box P-71, BROADCASTING.

On the way up? Midwest, 5 kw 100,000 city needs mid-road adult dj. Salary open. Tape with commercials and music show to Box P-82, BROADCASTING.

CBS fulltimer in large metropolitan market, Southeast, adopting more modern (not rock) musical format. Need lively, bright, personality dj's and experienced newsman. Send tape, resume, salary requirements to Box P-83, BROADCASTING.

Talented, enthusiastic professionals wanted. Morning man \$8000-10,000; specialist in creative production spots \$7800-9100; afternoon man \$5200-6500; salesmen—liberal draw against commission. Well established station will give preference to applicants from the Carolinas, Virginia, Southeast. Tell all, sell all first letter with air check to Box P-106, BROADCASTING.

Wanted: Four station chain needs combination dj-program director, strong on news delivery. 1st phone preferred. Also need two dj's capable of production and strong news. Opportunity for growth with top multiple station group on West Coast. Send tape, picture, resume and references, first letter. Box P-107, BROADCASTING.

Is your production the kind other deejays admire? Airwork the polished, professional calibre that cries out for more attention, appreciation. Too young to have all this talent and drive? We've got a home for you at top-rated pop station in medium market. Other young pros to welcome you. Rush details, tape, pic to Box P-109, BROADCASTING.

Announcers—(Cont'd)

If you are a competent aggressive newsman and comprehend mobile news coverage, we want to hear from you. Highly respected top-rated operation in Illinois. Send tape and complete resume to: Box P-114, BROADCASTING.

Immediate opening for man interested in news with announcing background. Texas station looking for young man with desire to improve. Box P-143, BROADCASTING.

KLMR Lamar, Colorado within 30 days to be 5000 watts. Has opening for experienced announcer. First phone necessary. Contact Kent Roberts, KLMR.

KSON, San Diego's first and only c&w station expanding air personality staff. Need tape and resume immediately. KSON, U. S. Grant Hotel, San Diego 1, Calif.

Farm director-announcer wanted. Good salary. Write KTOE, Mankato, Minn.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

17 year old leading top 40 station needs experienced deejay for January 1 opening. Fine working conditions in brand new studios with separate production facilities. Want fast-paced humorous understandable personality. Production ability required. Split shift. Resume, tape, photo. Tapes returned. WBBQ AM-FM, Augusta, Ga.

Immediate opening for experienced announcer strong on news and general staff announcing, for full time Northwestern Pennsylvania station. Give full details in first letter, references, salary requirements and tape. William M. Winn, WESB, Bradford, Pennsylvania.

Announcer. Live, swinging, personality, top 40 operation WHSL, Wilmington, N. C.

Mature announcer who can handle some sales or office work. Strictly adult independent station. Send tape resume to Ron Wilson WJCM Sebring, Fla. No phone calls. All applications answered.

Michigan daytimer has immediate opening for 1st phone announcer-newsman. Prefer family man looking for permanency, and opportunity for advancement. Salary open, dependent on ability. Send tape-resume and picture to WJUD, St. Johns, Mich.

Have opening for announcer for adult music station. Must have good voice and experience. Send tape, resume and photo. WLAK, Lakeland, Fla.

Stable announcer, with 1st class ticket needed for evening shift. New facilities, established station, middle road music, South Florida coastal city. Send resume, tape, salary requirements to WNOG, Naples, Florida.

Excellent opportunity for experienced announcer radio staff with television opportunities. Send snapshot. Resume and off-air check stressing music and commercials. Program Director, WOC-AM-FM, Davenport, Iowa.

Announcers—(Cont'd)

One of the Nation's top C-W stations has an immediate opening for an experienced, mature morning announcer. Must know and believe in country music. Send tape and complete resume to WQIK, Box 3172, Jacksonville, Fla. 32206

Wanted Negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-854-3971.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Need sharp boardman for tight format non-rock, above average voice, punchy news rewrite and delivery. Call "Mitch" 402-341-6750.

Better radio or TV jobs. Six hundred station contacts through one application. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Technical

Regular staff opening coming up January for first-ticket combo. Colorado kilowatt moving up. Must be fair both maintenance and announcing. Good work references essential. Clean community, fine climate, pleasant working conditions. Box P-54, BROADCASTING.

Wanted: Chief engineer, experienced, capable of maintenance, steady good position. Warm climate, west Texas. Airmail references, experience, salary expected. Box P-55, BROADCASTING.

Wanted: Negro engineer, first class ticket only, experience not necessary, only willingness to work and learn. 5 kw-directional. Complete resume and minimum starting salary immediately to Box P-70, BROADCASTING.

Need experienced engineer to do all maintenance and remotes for full time AM station Florida East coast. Write Box P-110, BROADCASTING.

Wanted: First phone engineer with experience in AM and completely automated FM. Send full particulars and general salary requirements first letter to KBIM Box 910, Roswell, New Mexico.

Wanted—Chief Engineer for station operating directional nighttime. No announcing. Experienced man preferred but will consider all applications. Roy Judge, station KWSH, Wewoka, Oklahoma.

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, WLPW, Suffolk, Va.

Immediate opening in South central Pennsylvania college town for combination man. Must be top quality engineer and intelligent, adult commercial announcer for morning board work, send tape, picture, reference, resume, salary requirements to WSHP, Box 1480 Shippensburg, Pennsylvania.

Licensed combo men, investigate job opportunities. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production Programing & Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Wanted—farm director, newsman, midwest. Age no factor. Box P-9, BROADCASTING.

Wanted: Bright, sharp production man in major radio outlet. Ideas for unique commercial presentation, preparing spec copy, updating existing copy, can use records and transcriptions in selling. Can you THINK? You've got a job! Box P-12, BROADCASTING.

Copywriter for east coast adult music station in metropolitan market. Send particulars to Box P-53, BROADCASTING.

Production—Programing, Others

Continued

Experienced announcer-copy writer who can also double in news needed for midwest metro-market station. Versatility with mature presentation desired. This is a good music station. Only those seeking permanent employment need apply. Box P-66, BROADCASTING.

Night news editor for top news station in New England and medium market resort city experience necessary. Box P-127, BROADCASTING.

Experienced combination local newsman-afternoon dj. Newsmobile. Non-rock modern adult programing. Modern equipment. Prefer married, some college. Permanent. Salary open. Medium market, home of Purdue University. WAZY, Lafayette, Indiana.

Immediate opening for news director, up to \$140 a week starting salary plus hospitalization, life insurance program and expense allowance. Six day week, long hours. But director will have an assistant on air. Tape must be supplied. Apply WGHQ, Box 427, Kingston, N. Y.

Situations Wanted—Management

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales. Nine years Manager; remainder as Sales Manager, P.D.. News Director, talent. Best references. Box P-4, BROADCASTING.

10 years all around radio. Desire position with station offering opportunity in management. Currently employed in highly competitive market as newshawk. Box P-56, BROADCASTING.

Qualified to manage. Eight years experience in AM and FM. References. New York State only. Box P-76, BROADCASTING.

Manager: Presently employed sales manager 5000 watt AM-FM. Management experience. New York State only. Box P-78, BROADCASTING.

Unusually well-qualified broadcaster available for management position within the next 90 days. This man has 15 years solid experience in large-market operation. Box P-89, BROADCASTING.

Small market manager desires change. I am currently billing \$3500-4000 local business monthly plus doing sales promotion, station promotion, managing and writing 60% of copy. Prefer Minnesota or Wisconsin. Box P-113, BROADCASTING.

General management wanted in good town to live and raise family, all around radio man, completely experienced, especially sales. Box P-126, BROADCASTING.

Available—General manager with experience—profit making proven record—well qualified. Box P-128, BROADCASTING.

Sales mgr. with one of the fastest growing Negro radio stations in top 8 markets. All finest references local & national, heavy sales background, move planned with present owner due to unavoidable conflict. Box P-131, BROADCASTING.

Sales manager presently managing, heavy sales experience, local, national metropolitan. Have top references & contacts must move because of 3 mgr., 2 stations. Also TV sales. 12 years experience, family. Box P-132, BROADCASTING.

Sales

Sales my primary interest as sales manager or salesman. Have 22 years radio experience in all phases. Finest references. Write Box P-59, BROADCASTING.

Copywriter-announcer wants full or part-time sales. College, excellent references. Prefer Florida, Southwest or West Coast. Box P-95, BROADCASTING.

Sales—(Cont'd)

33, family. Some programing, radio sales experience. Recent radio-TV degree after 10 years previous business experience. Want sales or sales-announcing, future management, Southwest small to medium market. Cal Rains, 7023 Leader, Houston.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Wanted: Sports directors job. Plenty of radio experience. Seeking T.V.-Radio Combo will consider director or asst, only. You make the salary offer, then we will get together. In no hurry. Box P-6, BROADCASTING.

Won't someone give a young man a break? Married, dependable announcer seeks small or medium market. Box P-41, BROADCASTING.

4 years experience in sales, announcing & play-by-play. Desire smaller mkt. in mid-west or west. All replies answered. Box P-44, BROADCASTING.

Disc jockey-announcer; presently involved in international broadcasting operation interested in offer from medium or large market operation. 13 years experience in adult, good music broadcasting. Letter, resume and details ready. Prefer live audition. Box P-47, BROADCASTING.

Bilingual (English & Spanish) dj announcer; Authoritative newscaster, swinging personality, tight board, cooperative, dependable, not a floater. Box P-49, BROADCASTING.

Ex-Storz personality dj now available! Number 1 Pulse & Hooper for past three years. Tight board, college background, five years experience, not a drifter. Will relocate to any major, or medium market. Box N-235, BROADCASTING.

Swinging live wire, 3 voices gimmicks. Top morning man in major. Reply majors only. Box P-62, BROADCASTING.

Top 40 funny man, music director, holding 70% hooper. If you want your audience expanded and entertained by a pro, I'm your man. No "Chicken 40" formats. Fourth year in mediums, ready for major market. I hope you know talent when you hear it. Aircheck available. Box P-64, BROADCASTING.

Professionally seasoned mike-side. Tough announcing/heavy news. Will relocate from Cleveland, Ohio. Box P-67, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone radio-TV announcer, newswriter, 35, married, two children. Box P-77, BROADCASTING.

Announcer-experienced, mature authoritative voice for metro market. Married, desire permanency and min. \$150.00 wk. Box P-81, BROADCASTING.

Experienced three in one Negro personality announcer, production man, play-by-play sports, family man. Box P-86, BROADCASTING.

First phone showman—6 years in major markets. College, draft free, available immediately. Box P-87, BROADCASTING.

Recent announcing school graduate seeks permanent spot. Any position providing experience in all phases. Can operate own board. Tape available. Box P-91, BROADCASTING.

Gal disc jockey, traffic, women's programs, great writer, continuity, scripts, hard worker. Available immediately. Box P-92, BROADCASTING.

Well rounded air personality dj/announcer, mature, stable, college, voice with a difference wants middle of road station. Prefer San Francisco or West Coast, minimum \$150. Box P-93, BROADCASTING.

Announcers—(Cont'd)

DJ/news working top rated top 40 station medium market. Wish to relocate West Coast minimum \$150. Reliable. Box P-94, BROADCASTING.

Newscaster, announcer, combo: Deep-voiced authoritative delivery, warm friendly, versatile. Midwest, Northeast. Presently New York area part-time. Negro, single, serious. Box P-97, BROADCASTING.

Competent—sincere—versatile—staff announcer with production-agency background. A-1 references. Willing to relocate. Box P-99, BROADCASTING.

Experienced announcer desires position in medium market. Fast pace, good voice. Box P-100, BROADCASTING.

Proven combo-man seeking position in fine music station, preferably classical. Thoroughly acquainted with all forms of music. Box P-103, BROADCASTING.

Negro dj smooth sound dependable willing worker, any spot or area. Now available. Box P-104, BROADCASTING.

Well rounded air personality, bright sounding dj, announcer experienced—all phases—tight board. Authoritative newscaster. Remotes/beepers. Professional attitude cooperative. Box P-105, BROADCASTING.

The strongest personality in existence, compare me and you'll agree. Experienced. Comedy style like Groucho Marx. Professional gag writer. College degree, veteran. Box P-111, BROADCASTING.

Country personality, newsman, salesman, wants larger market. Fast, good sound. Presently Southwest. Box P-115, BROADCASTING.

I am currently employed in a major market at one of the country's best popular music stations. For reasons which I will disclose in my reply to your letter, I am ready to leave. I am no floater, my background is impeccable. If you feel top talent is worth at least \$175 or more a week, listen to my story. Box P-118, BROADCASTING.

First phone, announcer, dee-jay. Limited experience. Tight production. Willing worker. Box P-123, BROADCASTING.

N.Y., N.J., Conn.—Announcer/dj, newscaster, experience, tight production, fast board. Family man. Box P-133, BROADCASTING.

Authoritative newscast announcer, dj announcer. Tight board. Professional attitude, personable. Box P-134, BROADCASTING.

Top flight dj (personality) tight board. Wishes position with good station. Box P-135, BROADCASTING.

Announcer, dj, bright personality, tight board, experience. Want to settle, not a floater or prima donna. Box P-136, BROADCASTING.

Versatile announcer—experienced selling sound—tight board—2 years experience, not a floater. Box P-137, BROADCASTING.

Bright air personality, newscaster. Family man, not a prima donna or floater. Box P-138, BROADCASTING.

Young dee jay—easy talking. Training & some experience. Tape available. Box P-139, BROADCASTING.

Swinging dj personality—Negro, authoritative newscast, happy sound, broadcast school graduate, not a floater or prima donna. Box P-140, BROADCASTING.

Announcer engineer—1st phone—desire staff position, your style or mine. Good news, good music, good background—2½ years sales advertising. South or Southwest preferred, not required. Box P-142, BROADCASTING.

Announcers—(Cont'd)

Announcer, D.J. experienced middle road format, tape resume on request. Box P-144, BROADCASTING.

1st phone, Tom Stanton, single 2 years experience, no maintenance. Tom Stanton, JA-1-1478, 8048 Busiek Dr., St. Louis 34, Missouri.

Newscaster and/or announcer desires position in California. Have no experience, have 1st phone and announcing training. Write: Walt Eschenbach, 1237 S. 55th St., Richmond, Calif., or call 415-233-9412.

Negro—announcer, disc-jockey, newscaster. Have experience, good voice, will travel. Quickly. Who? Where? When? Ben Perry, 1204 Union Ave., Bronx, N. Y. DA 9-4441 (mornings).

Technical

Spanish American young man available for job with good future. . . . First phone . . . recently graduated from Television production and studio operation. No maintenance. Box P-51, BROADCASTING.

Sales engineer—Broadcast, AM, FM, TV microwave. 4 years experience, excellent sales record. Background, college, 20 years broadcast. Prefer South, will relocate. Box P-84, BROADCASTING.

Experienced engineer desires permanent position. Delaware, Maryland, North Carolina, Virginia, West Virginia. Construction, installation, maintenance, proofs. Box P-108, BROADCASTING.

Competent engineer with tools and equipment will take salary cut to get out of announcing shift. Single, free to travel. Johnny Jay, 1724 Quincy Street, Bakersfield, Calif.

Production Programing & Others

Available—Experienced in kids show—weather—news—commercials—host—directing. Write Box M-287, BROADCASTING.

Quality continuity director or writer for quality sound that adheres to NAB code, pleasant appearance, good voice, college, married, 30 & 3rd phone. Box P-43, BROADCASTING.

News Director in million plus area seeks change. No TV experience, but would like opportunity. Not a screamer. Box P-57, BROADCASTING.

Copywriter, thoroughly experienced, radio, TV, agency, creative, production oriented, effective. Box P-58, BROADCASTING.

Copywriter/Announcer. Advertising agency and radio station background. Tape and copy available. Presently employed. Box P-60, BROADCASTING.

I thrive on tough competition and real challenge. This PD/JOCK with a first phone has a consistent record of being number one. Let me program your station into the number one slot. All replies considered. Box P-61, BROADCASTING.

Newscaster—with network news staff and regional news directing experience of ten years desires position in any formidable East Coast market. If you have a responsible radio or TV news department you must be interested. Box P-63, BROADCASTING.

Experienced, comical personality, professional gag writer, comedy style like Groucho Marx. College degree, broadcasting school graduate, veteran. Box P-75, BROADCASTING.

Program director. Available January 1st. Eight years experience all phases AM-FM adult programing, production. 34. family, permanent. Californian, relocate West. \$150. Box P-79, BROADCASTING.

Experienced newsman. Five years major Eastern markets. Two years UN correspondent NYC. Box P-80, BROADCASTING.

Newsman. College and announcing school graduate. Year experience, first phone, no maintenance. Box P-85, BROADCASTING.

Production Programing & Others

Continued

Copywriter-announcer. Radio station and advertising agency experience. Tape or copy available. Currently employed. Box P-98, BROADCASTING.

Want the imaginative, audience-building approach in news? Pro, nine years writing for newspaper, radio, television. Specialty—the feature touch. Seeking opportunity with station building distinctive news style through easy-on-the-ears writing, not whoops and whistles. Samples: Box P-120, BROADCASTING.

Must relocate, eighteen years radio. Programing, news, award winning farm reporter. Small family. Best references. Prefer Southeast. All replies answered. Box P-124, BROADCASTING.

Newsman, top quality, editor-writer. Ten years in radio publications. Mature. Will relocate. Box P-145, BROADCASTING.

Available immediately newsman-reporter-announcer. 3 years experience, radio, former news director, 5 kw N.Y. state. Currently free-lancing. Married, excellent references. Salary open. Phone 401-647-5481 or write M. C. Sinclair, N. Scituate, R. I.

TELEVISION

Help Wanted—Management

Mid-central television station will be replacing its general manager due to promotion. If you are qualified for this heavily sales-oriented position please submit your qualifications and references. Box P-119, BROADCASTING.

Announcers

Virginia fulltime radio and TV operation needs good experienced middle of the road format. Must be reliable. Opportunity for TV sports, send tape, pix, resume, and salary expectations to Box P-88, BROADCASTING.

Gold in Alaska for quality announcer with first phone and adult personality for radio board shift and television news. Fringe benefits and favorable working conditions amid spectacular country with mild climate. Gold rush tape, photograph, full resume KINY-KINY-TV, Juneau, Alaska.

Immediate opening for mature announcer for on camera as well as booth. Send picture, audio tape, and full resume or sof to Ralph Webb, Program Mgr., KWTX-TV, Waco, Texas.

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.

Wanted: Chief engineer. major TV market, midwest. Apply in confidence with resume and references to Box P-39, BROADCASTING.

Engineer first class license, immediate opening. Television transmitter-switcher shift. Call Carl Anderson, KREY-TV, Montrose, Colorado.

Chief engineer for 5 kw directional and 1 kw sister station, need an experienced man who can assume complete responsibility for both studio and transmitter maintenance. Contact E. M. Tink, V.P. of engineering, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Ambitious, aggressive regional sales manager desires to make change now. 16 years experience in radio, TV, agency plus newspaper background. Can direct local sales staff or successfully fill national or regional sales position. Outstanding references. Box P-18, BROADCASTING.

Sales

Professional television salesman. Represented twelve years one of largest firms, highly competitive midwest area. Resigned ownership change. Prior successful sales manager, references, resume substantiate. Associated two firms 23 years. Interested sales or sales manager. Complete knowledge public relations, sales promotion, etc. 45, Norwegian, family. Box P-96, BROADCASTING.

Top-flight executive salesman, 20 years broadcast experience—10 selling TV-radio time, 10 selling syndication. Seeks challenging sales or sales management opportunity. Knowledge of and top contacts throughout East and Midwest. Will travel. Finest industry references. Available January. Box P-121, BROADCASTING.

Announcers

Proven, presently employed, on camera and booth TV news, commercial, and sports announcer. Seeking position in medium to large market. Have first phone. Box P-102, BROADCASTING.

Presently radio sales mgr. Must relocate. Local national and metropolitan TV sales background. Best references for former and present employers. Excellent sales record. Box P-130, BROADCASTING.

Production, Programing & Others

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

Top-notch film editor, looking for position as film director. Experience in all types of film editing. Also experienced in photography and all phases production. Broadcasting degree. Draft exempt. Married. 4 children. Available immediately. Address replies to David Fleischer, RR#7 Grimes Mill Road, Lexington, Kentucky.

Operations manager—Ambitious, versatile, experienced. Ten working years in film, operations, and production. Radio-TV College graduate seeking permanent position, with advancement opportunity. Married, 4 children. Available immediately. Address replies to David Fleischer, RR#7 Grimes Mill Road, Lexington, Kentucky.

WANTED TO BUY

Equipment

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

GE XT-1A 1 KW AM transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

250-1kw FM transmitter and associated equipment. State age, condition, model price, etc. Box P-101, BROADCASTING.

Wanted: WDBC, Escanaba, Michigan has been granted an increase to 10 kw. Station is now seeking a 10 kw transmitter. Contact General Manager A. E. Dahl, 606 Ludington Street.

FOR SALE—Equipment

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

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

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

Television film camera RCA TK-20A with accessories in good condition. Inspection or inquiries invited. Box P-45, BROADCASTING.

Ampex 620 Amplifier-speaker. Perfect condition. Like new. \$150. Steve Blaine Productions, 59 Oviedo Court, Pacifica, Calif.

For sale—A Collins 26-J-1 Auto level limiting amplifier, near new \$150.00. Collins ATC PB 150/PB 190 cartridge playback unit, near new \$325.00. Collins ATC AB 150/AB 190 record amplifier for above w/connecting cables \$200.00. Contact Howard L. Harrington, Box 385, Ogallala, Nebraska.

Rust Model RI-108 remote control unit consisting of: control unit, transmitter unit, AM monitor, pre-amp also sample pickups for plate voltage and current, antenna current, and tower lights. Fair condition \$450.00. Mr. Lee WPVL, Painesville, Ohio

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Reversible geared motors, ideal for remote control, 24 volts AC or DC. \$10.00 each write Box P-72, BROADCASTING.

Sacrifice 4 sets RCA TV eye Vidicon cameras in good working condition. \$200 each. Paul McAdam, Box 691, Livingston, Montana.

Machenzie repeater system. 1 CPR record unit, 5 CPB playback unit, 150 cartridges and miscellaneous supplies. \$750. Magnecord PT6-6 complete recorder. Richard Haskey, KGUD, Santa Barbara, California.

Federal 191-A, 192-A or 193-A FM transmitter operators. We plan dismantling a 192-A in good operating condition. Want spare parts? Write KUTE, 217 West Broadway, Glendale 4, Calif.

Antenna relay EF Johnson DPDT contractor 145-202-13 brand new \$65.00. WHAI, Greenfield, Mass.

190' guyed tower for immediate sale to best offer. Purchaser must dismantle and haul. Call Jimmy Childress, 586-2221, Sylva, North Carolina.

For sale—two long play tape machines—magnacorder model 814, in good condition. \$375.00 each or \$695.00 for both. One closed circuit Blonder-Tongue camera and control unit \$1,000.00. One 16 mm Bolex film camera adapted for TV, with accessories, \$275.00. One Jerrold FM modulator unit, model AFM \$100.00. Box P-117, BROADCASTING.

BUSINESS OPPORTUNITY

Will trade 15 years of successful large market ownership-management experience for managerial position with stock option. All communications will be answered in confidence. Box P-90, BROADCASTING.

Highly experienced and successful large market operator wishes to contact persons interested in forming investment group to acquire broadcast properties. All replies answered in confidence. Box P-112, BROADCASTING.

MISCELLANEOUS

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

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

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers \$5.00—Also, available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . \$5.00 . . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

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.

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, 1964.

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 11, May 13. For information, references and reservations, write William E. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

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 first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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

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

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

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.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Beginning announcers! Get the groundwork for your radio career at home through a complete tape course. Covers announcing, production and programing. Audio examples, lectures, lesson manuals. The best low cost way to learn the ropes. Free brochure. Capco Broadcasting Instruction, Box 5053, Tulsa, Oklahoma.

Help Wanted—Sales

NATIONAL SALES MANAGER
for Mid-America independent
VHF. Photo, resume, personal and
professional references to,
Box P-42, BROADCASTING

Situations Wanted—Management

SALES MANAGER Radio-TV

Professional Radio, Television and Advertising Agency Executive currently employed at same location for past fifteen years. Respected name in industry, especially by Ohio, Pennsylvania, Michigan and New York Advertising Agencies. Desires relocation in Northeastern Ohio. New ownership necessitates change. College Grad., married, desires permanent location. Money to invest if necessary. Available for personal interview. Complete resume upon request.

Box P-21, BROADCASTING

Announcers

LA Only: Engineering years include—2 National Network, 3 CE, 2 Hi-power UHF-TV transmitter, 14 First Ticket, 8 consulting engineer, 10 announcing years include 5 as #1 in top 40 (1 major metro). All types formats, TV news and booth, PD and production, 4 years sales and manager, Technical and general radio and TV writings, 31 year old broadcast veteran with shining record, now TV shop foreman, seeks part or full time return. Weekend announcing to CE. Write Bert Gallimore, 110 1/2 N. Lincoln, Monterey Park, Cal.

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

FOR SALE—Stations—(Cont'd)

FOR SALE

Middle Market Southeastern Network TV Station. Principals only. Write Box P-73, BROADCASTING.

DAYTIMER

Northeast, available immediately. Excellent equipment, good cash flow. Reasonable terms to qualified buyer. Small market. Owner desires to complete sales agreement for filing with FCC before January 1, 1964.

Box P-141, BROADCASTING

GUNZENDORFER

CALIFORNIA. Southern Mkt. leading full-time. Asking \$225,000 with \$65,000 down.
OREGON. Fulltimer \$15,000 down.

CALIFORNIA. Daytimer \$20,000 down.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact:

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

STATIONS FOR SALE

SOUTHWEST. Exclusive. Priced at \$150,000. Terms.
FAR WEST. Full time. Priced at \$75,000. Terms.
SOUTH. Daytime. Priced at \$100,000. 29% down.

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

THE OHIO VALLEY

AMERICA'S NEWEST INDUSTRIAL EMPIRE
(See Reader's Digest, December, 1963)
Radio station available. Full time, low frequency \$300,000—terms

buying and selling, check with
✓ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30300

Continued from page 91

in Cleveland TV channel 19 proceeding. Action Nov. 26.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Cleveland County Broadcasting Inc. (WADA), Shelby, N. C., to correct transcript in proceeding on AM application and that of Community Broadcasting Inc. (WHFB), Belton, S. C., and, on own motion, made certain other corrections. Action Dec. 2.

By Hearing Examiner H. Gifford Irion

■ Granted request by C. M. Taylor to continue Dec. 6 hearing to Jan. 6, 1964, in proceeding on application and that of Holston Broadcasting Corp. for new AM stations in Blountville and Elizabethton, both Tennessee, respectively. Action Dec. 2.

■ Continued Nov. 25 conference to Nov. 27 in proceeding on AM applications of KWEN Broadcasting Co., Fort Arthur, and Woodland Broadcasting Co., Vidor, both Texas. Action Nov. 27.

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively, scheduled Jan. 6, 1964, for exchange of exhibits, Jan. 17 for further hearing conference and continued Dec. 17 hearing to Jan. 27, 1964. Action Nov. 27.

By Hearing Examiner Jay A. Kyle

■ Granted requests by Geoffrey A. Lapping and Broadcast Bureau to extend time from Nov. 25 to Dec. 3 to file proposed findings and to Dec. 13 for replies in proceeding on Lapping's application for new AM in Blythe, Calif. Action Nov. 29.

By Hearing Examiner Forest L. McClenning

■ On own motion, continued Nov. 25 hearing to Nov. 27 in proceeding on AM application of Radio Station KAYE, Puyallup, Wash. Action Nov. 27.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In consolidated proceeding on applications of Charles W. Stone for renewal of license of KCHY Cheyenne, Wyo., and to change facilities of that station, and Charles W. Stone and Josephine R. Stone, joint tenants, d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., granted request of parties to extend time to Dec. 20, and Jan. 3, 1964, respectively, to file proposed findings and replies. Action Nov. 27.

■ Granted request by John Self to extend to Dec. 3 time to file reply findings in proceeding on application for new AM in Winfield, Ala. Action Nov. 26.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at Nov. 29 further prehearing conference in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height, and to make other changes in WEAT-TV (ch. 12) and WPTV (TV) (ch. 5), respectively, both West Palm Beach, Fla., continued Dec. 3 hearing to Jan. 31, 1964. Action Dec. 2.

■ On own motion, scheduled further prehearing conference for Dec. 4 in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston. Action Nov. 27.

■ On basis of discussions held at Nov. 26 prehearing conference, continued Dec. 17 hearing to date to be fixed by subsequent order and scheduled further prehearing conference for Jan. 3, 1964, in Houston TV channel 23 proceeding. Action Nov. 26.

■ Granted request by WEST-TV Inc. (WEAT-TV), and Scripps-Howard Broadcasting Co. (WPTV), both West Palm Beach, Fla., and scheduled further prehearing conference for Nov. 29 in proceeding on TV applications in Docs. 15136-7. Action Nov. 26.

■ Granted petition by Lake-Valley Broadcasters Inc. for leave to make engineering amendments to application for new AM in Crystal Lake, Ill. Action Nov. 26.

By Hearing Examiner Herbert Sharfman
■ Granted request by North Atlanta Broadcasting Co., North Atlanta, Ga., to

further extend time from Dec. 2 to Dec. 6 to file reply findings in proceeding on AM application. Action Dec. 2.

■ In consolidated AM proceeding on applications of Coastal Broadcasters Inc. and Colchester Broadcasting Corp., both Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, both Virginia, in Docs. 14873 et al., granted request by Coastal Broadcasters to extend time to Dec. 6 to file corrections to transcript. Action Dec. 2.

■ In consolidated AM proceeding on applications of Coastal Broadcasters Inc. and Colchester Broadcasting Corp., both Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, both Virginia, in Docs. 14873 et al., granted petition by WPRW to extend time from Nov. 27 to Dec. 11 to file initial proposed findings and from Dec. 9 to Dec. 23 for replies. Action Nov. 27.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau to continue Nov. 26 hearing from 10 a.m. to 2 p.m., same date, in proceeding on AM application of Eastside Broadcasting Co., Phoenix, Ariz. Action Nov. 26.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Dec. 3

WABC-TV New York—Granted renewal of licenses for TV (aux. trans. and ant. and main trans. and ant.) and aux.; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

WPXI(TV) New York—Granted renewal of licenses for TV (main trans. and ant. and aux. ant.) and aux.

WCBS-TV New York—Granted renewal of licenses for TV (main trans. and ant. and aux. trans.) and aux.; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS and (4) with respect to application of Sects. 3.658 (a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

KIKO Miami, Ariz.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WXRI(FM) Norfolk, Va.—Granted CP to change frequency to 105.3 mc; increase ERP to 50 kw; ant. height to 245 feet; change type trans. and main studio and trans. location to Portsmouth, Va., and make changes in ant. system.

WMNC-FM Morganton, N. C.—Granted license.

KPTV(TV) Portland, Ore.—Granted mod. of CP to change trans. location; increase ant. height to 1780 feet; make changes in ant. system; ERP shown as 309 kw vis. and 155 kw aur.; conditions.

WFSG Boca Raton, Fla.—Granted mod. of CP to change ant.-trans. site, applicant's name to Fred S. Grunwald, tr/as company of same name, and make changes in ground system.

KLME Laramie, Wyo.—Granted mod. of CP to change type trans.

■ Granted licenses for following: WPGF Burgaw, N. C.; WSHB Raeford, N. C., and specify geographic coordinates; WBER Moncks Corner, S. C.; WFSB Spring Lake, N. C., and redescribe main studio location and remote control point; WPTL Canton, N. C., and specify type trans.

■ Following stations were granted extensions of completion dates as shown: WFSG Boca Raton, Fla., to April 1, 1964; KLME Laramie, Wyo., to May 1, 1964.

Actions of Nov. 29

KOFO-FM Ottawa, Kan.—Granted CP to change ant.-trans. and studio location; make changes in ant. system (increase height); decrease ERP to 5.8 kw; and increase ant. height to 340 feet.

WGTC-FM Greenville, N. C.—Granted mod. of CP to change ant.-trans. and main studio location to South Evans St. (extended), Greenville, N. C.; change type trans. and ant.; increase ERP to 100 kw and ant. height to 560 feet; and make changes in ant. system.

■ Granted renewal of licenses for following: WADA Shelby, N. C.; WCDJ Edenton, N. C.; WDXY Sumter, S. C.; WGOG Walhalla, S. C.; WHIP Mooresville, N. C.; WHPE-AM-FM High Point, N. C.; WLLR Raleigh, N. C.; WMYB Myrtle Beach; WOKE Charleston; WORD Spartanburg; WPAL Charleston; WPCC Clinton, all South Carolina; WPEG Winston-Salem, N. C.; WPET Greensboro, N. C.; WPNF Brevard, N. C.; WQIZ St. George, S. C.; WQSN Charleston, S. C.; WRKB Kannapolis; WRNB New Bern; WISC Statesville; WSKY Asheville, all North Carolina; WSNW-AM-FM Seneca, S. C.; WSRC and WSSB, both Durham, N. C.; WSTP-AM-FM Salisbury; WSVN Valdese; WWOK Charlotte; WYAL Scotland Neck; WZKY Albemarle, all North Carolina; WZOO Spartanburg, S. C.; WYFM(FM) Charlotte; WIST-AM-FM Charlotte; WCKB Dunn; WLAS Jacksonville; WLON Lincoln; WRRZ Clinton; WRXO-AM-FM Roxboro, all North Carolina; WTND and auxiliary, Orangeburg, S. C.; WBT(TV) Charlotte, N. C.; WBTW(TV) Florence, S. C.; WECT(TV) Wilmington, N. C.; WFMY-TV Greensboro, N. C.; WIS-TV Columbia, S. C.; WISE-TV Asheville, N. C.; WPAQ Mount Airy, N. C.; WITN-TV Washington, N. C.; WLOS-TV Asheville, N. C.; WNOK-TV Columbia, S. C.; WNCT(TV) Greenville, N. C.; WSJS-TV Winston-Salem, N. C.; WTVD(TV) Durham, N. C.; WABV Abbeville, S. C.; WABZ-AM-FM Albemarle, N. C.; WAYN Rockingham, N. C.; WCGC Belmont, N. C.; WCOS-AM-FM Columbia, S. C.; WCPS-AM-FM Tarboro, N. C.; WCVP Murphy, N. C.; WDSC Dillon; WESC-AM-FM Greenville; WFBC Greenville; WFGN Gaffney, all South Carolina; WFLB Fayetteville, N. C.; KAPT Salem, Ore.; KRVC Ashland, Ore.; KUIK Hillsboro, Ore.; WHOU Houlton, Me.; WOWW Naugatuck, Conn.; WCNX Middletown, Conn.; WSSH-TV Portland, Me.; WLDB Atlantic City, N. J.; WAGY-AM-FM Forest City, N. C.; WGNC-AM-FM Gastonia, N. C.; WGOO Georgetown, S. C.; WGTM Wilson; WGRW-AM-FM Asheville; WHNC-AM-FM Henderson; WKBC North Wilkesboro; WLLY Wilson; WLNC Laurinburg; WLOS Asheville; WLSE Wallace; WLTC Gastonia; WMNC Morganton; WMYN Mayodan, all North Carolina; WNGC North Charleston, S. C.; WNOH Raleigh, N. C.; WOIC Columbia, S. C.; WOLS Florence, S. C.; WOOW Greenville, N. C.; WPTF-AM-FM Raleigh, N. C.; WRCS Ahoskie, N. C.; WHRI Rock Hill, S. C.; WSAT Salisbury, N. C.; WSJS-AM-FM Winston-Salem, N. C.; WSPA-AM-FM Spartanburg, S. C.; WTAB Tabor City, N. C.; WTIK Durham, N. C.; WTYC Rock Hill, S. C.; WTYN Tryon, N. C.; WWGP-AM-FM Sanford, N. C.; WYCL York, S. C.; WYMB Manning, S. C.; WYRN Louisville, N. C.; WFNC-FM Fayetteville, N. C.; WKT(M) North Charleston, S. C.; WMDE (FM) Greensboro; WMIT(FM) Black Mountain; WQMG(FM) Greensboro; WSOC-FM Charlotte; WYFS(FM) Winston-Salem; *WFDD-FM Winston-Salem, all North Carolina; *WBSF-FM Clemson, S. C.; KAPA Raymond, Wash.; KATR Eugene, Ore.; KSHA Medford, Ore.; WHBI(FM) Newark, N. J.; WLIR(FM) Garden City, N. Y.; WPLM-FM Plymouth, Mass.; KPIC(TV) Roseburg, Ore.; WHYN-TV Springfield, Mass.; WPAC-AM-FM Patchogue, N. Y.; WIVE Ashland, Va.

■ Following were granted extensions of completion dates as shown: WVCF Apopka, Fla., to May 1, 1964; WHIM-FM Providence, R. I., to May 1, 1964; KSNO Aspen, Colo., to May 1, 1964.

KSO Des Moines, Iowa—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFCO Chatham, Ontario, Canada.

Actions of Nov. 27

■ Granted renewal of licenses for following: WAGR Lumberton, N. C.; WAIM Anderson, S. C.; WALD Walterboro, S. C.; WATA Boone, N. C.; WBEU-AM-FM Beaufort, S. C.; WBHC Hampton, S. C.; WCHL Chapel Hill, N. C.; WCOG Greensboro, N. C.; WCRE Cheraw, S. C.; WEAL Greensboro; WELS Kinston; WFAG Farmville; WFAI Fayetteville; WFGW Black Mountain; WFSC Franklin; WGNL Wilmington; WGBR Goldsboro; WGTL Kannapolis; WHCC Waynesville, all North Carolina; WHSC Hartsville, S. C.; WIAM-AM-FM Williamston, N. C.; WIS Columbia, S. C.; WISE Asheville, N. C.; WJNC Jacksonville, N. C.; WJOT Lake City, S. C.; WKRK Murphy, N. C.; WLOW Aiken, S. C.; WMPM Smithfield, N. C.; WMRB Greenville, S. C.; WBT-FM Charlotte, N. C.;

WCAC(FM) Anderson, S. C.; WEQR(FM) Goldsboro; WFMA(FM) Rocky Mount; WIFM-FM Elkin; WKBC-FM North Wilkesboro; WCNC Elizabeth City; WEWO-AM-FM Laurinburg, all North Carolina; WJAY Mullins, S. C.; WJRI Lenoir, N. C.; WKLM Wilmington, N. C.; WLBG-AM-FM Laurens, S. C.; WMBL Morehead City, N. C.; WNOK-AM-FM Columbia, S. C.; WWNC Asheville, N. C.; WKIX-FM Raleigh, N. C.

WKBZ Muskegon, Mich.—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFCO Chatham, Ontario, Canada.

Actions of Nov. 26

Pima TV Association, Pima, Ariz.—Granted CP's for new VHF TV translator stations on channels 2, 6, 7 and 11, to translate programs of KGUN-TV (ch. 9), KOLD-TV (ch. 13), KVOA-TV (ch. 4), all Tucson, Ariz., and KPHO-TV (ch. 5) Phoenix, Ariz., respectively.

WHIM Providence, R. I.—Granted renewal of license for AM and aux.

WFBR Baltimore—Granted renewal of license for AM and aux.

WFTL Ft. Lauderdale, Fla.—Granted license covering installation of aux. trans.

WCBT Roanoke Rapids, N. C.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WIVY Jacksonville, Fla.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

K75BC, K71BE, both Beatrice, Neb.—Granted licenses for UHF TV translator stations and covering changes in facilities.

KGTC Greenville, N. C.—Waived Sect. 3.30(a) of rules and granted mod. of license to extent of permitting establishment of main studio to South Evans Street (extended), beyond corporate limits of Greenville (same as FM).

KEPR-TV Pasco, Wash.—Granted CP to reduce aur. ERP to 9.77 kw and make changes in equipment.

WBAL-TV Baltimore—Granted CP to redescribe trans. location and change studio location (aux. trans. and ant.).

WNEW-TV New York—Granted CP to change type trans.

*WCWP(FM) Brookville, N. Y.—Granted mod. of CP to move ant.-trans. and studio location (same description); decrease ERP to 100 w; increase ant. height to 190 feet and make changes in ant. system.

■ Following TV stations were granted extensions of completion dates as shown: WHNB-TV (aux. ant.) New Britain, Conn., to May 11, 1964; WCOC-TV Meridian, Miss., to June 4, 1964; *KNME-TV Albuquerque, N. M., to May 26, 1964; *KCSM-TV San Mateo, Calif., to March 25, 1964.

Action of Nov. 25

WVUE(TV) New Orleans—Granted extension of completion date to Jan. 15, 1964.

Action of Nov. 22

WVIC(FM) East Lansing, Mich.—Granted extension of completion date to Jan. 15, 1964.

Action of Nov. 21

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

Actions of Nov. 20

WOIA-FM Saline, Mich.—Granted license.

WOIA Saline, Mich.—Granted license covering change in DA pattern.

Southwest Oregon Broadcasting Corp., Tri City, Riddle and Canyonville, all Ore.—Granted CP for new VHF TV translator on channel 11 to translate programs of KPIC (TV) (ch. 4) Roseburg, Ore.

Rulemaking

PROPOSED

■ By notice of proposed rulemaking, commission invites comments on that portion of petition by University of North Carolina seeking assignment and reservation of VHF channel #2 to Columbia, N. C., as one link in proposed statewide educational TV network. University's request for additional UHF educational channels in North Carolina will be considered as comments in commission's overall UHF channel allocation proposals in Doc. 14229. Action Nov. 27.

U. S. CONFERENCE OF MAYORS BROADCAST PIONEERS

Local Community Service Radio-Television Awards

These two (2) national awards will recognize outstanding accomplishment by a radio station and a television station in the field of local community service—the credit to be awarded for non-network presentations in individual programs, program series and overall contributions to the station's audience.

The purpose of these awards

...to bring national recognition to radio and television properties, stations which have been rendering superior service over many years to the people of their respective communities.

...to encourage other station ownership and management to address itself more vigorously to this important area of a community's local needs.

JUDGING will be done on the basis of the calendar year. Final filing date is February 1, following the year of the station's performance.

WINNERS will be announced at the Annual Conference of the U. S. Conference of Mayors in late May. Awards will be conferred to the winning stations by the Mayors of their city.

Mr. M. H. Shapiro
Broadcast Pioneers
589 Fifth Avenue
New York 17, New York

Dear Mr. Shapiro:

Please forward further information and official entry form to:

Name _____

Company _____

Address _____

City _____ State _____

Deadline for entries: February 1, 1964

OUR RESPECTS to Louis Archer Smith

'The absolute best measure of efficiency is sales'

What makes a good salesman?

Without hesitation, Lou Smith, vice president and television sales manager of the Chicago office of Edward Petry & Co., will snap off the answers crisply, like the way he strides down Michigan Avenue to complete an agency's buying order.

He knows the qualities demanded of the profession from years of personal experience in selling the business of broadcasting. It's second nature, like knowing every significant facet of the stations represented by his firm.

Top Of List ■ Now also a stockholder and director of Petry, Mr. Smith believes the best salesmen get that way by wanting to sell more than anything else, having interest and enthusiasm which makes them prefer to be on the job more than anywhere else, absolute honesty, moderation, a responsive and pleasing personality and an ability to contain personal feelings or any condition that might detract from getting the order. These head his list.

The station representative's biggest challenge today is simplification of paperwork to make it easier for the agency to evaluate and buy time, Mr. Smith feels. Petry is attacking this problem with its simplified TV rate card.

TV is today's strongest medium, he says, because it combines the best of nearly every other medium. From long experience he respects radio's strong sell-ability too. Both media's cash register results speak louder than ratings, he feels, although ratings are useful indicators.

Louis Archer Smith was born in Rock Island, Ill., Jan. 23, 1915. Brought up chiefly by his maternal grandparents after the loss of his father in World War I, Lou spent his school days doing what most boys do—taking on various odd jobs to earn his spending money.

The favorites were theater usher and working in department stores during the holiday seasons. The most difficult trial of his youth was his nickname, "Louie," but he had put a stop to that by the time he got to college.

Short Order ■ After high school he took commercial courses for several semesters at the University of Illinois and earned his way as fraternity house cook. Next he went to Richmond University, Richmond, Va., for a while and worked nights as a hotel short order cook. His considerable culinary skills would serve him many more times getting over life's rough spots.

Mr. Smith became aware of the future prospects of advertising while a freshman at Illinois. He had heard quite a bit about this vital profession

from one of his sophomore friends, Barton A. Cummings, now board chairman and chief executive officer of Compton Advertising, and it made an impression.

Finding the economics of college in those depression times just a bit too steep, Mr. Smith left Richmond. Hitchhiking home he ran out of money in Memphis. But another talent, singing, came to his rescue and he earned what he needed by his vocal selling of sheet music in a dime store.

Although Mr. Smith admitted he could not read music, his confidence had been bolstered earlier by winning a talent contest staged by Kay Kyser at the Blackhawk restaurant in Chicago. At that time his rendition of "Minnie the Moocher" won him a week's paid engagement there with the Kyser show.

Home Again ■ Back home in Rock Island he once again worked as a cook until he was able to get a job selling real estate. Mr. Smith recalls that he didn't stick with that field very long, though.

During this period Mr. Smith remembers that he made a constant pest of himself asking Maurice Corken of WHBF Rock Island for the chance to take a crack at radio selling. Finally his persuasions won out and he was hired: \$7.50 a week plus two bridge tokens daily so he could make sales calls across the Mississippi River in Davenport, Iowa.

Since the local accounts used no agency, Mr. Smith got plenty of production and writing experience too. When he sold a series of remotes to a

nightclub, he also had to become the MC and present the show.

About 1937, after two years at WHBF, Mr. Smith sold briefly for WJJD Chicago and then joined KOWH Omaha as a local salesman. He was with KOWH four years, becoming sales manager before he left in 1941 to enter the Air Force.

Private Smith was a military marvel: "I loved KP. I could peel potatoes all day long."

Agency Basics ■ Following a disability discharge in 1942, Mr. Smith returned to KOWH for a short while and then joined Lake-Spiro-Shurman Advertising, Memphis. A valuable lesson on human relationships in business that he learned while working with Milton Shurman: You can catch more flies with honey than vinegar.

In 1944 Mr. Smith went to New York to take a media-selling position but he quickly realized he didn't feel at home in that city then. Returning to the Midwest and Chicago, he took a temporary job making Mrs. Snyder Candy until John Ashenhurst of Petry's Chicago office offered an opportunity as a radio station representative.

In 1947 Mr. Smith formed his own advertising agency in Chicago specializing in the broadcast media. Besides handling radio accounts, he recalls "placing the first origination on ABC-TV out of Chicago" for Paris suspenders and belts. He had to pioneer producing his own TV commercials, filming some spots for as little as \$50 and using fellow workers as models.

Three years later he gave up his own agency and became manager of the Chicago sales office of WOR-AM-TV New York for about a year. In 1951 he rejoined Petry's Chicago office as sales manager for television. He was made a vice president of Petry in December 1959. Last August he became a Petry stockholder and member of the board.

Golf Buff ■ A past president of the Western Advertising Golf Association, Mr. Smith also has served on the board of Chicago's Broadcast Advertising Club. He also is a member of the Mid-America Club.

Mr. Smith married Martha Ferrell of Weston, Mo., June 7, 1939. They had met in Omaha. The Smiths enjoy playing golf together and the family likes to vacation in Florida near the ocean. They have two boys and a girl: Ferrell, 19, sophomore at the University of Colorado; Norman, 16, and Louise, 8.

The Smiths live in suburban Lake Forest on Chicago's North Shore. They eat well: Dad still turns out very tasty short orders.



Mr. Smith

No miracles

NOW that the nation has regained its balance after the terrible experience of Nov. 22 will it be business as usual?

For general business, yes. A new President has taken over with hardly a break in pace and with the economy strong. But for broadcasters it should never be business as usual again.

A new norm was established for broadcasting, as a profession, during those four days in November. History will record the achievement of broadcasting as its transition from solely an entertainment medium to the primary journalism force through its all-encompassing coverage of the assassination of President John F. Kennedy.

In those four days broadcasters spontaneously did more for themselves than all of the country's press agents and lobbyists could have accomplished. They did it without that goal in mind, and without a goad from government.

Broadcasters should build solidly on this new bedrock of public acceptance. No accusing fingers need be pointed at the minority of stations that might not have responded adequately. The goal should be to bring all broadcasting up to the new standard of magnificence.

If broadcasters have new responsibilities, so does government. The message should be clear. Can there be doubt any more about broadcasting as part of the free press?

The FCC knows that President Lyndon B. Johnson is the most knowledgeable chief executive in the area of broadcasting ever to hold that office. It needs no guidelines; these were written by Mr. Johnson's stewardship in House and Senate and his dedication to the free enterprise system.

But don't look for miracles. The very fact that President Johnson has been indirectly identified with broadcasting by virtue of Mrs. Johnson's ownership interests in Texas probably will cause him to disturb the FCC least of all.

The regulatory pattern isn't likely to change overnight. But it already has slowed down because the control-everything zealots are not so cocksure.

Immediately ahead is the FCC's consideration of commercial time limitations, on which oral argument is to be heard today (Dec. 9). This is an exercise and a waste of taxpayers' money, because the FCC won't adopt a rule. Congress won't let it.

Legislation to curb FCC excesses is pending in the House. It won't do to have the FCC blandly drop the commercial limitation rule, or simply reinterpret its irrational "fairness" doctrine, or merely defer the schedule of filing fees set to become effective Jan. 1, 1964. Congress should build a record affirmatively instructing this FCC and its successors that it is precluded from invading private business affairs and programing.

How to make good

ADVERTISERS and agencies have been quick to acknowledge, along with the rest of the nation, the magnificent job turned in by broadcasters on the long black weekend of President Kennedy's assassination. Many of them have made this recognition tangible by agreeing to accept "make-good" announcements for those that had been scheduled but were almost universally pre-empted by broadcasters' unwavering concentration on the news surrounding the President's death.

These advertisers, in turn, are owed the gratitude of the broadcasters, for by taking make-goods instead of demand-

ing credits they are lightening by that much the practically incalculable financial load imposed by almost four days of vastly intensified—but commercial-less—coverage.

Fear that make-goods might be shunted into undesirable positions has been cited by a number of advertisers who, through most of last week, were still holding out for credits. By careful placement of the make-goods entrusted to them, broadcasters can demonstrate that this fear was baseless and that those who gave it as their reason for demanding credits were, in fact, giving the wrong reason.

Although broadcasters sustained the biggest losses, they were not alone. Advertising agencies, for instance, missed hundreds of thousands of dollars in commissions—as did sales representatives. To the extent that make-goods are accepted, these losses, too, will be reduced.

But although the acceptance of make-goods is a commendable gesture that helps to spread the financial burden, a tangible benefit awaits these advertisers, too. For their make-goods in both television and radio will be appearing in media infinitely more respected, more universally esteemed and consequently, we venture, even more effective than they were before 1:40 p.m. EST on Nov. 22, 1963.

IF advertisers agree generally to the use of make-goods, there is, of course, the possibility that some broadcasters may overload some time periods with advertising.

We say "overload" without being able to define precisely what it means. To our knowledge no one has ever measured the limits of audience tolerance of advertising volume. Indeed those limits may be impossible to measure in any way that would be applicable to all kinds of stations in all kinds of communities.

But responsible broadcasters have clear notions of what constitutes overcommercialization on their individual networks and stations, and they would do well in the weeks ahead to avoid any temptation to exceed the limits that they normally would impose upon themselves.

It will be an intricate job to wedge substantial numbers of make-goods into schedules that are normally heavy with advertising at this time of year. The job must be done with taste. Some of the goodwill that broadcasters have created in their coverage of those November events could be squandered by a careless lapse into overcommercialization.



Drawn for BROADCASTING by Sid Hix
 "Somebody goofed . . . the vinegar was supposed to be put in brand X!"



Courtesy of The Detroit Institute of Arts.

"SELF PORTRAIT"
by VINCENT
VAN GOGH

uniquely reveals the artist's character despite its lack of both detail and definition. The intense vitality and tortured expression vividly demonstrate Van Gogh's spiritual and emotional loneliness, as well as the abnormal sensitivity which dogged him all his life.

in a class by itself

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

WWJ and WWJ-TV
THE NEWS STATIONS

A
Philosophy
of
RADIO
REPRESENTATION
that makes
sense!

Our philosophy is to maintain
a limited list of stations.

This enables us to provide these
stations with a thorough, in-
depth sales job, which consist-
ently produces more revenue.

With a limited list, our men
do intensive "creative selling"
for our stations.

Makes sense, doesn't it?



adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS