



BROADCASTING

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Maxwell AFB Ala

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MAY 64

NEWSPAPER

JANUARY 13, 1964

After the smoking report, advertisers move for peaceful coexistence 33

RAB's '64 program stresses sales power of 'operation acceleration' 48

Ratings Council swings into full stride, sends report to Harris 46

Collins has no intention of being silenced on controversial matters 52

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Wian Crozier

The final touch that makes the difference

A hansom cab ride into the dawn . . . the final touch that will often recall the events of a memorable evening. Spot Radio, too, is the final touch . . . activates sales impressions made in other media. Spot Radio's facility for reminding people is the final touch that sells your product.

RADIO DIVISION

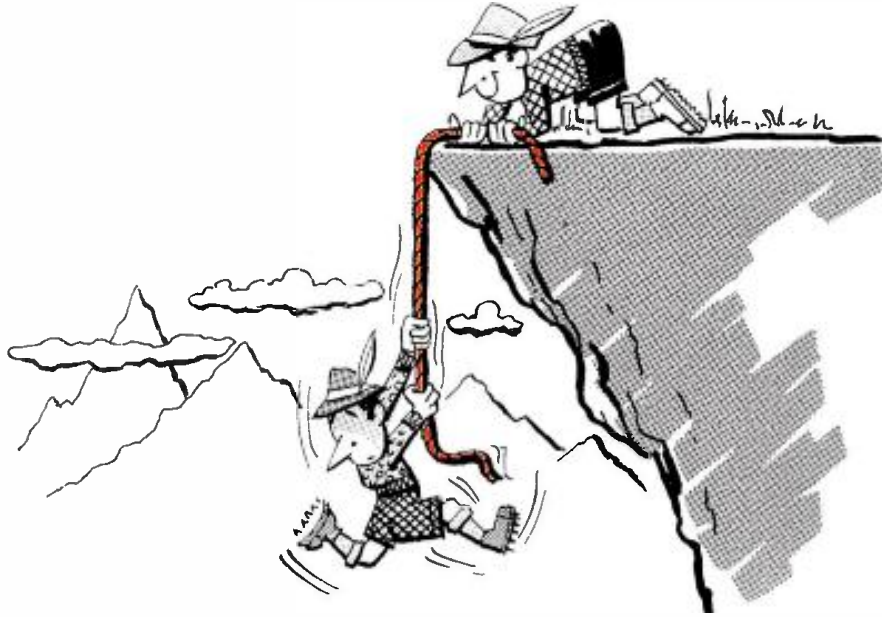
EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

- | | |
|-------------------------------------|---------------------------------------|
| KOB Albuquerque | WTAR Norfolk-Newport News |
| WSB Atlanta | KFAB Omaha |
| WGR Buffalo | KPOJ Portland |
| WGN Chicago | WRNL Richmond |
| WLW Cincinnati* | WROC Rochester |
| WDOK Cleveland | KCRA Sacramento |
| WFAA Dallas-Ft. Worth | KALL Salt Lake City |
| KBTR Denver | WOAI San Antonio |
| KDAL Duluth-Superior | KFMB San Diego |
| KPRC Houston | KYA San Francisco |
| WDAF Kansas City | KMA Shenandoah |
| KARK Little Rock | WGTO Tampa-Lakeland-Orlando |
| WINZ Miami | KVOO Tulsa |
| KSTP Minneapolis-St. Paul | Radio New York Worldwide |
| Intermountain Network | |

*West Coast only

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE

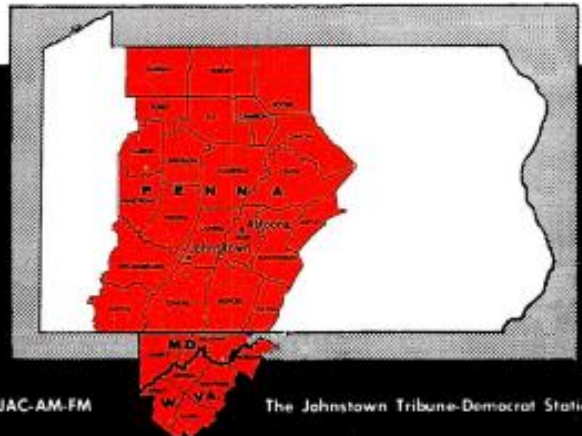


..and, IN PENNSYLVANIA, IT'S
WJAC-TV

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



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.



Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations



"WINSTON CHURCHILL—THE VALIANT YEARS"....one of television's most acclaimed series....winner of two Emmy Awards....(voice portrayed by Richard Burton) now available for local TV from SCREEN GEMS.

DRUGS

hormone • vaccine • ester

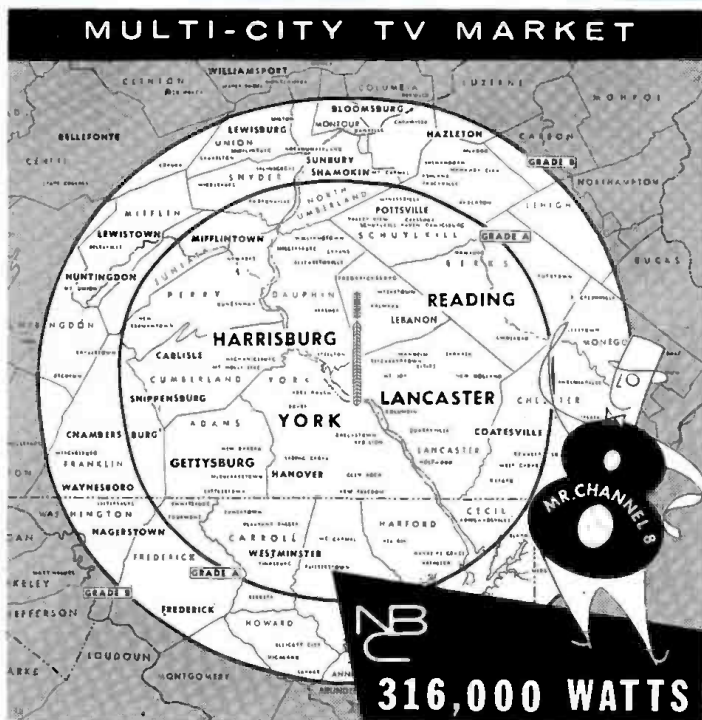
antibiotic • decongestant

microscope • barbituates

biological • capsule • enzyme

pill • multivitamin

antiseptic • germicide • analgesic



Whatever your business language, WGAL-TV translates it into sales

Channel 8 speaks the language of the people in its widespread multi-city market. Viewers listen, understand, and respond. To prove it, Channel 8 telecasts sales messages for practically any product you can name.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

BROADCASTING, January 13, 1964

Two to the bar

Despairing of getting agreement by negotiation, All-Industry Radio Music License Committee has decided to ask courts to determine reasonable fees for radio stations' use of music of American Society of Composers, Authors and Publishers. This course is available under consent decree governing ASCAP operations, and petition for fee fixing is expected to be filed in next 30-60 days in U. S. Southern District Court in New York.

When radio case goes before it, Southern District court will have full house of broadcasting-ASCAP proceedings. Radio networks have already filed, and similar fee proceeding for television has been in and out of that court—on appeal—for more than two years. Radio committee, representing 1,150 stations, is headed by Bob Mason, of WMRN Marion, Ohio, and its petition will be filed by its New York counsel, Emanuel Dannett.

Fat purse

National Association of Broadcasters' proposed budget for all activity for fiscal year, April 1, 1964-March 31, 1965, to be proposed to association's full board of directors at meeting in Sarasota, Fla., Jan. 27-31, is record-breaking \$2,135,000. This is in contrast to approximately \$2,000,000 for current fiscal year, not all of which was spent. Estimated income for fiscal 1964-65 is \$2,350,000.

Revival of the soaps

North American Newspaper Alliance, long-established print media syndicate, is forming new division, NANA Radio, to become active in production of radio shows. As result of recent upsurge of interest in radio dramas, NANA Radio is planning to produce new versions of old-time favorites of soap opera variety. Details will be announced later this week.

Radio reports

FCC made considerable progress last week in putting final touches on proposed revision of reporting form for AM and FM stations, and most officials expect document to be put out this week for comments. As is case with proposed TV form that came out some weeks ago, not all commissioners are wildly enthusiastic about all aspects of AM-FM document, but they are anxious to get rulemaking machinery started. Commissioners suggested many revisions last week, but most were minor. Form still calls for survey of community and listing of programs carried to meet needs; emphasis remains on re-

CLOSED CIRCUIT®

porting of news and public affairs programs and on commercial practices.

Economy wave

U. S. Office of Emergency Planning suffered grievous blow when Congress gave it only \$4.7 million for fiscal 1964, as against \$7.2 million requested. About 100 employees already have been dropped, effective Jan. 15, including Fred Alexander, long-time chief of OEP's telecommunications division.

All OEP telecommunications activities are now centered under Ralph Clark, one-time radio consulting engineer, who officially remains as assistant to director of telecommunications management, though directorship itself has been vacant since resignation last year of Dr. Irvin Stewart, former FCC commissioner and former president of West Virginia University. Dr. Stewart quit OEP to return to teaching. He was also telecommunications aide to President, job now being filled temporarily by presidential science aide, Jerome Wiesner, who is about to leave government.

One of their own

Committee selecting new president for National Community TV Association now is seeking man from its own ranks after rejecting idea of hiring top name or lesser known expert on Washington matters. While thinking still leaned toward seeking public figure, committee seriously considered offering post to FCC Commissioner Frederick W. Ford, whose FCC term expires June 30. Names of other government officials were before selectors, but all have been temporarily rejected with search now centering on CATV man. Martin Marlarky of Washington is chairman of three-man screening committee. NCTA presidency has been vacant since Bill Dalton resigned last summer to open consulting firm (BROADCASTING, Aug. 26, 1963).

Ready for action

Although Gene Autry is still awaiting FCC approval of his purchase of KTLA(TV) Los Angeles, station is already set for play-by-play coverage of Los Angeles Angels, also an Autry property. Total of 29 games is scheduled, including 10 exhibition pre-season contests, starting March 7. Home games will be colorcast and games reaching Los Angeles viewers in daytime will be taped and repeated at night. For past three seasons, Angels games have been covered by KHJ-TV Los Angeles. Autry-owned KMPC Los

Angeles will feed radio play-by-play accounts of all Angels games to special sports network of some 20 stations as in previous years.

Alerting system

Methods of using radio and TV to alert public in event of war emergency are coming to fruition. After tests of several proposals in Florida late last year, under supervision of special committee of National Industry Advisory Committee, AM system is pretty well established and may be announced next month. Ideas for FM and TV alarm systems are scheduled to be tested over WFIL-FM-TV Philadelphia late this month, and after results are studied by NIAC single system will be adopted. Hope is for agreement on techniques by spring.

Help for H-B

Change in NBC's West Coast news management—presumably in hope of bolstering ratings—is underway. John Thompson is out as manager of news, West Coast, will be replaced by Arthur Wakelee, now weekend manager of NBC News in New York, who will be acting head of NBC News western operations. It's no secret that NBC has been disappointed in showing of *Huntley-Brinkley* during 6-7 p.m. news hour in which CBS's *KNXT(TV)* has been hogging audience.

Foreign expansion

Time Inc. is negotiating for minority interest in Swedish TV production firm. If talks go through, Time may come up with quarter interest in firm that will produce programs for TV in Europe. Other parties were not identified, but Swedish interests reportedly will retain about half of new company.

No more room

Land mobile radio users who have been clamoring for additional spectrum space can't expect relief from FCC in near future. Commission's six-year-old proceeding aimed at finding extra space is drawing to close, with inconclusive results. At special meeting Friday commission instructed staff to prepare order terminating rulemaking. Document isn't expected to do more than list areas of possible future study. One such area is sharing of space now allocated, including that used by television. Commission is also expected to keep project alive through creation of industry-government committee to study problem of spectrum shortage, which is particularly acute in major cities.

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV ^{BS} BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

WEEK IN BRIEF

Tobacco companies get ready for surgeon general's report on smoking and health. Request no cigarette ads next to newscasts on subject. NAB's Radio Code Review Board establishes tobacco subcommittee. See . . .

MEETING THE CIGARETTE CRISIS . . . 33

Commercial time limit regulation may be dead, but FCC is considering publication of some sort of standards so stations will know if license renewal applications are to be scrutinized more carefully. See . . .

JUST SIMPLE STANDARDS . . . 40

Watch the woman's angle; there's a real feminist in a spot that can count. Esther Peterson named chairman of consumer committee by President, feels TV commercials stereotype women. See . . .

WOMAN'S VIEW OF WOMEN . . . 44

Broadcasting Ratings Council becomes a reality. McGannon is chosen first chairman. Group of network officials visit Representative Harris to tell him what they're doing on ratings. See . . .

RATINGS COUNCIL HANGS SHINGLE . . . 46

RAB seeks faster rate growth for radio advertising, at least by 10% in 1964, which would make it twice rate of 1963. Bunker plans direct presentations to agency media departments. See . . .

RAB DETAILS '64 PLANS . . . 48

FCC wrestling with benchmark question: should it permit a local CATV system to take over only TV station in locality? Oral argument held in pending sale of WBOY-AM-TV to Clarksburg cable owners. See . . .

COMMISSION PONDERING TV SALE . . . 62

Collins unyielding on right to speak out on anything, anytime. Executive committee takes no action, but entire matter will get official consideration at joint board meeting in Florida. See . . .

COLLINS INTENDS TO TALK . . . 52

Barry-Enright station license renewal argued before FCC. Broadcast Bureau wants renewal denied; former quiz show entrepreneurs claim Florida station has operated without blemish. See . . .

LICENSEE MORALITY ARGUED . . . 58

Now NBC is on receiving end of complaint about fairness in dramatic shows. Los Angeles funeral directors ask for equal time to answer alleged unfair reflections in "Dr. Kildare" show. See . . .

DRAMA FAIRNESS QUESTION . . . 71

Community antenna television system prepares to originate local programs. New system carrying 12 channels—more than enough—will use extra channels to give subscribers local news and events. See . . .

PROGRAMING NEXT FOR CATV . . . 75

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BROADCASTING

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WEAM... first choice on the road in Washington

AUTO AUDITS PICKS WEAM AS #1 IN WASHINGTON!

Auto-Audits, now in its fourth year, surveys Washington area motorists (including the surrounding Maryland-Virginia area) at traffic islands, parking lots and red lights; only listeners (with radios on) are tabulated . . . no recall . . . no diary . . . only face-to-face coincidental interviews. (Figures shown are Monday through Friday share-of-audience percentages).

WEAM—20.6% STATION D—7.7%
STATION A—15.3% STATION E—7.6%
STATION B—11.6% STATION F—3.6%
STATION C—10.4% STATION G—1.0%

The following are daytime-only stations:

STATION H—3.7% STATION I—3.2%
STATION J—3.0%

Washington is a city on wheels. Hundreds of thousands pour in and out of the District every day . . . commuters stretching out as much as 20 to 30 miles in every direction. Their companion on the road is radio. Their first choice is WEAM.

WEAM, the only fulltime Washington area station with the modern-radio concept, captures the number one spot with this big, important audience. This is supported by the unique survey that measures, exclusively, the auto radio audience, conducted impartially and subscribed to by many of the area's 18 radio stations.

The fact is simple enough: if you want to reach the city on wheels, in Washington you must use WEAM.



NATIONAL REPRESENTATIVES

THE KATZ AGENCY, INC.

or call Harry Averill, Vice President, General Manager, direct—703-524-7500

WEAM

YOUR MUSIC STATION • 15 YEARS IN THE NATION'S CAPITAL

Tobacco men invited to TV code meeting

Chief executives of Big Six cigarette manufacturers have been invited to TV code board meeting of National Association of Broadcasters, Jan. 22-23 in Miami. In wire Friday (Jan. 10), TV code board chairman, Bill Pabst, KTVU (TV) Oakland-San Francisco, told cigarette makers that board will be discussing U. S. surgeon general's report on smoking (see page 33) and would appreciate "the benefit of your views."

Mr. Pabst also invited George Allen, president of The Tobacco Institute, along with American Tobacco Co., Liggett & Myers, P. Lorillard, Philip Morris, R. J. Reynolds and Brown & Williamson. If NAB offer is accepted, cigarette industry spokesmen were asked to make arrangements for their appearances with Howard Bell, NAB code authority director.

On Thursday (Jan. 9), radio code review board had appointed subcommittee to study tobacco advertising and had asked TV board to name similar group for joint study.

Friday, radio board meeting in Washington rejected proposals to amend time standards of code. Proposed changes dealt with multisponsor category and maximum minutes per time segments were not involved. Charles Stone, radio code manager, reported that 65.8% of subscribers have been monitored past nine months and that violations were very low.

Miller urges Johnson to support TV debates

Representative William P. Miller (D-N.Y.), chairman of Republican National Committee, called on President Johnson Friday (Jan. 10) to "honor the Kennedy commitment for face-to-face TV debates between the candidates" in presidential campaign.

Speaking to national committee meeting in Washington, Representative Miller said Mr. Johnson "urged repeatedly in 1960 that there be more than four television debates."

GOP leader said President's support "would help to insure early enactment" of HJ Res 247, bill to suspend equal time for presidential race this fall.

Price boost in sight for GE division

General Electric's visual communications division, Syracuse, N. Y., is to announce today (Jan. 13) boost in prices up to 29% on some TV broad-

Sarra Inc. to reorganize

Sarra Inc., producer of TV film commercials and short subjects, has petitioned U. S. District Court for Southern District of New York to permit reorganization of company under chapter 11 of federal bankruptcy law. Valentino Sarra, president, told court he is seeking new capital to re-finance company. He reported \$450,000 in liabilities and \$235,000 in assets.

casting gear. Largest single-unit dollar increase was new PE-25A, 3-10 color studio cameras—up 3.9%

H. E. Smith, manager of visual communications products, said increased costs are being felt particularly in development of all transistorized monochrome and color TV equipment.

FRC&H joins complex of Interpublic firms

Fletcher Richards, Calkins & Holden is affiliating with McCann-Erickson Inc., division of Interpublic Inc. FRC&H will continue as autonomous operation called The Fletcher Richards Co.

Move brings approximately \$11.5 million to Interpublic. Billing does not include National Distillers Products Co., which announced it was leaving FRC&H to seek new agency for its \$5 million business because Interpublic affiliates already handle two other distillers, Shenvley Industries and Brown Forman Distilleries Corp. (BROADCASTING, Jan. 6).

Fletcher Richards now becomes part of Interpublic's complex of advertising agencies, research companies, public relations organizations and sales development and merchandising firms. Interpublic's total annual billing exceeds \$500 million. Third agency in Interpublic empire is Erwin Wasey, Ruthrauff & Ryan.

CBS says tobacco ads to be re-evaluated

CBS "is undertaking an immediate study" of surgeon general's report on smoking and health "and will re-examine its advertising standards in light of the findings," CBS said in statement prepared for release after report was made public Saturday (Jan. 11).

Statement also noted CBS representative on National Association of Broadcasters code board will participate in

that body's studies later this month. It also said CBS radio and TV networks would give details of surgeon general's report "through continuing news coverage and through a special broadcast" Saturday night.

CBS statement was similar to one prepared earlier by NBC (story page 33). ABC spokesman said late Friday he knew of no plans for ABC statement on issuance of surgeon general's report.

'Reluctant' Nielsen drops network radio

A. C. Nielsen Co. is pulling out of radio completely. Firm announced Friday (Jan. 10) that after measuring network radio audiences for 21 years it will discontinue its network service (Nielsen Radio Index) as of mid-April. It dropped local radio audience measurements last spring.

Chairman A. C. Nielsen said changing conditions had aggravated technical problems and made radio measurement uneconomic. He cited (1) "substantial" reduction in radio listening due to TV; (2) fragmentation of audiences as radio station population has multiplied; (3) resultant lower radio ratings, making bigger and therefore more expensive samples desirable, and (4) need for separate measurements of plug-in, portable, auto radio audiences.

Mr. Nielsen said firm developed "two research techniques capable of producing reliable measurements of network radio even under today's difficult conditions"—but cost led to rejection by network clients.

Decision to leave radio, he said, was "reluctant" and would be "promptly" reconsidered if "any reasonable possibility for solving the economic problems" were found.

He said network radio service "represents only a very small percentage of our total sales and for a number of years has made no contribution whatever to profits." Radio withdrawal, he said, will not affect Nielsen television, magazine, newspaper and marketing research activities.

Decision leaves Hooper, The Pulse and Sindlinger as principal syndicated radio audience research services.

Austin CATV asks FCC to reconsider denial

TV Cable of Austin Inc. has asked FCC to reconsider its refusal to permit that community antenna television company to duplicate programs of KTBC-TV Austin, Tex.

Station is owned by Texas Broadcast-

WEEK'S HEADLINERS



Mr. Mickelson

program director of 1964 Republican national convention. Former CBS president for news and public affairs, Mr. Mickelson "will be in immediate charge of program presentation" and will operate under William W. Treat, party official from New Hampshire. Mr. Mickelson, when heading CBS-TV news operations in 1952, served as chairman of combined network committee on broadcast coverage of Democratic and Republican conventions, and was spokesman for networks in 1956 and 1960 planning. He is past president of Radio-Television News Directors Association.

Robert S. Marker elected senior VP of McCann-Erickson Inc. and manager of agency's Detroit regional office, succeeding **Frederick W. Overesch**, senior VP, who has been assigned expanded responsibilities on agency's board of management, reporting to **Thomas J. King**, executive VP. Mr. Marker joined M-E early last year as VP and Buick account supervisor and before that had been VP-creative director of Leo Bur-

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

ing Corp. (formerly LBJ Co.), in which majority stock is owned by Mrs. Lyndon B. Johnson, wife of President. Her stock is held in trust.

FCC last month refused to grant waiver of condition under which microwave grant was made TV Cable. Condition prohibits company from duplicating KTBC-TV programs for 15 days before and after station carries them.

TV Cable is in competition with Capital Cable, which does not use microwave and, therefore, is not bound by condition.

TV Cable says situation is unfair. Although two CATV's are in competition, it says, TV Cable can only "offer half a loaf" while Capital offers a "whole loaf."

Petition for waiver also said KTBC-TV's option to purchase 50% of Capital Cable constitutes "extraordinary and over-riding circumstances" justifying waiver. TV Cable said station, as result of option, has vested interest in economic success of Capital Cable.

nett Co., Chicago. **R. Thomas Brogan** elected M-E VP and supervisor for Buick account, succeeding Mr. Marker. Mr. Brogan has been VP and Detroit manager of SCI division of Communications Affiliates Inc., with supervisory responsibilities on Buick and GMC truck and coach division accounts. Both M-E and SCI are subsidiaries of Interpublic Inc. To be announced this week: elevation of **Arthur R. Harrington** to VP and Detroit manager of SCI division, succeeding Mr. Brogan. Mr. Harrington has been SCI account executive.



Mr. Weis

division, with sales supervision responsibilities for all non-feature company product in syndication. Mr. Weis, who will continue to report to M. J. (Bud) Rifkin, UA-TV executive VP in charge of sales, will direct sales for 42 rerun program series and two first-run series, *The Human Jungle* and *Lee Marvin Presents—Lawmaker*. Henceforth, Economee Television Programs will not function as unit of company.

Pierre Weis, VP and general manager of Economee Television Programs, rerun arm of United Artists Television, New York, appointed VP and general manager of UA-TV's syndica-

CATV owners form new trade group

Group of well-heeled community antenna TV system owners who provide microwave service to CATV operators is setting up National Association of Microwave Common Carriers, group to tell microwave story in Washington, it was learned Friday (Jan. 10).

Headed by Bruce Merrill, Phoenix CATV operator and equipment manufacturer, NAMCC, which instructed lawyer to draw up incorporation papers at Chicago meeting Tuesday (Jan. 7), will meet again in four or five weeks. Officers and board includes four directors of National Community Antenna Television Association.

Other officers: secretary, Frank Spain, Tupello, Miss.; secretary-treasurer, Cliff W. Collins, Ephrata, Wash.

Directors: Bob Clark, Frank Valentine, Warren Fribley, James Clung and William Calsam.

CBS-TV claims big lead over others

CBS-TV claimed "average lead" in nighttime schedule of 12% over "second-ranking" network and 27% over "third-ranking" network in current season in yearend report released Friday (Jan. 10). CBS-TV said percentages were based on Nielsen Television Index. In daytime, CBS-TV claimed to have 56% lead over "second network" and 109% lead over "third network." Average rating for new programs this season was 16.8 for CBS-TV, network said, which represents 11% lead over other two networks in category.

Network report said CBS-TV was world's "largest advertising medium" for 10th straight year in 1963, that nighttime schedule was upward of 95% sold through most of year and that 24 out of 25 top network TV advertisers were represented on CBS-TV.

Disney TV revenues up more than one-third

Television income of Walt Disney Productions for year ended Sept. 28, 1963, amounted to \$8,259,723, gain of 37.8% over \$5,933,361 for previous year, company's annual report shows. Film rentals were off \$1.5 million, amusement park income up \$4 million and income from newspaper comics, character licensing, music, books, etc. up \$1.5 million for year, raising total income \$6.3 million (8.3%).

Report notes that *Walt Disney's Wonderful World of Color* "continues to improve its audience . . . it also continues to help sell color sets" and will start its fourth year on NBC-TV in color this fall. *Mickey Mouse Club* "is midway through its second year of syndication, with its success dictating plans for still a third season . . . with new footage to be added."

Year ended Sept. 28:

	1963	1962
Earned per share	\$ 3.81	\$ 3.14
Total income	\$ 81,922,127	\$ 75,611,827
Total costs and expenses	75,347,806	70,348,336
Profit for year	6,574,321	5,263,491

Off the canvas

ABC-TV now plans to retain Friday boxing show (10-10:45 p.m. EST) through summer.

Network had been studying move and in December had considered possible drop of fights as early as April (BROADCASTING, Dec. 30, 1963), but current contract with Madison Square Garden, New York, where bouts are staged, would block early cancellation with settlement payment.

ALREADY A HOOSIER HOUSEHOLD WORD



Indianapolis, Indiana



DON W. BURDEN, PRESIDENT

WIFE • AM-FM • INDIANAPOLIS
KOIL • AM-FM • OMAHA
KISN • PORTLAND

SOLD NATIONALLY BY H-Radio

FAIR SHAKE...

we quote ratings... but we sell everything else—coverage, rates, personalities, merchandising... and most important... the integrity of the station management.

Our salesmen visit our stations.

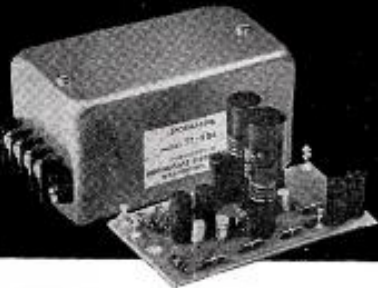
Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

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

DATEBOOK

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

■ Indicates first or revised listing.

JANUARY

Jan. 13—Annual winter meeting of the Rhode Island Association of Broadcasters.

■ Jan. 14—Broadcast Advertising Club of Chicago luncheon meeting with personality Dave Garraway speaking on "Communications 1964," 12 noon, Sheraton-Chicago.

■ Jan. 14—Meeting of San Francisco chapter of American Women in Radio and Television, Press Club of San Francisco. Principal speaker is Lewis H. Avery, vice president of Churchil Broadcasting Co., licensee of KYA-AM-FM San Francisco, and former principal of Avery-Knodel Inc., national radio-TV sales representative organization.

■ Jan. 14—Broadcast Engineering Conference Committee of National Association of Broadcasters meeting, NAB headquarters, 1776 N Street, N.W., Washington.

Jan. 14—Debate between Subscription Television Inc. and the California Crusade for Free TV will take place publicly at a meeting of the Los Angeles chapter of the National Academy of Television Arts and Sciences. Subject of the evening discussion will be pay TV. Among the speakers are Sylvester L. (Pat) Weaver, STV president; Dana Andrews, new president of the Screen Actors Guild; and a representative, not yet identified, of the Crusade organization. Dan Jenkins of Rogers & Cowan, Hollywood PR firm, is chairman of the NATAS session. 8:30 p.m., Moulin Rouge, Hollywood.

Jan. 15—Meeting of the temporary board of directors of the Los Angeles chapter of Broadcast Pioneers, under the chairmanship of Van C. Newkirk, at the Continental hotel. Purpose of the meeting is to select a list of candidates for permanent directorships and officers and to start a membership drive.

■ Jan. 18—Luncheon meeting of the Broadcasting Executives Club of New England, Sheraton Plaza hotel, Boston. John H. Pinto, vice president of RKO General Phonevision Co., New York, will speak on "Pay TV and Your Broadcasting Future."

Jan. 17—Annual membership meeting of Federal Communications Bar Association, Sheraton Park hotel, Washington.

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—Board of directors meeting of the Association of Maximum Service Telecasters (AMST), Diplomat, Hollywood, Fla.

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. 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. 20—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on foreign market for American TV shows.

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

Jan. 21-23—Nineteenth annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loewinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards; FM and stereo; news and editorials; and a special copy-

writing clinic. Speakers include William McAndrew, executive vice president in charge of NBC News; Dr. Frank Stanton, president of CBS Inc., and Sam J. Slate, executive vice president of RKO General Broadcasting.

Jan. 22—Deadline for comments on FCC rulemakings to govern grants in microwave services to systems supplying community antenna systems.

■ Jan. 22—Distinguished service banquet of the Indianapolis Junior Chamber of Commerce, Columbia Club. Sander Vanocur, NBC White House correspondent, will be featured speaker.

Jan. 22-23—Television Code Board of National Association of Broadcasters, meeting, Miami, Fla.

■ Jan. 24—Annual awards dinner of the National Cowboy Hall of Fame and Western Heritage Center, Oklahoma City.

■ Jan. 24-26—Annual mid-winter convention of the Advertising Association of the West, Hacienda motel, Bakersfield, Calif.

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

■ Jan. 26—Workshop meeting of the Iowa Associated Press Radio-TV News Association, Des Moines. William F. Sueppel, Iowa public safety commissioner, will discuss in-training school planned for highway patrolmen to include dealings with news media personnel.

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

Jan. 28—Annual business meeting of the Advertising Research Foundation at Hotel Gotham, New York.

■ Jan. 29—Radio Corporation of America holds special meeting at 3 p.m. of shareholders to vote on a proposed three-for-one split of common stock. RCA Building, 30 Rockefeller Plaza, New York City.

Jan. 30-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

■ Feb. 1—Deadline for entries for the Overseas Press Club of America annual awards for newspaper, wire service, radio, television, magazine, book and photographic reporting for 1964—printed or broadcast in the U. S.

Feb. 2—Thirteenth annual Communion Breakfast for Catholics in Television and Motion Pictures, 11 a.m., at the Beverly Hilton hotel, following 9 a.m. High Mass at the Church of the Blessed Sacrament in Hollywood.

Feb. 3—Deadline for comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

Feb. 3—Deadline for comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

Feb. 3—Hollywood Ad Club luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

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

■ Feb. 4-5—Sixth annual Conference on Advertising/Government Relations, co-sponsored by the Advertising Federation of America and the Advertising Association of the West, Statler Hilton hotel, Washington. Highlight will be a breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-8 at public affairs conference.

■ Feb. 5—Television Bureau of Advertising's

**Only
the
top
commercials
will
open
them
!**



Some 57,000,000 handbags open wide every week to buy the products women see on TV.

But viewers are choosy. Research reveals that one in three television commercials is completely unpersuasive.

What's needed to win and hold a place in this multibillion-dollar market?

Ideas new and sparkling...seasoned by skill and experience. These are the things that show up in sales and profits for our clients.

The commercial is the payoff / N. W. Ayer & Son, Inc.

What makes a great salesman?

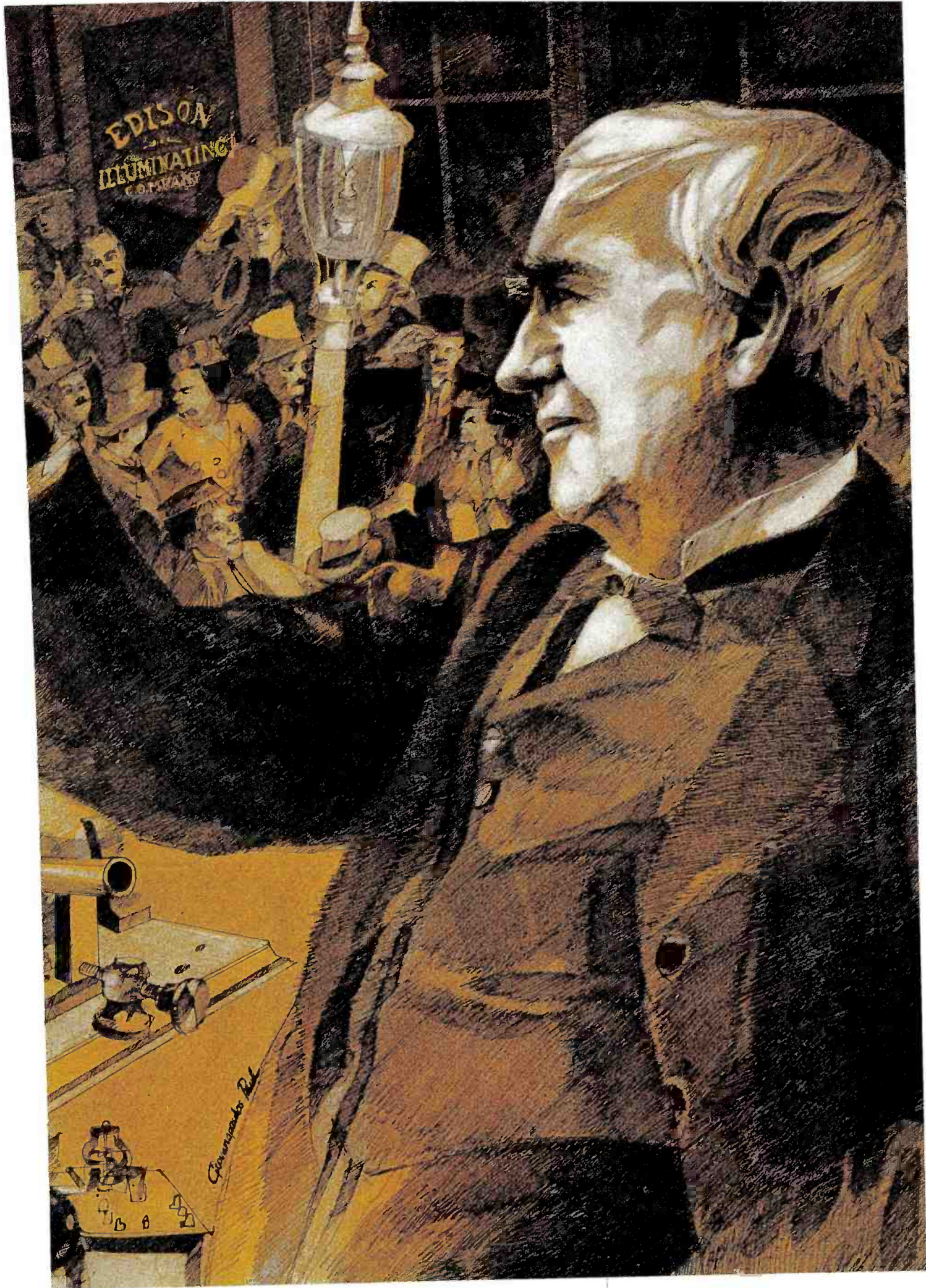
Before he had perfected the incandescent electric light, Thomas Alva Edison initiated a full-scale press campaign to convince the public that the success of his invention was assured. The Jersey genius announced that he soon would light up the entire downtown area of New York with 500,000 of his revolutionary lamps, "powered by a few steam dynamos." Edison's salesmanship did more than convince the man on the street; it secured the critically-needed backing of Wall Street financiers, and doomed the gaslight to extinction.

Besides the electric light, the "Wizard of Menlo Park" contributed a wealth of innovations to benefit modern man: The phonograph. The motion-picture camera. The dry storage battery. While other inventors were tinkering in their basements, Edison pioneered the modern industrial research laboratory. And Edison *sold* his ideas so effectively that by the 1920's his various manufacturing enterprises were grossing millions of dollars annually.

The value of Thomas Edison's gifts to this century cannot easily be calculated, whether the measure is billions of dollars or trillions of kilowatt hours. Marconi called him "one of the world's great benefactors." He remained to the very end of his career a man of the people, his keen mind always seeking out new ways to serve mankind. The Storer stations exhibit the same enduring interest in the public good — with programming keyed to community preferences; frequent public-service broadcasts; and vital public-interest editorials. (All Storer stations are *code-subscribing* stations.) The pay-off? Loyal listeners and viewers that become *buyers*! In Toledo, Storer's great salesmen are WSPD and WSPD-TV, two important stations in an important market.

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





EDISON
ILLUMINATING
COMPANY

G. S. ...

WINNERS IN PITTSBURGH!



DATELINE '63

(6:00 p.m. and 11:00 p.m.)

1st Award TV News Event—Regis Bobonis
1st Award TV News Film—WiIC News Staff

LUNCHEON AT THE ONES

(1:00 p.m. Mon. thru Fri.)

1st Award TV or Radio Women's Program—Alice Weston

WIIC CHANNEL 11

Represented nationally by Blair-TV

United Press International news produces!

presentation—"Your Association: Secret Society or Pipeline to the Public?" breakfast meeting, 8 a.m., Cotillion room, Sheraton-Park hotel, Washington, D. C. Invitations available on request: TvB, One Rockefeller Plaza, New York 20.

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—Third annual Association Public Affairs Conference of U. S. Chamber of Commerce, Sheraton-Park hotel, Washington. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirksen (R-Ill.), Philip Hart (D-Mich.), and Roman Hruska (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Feb. 5-6—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—Wisconsin Broadcasters Association annual meeting, Coach House Inn, Milwaukee. Banquet speaker is Sol Taishoff, editor-publisher of BROADCASTING magazine.

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

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

Feb. 9-15—Advertising Recognition Week. MacManus, John & Adams, Detroit, has prepared material for distribution to advertisers, agencies and media through Advertising Federation of America in the East and Advertising Association of the West in the states west of the Rockies.

Feb. 10—1964 Mike Awards Banquet of the Broadcasters' Foundation in honor of KDKA Pittsburgh, Hotel Pierre, New York.

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

Feb. 17—Hollywood Ad Club luncheon meeting, 12 noon, at the Hollywood Roosevelt. A salute to Jack Hellman, honoring his 30th anniversary as a Hollywood trade news reporter.

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

Feb. 20-22—Annual winter meeting of the Mutual Advertising Agency Network, Royal Palms Inn, Phoenix, Ariz.

Feb. 22—Directors Guild of America annual awards dinner, Waldorf Astoria hotel, New York (originally scheduled for Feb. 8 to avoid conflict with 40th Anniversary of IATSE Local 52 in New York).

Feb. 25—Circulation seminar of the Direct Mail Advertising Association, Plaza hotel, New York.

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

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

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

Feb. 29-March 1—Newsfilm Standards Conference of the Radio-Television News Directors Association, auditorium of the

WASHINGTON TYPES #1

the free loader

*Drinks to forget,
but forgets what. Plenty
metal. Brassy personality,
nerves of steel and a
cast iron constitution. First
got sick on a martini olive
snatched from mother at
age 3; has developed
enormous tolerances since
then. Unselfish only in his
touching devotion to
WTOP RADIO, the
important station that's
many things to many people.*

WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY





SUNNY ROPES THE "MAVERICK MARKET"

Sunny ties up what the "Sunshine State's" business magazine, *Florida Trend*, cites as "FLORIDA'S MAVERICK MARKET."

WSUN's home county has the nation's highest incidence of auto and stock ownership; brain power industries; high discretionary income . . . *Florida's 2nd market should be 1st on your list.*

**WHAT A MARKET,
AND SUNNY SELLS IT!**

WSUN
TELEVISION - RADIO
TAMPA - ST. PETERSBURG
Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

Time & Life Building, New York City. RTNDA board of directors will meet Friday, Feb. 28.

MARCH

March 2—Hollywood Ad Club luncheon meeting, 12 noon, at the Hollywood Roosevelt. Ed Bunker, president of Radio Advertising Bureau, will be featured speaker.

■ March 2-4—National conference on the Improvement of Teaching by Television and Radio, Memorial Student Union, University of Missouri, Columbia. Co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs on the roles of teachers, administrators, and producers-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials.

March 4—International Radio and Television Society 24th anniversary banquet. Waldorf-Astoria hotel, 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 Electronic Industries Association, Statler Hilton, Washington.

March 9—Sixteenth annual Writers Awards dinner of Writers Guild of America, West, combining screen and television-radio awards, Beverly Hilton, Beverly Hills, Calif. Christopher Knopf, president of TV-radio branch, and Allen Rivkin, president of screen branch, are co-chairmen.

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

March 12—FCC will hold an oral proceeding on its proposed television program reporting form.

March 19—Business-paper advertising seminar of the Association of National Advertisers, Plaza hotel, New York.

March 21—Annual national convention of the Intercollegiate Broadcasting System, Columbia University, New York. Host station is WKCR-FM (educational) New York.

■ March 23—Awards dinner of the Alfred I. duPont Awards Foundation, Mayflower hotel, Washington.

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 2—Twenty-fifth annual White House

News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WEINPA 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.

April 3—Deadline for reply comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

April 3—Deadline for reply comments on rulemaking to authorize six UHF channels for airborne ETV in six Midwestern states.

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

April 5-8—West Coast meeting of the Association of National Advertisers, Delmonte Lodge, Pebble Beach, Calif.

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 are expected to participate in exhibits. 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.

■ April 13—Thirty-sixth annual "Oscar" Show of Academy of Motion Picture Arts and Sciences. The awards presentation will be carried over the combined radio and TV facilities of American Broadcasting Company from Santa Monica (Calif.) Civic Auditorium.

OPEN MIKE®

No World sale or merger

EDITOR: I was quite disturbed to read articles published in BROADCASTING on Dec. 16, 23 and 30, 1963, concerning sale of World Broadcasting System Inc. by me. They were gravely erroneous. Preliminary discussions were held concerning variously a sale of World, a merger, or a purchase by me of Mr. [John] Coyle's company [Commercial Recording Corp. of Dallas].

We were as far from a deal as Philadelphia is from Dallas. Contrary to BROADCASTING's understanding, no agreement had ever been reached, much less any written agreement executed. I fail to comprehend Mr. Coyle's purposes in seeking publication of the offending items.

We are an old line company, well established, and known to the trade and

cannot permit such a disturbing thing to stand uncorrected.—*Paul F. Harron, World Broadcasting System Inc., Philadelphia.*

Berkeley, not Barclay

EDITOR: A lot of broadcasters will regret the retirement of that "last Renaissance man," Carl Haverlin, from the presidency of Broadcast Music Inc. (BROADCASTING, Dec. 23, 1963). His activities in our industry and his intellectual achievements will be missed.

This includes his "best known collection of Barclay, an obscure 17th century English philosopher," whom you made more obscure. The 1963 edition of the *Encyclopaedia Britannica* lists no Barclay of that description. It does list George Berkeley, 1685-1753, pronounced "Barclay," and devotes over a

Big

Good

NAMES MAKE NEWS
at rating time

TRACY

Spencer



MARCH

Fredric



KELLY

Gene



on
TV

“INHERIT THE WIND”

Big

Good

NAMES MAKE NEWS

at rating time

John
WAYNE

William
HOLDEN



on TV

THE HORSE SOLDIERS

SEPARATE TABLES

on TV

Rita

HAYWORTH



Deborah

KERR



David

NIVEN



AND

Burt

LANCASTER



Big

1 NAMES MAKE 1 NEWS

Good

at rating time

**UNITED
ARTISTS**

2

... presenting: a new, impressive list of **40** outstanding features of recent vintage . . . with special emphasis on 'big-name' stars — popular, award-winning stars famous for their power to attract entertainment fans, time and time again. For the most promotable names, the most illustrious talents in the newest features on TV — call

I. I. I.

UNITED ARTISTS ASSOCIATED

a Division of

UNITED ARTISTS TELEVISION, INC.

GREATEST

**STARS
STORIES
PRODUCERS
DIRECTORS**



Happy Anniversary 

David
NIVEN



Mitzi
GAYNOR



Big *Good*
NAMES MAKE NEWS
at rating time

Big

Good

NAMES MAKE NEWS

at rating time

BRANDOO

Marlon



MAGNANI

Anna



WOODWARD

Joanne



"THE FUGITIVE KIND"



page to him and his philosophical achievements. Perhaps Mr. Haverlin can help us out—*Kenneth R. Kurtz, Charleston, W. Va.*

On CATV sabotage

EDITOR: RE SANTA BARBARA CABLE SABOTAGE STORY BROADCASTING TODAY JAN. 6, POSSIBLE WRONG INFERENCE ABOUT KEYT(TV) SINCE REPORT CORRECTLY STATED KEYT REMAINED IN SERVICE WHILE OTHER CHANNELS NOT AVAILABLE. INASMUCH AS WE UTILIZE CATV FACILITIES FOR NETWORK SERVICE AND MAINTAIN OUR OWN MICROWAVE AT BUTCHER'S LA CUMBRE PEAK LOCATION, DISRUPTION THIS DISH DID NOT AFFECT KEYT SIGNALS. CATV AND KEYT COOPERATE FULLY AND WE WERE AS DISTRESSED AS CABLE TV AT STRANGE NEW YEAR'S MORNING EVENT.—*Leslie H. Norins, vice president and general manager, KEYT Santa Barbara.*

Davis fund needs cash

EDITOR: The first Elmer Davis Memorial lecture delivered by Herblock was an extraordinary success. The ovation from the capacity audience of 700 in the Low Rotunda at Columbia University was one evidence of this. The film of the lecture is now being completed for showing at other institutions and on TV.

The Elmer Davis Memorial Fund is still \$27,000 short of its \$75,000 endowment goal. The amount is needed particularly to cover the costs of filming (and taping) the lectures for use at other universities and on educational television stations.

Contributions . . . will be greatly appreciated.—*John Daly, for the Elmer Davis Memorial Committee, Graduate School of Journalism, Columbia University, New York.*

From front to back

EDITOR: Thank you for making such sense and seeming substance out of the bare material I gave you (OUR RESPECTS, Nov. 18, 1963). I know you have heard it time and again, but for your records it is amazing how many people read BROADCASTING through to the back of the book. I have had many comments and letters, including a few from characters I haven't heard of in 10 years.—*Grant A. Tinker, vice-president, NBC, Burbank, Calif.*

Wants to hear your town


EDITOR: Our small 50-w radio station here in Pago Pago is badly in need of programing. American Samoans are most anxious to hear the type of programs broadcast by stateside stations and have been most enthusiastic whenever they have had the opportunity to hear them.

They are also most anxious to know more about the U. S. I wonder if state-

WAVE RADIO AND TV
ARE
VARIABLELY
EFFECTIVE
LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)




**“LOOK AT ME...
 I'm Walking!”**

Just a few faltering steps...and yet the biggest thrill of his life. What comes next? Will he run and perhaps play like other youngsters? Although science has not yet found the final answer to cerebral palsy, there is much that can be done for the thousands of children who are now afflicted. What is it worth to you to see even one little boy walk? If he lived next door, would you help?

SUPPORT UNITED CEREBRAL PALSY





acceptance



A TRADITION OF OUTSTANDING ACCEPTANCE

For eight years (*May, 1955 to April, 1963*), the A. C. Nielsen Company reported radio audiences in the Minneapolis-St. Paul market. Thirty-five separate bi-monthly reports—covering 141,120 quarter-hours of broadcasting—were released. Every report showed WCCO Radio was the overwhelming audience leader in the market.

WCCO Radio's share of audience, as estimated by Nielsen, ranged from 64.8% to 68.6% in the final eight reports (*November-December, 1961 to March-April, 1963*). Average: 66.9%—or twice as many listeners as all other stations combined!

Nielsen data also showed WCCO

Radio ranked as one of the very highest-rated stations of the nation in both share of audience and size of audience.

Nielsen no longer measures local radio markets. **But the audience is still there—listening and ready to be counted.**

WCCO Radio not only awaits the development of a new, authoritative service that will measure the total radio audience—but stands ready to support and cooperate in any way possible with such a project. It is sure to be another powerful affirmation of WCCO Radio's great audience leadership and acceptance.

Audience data source: Estimates based on Nielsen Stations Indexes/Station Total/6:00 AM-Midnight, 7-day week. Copies of reports available on request.

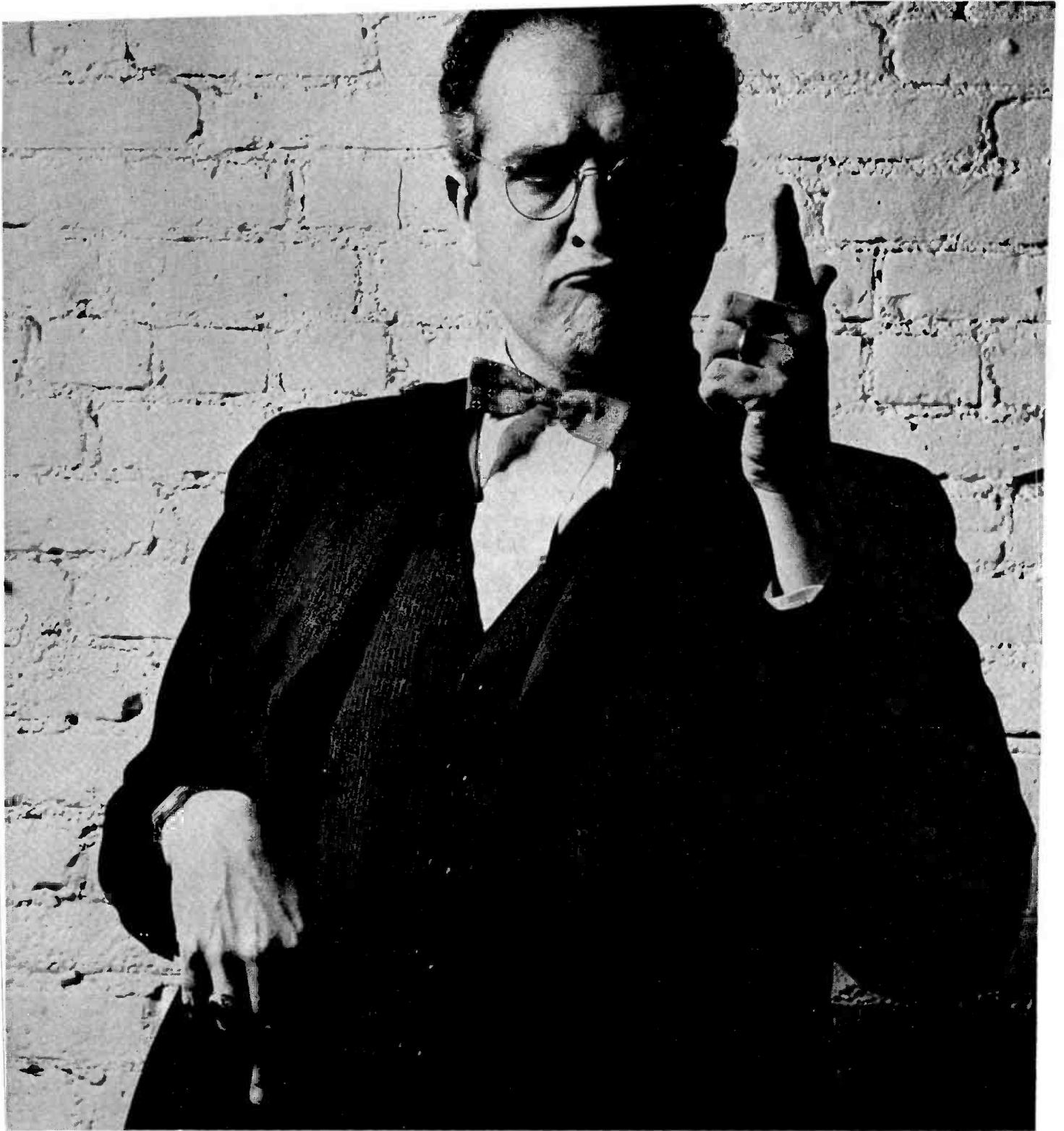
WCCO RADIO

MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

REPRESENTED BY

CBS RADIO
SPOT
SALES



“...Mark Century is a polygamist!”

True! Absolutely true! We love more than just one, we love every one of our stations. Mark Century created and produced “Radio A La Carte” as a labor of love. And how do we love

them? Let us count the ways: *music, comedy, commercials, contests, public service, station promotions* and so much more. Any polygamist will tell you it takes a lot of work to

keep so many loves on an exciting plane. We think it's worth it, and so do our “Radio A La Carte” stations.

On the opposite page are some of our loves.

Mark Century Corporation / 6 West 57th Street, New York, N.Y. CI 5-3741

WAAM, Ann Arbor, Mich.
 WABG, Greenwood, Miss.
 WAVZ, New Haven, Conn.
 WBBF, Rochester, N. Y.
 WBOW, Terre Haute, Ind.
 WBRE, Wilkes Barre, Pa.
 WBSR, Pensacola, Fla.
 WBTM, Danville, Va.
 WBUD, Trenton, N. J.
 WCAO, Baltimore, Md.
 WCMB, Harrisburg, Penna.
 WCOL, Columbus, Ohio
 WCYS, Springfield, Ill.
 WDXB, Chattanooga, Tenn.
 WENE, Endicott, N. Y.
 WEZE, Boston, Mass.
 WFHG, Bristol, Va.
 WFLA, Tampa, Fla.
 WFUN, Miami, Fla.
 WGAN, Portland, Maine
 WGVA, Geneva, N. Y.
 WHOT, Youngstown, Ohio
 WHUT, Anderson, Ind.
 WIBM, Jackson, Mich.
 WIBR, Baton Rouge, La.
 WIKY, Evansville, Ind.
 WIL, St. Louis, Mo.
 WILM, Wilmington, Del.
 WING, Dayton, Ohio
 WIST, Charlotte, N. C.
 WJET, Erie, Pa.
 WJVA, So. Bend, Ind.
 WKBW, Buffalo, N. Y.
 WKDA, Nashville, Tenn.
 WKGN, Knoxville, Tenn.
 WKLO, Louisville, Ky.
 WKY, Oklahoma City, Okla.
 WLB, Bowling Green, Ky.
 WLEE, Richmond, Va.
 WLS, Chicago, Ill.
 WNOR, Norfolk, Va.
 WOHO, Toledo, Ohio
 WOLF, Syracuse, N. Y.
 WPL, Atlanta, Ga.
 WQOK, Greenville, So. Carolina
 WREN, Topeka, Kansas
 WRIS, Roanoke, Va.
 WRIT, Milwaukee, Wisc.
 WROK, Rockford, Ill.
 WSAI, Cincinnati, Ohio
 WSCR, Scranton, Pa.
 WSPR, Springfield, Mass.
 WTAC, Flint, Mich.
 WTLB, Utica, N. Y.
 WWDC, Washington, D. C.
 WWOD, Lynchburg, Va.
 WWOM, New Orleans, La.
 KAFY, Bakersfield, Calif.
 KAHR, Reading, Calif.
 KAYC, Beaumont, Texas
 KBOX, Dallas, Texas
 KDEO, San Diego, Calif.
 KEDD, Dodge City, Kansas
 KERG, Eugene, Oregon
 KFXM, San Bernardino, Calif.
 KGAY, Salem, Ore.
 KHUM, Santa Rosa, Calif.
 KIMN, Denver, Colo.
 KLAC, Los Angeles, Calif.
 KMON, Great Falls, Mont.
 KNEB, Scottsbluff, Neb.
 KNUZ, Houston, Texas
 KONO, San Antonio, Texas
 KOSY, Texarkana, Ark.
 KRDD, El Paso, Texas
 KSCB, Liberal, Kansas
 KVI, Seattle, Wash.
 KVLC, Little Rock, Ark.
 KWBB, Wichita, Kansas
 KXEL, Waterloo, Iowa
 CFCC, Chatham, Canada
 CHUM, Toronto, Canada
 CJCH, Halifax, Nova Scotia
 CKCY, Sault Ste. Marie, Canada
 CKGM, Montreal, Canada
 CKLW, Detroit, Mich.
 CKPT, Peterborough, Canada
 CKSL, London, Ont., Canada
 Sydney, Melbourne, Perth, Australia



side radio stations would want to send us 15-minute programs on either platter or tape? If so, the program might be a musical one with the announcer giving a two-minute description in the middle of the town from which the program comes. This probably should be followed by instrumental music which could be faded to give a local Samoan announcer an opportunity to translate. We would also like to have copy of the remarks in order to facilitate translation.

It would also give our people a good idea of what High Point, N. C., Red Wing, Minn., and other parts of the U. S. are like.—*Governor H. Rex Lee, Pago Pago, American Samoa.*

(WVUV, licensed to the U. S. Department of Education, operates on 1120 kc. A VHF educational TV station is under construction.)

The pros and cons of FCC

EDITOR: I read with a great deal of interest the treatment of Billy James Hargis's letter to FCC Chairman E. William Henry (Mr. Hargis asked for time to rebut what he called unfair statements by network TV commentators linking President Kennedy's assassination to conservative elements, BROADCASTING, Dec. 30, 1963).

We carried the Christian Crusade on this station for quite some time, in fact several weeks longer than we should have since we still have [a substantial unpaid balance due].

Now there are times when I very definitely do not see eye-to-eye with the FCC and there are times when I have said so in my editorial programs. But there are more often times when in all honesty and fairness I feel they are right.

We and the FCC form a huge and not always happy family. Certainly we have our differences but we fight it out clean, as fairly as possible and above board. Nor do I think that august body will accuse me, or any of us, of "polishing the apple" when I say that as a member of the broadcast family when they are attacked unfairly we are just as quick to defend them.

To all who sell time to speakers on a regular basis, stay on your toes and be alert. The enemy is diabolically clever and before you know it he can have you believing against him but acting for him.—*J. G. Greer, general manager, KTLW Texas City, Tex.*

'Sunday' omitted

EDITOR: We noticed with some distress that in your TV SHOWSHEETS section (BROADCASTING, Jan. 6) you listed Sunday afternoons between 2 and 4 p.m. as "no network service" for NBC-TV. For the record, Sunday with Frank Blair as host is presented on the NBC network each Sunday from 3 to 4 p.m. EST.—*Robert Asman, Washington producer, Sunday, NBC-TV, Washington.*

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and there's room for more. Pick up the phone and start a romance with Mark Century Corporation, producers of

Radio à la Carte

212 CI 5-3741

Mark Century Corporation

The case for special-audience TV

We've just finished weighing the impact of special-audience television in South Texas and have come up with a whopping 1,368 tons. This is the amount of flour—2,737,855 pounds of it—sold as a direct result of the year's liveliest promotion. A flour mill and a television station teamed up to create something new in amateur nights and audience polls.

Pioneer Flour Mills, founded in 1851, and KWEX-TV, founded in 1955, are both San Antonio institutions. Pioneer, fastest-growing milling company in Texas, manufacturers standard, top-quality flour, corn meal and ready mixes for corn bread, biscuits and pancakes. KWEX-TV (ch. 41) is a UHF station that broadcasts entirely in Spanish (53% of San Antonio's citizens are Mexican-Americans).

A Wild Idea ■ Knowing something of the steady and loyal buying power of Mexican-Americans in our territory, I had a wild idea and I presented it to the brisk young head of KWEX-TV, Emilio Nicolas. Why not stage a talent contest, to be telecast live with a built-in gimmick aimed at the channel 41 audience? Our agency (Fuller & Smith & Ross, Fort Worth) confirmed my belief that we could get maximum results in only one way: We would tie the balloting directly to the amount of Pioneer products a contestant could muster, alone or by proxy—exactly as a stockholder votes his shares at an annual meeting.

The result was *Buscando Estrellas* (literally, *Searching for Stars*), which packed the Alameda theater, San Antonio's largest Spanish-language house, every Sunday evening for weeks. KWEX-TV mobile units covered each one-hour amateur show, beamed live to an audience of upwards of a half million.

Pioneer sells flour to everybody, including the Common Market and the United Arab Republic. *Buscando Estrellas* was a device to push the company's sales in a strictly defined market—the Spanish-speaking population of greater San Antonio and nearby towns.

KWEX-TV began spot announcements in August, inviting amateur entertainers to sign up for auditions. Some 600 hopefuls sang, danced, played an instrument or otherwise performed during one-month tryouts which winnowed the group to 120. On each of 12 Sundays, an average of 10 contestants appeared on the Alameda stage. The shows were professional in pace and appeal, fully mounted, with orchestras and mariachi players to back up soloists.

Bag Front Ballots ■ Votes received

determined weekly winners and grand prize winners. Ballots were flour bag fronts or package fronts from Pioneer corn meal and ready-mix products. Voters of course could bring in "reasonable facsimiles" if they chose. No one did. Every pound of flour was good for two votes and Pioneer's ready mixes garnered five votes a package. The promotion was backed up with seven TV spots and 10 radio announcements daily, plus newspaper space, bus cards and point-of-sale material.

On Monday, Sept. 30, the morning after the first telecast, votes began to pour in. Within five weeks, the vote count exceeded 1 million; it totaled 1,744,312 at the end of nine weeks and reached 2,846,829 at the 11th week's deadline. During the 12th and final week, however, the count almost doubled to an incredible total of 5,475,730 on Dec. 19, when the polls closed.

In-Person Voting ■ Someone had to deliver every one of the 5,475,730 votes in person. Not one could be mailed, because each vote had to be registered, accepted in triplicate and locked up.

At first we asked that ballots be brought to the KWEX-TV studios. One week's volume almost halted broadcasting when the mail room overflowed into the main studio. Then we rented an office in the Casa de Mexico building, next to the theater. Every evening the day's votes were trucked to a secret shed at Pioneer Mills, stored in bales and kept under lock and armed guard.

As vote deadline neared, the afternoon of Dec. 19, the line of people delivering ballots stretched around the corner. We added a half dozen clerks, three calculating machines, and extra guards who watched the headquarters office. When polls closed, ballots filled the office and anteroom to the ceiling.

This dramatic home stretch led into an even more exciting finish, a 90-min-

ute spectacular telecast from the Alameda's stage. The winner was pure inspiration. A six-year-old orphan, Guadalupe Galvan, had caught the fancy of Latin San Antonio from the moment she first trooped out to center stage, some Sundays earlier.

Relatives and neighbors had amassed 885,950 votes in the child's behalf, or 16% of the total. Guadalupe won \$1,000 and two round-trip air tickets to Mexico City. Pioneer awarded a TV set, major home appliances and \$1,250 in cash to the nine runners-up.

A Powerful Ally ■ I consider this the greatest promotion in the 112-year history of Pioneer Mills. We also feel that the results have national significance in terms of special-audience broadcasting. By concentrating on the 750,000 Mexican-Americans between Austin and the Rio Grande, KWEX-TV has built Spanish-language programming into a powerful emotional ally for its sponsors. In the Pioneer Mills promotion, this loyalty sold 10 pounds of flour for every man, woman and child among Mexican-Americans in the station's area.

Reaching a special audience may not be as easy as going after the so-called mass, but it's infinitely more effective for the advertiser who dares to try. His degree of success in wooing this special audience may surprise him. In this single promotion, we pulled the Mexican-Americans of South Texas out of mass statistics and wooed them as a group. The Spanish-language approach was important, but not the whole story: We wooed them by a streamlined, strictly show-business amateur hour that put a premium on their own rich culture of song and dance.

The response to this two-pronged approach exploded dramatically in a landslide of flour. We are still awed by the magnitude of the response, and it will affect planning of future promotions.

Alfred G. Beckmann, president and general manager of Pioneer Flour Mills, is the fourth generation to serve this San Antonio company, which was founded in 1851 by his great grandfather, Carl Hilmar Guenther. He worked briefly at the mill before entering the U. S. Army during World War II and has been at Pioneer since his discharge in 1945, becoming assistant sales manager in 1946, treasurer in 1951, vice president and general manager in 1954 and president and general manager in 1957.



YOU CAN'T COVER INDIANAPOLIS* FROM

INDIANAPOLIS

**The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro-area.
4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(March 1963 ARB)
*except Indianapolis

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF
WTHI AM & FM



"Seasoned to Please!"



Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager



MEETING THE CIGARETTE CRISIS

- Tobacco commercials juggled to cope with smoking report
- Radio code board starts cigarette study, urges TV do same
- At stake for broadcasters: \$132 million in tobacco billings

The nation's tobacco manufacturers, representing more than \$132 million in annual television and radio advertising, were ready today to cushion as best they could the effects of the U. S. surgeon general's report on smoking and health.

In preparation for the long awaited study five U. S. manufacturers in tobacco's big six called upon broadcasters to move their commercials out of positions in or adjacent to programs dealing with the report—and some went several steps further.

The sixth, Brown & Williamson, made no move, because, according to company officials, Brown & Williamson scheduled no commercial in or near newscasts or special programs involving the report. An executive said B&W planned to follow its customary advertising pattern without change.

Radio Code Board Committee ■ Also ready was the National Association of Broadcasters Radio Code Review Board which established a special subcommittee to study tobacco advertising two days before the U. S. report was released.

The Federal Trade Commission was

reminded by Senator Maurine Neuberger (D-Ore.) that it now has all the power it needs to require that cigarettes be labeled as injurious to health. At least a half dozen bills putting controls on cigarettes are pending before House and Senate committees.

Tobacco companies were encouraged by a report from England that cigarette sales in 1963 were at a higher point than they were in 1962 following the smoking and health report by the British Royal College of Physicians.

In some cases the American tobacco companies' precautions extended to the point of preparing special standby commercials for use when the contents of the report, which was to be released last week-end, had been studied.

One major manufacturer and its agency were known to have made special TV commercials as well as preparations encompassing other media, in case their use should prove desirable. Some others were thought to have similar plans in reserve, and it was widely believed that, since they'd had 16 months to get ready, most, if not all, had quietly worked out individual counter strategies to be put into play if the

need proved urgent enough—and if the counter strategies proved appropriate to the need.

The request that commercials be isolated from broadcasts dealing with the smoking study represented routine procedures—as when an air or bus line's commercials are moved or dropped immediately following a crash involving that line.

Broadcasters seemed glad to cooperate—as they do with transportation advertisers in such cases. Many voluntarily decided to move tobacco advertisers out of newscasts, whether requested or not.

Metropolitan Broadcasting's WNEW New York, for example, disclosed that it would take cigarette commercials out of newscasts "and move them as far away from newscasts as possible" for a period of 48 hours from the report's Saturday noon release date.

Uninhibited News ■ Other stations, both independent and group owned, made similar plans. The purpose was both to protect the advertiser from the embarrassment from seeming to sponsor a program contrary to his best interests and to make clear at the same



The thought of one tobacco study leads to another

Meeting in Washington last Thursday, the National Association of Broadcasters' Radio Code Review Board named a three-man subcommittee to study tobacco advertising and make recommendations to the parent radio board of the NAB. The action was taken 48 hours before the release of the government report on smoking and health, and the radio board asked the TV code board, which meets next week, to name a similar group for a joint study (see story page 52). At the meeting were (l to r) Robert B. Jones Jr., WFBZ Baltimore; Elmo Ellis,

WSB Atlanta; Charles Stone, NAB radio code manager; Howard Bell, NAB code authority director; Cliff Gill, KEZY Anaheim, Calif., and radio code board chairman; Robert Pratt, KGGF Coffeyville, Kan.; Lee Fondren, KLZ Denver; Herbert Krueger, WTAG Worcester, Mass.; Richard Dunning, KHQ Spokane, Wash.; Richard Mason, WPTF Raleigh, N. C., and Richard Fairbanks, WIBC Indianapolis. Messrs. Jones, Mason and Fairbanks were appointed to the NAB's Radio Code Review Board tobacco subcommittee.

time that their news operations are uninhibited.

There was no indication that the tobacco companies were cancelling their news positions, rather, they were asking for substitute positions, or "make goods."

With few exceptions, both the advertisers and their agencies guarded their plans almost as carefully as the government guarded the contents of its report in advance of the release date. Most refused to confirm officially that they had even asked to have newscast commercials moved.

The list of such requests was compiled from sales representatives and others close to the situation. These sources said requests had come from Reynolds Tobacco, American Tobacco, Liggett & Myers, P. Lorillard and Philip Morris, all of the big six but Brown & Williamson.

Some of the requests were said to have been oral; others written. A letter sent out on behalf of Liggett & Myers, by Ruth Jones, supervisor of station and network relations, J. Walter Thompson Co., was cited as representative.

Shift News Commercials ■ Miss Jones said it was recognized that the subject of smoking and health was in the news and must be treated as such by broadcasters, but asked that any L&M commercials scheduled within a news, discussion or panel program relating to this subject be removed and a suitable make-good provided.

Miss Jones also asked that at least 30 minutes separation be provided between any L&M spot and any commercial or any educational message antithetical to smoking.

Although tobacco companies and their agencies were reluctant to comment officially about the report, they left little doubt that they expected it to be strongly adverse to smoking. They pointed out, but not for attribution, that since the report was to be based on thousands of studies already made—many of them sharply critical of smoking—and would contain no new research it would have little chance of being anything but adverse.

Even so, it was their view that no major changes in tobacco advertising policies would be immediately necessary—even though it is known that some changes, particularly in an ultimate shifting of their advertising into hours after 8:30 p.m., along the long-range agenda of some manufacturers (CLOSED CIRCUIT, Nov. 4, 1963).

With \$130-plus million in advertising budgets involved, however, few would predict flatly that no revisions would ensue.

It was clear that broadcasters as well as the cigarette makers would be studying the report both individually and

What tobacco means to TV and radio

CIGARETTES BILL MORE THAN \$132 MILLION A YEAR

Cigarette makers have been spending more than \$132 million a year on television and radio advertising.

The spending runs to some \$112 million in television (see table at right) and to something over \$19 million in radio. The television figures are calculated for Television Bureau of Advertising by BAR-LNA reports. Radio lacks similar reports, so details by brands are unavailable.

Tobacco's Big Six spent more than \$19.3 million in spot and network radio in 1962, according to estimates compiled by the Radio Advertising Bureau. These estimates did not include the companies' sponsorships of baseball and football coverage—traditionally big attractions for tobacco advertisers.

The \$19.3 million total is believed to be fairly representative of the six companies' total investment in radio in 1963 as well as 1962—again not counting sports sponsorships. Individual company figures in 1963 may have varied from the 1962 levels, however, some going up while others declined.

By RAB's count, Reynolds Tobacco and American Tobacco led their industry's radio parade in 1962 with \$5.5 million and \$5.2 million, respectively. RAB placed Liggett & Myers third with \$3.4 million, followed by Philip Morris at \$2.5 million, P. Lorillard at \$2 million and Brown & Williamson at \$700,000.

Program Buys ■ The record of cigarette placements in network programming is available from the networks themselves.

Cigarette manufacturers were participating sponsors in 56 regular TV network shows in December, and during December and January had signed for sponsorship in eight specials, seven of them sporting events.

The radio purchases on the four networks centered on news and sports programs.

On ABC-TV, the cigarette firms sponsored 20 series; on CBS-TV they sponsored 23 series and two specials, and on NBC-TV they sponsored 12 series and six specials.

American Tobacco, Brown & Williamson, P. Lorillard and R. J. Reynolds were on all the TV networks. Liggett & Myers on ABC-TV and NBC-TV and Philip Morris on CBS-TV and NBC-TV.

Only Reynolds was on all four radio networks. Liggett & Myers and Philip Morris were on CBS Radio.

Here's how the tobacco companies were represented on the networks in December 1963.

American Tobacco: ABC-TV—*Murphy Martin with the News, Greatest Show on Earth* (placed by Sullivan, Stauffer, Colwell & Bayles as agency); *Combat!* (BBDO); CBS-TV—*Gunsmoke, Twilight Zone, CBS Match Play Classic* (all BBDO); *Judy Garland Show* (SSC&B); NBC-TV—*Monday Night at the Movies; Saturday Night at the Movies; Victory at Sea*, Dec. 7; *Liberty Bowl*, Dec. 21 (all SSC&B).

Brown & Williamson: ABC-TV—*Ron Cochran with the News, Ben Casey, Fugitive, Channing, Make That Spare* (all Ted Bates); *Breaking Point* (Post-Keyes-Gardner);

through the National Association of Broadcasters' code boards.

NBC Prepared ■ Although the networks also declined to speculate on the report, NBC for one, was prepared to tell questioners that it would review its own code in the light of the surgeon general's findings, as well as participate in NAB's review of the industry's code.

In the meantime, NBC said, it accepts advertising that meets the requirements of applicable law and conforms to its own and the NAB code's after satisfying itself that the commercials "are in good taste and that the advertising claims are not misleading and can be substantiated."

The NBC statement also noted that "cigarette commercials broadcast by

NBC do not appear in programs designed specifically for children, nor do such commercials make special appeals to children."

The Radio Code Review Board of the NAB got a jump on the surgeon general's report by establishing the special subcommittee to study tobacco advertising at a meeting in Washington last Thursday and Friday. Governor Collins was present. The radio code board asked its TV counterpart, which meets next week in Miami, to name a similar subcommittee for a joint study. The TV board, however, will be facing pressures to take stronger steps in the face of the surgeon general's report.

If the TV board goes along with the radio code action—and the paren

	Network TV	Spot TV	Total TV				
American Tobacco	\$12,610,100	\$ 4,441,700	\$ 17,051,800	Old Gold	2,115,500	1,715,600	3,831,100
Lucky Strike	3,044,900	37,700	3,082,600	Spring	1,546,800	638,600	2,185,400
Montclair	680,500	3,435,500	4,116,000	York	878,300	1,035,800	1,914,100
Pall Mall	5,777,100	460,200	6,237,300	Philip Morris	10,768,400	5,857,300	16,625,700
Tareyton	3,107,600	508,300	3,615,900	Alpine	784,900	56,200	841,100
Brown & Williamson	8,035,200	3,207,200	11,242,400	Commander	791,900	645,700	1,437,600
Avalon	355,400	355,400	Mark "10"	7,200	7,200
Belair	577,400	455,600	1,033,000	Marlboro	4,527,500	745,500	5,273,000
Breeze	70,800	70,800	Parliament	2,041,600	3,284,100	5,325,700
Coronet	47,100	47,100	Paxton	2,318,000	687,700	3,005,700
Kentucky King	1,000	1,000	Philip Morris	304,500	386,400	690,900
Kool	2,998,800	676,400	3,675,200	Saratoga	44,500	44,500
Life	1,000	1,000	R. J. Reynolds	24,329,700	4,504,100	28,833,800
Raleigh	440,000	633,800	1,073,800	Brandon	206,700	206,700
Viceroy	4,019,000	966,100	4,985,100	Camel	6,158,800	211,800	6,370,600
Liggett & Myers	11,538,100	5,621,400	17,159,500	Salem	9,700,800	350,700	10,051,500
Chesterfield	3,868,600	1,871,200	5,739,800	Winston	8,470,100	3,734,900	12,205,000
Duke	1,900	1,900	U. S. Tobacco			
L&M	6,822,200	2,590,900	9,413,100	Ski	76,100	76,100
Lark	847,300	1,155,500	2,002,800	Canadian			
Oasis	1,900	1,900	Belvedere	2,800	2,800
P. Lorillard	13,144,500	8,614,000	21,758,500	Imperial			
Kent	5,481,500	2,889,400	8,370,900	Cameo	7,100	7,100
Newport	3,122,400	2,334,600	5,457,000	Total	\$80,426,000	\$32,331,700	\$112,757,700

These estimates are for the year beginning Oct. 1, 1962, and ending Sept. 30, 1963. Source: TvB from LNA-BAR.

CBS-TV—*The Nurses, The Defenders* (both Bates); NBC-TV—*Eleventh Hour; Senior Bowl*, Jan. 4; *Sugar Bowl*, Jan. 1 (all Bates); *Redigo* and its replacement *You Don't Say* (P-K-G).

Liggett & Myers: ABC-TV—*Arrest & Trial, Farmer's Daughter, Outer Limits, Jerry Lewis* (all J. Walter Thompson); CBS Radio—Co-sponsor of weekend *Dress on Sports* (JWT); NBC-TV—*Dr. Kildare; Sing Along with Mitch; The Virginian; Pro Bowl*, Jan. 12 (all JWT).

P. Lorillard: ABC-TV—*American Football League, AFL Highlights, Wide World of Sports, Winter Olympics* (all Lennen & Newell);

CBS-TV—*Ed Sullivan Show, Dick Van Dyke Show* (both Lennen & Newell); *Secret Storm; Bluebonnet Bowl*, Dec. 21, and *Gator Bowl*, Dec. 28 (all Grey Advertising); NBC-TV—*Joey Bishop Show, Monday Night at the Movies, The Jack Paar Show* (all Lennen & Newell).

Philip Morris: CBS Radio—25 units weekly (Benton & Bowles); CBS-TV—*National Football League, Route 66, The Alfred Hitchcock Hour, CBS Evening News with Walter Cronkite* (all Leo Burnett); *East Side/West Side, The Red Skelton Hour, Rawhide, Perry Mason, Jackie Gleason Show* (all B&B); NBC-TV—*NFL Championship*, Dec. 29 (Burnett).

R. J. Reynolds: ABC Radio—Co-sponsor of 18 five-minute weekend news shows, co-sponsor of *News Around the World* (William Esty); ABC-TV—*McHale's Navy, Wagon Train, 77 Sunset Strip* (all Esty); CBS Radio—co-sponsor *The Morning Report and Sports Five* (Esty); CBS-TV—*To Tell the Truth, Garry Moore Show, Beverly Hillbillies, Password, Tell It to the Camera* and its predecessor *Glynis* (all Esty);

MBS—News show participations (Esty); NBC Radio—*Five Monitor* news programs (Esty); NBC-TV—*Huntley-Brinkley Report, The Lieutenant, Saturday Night at the Movies* (all Esty).

boards ratify the joint study—it will effectively forestall immediate steps by broadcasting to curtail cigarette advertising. However, despite actions by the code boards, NAB President LeRoy Collins is expected to repeat his call for immediate code amendments restricting cigarette advertising with a special appeal to children.

Three Members ■ Cliff Gill of KEZY Anaheim, Calif., radio code board chairman, named three board members to the tobacco-study subcommittee. They include Richard Mason, WPTF Raleigh, N. C.; Richard Fairbanks, WIBC Indianapolis, and Robert Jones Jr., WFBR Baltimore.

Howard Bell, newly appointed director of the code authority, met for the

first time with the board and stressed the need for an increase in the number of code subscribers (see page 56).

As president of the National Association of Broadcasters, LeRoy Collins's public statements have caused controversy among broadcasters on various subjects—but none has equaled the continuing protests against his often-expressed position on cigarette advertising.

On Nov. 19, 1962, at the NAB fall conference in Portland, Ore., Governor Collins angered many segments of the broadcasting and advertising industries with a call for restrictions against cigarette commercials that appeal to minors. At that time, he said: "If we are honest with ourselves, we cannot ignore the

mounting evidence that tobacco provides a serious hazard to health. Can we in good conscience ignore the fact that progressively more and more of our high school age (and lower) children are now becoming habitual cigarette smokers? . . .

"We also know that this condition is being made continually worse under the promotional impact of advertising designed primarily to influence young people. . . . Where others have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people, then I think the broadcaster should make corrective moves on his own. . . ."

Urged Code Changes ■ Governor Collins, a nonsmoker, proposed that the

NAB radio and television codes be amended to deal directly with cigarette advertising. The cigarette portion of the prepared text of the Portland speech was added as an insert after the rest of the talk had been mimeographed. The governor discussed his proposal with several individuals in advance, most of whom advised him not to make such a public statement. They included Robert D. Swezey, code director at the time.

The NAB president said following his Portland speech—and has repeated many times since—that he was not speaking for the NAB but expressing his own viewpoint, reached after much



Representative Udall

thought and consideration. In the nearly 14 months that have followed, Governor Collins has consistently maintained his same position.

Two months later, at the meeting of NAB radio and TV boards in Phoenix, Governor Collins asked that the code director be instructed to seek voluntary agreements from tobacco advertisers to avoid advertising of "special appeal to minors." The boards rejected the president's proposal and announced that it would take no position pending the report on smoking and health of the U.S. surgeon general.

Expected Last June ■ At that time, the report was expected before the boards' June 1963 meetings in Washington.

During the past year, Governor Collins has been asked about cigarette advertising almost weekly. He has stated his position over and over and feels the NAB radio and TV boards are "committed" to take action with the release of the surgeon general's report.

Late last November, the governor interjected new controversy when he attacked as "cynical" an advertising cam-

paign for Lucky Strike (BROADCASTING, Dec. 2, 1963). He told a National Council of Churches meeting in Philadelphia that the slogan "Lucky Strike separates the men from the boys, but not from the girls" is a "brazen, cynical flouting of the concern of millions of American parents about their children starting the smoking habit."

The radio code board acted two days before public release of the government report. The TV code board meets next week—with the report in their brochure. And, the actions of both subordinate code boards can be overruled by their parent NAB boards, which begin a five-day meeting Jan. 27 in Sarasota, Fla.

Senator Neuberger, leading advocate of controls on cigarette advertising, recommended a three-point program to the FTC:

- That all cigarette labels, advertisements and commercials include this warning or its equivalent: "CAUTION—HABITUAL CIGARETTE SMOKING IS INJURIOUS TO HEALTH."

- That the "present moratorium on tar and nicotine claims be replaced with "a closely policed 'tar derby'" that would be implemented by the commission's 1) establishing standardized testing procedures for determining tar and nicotine yields, 2) "establish facilities for the periodic monitoring of tar and nicotine yields; 3) "requiring a statement of average tar and nicotine yields, by FTC test, on each cigarette package label, and 4) sanctioning tar and nicotine claims which conform to such statements."

- That the FTC set guidelines for commercials "to eliminate advertisements which tend to make cigarette smoking attractive to children and adolescents." The senator suggested guides set up by the Independent Television Authority in Great Britain as a starter.

But, she pointed out, Congress is obligated to set the basic policy, and so she proposed two new bills. One would give the FTC "the same power to regulate cigarette advertising and labeling as it now has to regulate drug advertising." The other would "provide for education and research by the Department of Health, Education and Welfare that would direct the secretary to conduct an educational program on the hazards of smoking and would include authority to purchase space and time in commercial media."

Other Legislation Pending ■ At least half a dozen bills on smoking are already pending before House and Senate committees. Chief among them is a proposal to bring smoking products under the federal food and drug laws.

The House version was first. Representative Morris K. Udall (D-Ariz.) introduced HR 5973 on April 30, 1963, and a companion measure, S 1682, was

introduced in the Senate by Senator Frank E. Moss (D-Utah) and co-sponsored by Senator Joseph S. Clark (D-Pa.) on June 6. This bill, as other House bills on the subject, is before the Commerce Committee, which, under the direction of Representative Oren Harris (D-Ark.), chairman, requested reports from the Bureau of the Budget, HEW, the Department of Agriculture and the FTC. None have been forwarded to the committee, although it was understood these federal agencies were awaiting the Surgeon General's report.

Representative Udall, particularly concerned about the effects of cigarette commercials appealing to young people,



Senator Neuberger

discussed the matter with the National Association of Broadcasters last spring. (CLOSED CIRCUIT, June 17, April 1 1963).

The Senate bill is before the Labor and Public Welfare Committee, headed by Senator Lister Hill (D-Ala.).

Other House measures before the House Commerce Committee:

- HR 3610, to require disclosure of the effectiveness of filters on cigarette: introduced February 7, 1963, by Representative Vernon W. Thomson (R Wis.).

- HR 4168, to require cigarette packages to be labeled with nicotine and tar content, introduced by Representative Paul A. Fino (R-N.Y.) Feb 25.

- HR 7476, to require labeling of cigarette packages to read "WARNING—CONTENTS MAY BE DANGEROUS TO HEALTH," introduced July 10 by Representative Bernard F. Grabowski (D-Conn.), a member of the commerce committee.

- HR 9512, identical to Representative Udall's bill, introduced Dec. 13 by Representative John J. Rhodes (R



Des Moines Metro Area accounts for only 13.7% of AUTO SALES in "Iowa Plus"

You see as many shiny new cars in the Des Moines metro area as anywhere else — yet less than one of every *seven* cars sold in Iowa Plus is purchased in the Des Moines metro area (13.7%)!*

In fact, all *eight* of Iowa's metropolitan areas *combined* account for less than half of the cars purchased in Iowa Plus (47.4%).*

Iowa Plus is WHO Radio's Nielsen '61 coverage area shown in the map above — America's 23rd radio market. It is the home of 808,480 families**

— of 239,000 families who listen *daily* to WHO Radio.

Covering Iowa Plus, metro area by metro area, is a costly process. But you can do it with WHO Radio at remarkably low cost. If this sounds "too good to be true," let PGW document the facts for you, item by item, from sources that you yourself know to be dependable. Soon?

*These figures are for Sales Management's newly-defined and frequently larger metro areas, as found in the June 10, 1963 Survey of Buying Power Issue.

**NCS '61, updated by SRDS, '62.

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

MERCHANT PRINCES



buy WNBC-TV. Top names in the retail trade all know it's the most efficient means of getting New Yorkers into their stores. Among them:

- Macy's**
- Bond Stores**
- Castro Convertibles**
- Gimbel's**
- Herman's Sporting Goods**
- Martins Paints**

Take a tip from the merchants: whatever the product or service you have to sell, merchandise it on WNBC-TV.



WNBC-TV
NEW YORK

Ariz.).

No hearings have been held on any of these bills.

The history of tobacco sales and advertising regulations abroad after the British report in 1962 became increasingly important following the U. S. report.

The announcement of results of the smoking and health study in Great Britain resulted in a sharp 4% drop in cigarette sales in that nation. However, at last reports cigarette sales had passed the 1962 peak and were at an even higher level than before the report.

In Britain where an estimated \$30

million was put into cigarette advertising last year, five kinds of tobacco advertising have been banned by the Independent Television Authority. An estimated \$14 million was spent on ITA by cigarette manufacturers in 1961 (BROADCASTING, April 9, 1962).

Today, under voluntary agreement, tobacco spots on ITA are seen only after 9 p.m.

Spots banned are those which:

- Greatly overemphasize the pleasure to be obtained from cigarettes.
- Appeal to pride or general manliness.
- Feature the conventional heroes of

What's up front is now counted

The American Tobacco Co. jumped into the lead last week in what could become a new "tar derby," with distribution of the Carlton cigarette, a new filter brand with "tar" and nicotine contents printed on cartons and individual packages.

Gardner Advertising, St. Louis, which already has cigar accounts of American Tobacco, has been appointed agency for the cigarette and will handle the account through its New York office.

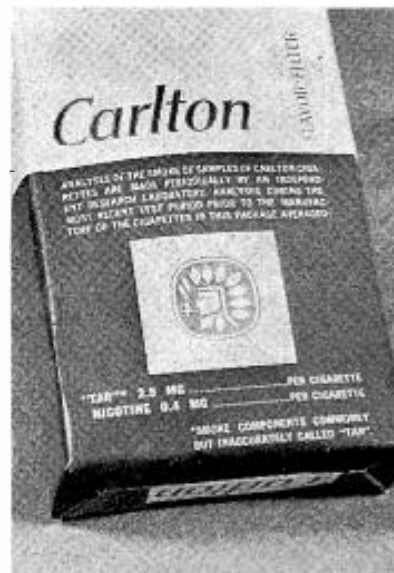
Introductory marketing of the cigarette has begun in New York, Chicago and Los Angeles, backed by heavy radio campaigns and newspaper advertising. Saturation radio schedules encompassing 50 stations in the three metropolitan areas will run for 13 weeks and tentative plans call for national television coverage. The company is a big user of TV (see table page 35).

Talk of tar content in cigarettes has been missing from tobacco promotion for several years. In late 1959 and early 1960 the Federal Trade Commission persuaded cigarette advertisers—especially those featuring filter brands—to cease using claims of low tar or nicotine content. Until then a number of companies had been stressing such claims in what became known as the "tar derby."

American Tobacco said the Carlton had been designed to appeal to that segment of the market which is concerned about the amount of so-called "tar" and nicotine in cigarettes and noted that "more than half of today's smokers are filter smokers."

The Carlton has a "two-stage" filter; an inner filter treated with activated charcoal and "flavoring elements" and an outer estron filter.

An American Tobacco official stated that current distribution of



the Carlton represents an "introduction" of the cigarette, not a test marketing period. "If we had enough of them, they'd be in national distribution right now," he asserted.

Announcement of the new cigarette had no immediate significant effect on the price of American Tobacco stock which opened at 28½ on Monday (Jan. 6) and stood at 27½ at midweek.

On the initial Carlton packages the per-cigarette "tar" and nicotine counts are stated to be 2.5 mg and .4 mg respectively. Also on the package is a statement that an analysis of the smoke of the cigarette will be made periodically by an independent research laboratory. A footnote defines "tar" as smoke components commonly, but inaccurately, called "tar." The research laboratory making the analyses is understood to be Foster D. Snell, New York, the same firm that has done similar cigarette studies for *The Reader's Digest*.



This is Atlanta!

Patty Berg, one of golf's greatest and a member of the Wilson Advisory Staff, has scored a 70 or better many times during her illustrious career. DID YOU KNOW THAT THE ATLANTA MARKET'S SALES GROWTH RATE IS 70 PER CENT ABOVE THE NATIONAL AVERAGE? WSB-TV is Atlanta's par-breaking station! (1963 Sales Management "Survey of Buying Power").

WSB-TV
Channel 2 Atlanta



Represented by

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOO-AM-FM, Miami; KTVU, San Francisco-Oakland.

young people.

▪ Use a fashionable social setting to support the impression that cigarette smoking is an essential part of the pleasure and excitement of modern living.

▪ Link romance to smoking.

A campaign by the British Ministry of Health warning of hazards of smoking has been limited to posters to date. However, the ministry is considering putting the campaign on television in the form of 30 and 60 second spots beginning about July. Both the ITA and the BBC have agreed to show the films, which would be considered as public service material on the commercial network.

No Advertising ▪ In Italy the government-controlled radio and television

stations no longer accept tobacco advertising, even from the government-controlled domestic tobacco industry. Italian stations are carrying antimoking messages.

In Finland the tobacco industry voluntarily has ceased tobacco advertising on the government and commercial television stations.

In Canada a 9 p.m. ban, similar to Britain's, is in effect voluntarily.

In Denmark the state-owned radio and TV stations do not carry advertising. However the tobacco industry there has voluntarily ended cigarette advertising in magazines and movies.

In New Zealand legislation to ban tobacco advertising on all media is under consideration.

Miles buys Benny

Wade Advertising, Chicago, announced Thursday (Jan. 9) it has purchased one-half sponsorship of the new Jack Benny program for 52 weeks for Miles Labs next fall, when Mr. Benny moves to NBC-TV, his original network affiliation. Products to be advertised will be Alka-Seltzer and One-A-Day band vitamins. Time and starting date for the Benny show are not yet set.

JUST SIMPLE STANDARDS

FCC fishing in overcommercialization debris for license renewal criteria on advertising

The FCC's proposed rulemaking to establish commercial time limits may be dead—but an effort was launched within the commission last week to salvage something from the remains.

A relatively mild draft order terminating the rulemaking and declaring only that the FCC would consider commercial practices on a case-by-case basis has been awaiting commission approval for the past several weeks.

But last week the commissioners began considering a suggestion that the agency—in addition to adopting this order—develop and publish standards against which a licensee's commercial practices would be examined by the staff at renewal time.

Applications that didn't meet the standards would be sent up to the commission for a closer look. This could mean that the commission would ask the licensee to explain the reasons for his commercial policy.

Standard Set ▪ Thus, although the commission would abandon efforts to limit commercials by rule, it would at least have a "standard"—and it was the lack of a meaningful standard that Chairman E. William Henry cited in discussing the need for the rulemaking on "overcommercialization."

There was no indication last week, however, that the proposal would be adopted, for it sparked considerable debate among the seven commissioners. Chairman Henry and Commissioner Kenneth A. Cox are among those who favored it, while Commissioner Lee Loevinger led the opposition. The issue is expected to come up again this week.

The standards would not, according to present discussions, resemble the NAB commercial codes, which the commission had proposed adopting as an

agency rule. Rather, only the number of spot announcements would be considered, with the data to be secured from the present application form.

Radio And TV ▪ There were conflicting reports last week as to whether the proposal to revise the standards applies to television as well as radio. But one official said the staff is preparing, for commission consideration, proposed standards for both services.

The new suggestion was contained in a memorandum submitted by the staff. One official said the procedures under which the commission examines commercial practices has been "under consideration from the beginning"—that is, since the start of the commercialization rulemaking last March.

And in connection with the proposal to terminate the rulemaking, he said, the commission is faced with the question of what standards to apply in considering commercial practices on a case-by-case basis.

The commission now has standards which the staff, acting under its delegation of authority, applies in determining whether an application should be granted routinely or referred to the commission.

However, the feeling of many at the commission is that the criteria used in considering commercial practices are vague and inadequate. Officials say that few, if any, applications have been referred to the commission solely because of commercialization questions.

Furthermore, the criteria used by the staff have ever been made public.

Some officials point out that the proposal to publish criteria is not new. Former Chairman Newton N. Minow last January advocated making public all criteria used by the staff in considering renewal applications. (BROADCAST-

ING, Feb. 4, 1963). And several industry spokesmen at the oral argument on the commercialization rulemaking suggested that this be done in the commercial area (BROADCASTING, Dec. 16, 1963).

However, opponents of the suggestion feel that publication of the standards would have the same effect as a rule. Broadcasters, they say, would be extremely reluctant to carry more commercials than the criteria would allow, even if they had good public service reasons for doing so.

There was also considerable opposition within the commission to using the data from the present application since the commission is revising the reporting section for both radio and television. Some officials say that the commission should wait until the new forms are adopted before fixing new standards.

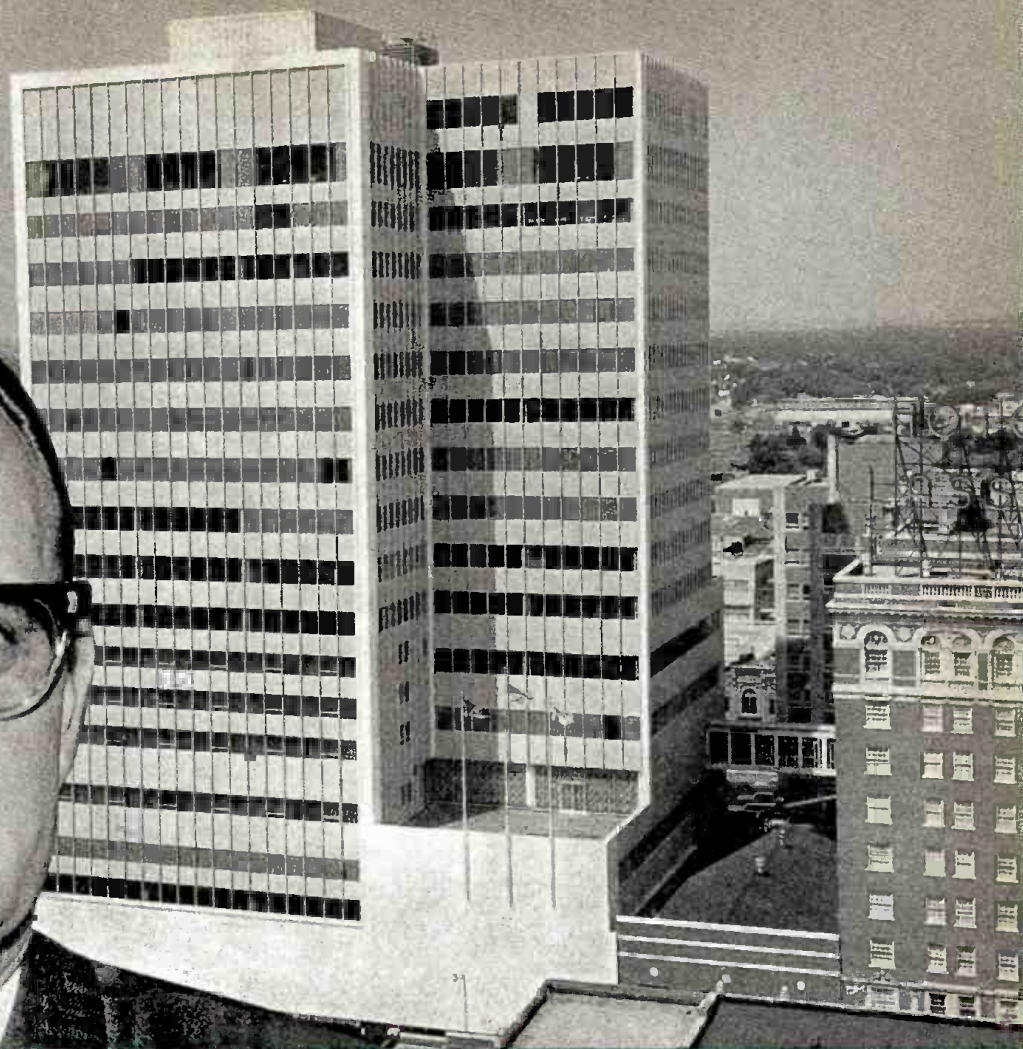
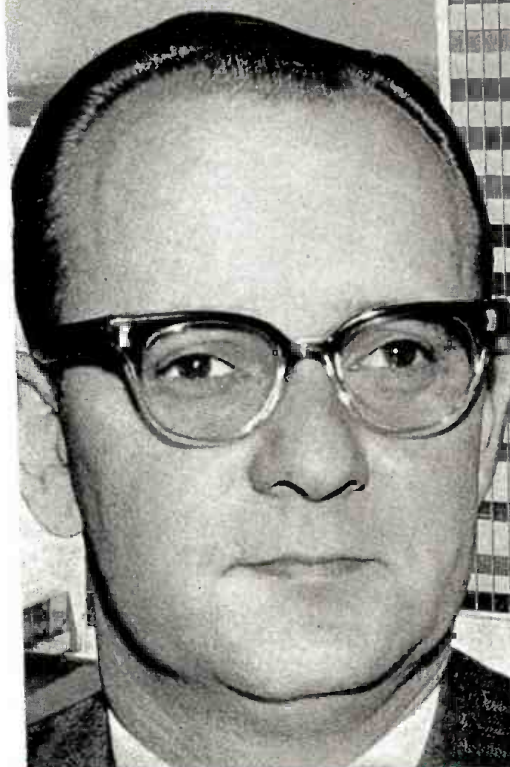
Business briefly . . .

General Mills, Minneapolis, plans a TV spot drive early this year in selected midwest markets for the new Betty Crocker Vienna Dream Bar Mix. Agency: Needham, Louis & Brorby, Chicago.

Lucky Lager Brewing Co., through McCann-Erickson, San Francisco, will sponsor TV coverage of the Lucky International Open golf tournament, Jan. 26, 2:30-4:30 p.m. PST, on an 11-station sports network formed in association with KTVU(TV) Oakland-San Francisco, which will originate the tournament in San Francisco's Hardin Park, with five cameras covering the 16th, 17th and 18th holes. Lucky Lager is sponsoring the tournament as well as the broadcasts, with all proceeds going to the Easter Seal societies for crippled children.

The Glidden Co., through Meldrum & Fewsmith, Cleveland, has purchased sponsorship in NBC-TV's *Today*, *Tonight* and *Sunday* programs beginning the end of March. The 12-week saturation campaign marks Glidden's return to network TV for the first time in several years.

The Chemstrand Corp., through Doyle Dane Bernbach, New York, and **Lever**



Why KTVH bought Volumes 2, 3, 4 and 5 of Seven Arts' "Films of the 50's"

Says M. Dale Larsen:

Vice-President & General Manager of KTVH, Wichita-Hutchinson, Kansas

"Despite depth status of our existing feature film library... between 800 and 1,000 titles, we recognized a crying need for additional quality.

Applying our carefully developed, and we think excellent, system of rating feature pictures, our program director

INSISTED ON SEVEN ARTS' QUALITY

as the films needed to bring our *quality* level up to a par with our *quantity* level.

Feature films are programmed by two of the three stations in the Central Kansas area, so it was a 'must' that we add the then available quality of Volumes 2, 3, 4 and 5 to our feature film shelves in order to maintain our strong feature-film lineup.

We're most pleased with the acceptance of these *finer* quality films by Television 12 viewers."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105

DALLAS: 5641 Charleston Drive A Dams 9-2859

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-9193

LONDON W1, ENGLAND: 24 Berkeley Sq. Hyde Park 0671

Distributed outside of the United States and Canada:

Cable: NORFILM London

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

Public Service?

When a motion picture, usually thought of as "entertainment," conveys an idea, examines a problem, or lifts a heart—isn't that serving the public?

And how often have we found this to be true of a movement of music, a moment of drama, a minute of history? Isn't it also true that the best TV documentaries are those that arouse the mind and appeal to the emotions?

The more programming we plan and do—public service or otherwise—the more we realize that the familiar compartments and categories can use some re-appraising. The content is what counts. The form is secondary in importance and the old distinctions seem less valid.

When we plan what are traditionally called "public service" programs we aim to inform, to broaden understanding, and to stimulate thought. We choose a

Rebel Without a Cause



subject and then we select the form. We have found that the special magic of TV and radio, properly employed through sound broadcasting techniques, often lifts public service programs out of their assumed narrow limits, and enables them to appeal to the broadest possible audience.

Thus, without sacrificing content, we can choose the form of program which will do most for—serve, if you will—the public. This is the way it should be. As we face 1964 and the rest of this challenging decade, let's keep it this way.

RKO General Broadcasting WOR AM/FM/TV NEW YORK • KHJ AM/FM/TV LOS ANGELES • WNAC AM/TV AND WRKO FM BOSTON • THE YANKEE NETWORK CKLW AM/FM/TV DETROIT-WINDSOR • KFRC AM/FM SAN FRANCISCO • WGMS AM/FM WASHINGTON, D.C. • WHBQ AM/TV MEMPHIS



A woman's view of women in TV commercials

Mrs. Esther Peterson, America's No. 1 consumer (by designation of President Johnson) has strong convictions about the portrayal of women in TV and radio commercials—"they're clichés, stereotypes and unrealistic," she says—and she intends to do something about it.

Two weeks ago President Johnson named Mrs. Peterson a special White House aide on consumer affairs to give the consumer a voice in the highest councils of the executive department. He also established a presidential committee on consumer interests, with Mrs. Peterson as its chairman.

Mrs. Peterson is assistant secretary of labor in charge of its Women's Bureau. She also was executive vice chairman of the President's Commission on the Status of Women which issued its report last October.

Mr. Peterson, whose background includes long years as a union official in educational and woman's fields, feels incensed at the way some advertisers portray women in TV commercials. Most of them show women living in rose-covered cottages, a housewife and mother of children, with her whole life centered on cooking, washing dishes and doing the laundry.

"This isn't what we are at all," Mrs. Peterson protested the other day. "Women are in all sorts of positions and conditions. They're much more varied in their pursuits and status." They should be shown that way—as wage earners, as civic workers, as career professionals.

Notwithstanding her sunny smile,

Mrs. Peterson is seriously concerned, she says, about advertising that attacks basic American values. "My clothes are whiter than yours" messages she characterized as the very opposite of American ideals.

Price and Safety Protection ■ The purpose of the consumer committee, Mrs. Peterson says, is to see that the consumer gets a fair break in' pric-



ing, packaging and health.

"When you go into store and buy staples, like butter or flour or milk," she says, "you buy by the pound or the quart. But when you want to buy some of the new products, you need a slide rule to figure out what

54 ounces 10 grams is equivalent to, or what 1 pound 13 ounces is equal to.

"And prices are confusing too. Why must a store sell a product for 67 cents less 2 cents off? That's an insult to the consumer."

Mrs. Peterson says she is going to try and persuade businessmen to make things simpler for the housewife. And if safety is involved, or where deception is practiced, she is going to act with all the power of the government. If legislation is needed, she says, she'll ask for it—although she doesn't think there will be great need immediately.

Membership on the committee includes representatives of government departments and agencies which have anything to do with consumer affairs—Justice, Agriculture, Interior, Commerce, Federal Trade Commission, and the like.

Advertising is not all black, Mrs. Peterson acknowledges. It has served to enhance the American standard of living "and that's what we want, don't we?", she asks.

Vital, competent, a confirmed feminist, Mrs. Peterson is the wife of a retired foreign service officer, and the mother of four children. She is a native of Utah, taught for many years, and for the last 20 years has been active in labor union affairs. She has worked for the Amalgamated Clothing Workers of America, the International Ladies Garment Workers Union, and the AFL-CIO, both at home and abroad. She was appointed to her present post by President Kennedy in 1961.

Brothers, through J. Walter Thompson Co., New York, have purchased sponsorship of an hour comedy special scheduled for April 19 (8-9 p.m. EST) over CBS-TV. The show, which will feature Lucille Ball and Bob Hope, is tentatively titled "Mr. and Mrs." It will pre-empt the *Ed Sullivan Show*.

The Xerox Corp., through Papert, Koenig, Lois, New York, has purchased sponsorship of "The Kremlin," a full-hour color special to be repeated Jan. 26 (10-11 p.m. EST) over NBC-TV. Xerox sponsored the historical program when it was first presented by NBC-TV in May 1963 and again when it was repeated two weeks later.

The Noxema Chemical Co. of Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, has launched

a nationwide lipstick campaign featuring heavy use of radio and TV. The drive for Cover Girl Lipstick will include spot radio and TV in top U. S. markets as well as nighttime sponsorship in NBC-TV's *Mr. Novak*, *Jack Paar Show* and *The Virginians* and ABC-TV's *Hootenanny*, *Ben Casey* and *Jimmy Dean*.

Davis, Higginbotham get recess appointments

President Johnson last week gave recess appointments to three federal judges, two of interest to broadcasters. One of them has broadcast interests, another opens a vacancy on the Federal Trade Commission. Both are for U. S. district judge in Philadelphia. They are:

John Morgan Davis, former lieutenant

governor of Pennsylvania. Mr. Davis with his wife owns 50% of WALL Middletown, N. Y. WALL owns 100% of WSPB Sarasota, Fla. Mr. Davis is a director of WRBB Tarpon Springs, Fla.

A. Leon Higginbotham Jr., appointed an FTC commissioner in 1962. He was a Philadelphia lawyer.

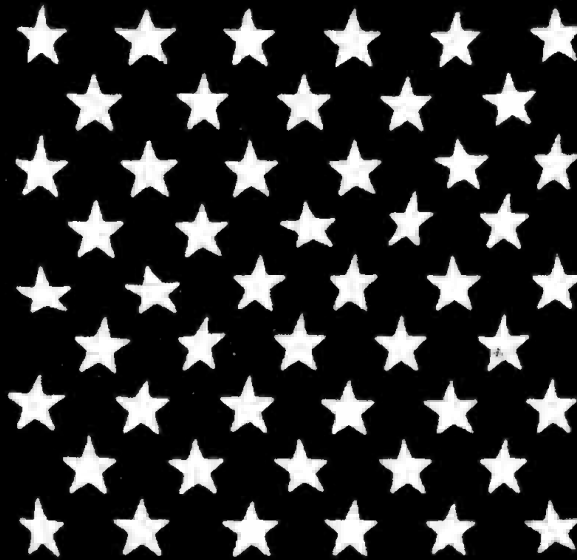
Mr. Higginbotham and Mr. Davis were nominated to the bench by President Kennedy last September. A Senate judiciary subcommittee approved their nominations, but Congress adjourned before the full committee could act.

At that time, President Kennedy also had nominated John R. Reilly, Department of Justice attorney, as a successor to Mr. Higginbotham on the FTC. This, too, failed to be acted on before Congress adjourned. It is believed that President Johnson will send Mr. Reilly's name to the Senate again.

Group W produces an educational series



WHAT COMMUNISM MEANS



...TO AMERICANS

Group W has produced a series of thirty television lectures on the "Meaning of Communism."** They were created to arm young Americans with the vital weapon of knowledge in the struggle for freedom.

This series provides a dispassionate analysis of the principles and realities that shape Communism and Russia today. The lectures will appear on Group W stations, and will be made available to other broad-

casters and schools who seek to give young Americans a strong foundation of information on this subject.

Broadcasting, with its ability to reach millions of people, is the ideal medium to undertake a project of this nature. And the Group broadcaster, responsive as he is to the needs of the community, has the responsibility to create such programs that enlighten and forearm. To bring the truth to

all who seek it, in the belief that education is the strongest weapon of a free people.



BOSTON WBZ · WBZ-TV
NEW YORK WINS
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
CLEVELAND KYW · KYW-TV
FORT WAYNE WDWO
CHICAGO WIND
SAN FRANCISCO KPX

WESTINGHOUSE BROADCASTING COMPANY

**The series features Prof. Marshall D. Shulman, Fletcher School of Law and Diplomacy, and Prof. Henry L. Roberts, Director of Columbia University's Russian Institute, and is based on "The Meaning of Communism" published by the Silver Burdett Company/Time Incorporated.

Ratings Council hangs its shingle

M'GANNON CITES LONG STRIDES MADE IN TWO OF THREE AREAS

The newly incorporated Broadcast Ratings Council Inc. became an official going concern last week.

Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the committee that set up the nonprofit corporation and charted its objectives and procedures, was elected chairman of the board.

The founding committee itself was disbanded and operation of the new council was taken over by its own 15-man board of directors, representing 10 organizations, at a meeting in New York Wednesday (Dec. 8).

Before going out of business, however, the old committee sent a progress report to Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations, the

ington Wednesday (Jan. 15) to report to the full subcommittee—also in closed-door session (story page 47).

Long Strides ■ Both in his letter to the subcommittee and in his news conference, Mr. McGannon said long strides had been made toward two of the council's three major objectives—establishment of minimum criteria and standards for rating services, and development of an auditing service to assure maintenance of those standards—and that the board was already at work also on the third objective—development of long-range methodology studies to improve audience research.

He declined to describe publicly the methodology project under consideration, pointing out that discussions were still in progress and that, in any event,

is what he spelled out in his letter to the subcommittee: that he expects the NAB to approve "a major appropriation which will be used for important methodology studies in the local area."

Mr. McGannon reiterated the council's hope that audit service will be "in its basic operative form" by the end of the first quarter of the year.

He said council officials had talked with 11 independent auditing services in quest of one to handle the auditing of rating services; that six of these already have submitted proposals and that the five others are expected to do so. In addition, he said, the printed media's Audit Bureau of Circulations also has shown interest in the broadcast audit job and is considering entering the competition.

Direction of the ratings council will be in the hands of its 15-man board, whose officers include, in addition to Chairman McGannon: Douglas Anello, NAB general counsel, assistant secretary; Melvin Goldberg, NAB research vice president, assistant treasurer. No vice chairman was named to back up Mr. McGannon, who also heads the NAB research committee.

The appointment of Dr. Kenneth Baker as executive director (BROADCASTING, Dec. 30, 1963) was ratified by the board. Mr. Baker also was named secretary and treasurer.

Standards And Criteria ■ The general criteria and standards for rating services, Mr. McGannon noted, already have been distributed to the services for their reactions (BROADCASTING, Dec. 23, 1963) and one of the companies has given its approval. He said there may be some modification of the proposed criteria but that no substitute changes are expected.

He also pointed out that the council is beginning to get returns from exhaustive questionnaires it submitted to nationally syndicated services asking for details of their systems and methods. One service, he said, has answered fully, two have supplied more than half of the requested information and others are completing their replies.

In the letter to the subcommittee, dated Dec. 30 but not received on Capitol Hill until Jan. 8, Mr. McGannon said "We have received full response from The Pulse Inc., a considerable portion of the response from the American Research Bureau, and the NTIS [Nielsen Television Index Service] from the A. C. Nielsen Co." Other Nielsen data was expected in two to three weeks. The Nielsen Station Index had been mailed and C. E. Hooper's sub-

THE RING OF THE BELL PROPOSAL

Agency men, reps disagree whether to kill the piggyback

Executives at advertising agencies and station representative companies last week expressed mixed reaction to the proposal by Howard H. Bell, director of the NAB Code Authority, to outlaw piggyback announcements (BROADCASTING, Jan. 6).

Mr. Bell, in a memorandum to members of the television code board, which meets in Miami on Jan. 22-23, proposed that approval be given only to "integrated" commercials meeting the following specifications: the product or services must be related in nature and produced by the same advertiser; the spot must be produced in such a way that it appears to the average viewer to be a single announcement.

In general, both those executives who agreed and disagreed with Mr. Bell stressed that there must be an extremely clear definition of what constitutes a commercial that is acceptable and one that is unacceptable. In addition, there was a feeling on the part of some

officials who supported Mr. Bell's move that from a practical viewpoint it might prove difficult to enforce such rules regarding piggybacks, since some stations may give a broader interpretation to the definition.

Pro And Con ■ These were some of the points made by those who backed Mr. Bell: The NAB action will provide the impetus for stations to tighten their definition of piggybacks and the implementation of this proposal will tend to increase commercial effectiveness and help television generally.

Those who differed with Mr. Bell offered these comments: There is no proof that piggybacks offend the viewers or result in lowered commercial efficiency; there is a strong possibility that a large number of stations will not honor a prohibition against piggybacks; there is an opportunity for stations to charge premium rates for piggybacks; there can be no "fool-proof" definition of piggyback, and this can lead to confusion.

unit that set off last year's ratings row when it held an extensive public hearing on audience measurement and research (BROADCASTING, Feb. 18, 1963, et seq.).

Meanwhile, a special group of network television vice presidents met privately with Representative Harris in his Washington office Thursday (Jan. 9) to explain results of special studies being conducted on network TV research. They are to return to Wash-

ington Wednesday (Jan. 15) to report to the full subcommittee—also in closed-door session (story page 47).

it must be approved by the board of the National Association of Broadcasters. This work is in addition to the radio methodology study being conducted jointly by the NAB and the Radio Advertising Bureau, he said, and also in addition to specific studies—such as conceptual matters and sample size—that the networks are conducting with the NAB research department.

Appropriation Expected ■ What Mr. McGannon may have been hinting at

mission was expected by the end of the week, he continued. A. E. Sindlinger Co. should be in by the end of January, Mr. McGannon said.

He appeared satisfied with this rate of return, pointing out that the material requested is so voluminous that Pulse required a crate to transport it all.

This material on systems and methods, along with the criteria established by the council, will form the "underpinning" of the audit service, Mr. Mc-

Gannon said.

Unresolved Problems ■ He said the frequency at which audits will be made involves a problem of a reconciling cost and effectiveness—a problem not yet resolved. With five rating services and hundreds of markets involved, he pointed out, the auditing job will be complex and costly.

The services are those offering regular nationally syndicated audience-measurement reports: A.C. Nielsen Co.,

ARB, Hooper, Sindlinger and Pulse. Mr. McGannon indicated that others, offering more specialized services, like Trendex and Videodex, would undoubtedly be involved on a secondary basis.

Mr. McGannon said it was contemplated that the cost of auditing the services would be borne by these services themselves, and that presumably these costs would be reflected in their charges to their subscribers.

In a brief reference to ratings council accreditation, Mr. McGannon mentioned in his letter that "we are now in the process of having this reviewed legally because of the sensitive antitrust problems involved." The letter adds that "this includes review and hearing on shortcomings and noncompliance [of rating services] as well as the possible consequence of disaccreditation."

Representative J. Arthur Younger (R-Calif.), ranking Republican on the ratings subcommittee, commented favorably on the report. "I think they're making progress in the right direction."

Representative Paul G. Rogers (D-Fla.), a subcommittee member who has expressed concern that ratings legislation might be needed if broadcasters didn't "clean up their own house," said earlier in the week that the council's issuance of proposed ratings criteria was "very significant."

The list of council members released last week contained one not on earlier lists—Mutual Radio.

Members pay at the rate of \$5,000 a year for each seat they have on the board of directors—a total of \$75,000 a year. NAB has five representatives on the board; the American Association of Advertising Agencies has two and the other members one each. The directors and their organizations are:

NAB—Mr. McGannon; Simon Goldman, WJTN Jamestown, N. Y.; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Bennett Korn, Metromedia Inc., and Frederick S. Houwink, WMAL-AM-FM-TV Washington.

AAAA—William Weilecher, C. J. LaRoche & Co., Philip Cohen, Sullivan, Stauffer, Colwell & Bayles.

ABC—Julius Barnathan.

CBS—Thomas Fisher, Richard Forsling, as deputy.

NBC—Hugh M. Beville Jr.

Mutual—Raymond T. Anderson.

Television Bureau of Advertising—Norman E. Cash.

Radio Advertising Bureau—Edmund C. Bunker.

Station Representatives Association—Edward Codel, The Katz Agency.

FM Broadcasters Association—James Schulke.

The council's headquarters will be in New York. While office space is being sought, Dr. Baker is working temporarily in the Time-Life building there.



Representative Harris



Mr. Howze



Mr. Beville



Mr. Goldberg



Mr. Barnathan



Mr. Eliasberg

Research directors of the television networks and the National Association of Broadcasters met privately with Representative Oren Harris (D-Ark.) last Thursday (Jan. 9) to explain what the networks are doing jointly to solve ratings problems.

Representative Harris, chairman of the Special Subcommittee on Investigations, invited the broadcasters to return Wednesday (Jan. 15) and tell their story to the full panel.

The unannounced, closed-door session in Washington followed by one day a public report by the Broadcast Ratings Council, now incorporated, on progress broadcasters and rating companies have made toward improving ratings (story above).

Those attending the Washington meeting included Melvin Goldberg, research director of the National Association of Broadcasters; Julius Barnathan, ABC research vice president; Jay Eliasberg, CBS research director; Hugh M. Beville, NBC research vice president; Representative Harris, Charles P. Howze Jr., subcommittee staff director, and Kurt Borchardt, communications counsel of the parent Commerce Committee.

The network executives are mem-

bers of the Committee on National Television Audience Measurements, an off-shoot of the NAB's research committee, that works in conjunction with Mr. Goldberg. The networks, through an independent market research company, are sponsoring three methodology studies: a comparison of ratings with various levels of sample size; a comparison of the viewing habits of persons who cooperate in audience research studies in the national audience field with viewers who do not cooperate, and a comparison of the results of the American Research Bureau and A. C. Nielsen Co.

'Incredible' Correlation ■ Two of the studies have been completed, but the research company is still at work on unanswered problems about noncooperative respondents, the researchers reported. This study is limited to ARB and Nielsen, who have been conducting similar studies of their own for some time.

The completed studies show that separate ARB and Nielsen reports on the popularity of the top and bottom 20 network television programs carried in prime time result in "an incredible correlation," as one meeting participant put it.

RAB DETAILS 1964 PLANS

'Balanced' approach of multiphase sales program can double radio's growth rate, Bunker claims

The Radio Advertising Bureau last week unveiled a sales program of ambitious proportions for 1964 which, if successful, would eventually see radio's annual growth rate climb to 10%, twice its present yearly rate.

The plan, titled "operation acceleration," was outlined by RAB President Edmund C. Bunker for 16 radio representation firms. Mr. Bunker said "it's not enough for radio to grow just as fast as other media. We're growing from too low a base. . . . We are not growing as fast as we deserve to grow on merit. . . ."

A significant departure for RAB described by Mr. Bunker as part of the multiphase radio sales program will be a new emphasis on presentations to agency media departments. He said he would lead the presentation to the top 50 agencies himself, and that these would be followed up with talks to as many account groups as possible.

Robert H. Alter, RAB vice president and director of national sales, outlined a new "balanced" approach in the bureau's selling method which would involve "a far greater penetration of agencies than had been possible previously." Calls which have been directed principally at national advertisers in the past would now include both media and account departments of agencies.

The Plan ■ Mr. Bunker said the first phase of "operation acceleration" would consist of a new presentation drawing its sales data from \$175,000 worth of research already done in carrying out the RAB Radio Marketing Plan campaigns aimed at large national advertisers.

Another phase, described by Miles David, RAB administrative vice president, would be aimed at establishing new advertisers by putting existing ones on record. He said RAB would release a list of the top 50 national spot radio advertisers during 1963. The figures, now being compiled, will be based on information offered by representation firms and other sources. Mr. David assessed the technique as follows: "We expect to create and we believe you will create dozens of new advertisers just by putting radio's advertisers on the record." Another aid to radio salesmen will be monthly compilation of a business barometer for spot radio, intended to provide a measure of comparable sales activity for the medium from one year to the next.

Mr. Bunker described the creation of an RAB station representatives liaison committee as another integral part of

the overall sales effort. The purpose of the committee would be to decide where the radio industry's major selling efforts should be directed, hopefully eliminating duplicated efforts.

Ratings Leadership ■ Mr. David said the radio industry's leadership in pressing for audience measurement methodology research has resulted in radio's getting the credit for leadership in this area in the minds of advertisers and agency people. He added, though, that "full benefits of the RAB-NAB methodology study won't come until next year because of the depth with which the study is to be undertaken."

The RAB sales acceleration program will also place a new accent on the importance of creativity in radio commercials. As part of its plan to foster creativity RAB plans to double the number of awards it gives yearly for the most creative radio commercials from 12 to 24. Mr. Bunker called on station representatives to assist RAB in expanding radio's sales force, singling out personal salesmanship as the basic ingredient for more radio revenues. He said RAB plans a continuing increase in its sales force through 1964.

Those attending the meeting and their organizations: Thomas B. Campbell and W. B. Taylor Eldon, Advertising Time Sales; Bill Losee, AM Radio Sales; Arthur McCoy and Lou Faust, Blair Radio; Carl L. Schuele, Broadcast



RAB's Bunker
Man with a plan

Time Sales; Maurie Webster and Ron Gilbert, CBS Radio Spot Sales; Richard Arbuckle, Robert Eastman Co.; James Alspaugh and Max Friedman, H-R Reps; Morris Kellner and Martin Beck, Katz Agency; Ralph Guild, McGavren-Guild; Herb Hahn, Meeker Co.; Bud Neuwirth and Robert Coppinger, Metro Radio Sales; Fred Lyons and Wilbur Fromm, NBC Radio Spot Sales; Roger O'Conner and Gay Eckard, Roger O'Conner Inc.; Tom Taylor, Peters, Griffin and Woodward; Ben Holmes, Edward Petry & Co., and Peggy Stone and Saul Frischling, Stone Reps.

Rep appointments . . .

- KLTV(TV) Tyler, Tex.: Avery-Knodel Inc., New York, as national sales representative, effective Jan. 15.
- WAFG-TV Huntsville, Ala.: Jack Masla & Co., New York, as national representative.
- WLAM Lewiston, Me.: George P. Hollingbery, New York, as national representative, effective Feb. 1.
- KPEN(FM) San Francisco: Jack Masla & Co., New York, as national sales representative, effective immediately.
- WKAT Miami Beach, Fla.: CBS Radio Spot Sales, New York, as national representative, effective Feb. 1.
- KDTH Dubuque, Iowa: Grant Webb & Co., New York, as national representative, effective Feb. 1.
- WAKY Louisville, Ky.: H-R Representatives, New York, as national representative.
- WINF Hartford, Conn.: Mort Bassett & Co., New York, as national representative.
- KTEM Temple, Tex.: Prestige Representation Organization, New York, as national representative.

Agency appointments . . .

- Glass Marine Industries, Costa Mesa, Calif., has named MacManus, John & Adams Inc., Los Angeles, as advertising agency. The fiberglass sailboat manufacturer has annual billings of approximately \$200,000.
- Maola Milk & Ice Cream Co., New Bern, N. C., has named C. Knox Massey and Associates Inc., Durham, N. C., as advertising agency. Maola's annual advertising budget is approximately \$140,000.
- Yamaha International, California subsidiary of Nippon Gakki Co. of Japan, appoints Hixson & Jorgensen, Los Angeles, effective March 1. With 1964 sales of the company's pianos and motorcycles estimated at \$13 million, the advertising budget is expected to be about \$500,000.

Ole!



We have just won an "Ole!" from Spain that means as much to us as both ears and a tail to a victorious matador. The trophy shown above was awarded to us for our public service series entitled "La Clase de Espanol" ("The Spanish Class") . . . judged the best cultural program

of 1963 in the recent Spanish International Radio and Television Awards Competition in Barcelona. To the Span-

ish government, with a touch of Hoosier accent, we say "muchas gracias." And we hasten to remind our friends in advertising that "the station that *serves best sells best!*"

WFBM-TV **TIME LIFE**
INDIANAPOLIS **BROADCAST**
AMERICA'S 15TH TV MARKET • REPRESENTED BY THE KATZ AGENCY

Network TV billings up 3.8% in October

Released by Television Bureau of Advertising

NETWORK TELEVISION GROSS TIME BILLINGS (\$000)

	October			January-October		
	1962	1963	% Change	1962	1963	% Change
ABC	\$19,219.8	\$19,960.6	+ 3.9	\$168,295.3	\$178,442.8	+ 6.0
CBS	28,774.4	29,457.4	+ 2.4	254,831.9	269,102.7	+ 5.6
NBC	26,098.6	27,507.8	+ 5.4	231,103.3	241,325.4	+ 4.4
Total	\$74,092.8	\$76,925.8	+ 3.8	\$654,230.5	\$688,870.9	+ 5.3

MONTH-BY-MONTH 1963 (000)

	ABC	CBS	NBC	TOTAL
January	\$18,264.8	\$25,912.7	\$24,095.6	\$68,273.1
February	17,435.7	24,057.7	22,864.8	64,358.2
March	19,378.0	26,694.3	25,196.7	71,269.0
April	18,577.0	26,508.4	23,699.7	68,785.1
May	18,299.7	27,986.9	25,350.1	71,636.7
June	17,070.5	26,749.1	23,006.6	66,826.2
July	15,927.8	27,401.9	23,333.8	66,663.5
*August	16,271.6	26,883.7	23,002.3	66,157.6
*September	17,257.1	27,450.6	23,268.0	67,975.7
October	19,960.6	29,457.4	27,507.8	76,925.8

*August and September figures adjusted as of Jan. 2, 1964.

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

	October			January-October		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$26,488.8	\$28,163.3	+ 6.3	\$206,168.8	\$226,388.3	+ 9.8
Mon.-Fri.	21,269.5	21,388.5	+ .6	168,665.1	178,637.0	+ 5.9
Sat.-Sun.	5,219.3	6,774.8	+29.8	37,503.7	47,751.3	+27.3
Nighttime	47,604.0	48,762.5	+ 2.4	448,061.7	462,482.6	+ 3.2
Total	\$74,092.8	\$76,925.8	+ 3.8	\$654,230.5	\$688,870.9	+ 5.3

Source: TvB/LNA-BAR

AFTRA, networks agree on new codes

The extensive negotiations for new codes governing performers appearing in TV and radio commercials, and network radio and television programs were headed for conclusion last week as networks and the American Federation of Television & Radio Artists reached agreement on the final phase of the overall contract.

The joint negotiations between the Screen Actors Guild and AFTRA on the one hand, and the advertising agencies, advertisers and networks began last October to replace various codes that expired Nov. 15. An agreement was reached between AFTRA-SAG and the advertisers and agencies last month (BROADCASTING, Dec 9, 1963) in the critical television commercial area. In conformity with custom, no overall contract was signed pending the outcome of AFTRA's negotiations with the networks for codes covering the areas of transcribed spot announcements, radio-TV network programs and network-owned stations' staff announcers and newsmen.

An AFTRA spokesman said union and network negotiators held through-the-night sessions last Tuesday (Jan. 7) and evolved a "workable formula" on Wednesday (Jan. 8). He said proposals will be submitted to members of

the national board in New York, Chicago and Los Angeles this week for approval and to members for ratification.

It is expected that all codes will be signed within the next two to three weeks.

Though details of the various agreements have not been made public, it is reported that the unions again made gains in the critical TV commercial area. The session fee was raised from \$95 to \$105 and the use payment from 15% up to 100% in some instances.

The proposed agreement with the networks reportedly calls for increases in salaries and fees ranging from 5% to 10% and added fringe benefits.

Toy firm, FTC agree

AMT Corp., Troy, Mich., last week agreed to a consent order issued by the Federal Trade Commission forbidding AMT from making misrepresentations in its TV commercials for the "Authentic Model Turnpike," a toy. According to the FTC, the turnpike kit does not include two cars (but only one), and several other accessories, contrary to statements and pictorial presentations in the firm's commercials.

The order also is binding upon four officers of the company. The agreement is for settlement purposes only and does not constitute an admission of guilt by AMT, the FTC said.

Commercials in production . . .

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

Alexander Film Co., Colorado Springs.

Alberto-Culver (Rinse Away); three 30's for TV. Agency: Compton. Marge Corboy, agency producer.

Seven-Up (soft drink); three 20's for TV. Agency: J. Walter Thompson. Art Lunn, agency producer.

Phillips "66" Petroleum Co. (fertilizer); one 60 for TV. Agency: J. Walter Thompson. Don Franz, agency producer.

Sinclair Refining Co. (gasoline); one 60 for TV. Agency: Geyer, Morey & Ballard. Anthony Rizzo, agency producer.

Pet Milk Co. (Sego diet food); one 60 for TV. Agency: Gardner Advertising. Dale Kirschhoff, agency producer.

Chevrolet Division, General Motors; one 120 for TV. Agency: Campbell-Ewald, Detroit. Ray Delman, agency producer.

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

C. B. Drug Co., Charlotte; one 60 for TV, live on tape. John Dillon, Jim Rogers, production managers. Agency: Bennett/Advertising, Charlotte. Bill Wilson, account executive. Bill Stores, agency producer.

Red Cross Beans, Charlotte; one 60 for TV, live on tape. John Dillon, Jim Rogers, production managers. Agency: Sonny Smith, Charlotte. Sonny Smith, account executive. Bob Hicks, agency producer.

Keitz & Herndon Inc., 3801 Oak Grove, Dallas 4.

Farah Manufacturing Co., El Paso (slacks); four 50's, four 60's for TV, live on film. L. H. Herndon, production manager. Agency: White & Shuford, El Paso. John P. Amodeo, account executive.

Kretschmer Wheat Germ Corp., Carrollton, Mich. (wheat germ); two 20's, two 10's for TV, live on film. Marty Young, production manager. Agency: Maxon. Frank Stephens, account executive.

Mid-America Videotape Productions, a division of WGN Inc., 2501 West Bradley Place, Chicago 18.

Jewel Food Stores, Chicago (turkeys); two 20's for TV, live on tape. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago.

Thomas J. Lipton Inc. (soups); three 60's for TV, live on tape (color). Dale Juhlin, director. Agency: Young & Rubicam, New York. Roger Brand, agency producer.

Goldblatt Bros. Department Stores, Chicago (anniversary sale); one 60, one 20, one 10 for TV, live on tape. Dale Juhlin, director. Agency: Bronner & Haas, Chicago. Bob Berman, agency producer.

Shield Productions Inc., 919 North Ernst Court, Chicago 11.

Quality Chekd Dairy Products Association, Chicago (ice cream); six 60's, three 20's for TV. James Dolan, production manager. Agency: MacFarland, Aveyard & Co., Chicago. Frank Stahl, account executive. Nick Amos, agency producer. Approximate cost: \$8,000.

TV Graphics, 369 Lexington Avenue, New York. Morton Salt Co.; four 60's for TV, live on



Us Hayseeds are in ORBIT!


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

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

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

BROADCASTING, January 13, 1964

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

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

film. Sid Greenhaus, production manager. Agency: Needham, Louis & Brorby, Chicago. John Murphy, agency producer.

General Foods (Post corn flakes); four 60's for TV, live and animation on film (color and black-and-white). Sid Greenhaus, production manager. Agency: Benton & Bowles, New York. Lou Hanousek, agency producer.

Florida Citrus Commission (oranges); six 60's for TV, live on film. Sid Greenhaus, production manager. Agency: Campbell-Ewald. Pete Miranda, agency producer.

American Tobacco (Pall Mall cigarettes); two 60's for TV, live and animation on film. Sid Greenhaus, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles. Perry Hardin, agency producer.

Quaker to use broadcast for spring promotions

Quaker Oats Co., Chicago, last week announced two consumer promotions for March which include broadcast support. A spring seed premium drive for the Corn Goods Division will use "virtually all radio stations" in the firm's southern and west-central sales regions while a mixing bowl premium for the Flako product line will involve minute TV spots in selected markets east of the Mississippi.

Quaker last week also announced assignment of its Quaker and Aunt Jemima corn goods advertising to Glenn Advertising, Dallas, an account formerly handled by John W. Shaw Advertising, Chicago. The corn goods account earlier had been scheduled for transfer to Compton Advertising, also a Quaker agency, but this was changed. Flako agency is Lynn Baker Advertising, New York.

Retail merchants convention hears praise of UHF

Delegates to the National Retail Merchants Association convention in New York last week heard UHF television extolled as a medium suited to their advertising needs.

William L. Putnam, president, Springfield Television Broadcasting Corp., suggested that UHF stations must stay local rather than regional in outlook in order to operate profitably and that this attitude works to the advantage of local advertisers.

Large volume purchases, he said, are generally made by people who have travelled no more than 20 miles

from their home to the point of purchase. "Normal retailing trade areas," he added, "have grown up which are substantially smaller than the normal coverage areas of most old channel VHF television stations. This is what makes the rates too high for most retailers. . . ."

In concluding remarks to the retailers, Mr. Putnam said "furtherance of local television by the widespread development of the UHF channels gives you the best opportunity to reach your customers that you have ever had."

Audience delivery up

NBC researchers last week calculated TV usage based on average program ratings for all the networks and found audience delivery to be up this season over last. The research department at NBC reported 9.44 million homes delivered per "average minute" in the fourth quarter of 1963 compared to 8.81 million homes delivered on that basis in the like period of 1962.

Metro TV Sales signs WTTV

Metro TV Sales, New York, has been named national representative for WTTV(TV) Bloomington-Indianapolis. It will be the first TV station not owned by Metromedia Inc. to be represented by the group's rep firm. Metro TV

Sales was established early in 1962 to represent Metromedia TV stations: WNEW-TV New York; KTTV Los Angeles; WTTG Washington; KMBC-TV Kansas City, Mo.; KOVR-TV Stockton-Sacramento, Calif.; WTVH Peoria, Ill.; and WTVP Decatur, Ill.

New theme for Bud

"That Bud . . . that's beer!" is the 1964 copy theme for Budweiser beer, and the nation was told about it Wednesday (Jan. 8) by Johnny Carson on NBC-TV's *Tonight*, coincidental with 1,000 Anheuser-Busch marketing executives meeting for their annual sales convention in Tampa, Fla. Local radio and TV schedules are being bought on some 450 stations. Agency: D'Arcy Advertising, St. Louis.

THE MEDIA

Collins intends to go on talking

HE TELLS NAB BOARD CHIEFS HE'LL SAY WHAT HE THINKS

LeRoy Collins, president of the National Association of Broadcasters, told the NAB's executive committee last week that he will continue to speak publicly on controversial matters—including those not related to broadcasting—and that he would not accede to any arrangement requiring him to clear his statements in advance.

The governor was determined and unyielding in his position when called on the carpet last Monday (Jan. 6) in Washington by the association's five-man executive committee, all of whom were present. The committee—consisting of the chairmen and vice chairmen of the NAB boards—questioned the president for approximately two hours on his recent public statements, primarily those on civil rights (BROADCASTING, Dec. 9, 1963) and cigarette advertising (BROADCASTING, Dec. 2, 1963).

Governor Collins and the committee

—William Quarton, WMT-TV Cedar Rapids, Iowa (chairman); James Russell, KKTU(TV) Colorado Springs, Colo.; Ben Strouse, WWDC-AM-FM Washington; Glenn Marshall, WJXT(TV) Jacksonville, Fla., and Richard Chapin, KFOL Lincoln, Neb.—agreed that he would state his position before the NAB combined boards in Sarasota, Fla., later this month.

The committee neither endorsed nor disapproved of the governor's past actions. The question of approval will be put to the board. Although no vote was taken at the executive committee session, the sentiment was said to be 3-2 against the governor's contention that he is duty-bound to speak out on any subject of his choosing without any restrictions. This lack of unanimity, it was reported, is the reason the board took no action, publicly or privately.

Mr. Quarton, who also is NAB board

chairman, made the following statement: "We discussed routine association matters in preparation for the board meeting later this month in Sarasota. We also had a frank discussion with Governor Collins about several of his recent speeches. He feels he is doing a fine job for the broadcasters and proposes to continue to speak out on important national issues as well as on matters directly concerning broadcasting."

Behind The Doors ■ Governor Collins was said to have made a forceful presentation of his conception of his duties and obligations as NAB president. He said that he would continue to speak out as he has in the past and that he would not submit to any plan for prior consultation with broadcasters on his statements.

The committee suggested that there are broadcasters in Washington in

**YOU WANT
ACTION
DRAMA
SUSPENSE
ROMANCE?**

**YOU'VE
GOT
IT!**

Here's the last word in first run features for TV. 72 great motion pictures in all (Al Capone, Angel Baby, Friendly Persuasion, Pay or Die, Dondi, Big Circus, Hell to Eternity, Love In The Afternoon, Armored Command, King Of The Roaring 20's, The Bridge, and many more) -- all jam-packed with big name stars (Gary Cooper, David Wayne, Audrey Hepburn, Vincent Edwards, Rod Steiger, Chuck Connors, David Janssen, Sal Mineo, Rita Moreno, Ernest Borgnine, Gina Lollobrigida, Tony Perkins, Maurice Chevalier, Vic Damone, Mickey Rooney and many more)

**We call it CAVALCADE OF THE SIXTIES—GROUPS 1 & 2.
You'll call it the most exciting package in years.**

For more information, rates and promotional material, contact your AATV Sales Representative at any one of these locations.

165 W. 46th Street, N.Y. C. PLaza 7-8530
1232 So. Michigan Ave., Chicago, Illinois WAbash 2-7937
4376 Sunset Drive, Hollywood, California NOrmandy 2-9181
2204 Commerce St., Dallas, Texas RIVERSIDE 7-1658



ALLIED ARTISTS TV





William Quarton (standing) reports to nine other members of the radio and television boards of the National Association of Broadcasters at an informal dinner session in Washington last Monday (Jan. 6). Mr. Quarton, WMT-TV Cedar Rapids, Iowa, is chairman of the NAB combined boards. Major topic of discussion was a meeting earlier in the day of the NAB executive committee (also chaired by Mr. Quarton) which NAB President LeRoy Collins attended.

At the table are (l to r) John Patt, WJR Detroit; John H. Lemme, KLTF Little Falls, Minn. (partially hidden); Ben Sanders, KICD Spencer, Iowa; Harold Essex, WSJS-AM-TV Winston-Salem, N. C.; James Russell, KKTV(TV) Colorado Springs and chairman of the NAB TV board; Mr. Quarton; Richard Chapin, KFOR Lincoln, Neb.; Glenn Marshall, WJXT(TV) Jacksonville, Fla.; Robert Wright, WTOK-TV Meridian, Miss., and Henry Clay, KTHV(TV) Little Rock, Ark.

whom the president has confidence, or that any one in the country could be quickly reached by telephone, and that perhaps he should check out his ideas in advance with one of them. The group did not propose any particular broadcaster or a formal or informal committee for the governor to talk with but suggested he select the man or men.

No, replied Governor Collins. He would not be as effective, he reportedly told the committee, if he cleared his talks in advance under any arrangement. He said, it is understood, that he wanted his audiences to know that his speeches were a product of his own thoughts and not of a committee of broadcasters. Also, it is understood, he objected on the grounds that he did not want to set a precedent of agreeing to discuss his statements in advance of their delivery.

At the executive committee meeting the governor reportedly was told by one of the members that a majority of the board did not agree with his position. To which the governor was said to have countered that he was convinced most broadcasters did support his viewpoint on the duties of an NAB president.

All members of the executive committee except Mr. Strouse met that same evening with six other NAB board members who were in Washington for an NAB finance committee meeting the next day. They discussed Governor Collins's position and the executive

committee's decision to present the matter to the board for possible action. The other board members agreed informally that the executive committee had been correct in taking no public position and referring the matter to the full board.

Private Views — Some of the board members expressed strong private opinions on Governor Collins's statements, but only Mr. Russell made a comment for the record. "The governor has been a great asset to the NAB although I would prefer that he devote his future speeches to matters directly concerned with broadcasting," Mr. Russell said.

"I personally don't want him to editorialize for us on broadcast matters," another broadcaster in Washington for the many NAB meetings said last week. "We [the board] are going to set policy on broadcast matters—or else," he said, and the governor will be instructed that he is to accept this position.

Late last week, there was considerable talk that a resolution would be presented at Sarasota placing some form of prior review on the NAB president's statements, particularly on broadcast matters. However, even those backing this approach felt that it was doomed.

"Roy is very persuasive, and after the board hears him, the members will stick with him," a director said. "The governor is convinced he is doing the best job any NAB president has ever done and he simply refuses to be hobbled."

NAB Successes — A source close to

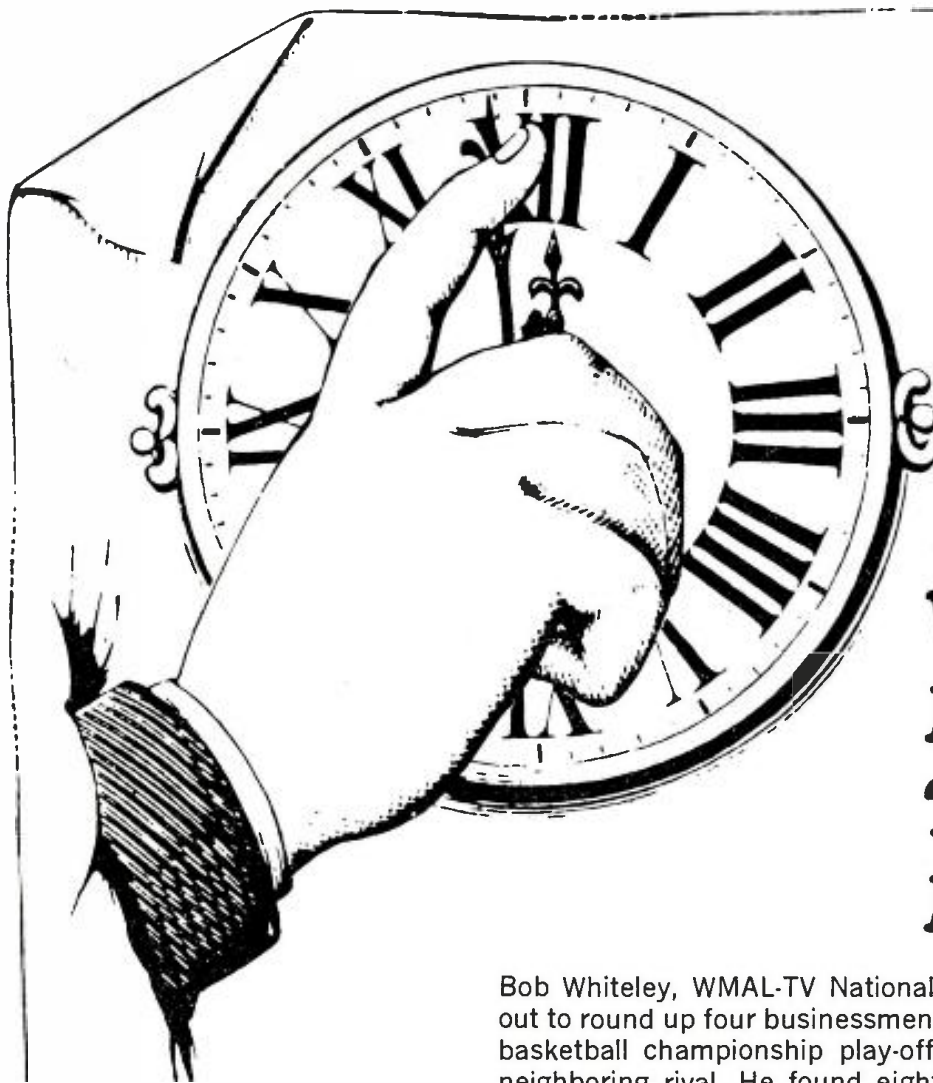
Governor Collins maintained the NAB is stronger and more vital than ever solely because of the Collins leadership. "Because the governor is a public figure holding public respect, the same public has heard of the NAB and its president for the first time," he said. "Collins's speeches are the major reason for this. . . . He does not mouth the utterings of the usual NAB president."

The NAB boards meet Jan. 27-31 in Sarasota and the first meeting of the combined radio and TV boards is set for Jan. 28. It is expected that the Collins question will come up at that time.

New CATV comment deadline

The FCC last week announced that parties wishing to comment on the commission's rulemakings to regulate microwave systems servicing community antennas may have until Feb. 24 to submit their views and until March 16 for reply comments. The action, which extended the deadlines from Jan. 22 and Feb. 12, respectively, was requested by the National Community Television Association.

The rulemakings would require that grants to microwave systems be conditioned on the CATV not duplicating for a 15-day period the programming of local televisions, with their grade A service area (BROADCASTING, Dec. 16, 1963). It would also be required that the CATV carry local station signals if so requested.



puzzle:

**The
Next
Half-
Hour
Will Be
Brought
To You
By...?**

*Puzzle adaptation courtesy Dover Publications,
New York, New York 10014.
Address answers to: Puzzle #95, WMAL-TV,
Washington, D. C. 20008.*

wmal-tv 

WASHINGTON, D. C.
Evening Star Broadcasting Company

*Represented by: HARRINGTON, RIGHTER
& PARSONS, Inc.*

*Affiliated with WMAL and WMAL-FM, Washington, D. C.;
WSVA-TV and WSVA, Harrisonburg, Va.*

**Bob Whiteley is a real National Sales Representative. The uncooperative business firms and all other characters are, to our limited knowledge, fictitious.*

Bob Whiteley, WMAL-TV National Sales Representative,* went out to round up four businessmen to sponsor the telecast of the basketball championship play-off between a local five and a neighboring rival. He found eight of the town's more solvent industrialists attending a Board of Trade luncheon and broached the subject. All eight of them were eager to sponsor, but they laid down such peculiar conditions that Whiteley was somewhat at a loss to pick the needed four.

The manufacturer of Peerless Pickles and the owner of The Three Seasons Restaurant (closed July and August) said they would co-sponsor with anybody. However, Harry's Hardware won't sponsor unless United Trust Bank does and United Trust won't sponsor with The Three Seasons. Comfy Drive-Inn won't sponsor unless Bob's Bowling Alley does. Sam's Supermarket won't sponsor with Comfy Drive-Inn unless Superba Stores does, and won't sponsor with United Trust unless Comfy Drive-Inn sponsors too. Superba Stores won't sponsor with both Harry's Hardware and United Trust, and with either Peerless Pickles or The Three Seasons. Bob's Bowling Alley won't sponsor unless Harry's Hardware or Sam's Supermarket does, won't sponsor with United Trust unless Superba Stores does too and won't co-sponsor with both Peerless Pickles and The Three Seasons.

Can you find us four equally willing sponsors before the baseball season begins?

No conflicts sully the atmosphere at WMAL-TV. Choice availabilities for one-minute spots in prime time—"Naked City," Sunday, 10 p.m.; "Dick Powell Theatre," Saturday, 10:30 p.m., and others of this ilk—are open now. Come one, come all. Check Harrington, Righter & Parsons, Inc., for details.

Bell outlines drive for code subscribers

BOARD TOLD OF FUNDS FOR COMMERCIAL RESEARCH

An intensive drive for new members and extensive research into radio commercial practices and problems were key areas discussed last Thursday (Jan. 9) at a Washington meeting of the Radio Code Review Board of the National Association of Broadcasters.

The board also named a subcommittee to study tobacco advertising in light of the U. S. surgeon general's report issued Saturday (story, page 33).

Howard H. Bell, newly-appointed NAB code authority director, who was meeting with a code board for the first time, outlined a program designed to increase the importance of the radio code to broadcasters and to make it better known to the public. He said first priority must be given to increasing the number of station subscribers, now standing at 1,854, 38% of the total U. S. radio stations.

"An all-out effort will be launched for new subscribers," he said, with a combination salesman and promotion man to be added to the code staff. The membership campaign will include di-

rect mail promotion, personal calls and telephone.

Melvin Goldberg, NAB vice president for research, reported that the NAB research committee has appropriated funds to conduct a study of radio commercial practices. Several weeks ago, the code authority had requested the committee to undertake and finance such a project and a similar study is planned for TV, Mr. Bell said.

The code board members discussed various approaches for the research and commercial problems with Mr. Goldberg. The research will include quality of commercials, placement, individual tastes and other areas.

Mr. Bell said the response and support of the research committee to the code effort is "extremely significant and valuable to our whole program."

The code board also heard reports from Douglas Anello, NAB general counsel, on government action on time standards and Paul Comstock, NAB vice president for government affairs, on legislative matters.

All radio code board members attended the meeting. They include Cliff Gill, KEZY Anaheim, Calif., chairman; Richard Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; Robert Jones Jr., WFBR Baltimore; Herbert Krueger, WTAG Worcester, Mass.; Robert Pratt, KGGF Coffeyville, Kan.; Richard Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver, and Richard Mason, WPTF Raleigh, N. C.

NAB radio board election to be held

It's election time again on the radio board of the National Association of Broadcasters with the terms of 12 of the 29 directors ending with the NAB convention next April. Radio members will elect eight district directors, one FM and one each from the three market classifications by population.

Nominating forms will be sent to member stations Thursday (Jan. 16) with actual ballots to be mailed Feb. 1. Results of the mail ballot will be announced March 2 with the new directors to take office at the close of the convention in Chicago.

Only four of the directors whose terms expire are not eligible for re-election under NAB by-laws which limit board members to two consecutive two-year terms. They are Richard Chapin, KFOR Lincoln, Neb., and radio vice chairman (District 10 which includes Iowa, Missouri and Nebraska); Allan Page, KOWA Enid, Okla. (District 12, Oklahoma and Kansas); John Patt, WJR Detroit representing large markets,

and Robert Mason, WMRN Mason, Ohio, representing small markets.

John F. Box Jr., WIL St. Louis, now is on the board representing medium-sized markets. His term expires this spring and while he is not eligible for re-election to his present board spot he can be elected a director from a district or large market.

Others whose terms expire, all of whom have served only two years: District 2 (New York and New Jersey)—John Henzel, WHDL Olean, N. Y.; District 4 (the Carolinas and Virginia)—Harold Essex, WSJS Winston-Salem, N. C.; District 6 (Arkansas, Louisiana, Mississippi and Tennessee)—Julian F. Haas, KAGH Crossett, Ark.; District 8 (Indiana and Michigan)—Lester G. Spencer, WKBY Richmond, Ind.; District 14 (Colorado, Idaho, Utah, Wyoming, Montana and New Mexico)—Rex G. Howell, KREX Grand Junction, Colo.; District 16 (Arizona, Southern California)—Lloyd Sigmon, KMPC Hollywood; FM director—Fred Rabell, KITT (FM) San Diego.

The television board will elect new directors at the convention with the terms of six board members expiring at that time.

CBS TV stations have their best year

The CBS Television Stations Division last week released a yearend report saying that 1963 was the most successful year in the division's history. The report showed an 11% increase in net sales for the division's components: five CBS-owned television stations, CBS Television Stations National Sales and CBS Films Inc.

The stations reported a 12% combined net sales increase over 1962, and CBS Television Stations National Sales reported a 14% increase. CBS Films, which said 1963 was its best year since 1958, reported that by the end of last year it was distributing 82 program series in 70 countries—an increase of eight countries and six program series.

The division report covered 1963 programing activities for the stations: WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. The report stressed increased news coverage and public affairs at the stations. Heavy news schedules last year prompted the stations to set up "a full-time Washington news bureau employing sound-on-film equipment."

The report also noted that WCBS-TV, which it claimed has the largest local news operation in the country, increased its local news schedule two hours and 40 minutes a week. Plans are being completed now for WCBS-TV news bureaus in Albany, N. Y., and Trenton, N. J.



Changing of the deed

The studios and equipment of WFIL-AM-FM-TV Philadelphia have been formally donated to educational stations WHYI-FM-TV. The switch was announced several months ago.

Shown here handing over the deed are Roger W. Clipp (1), vice president of the radio-television division of Triangle Publications Inc., licensee of the WFIL stations, and William Goldman, president of WHYI Inc.

The educational stations will occupy their new site next month, when WFIL-AM-FM-TV moves to 4100 City Line Avenue, Philadelphia.



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Veteran network executives feted

Two top network executives—Walter D. Scott, executive vice president in charge of NBC-TV, and Arthur Hull Hayes, president of CBS Radio—received recognition for their years of service last week.

Left photo—Mr. Scott, who marked his 25th year with NBC, is

congratulated by NBC President Robert W. Kintner (left) and Board Chairman Robert W. Sarnoff (right). Mr. Scott and six other NBC employees were inducted into the network's 25 Year Club at a luncheon at the Waldorf Astoria in New York on Jan. 7.



Right photo—On that same day, Mr. Hayes was given a surprise cocktail party at the network to celebrate his 30th anniversary with CBS. Board Chairman William S. Paley (right) presents Mr. Hayes with a scroll signed by a number of his executive colleagues.

Oral argument on licensee morality

IT'S CENTRAL ISSUE IN BARRY-ENRIGHT RENEWAL CASE

Licensee morality was given a hard look last week as the FCC held an oral argument in the WGMA Hollywood, Fla., renewal proceeding. The Hollywood station is owned by Jack Barry and Daniel Enright, two prominent figures in the quiz show scandal of several years ago and two men the commission's Broadcast Bureau doubts are morally qualified to be licensees.

Arguing against WGMA's attorney Marcus Cohn, the Broadcast Bureau's William A. Kehoe Jr. told the commission that there is no doubt that Mr. Enright "fixed" the quiz shows *Twenty-One* and *Tic Tac Dough* giving complete instructions to a number of contestants—such as answers, how long to pause before answering and other histrionics—and that Mr. Barry was fully aware of the dishonesty. Strong doubt is cast upon the two men's character qualifications to be licensees, Mr. Kehoe said.

This has been a pivotal question throughout the renewal hearing. Hearing Examiner Elizabeth C. Smith, in her initial decision recommending renewal, said that Messrs. Barry and Enright's actions were not to be condoned, but that they didn't equal "an absolute

disqualification as to the basic character attributes" necessary to be a licensee (BROADCASTING, May 6, 1963). She also pointed out the so-called "moral climate" of the times in making her evaluations. The operation of WGMA she concluded had been exemplary.

This was not the thinking of the Broadcast Bureau which charged the initial decision would "invite further assaults on the moral fabric of television," (BROADCASTING, June 10, 1963).

Public Tarnish — Among all the falsehoods committed Mr. Kehoe felt the worst was the statement read by Mr. Barry, and prepared by him and his partner, on the *Twenty-One* show broadcast Sept. 8, 1958. In the statement Mr. Barry assured his viewers that the quiz show was not rigged, as it had been publically claimed, and that any charges to that effect were "wholly untrue." Mr. Kehoe claimed the two WGMA owners were guilty of using a network broadcast to communicate an untruth to the public—which, he said, is not a good recommendation for a commission licensee.

Mr. Cohn couldn't deny that Messrs. Barry and Enright had run fraudulent quiz shows, but claimed credit due the

two men as they admitted their wrong doings before the House Committee on Legislative Oversight hearing held on the question of quiz-show fixing. Mr. Cohn said that their actions were not done as commission licensees and that they had violated no existing law.

Mr. Cohn said that Messrs. Barry and Enright were not alone in rigging or other false practices. He recalled the observation of the hearing examiner that there was existing at that time a widespread attitude in the broadcast industry accepting false practices. He said that NBC-TV "knew or should have known" that the rigging was going on. Commissioner Lee Loevinger, however, wondered how this could exonerate Messrs. Barry and Enright.

Redemption? — Mr. Cohn said as long as the owners of WGMA have proven themselves reliable, since the scandal broke, they should be judged qualified to hold a license. "Sinners can be redeemed" according to the attorney. But Chairman E. William Henry appeared to wish to make the record clear that Mr. Barry was, as well as Mr. Enright, a commission licensee during the show fixing. Mr. Cohn agreed but said that the quiz show had no bearing on the operation of WGMA which has been highly praised.

Mr. Cohn said that the Hollywood station has not committed any of the



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violations on which the commission has based revocations and nonrenewals. The present case, he said, is far different from the KWK St. Louis revocation case or the nonrenewal of KRLA Pasadena, Calif.—WGMA's record is clean, he said. Mr. Cohn cited the KORD Pasco, Wash., case—involving the programming question of promise vs. performance—in asking for another chance for the WGMA licensees. This suggestion brought a question from Commissioner Frederick W. Ford, who asked if the commission should be responsible for reminding its licensees to be good.

Mr. Cohn also noted that the commission renewed the 14 licenses of Westinghouse Broadcasting Co., despite the fact that the parent corporation had been found guilty of price fixing.

Rebutting Mr. Cohn, Mr. Kehoe again returned to the personal qualifications of Messrs. Barry and Enright—Mr. Enright in particular who was characterized as consistently untruthful during the revelation of the rigged quiz shows.

Mutual adds 3 affiliates

MBS announced the addition of three more affiliates, effective the first of this year.

The new stations are KQWZ Everett,

Wash., with 1 kw day, 250 w night on 1230 kc.; KPUG Bellingham, Wash., with 1 kw on 1170 kc, and wxvw Jeffersonville, Ind. (Louisville, Ky.), with 1 kw day, 250 w night on 1450 kc.

Wxvw will have a nighttime only affiliation with MBS until June 1, when it becomes fulltime after WTMT Louisville, a daytime, drops its connection with Mutual.

'Whale of a year' for CBS Radio sales

A CBS Radio year-end report issued last week by Arthur Hull Hayes, president of the network, said sales volume picked up 50% over its 1962 level and went on to predict further advances for the coming year.

The financial picture was contained in the network's annual letter to affiliates. The letter included news that "sales for the first quarter of this year are already 9% ahead of the same three months in 1963."

Mr. Hayes noted unusually high interest in network affiliation during 1963 and remarked on "a much stronger line-up of stations than we had a year ago."

In his letter Mr. Hayes made particular mention of the possibility that dra-

matic programming might return to network radio. In this connection he said: "We're weighing the many imponderables, in terms of audience appeal and of economics. Our own knowledge does not suggest an immediate move in this direction; it appears that listeners primarily want news, information, informal entertainment, and music." He stated, however, that the idea of radio drama is "under serious consideration." He also indicated that a revival of comedy shows of the past is a distinct possibility.

Turning to the problem of research, Mr. Hayes said CBS Radio would give strong support to programs of the Radio Advertising Bureau, National Association of Broadcasters, Advertising Research Foundation and the Broadcast Rating Council, directed at improvement of quantitative audience measurement.

Mr. Hayes said the network had offered listeners 146 special programs in 1963. He characterized the fiscal period as "a whale of a year."

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ **KSAN** San Francisco: Sold by Norwood J. Patterson and family to Les Malloy and Del Courtney for \$700,000. Mr. Malloy is 50% owner of KLIQ Portland, Ore., and formerly owned and operated radio stations in both Los Angeles and San Francisco. Mr. Courtney is a nationally known band leader and recording star. KSAN, founded in 1939, operates full time on 1450 kc with 1 kw daytime and 250 w nighttime. Broker: Hamilton-Landis & Associates.

■ **KLOO** Corvallis, Ore.: Sold by Mr. and Mrs. William C. Hurley to Mr. and Mrs. Robert Houghlum for \$76,875. Mr. Houghlum is program director of KUGN Eugene, Ore. KLOO operates fulltime on 1340 kc with 250 w. Broker: Hamilton-Landis & Associates.

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 91).*

■ **KTVO**(tv) Kirksville, Mo.-Ottumwa, Iowa: Sold by James J. Conroy and Raymond E. Russell to Appleton (Wis.) Post-Crescent for \$1,225,000. Appleton newspaper already owns WEAU-TV Eau Claire and WAAX Chippewa Falls, both Wisconsin. KTVO sale was conditioned on Roger C. Minahan, 6.4% stockholder of the newspaper, divesting himself of his office and directorship in the Polaris Corp., a broadcast group

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owner. Mr. Minahan, who has already resigned his positions with the Polaris Corp., also holds less than 1% of Polaris stock. Lloyd William King continues as station manager of KTVO and there will be no personnel changes. KTVO began operating in 1956 on channel 3; its principal office is in Ottumwa and has studios there and in Lancaster, Mo.

■ **WHIH** Portsmouth, Va.: Sold by John M. Abbutt Jr. and Luther W. White, trustees, to Speidel Broadcasting Inc. of Virginia for \$190,000 (if station is silent, \$165,000). Speidel stations are WOIC Columbia, WPAL Charleston, WYNN Florence, all South Carolina; WSOK Savannah, Ga., and WKET-FM Kettering, Ohio. WHIH operates on 1400 kc with 1 kw day and 250 w night.

■ **KLBK-AM-TV** Lubbock, Tex.: FCC reconsidered and set aside Dec. 31, 1963, action which granted transfer of control from Sidney A. Grayson et al to Theodore Shanbaum, Dr. Ellis Carp and Lee Optical Co., trust (BROADCASTING, Jan. 6).

Community Antenna Systems

Lampasas, Tex.: Sold by Frontier Theatres Inc. to Vumore Co. of Oklahoma City (RKO General subsidiary) for \$83,000. Connections: 100. RKO General, group broadcast owner, holds majority interest in H&B American, Beverly Hills, Calif., owner of systems with nearly 80,000 connections. Vumore CATV properties have more than 20,000. Broker: Daniels & Associates.

Only the name is changed

The LBJ Co., the licensee of KTBC-AM-FM-TV Austin, Tex., owned by Mrs. Claudia T. Johnson and her two daughters, last week received an FCC authorization to change its corporate name to Texas Broadcasting Corp.

The interest of Mrs. Johnson and daughters are now in trusteeship (BROADCASTING, Dec. 6, 1963). The newly named Texas Broadcasting also owns 29% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, which in turn owns 50% of KBTX(TV) Bryan, 80% of KNAL Victoria, both Texas, and 80% of KVII(TV) Ardmore, Okla.

Media reports ...

Headquarters change ■ The Missouri Broadcasters Association has moved its headquarters office from St. Louis to the state capital, Jefferson City, it was announced last week by MBA president Harold Douglas, KMMO Marshall. The new MBA executive secretary is Wendell Locke, head of his own public relations firm there, Mr. Douglas said. Next major project of the MBA is par-

Metromedia's Kluge is a 'foster parent'

John W. Kluge, president and chairman of the board of Metromedia Inc., last week became an unusual sort of a "foster parent." It came about with the birth of a rare white tiger at the National Zoo in Washington where the zoo directors watched the event on closed circuit TV. They feared that viewing in person would disturb the mother,

herself a white tigress. Two kittens of less distinction were also born at the zoo.

The closed-circuit facilities were provided by WTTG(TV) Washington, a Metromedia station, which filmed the proceedings for a special program Sunday (Jan. 12). Mohini, the mother, was presented to the zoo three years ago by Mr. Kluge.

participation in Journalism Week starting May 6 at the University of Missouri, preceded by the MBA spring meeting in Columbia on May 5. New MBA address: 121 East High Street, Jefferson City.

Kaytor exhibition ■ A memorial exhibition of the works of Albert J. Kaytor, former graphic artist and designer at CBS, will be held this month at the Art Gallery of Pratt Institute, Brooklyn, N. Y. Included in the exhibit will be examples of Mr. Kaytor's work in photography, film graphics, film animation and typography.

Horse report ■ WCBS-TV New York last week released results of a public opinion survey indicating that three

out of four New Yorkers favor a trial for off-track betting. The survey was commissioned by the station and carried out by International Research Associates Inc. under the supervision of Dr. Gary A. Steiner of the University of Chicago. In announcing the survey, Norman E. Walt Jr., vice president, CBS Television Stations, said WCBS-TV is taking no official stand on the betting issue.

New satellite ■ CBS-TV last week announced that KTVS(TV) Sterling, Colo. has joined the network as a satellite station of KFBC-TV, a CBS affiliate in Cheyenne, Wyo. KTVS is owned and operated by the Frontier Broadcasting Co., Cheyenne.

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Commission pondering Clarksburg TV sale

JOINT OWNERSHIP OF CATV AND LOCAL TV QUESTIONED

The FCC heard oral arguments last week in a case that could become a benchmark in the history of the commission's dealings with community antenna TV systems.

At issue is whether the FCC should permit common ownership of a CATV system and the only viable television station in its community—and if so, under what circumstances.

The case involves the proposed sale of WBOY-AM-TV Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Northern West Virginia Television Broadcasting Co., for \$950,000. The proposed purchaser is a subsidiary of Fortnightly Corp., which also owns CATV systems in Clarksburg and nearby Fairmont, W. Va.

The commission has permitted CATV systems in Yuma, Ariz., and Helena, Mont., to purchase the TV stations in those communities. The commission's rationale was that the stations were failing and the areas were in danger of losing their television service

—although Commissioner Kenneth A. Cox last week said figures indicate the stations showed a profit in their last year of independent operation.

Rust Craft and Fortnightly have had a number of legal battles over the years as a result of the conflict between their operations in Clarksburg. Several issues are still in court. But the proposed sale would terminate the cases.

The commission reportedly wrestled with the question of whether to approve the WBOY-TV sale for some time before deciding to hold oral arguments and attempt to make a policy determination.

Key Question ■ In ordering the argument, the commission said it wanted to examine the question of whether the common owner of a CATV system and a broadcast station, both of which compete for audience, "can be expected to be as zealous" in promoting both properties. The commission noted that the station's profits depend on advertising, while the CATV system's revenues

"come in the more direct and regular form" of subscriber payments.

The commission's Broadcast Bureau opposed the proposed sale. Robert Rawson, the head of the bureau's renewal and transfer division, said "a hopeless conflict of interest" would be created if the sale were approved.

He said the commission should institute a rulemaking proceeding to deal with the question of common ownership on a national basis.

Attorney E. Stratford Smith, representing Northern West Virginia, said it would be in the self-interest of the common owner to promote the television station as zealously as possible. Fortnightly, he said, wouldn't invest close to \$1 million in a property it intended to let deteriorate.

Former Foe ■ Support for the sale came also from Rust Craft, as well as WJPB-TV Weston, W. Va. WJPB-TV had originally protested the sale on the ground that it would give WBOY-TV a competitive edge in the Clarksburg-Weston-Fairmont area since Fortnightly intended to carry WBOY-TV's signals on its CATV systems in Clarksburg and Fairmont. However, WJPB-TV withdrew its opposition after Fortnightly agreed



NCTA board discusses legislation, new president, ETV

Members of the board of the National Community Television Association Inc. discussed legislation, recruiting a new president and educational television during a meeting in Washington, Monday (Jan. 6).

The board will convene again Feb. 17-19 in Dallas where the NCTA also will conduct its annual legal seminar Feb. 19-21.

The NCTA's executive committee is composed of, seated (l-r): R. L. Stoner, treasurer, La Granada, Ore.; Fred J. Stevenson, national chair-

man, Rogers, Ark.; Archer Taylor, national vice-chairman, Kalispell, Mont., and Jack R. Crosby, secretary, Del Rio, Tex.

Standing (l-r) are the directors: Carl Williams, Denver; Benjamin J. Conroy Jr., Uvalde, Tex.; Ralph L. Weir, Junction City, Kan.; Martin F. Malarkey Jr., Wilmington, N.C.; Irving B. Kahn, New York; Franklin R. Valentine Jr., Dallas; Sidney E. Young, Rutland, Vt.; Bruce Merrill, Phoenix; Douglas B. Danser, Naples, Fla.; J. Leonard Reinsch (Cox sta-

tions), Atlanta; Frank P. Thompson, Rochester, Minn.; Robert J. Tarlton, Lansford, Pa.; Glenn H. Flinn, past national chairman, Tyler, Tex., John Walsonavich, Mahanoy City, Pa.

Attending the meeting but not shown: F. Gordon Fuqua, Bluefield, W. Va.; Harry Harkins, Webster Springs, W. Va., and Robert Regan, Mankato, Minn. Board members not attending: George J. Barco, Meadville, Pa.; Virgil G. Evans, Alexandria, La., and Charles W. Fribley Jr., Corning, N.Y.



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to carry that station on the two systems.

Mr. Rawson said the question of competition is of prime importance. The CATV system, he said, "is interested in hooking up as many homes possible."

As a result, he said, Fortnightly wouldn't be expected to improve the operations of its television station to the point where its ability to secure and retain subscribers for its CATV system would be impaired.

He recalled that the commission in 1959, in studying the question of CATV's impact on television broadcasting, had considered whether CATV's should be made subject to the commission's multiple ownership rule. "Based on experience since 1959, we feel there is a hopeless conflict of interest [in common ownership of a CATV system and television station] and should not be allowed."

Northern West Virginia has volunteered to accept a number of unusual conditions if the sale is approved. It has offered to take a one-year license and submit periodic reports to the commission to permit a close surveillance of its operation of the station.

Close Look ■ Mr. Rawson, however, said these conditions "would have the commission looking over the station's shoulder, looking at its programing."

He said the commission wouldn't want to get involved in scrutinizing the station's operations that closely.

Mr. Smith said there is nothing that would "per se justify" the commission prohibiting, as a matter of policy, common ownership of a CATV system and a TV station. He noted that CATV's don't originate programs or compete with television stations for advertising.

Consequently, he said, the common ownership of a CATV system and television station in the same community is not analogous to owning two or more TV stations in the same area.

Economic Interest ■ "But," asked Commissioner Lee Loevinger, "isn't economic interest a factor to be considered." He noted that Congress is opposed to monopolistic practices.

Mr. Smith replied that although CATV systems provide the public with a wider choice of channels, "no economic conflict is involved—CATV systems and stations are not in competition, as such."

Mr. Smith also said the question of whether WBOY-TV is viable should not be relevant. A policy that would permit CATV systems to own money-losing stations but not profitable ones, he said, "could not be within the contemplation of the commission."

He said under such a policy a CATV

operator who takes over the only local station, which is losing money, and turns it into a profitable operation would become ineligible to hold the license. Such a policy, he said, would penalize aggressive promotion of the station.

Rust Craft has a number of other broadcast interests. It owns WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga, and WWOL-AM-FM Buffalo. It has 40% interest in WVUE-TV New Orleans; and through its parent, Rust Craft Greeting Cards, has interests in WPIT-AM-FM Pittsburgh; WSUL Tampa, Fla., and WRDW-TV Augusta, Ga.

Broadcasters oppose daylight time extension

The New York state legislative committee on motor vehicles and traffic safety last week released an annual report noting strong opposition from several broadcasters to a proposal to extend daylight saving time to nine months in New York, Massachusetts and Connecticut. The opposition from "daylight-only radio stations and radio-television networks" was cited as a major obstacle to the bill, which was filed last week in the New York State Legislature by State Senator Edward J. Speno (BROADCASTING, Dec. 16, 1963).

One of the recent attacks on the proposal came last week from Paul Godofsky, chairman of a New York State Broadcasters Association subcommittee. Mr. Godofsky, who is also president of WHLI Hempstead, N. Y., charged that passage of the bill would mean that school children and commuters "would be on their way to their destinations in the hazardous pitchdark of winter mornings." Many daytime stations contend the daylight saving extension would decrease their morning newscasts.


Kraushaar withdraws from channel 5 case

The Boston channel 5 comparative hearing received a new hearing examiner last week when David I. Kraushaar voluntarily withdrew.

Herbert Sharfman was named by Chief Hearing Examiner James D. Cunningham to conduct the hearing which involves WHDH-TV Boston, on license renewal, and three applicants for the same facility.

Mr. Kraushaar took the action after WHDH-TV moved that he disqualify himself because he had, as a member of the FCC's Broadcast Bureau staff in 1957, filed an interlocutory pleading in the original Boston channel 5 case (BROADCASTING, Jan. 6).

At the present time, the commission has been ordered by the U. S. Court of Appeals to show cause why the four-month license granted WHDH-TV last



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KATU's new tower and antenna rises 1,550 feet above average terrain atop Portland's West Hills in the heart of Oregon's metropolitan core.

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* pan'to-scop'ic Viewing all; having a wide field of view.

year shouldn't be voided so that the comparative hearing for channel 5 could be held with all applicants equal. Replies to the court's suggestion are due today (Jan. 13). The court also has been asked by WHDH-TV to remand the case to the FCC because of the death of Robert B. Choate, president of WHDH Inc., licensee of the TV station (BROADCASTING, Dec. 30, 1963).

Court upholds FCC on UHF translator grant

A federal court in Washington last week upheld the FCC on a technical legal point.

Three judges of the U. S. Court of Appeals for the District of Columbia agreed with the FCC in dismissing a petition for reconsideration of a grant of a UHF translator on the ground the protestant had not filed a pre-grant objection and that the plea did not warrant setting aside the grant.

Springfield Television Broadcasting Corp. had asked for reconsideration against the grant by the commission of a UHF translator in Athol, Mass., to Millers River Translators Inc. Springfield Television (which operates WRLP [TV] Greenfield, Mass., among other stations in New England) claimed that the Millers River translator was going to be used to pick up WHDH-TV Boston which is an NBC affiliate. WRLP in Greenfield, about 20 miles away from Athol is also an NBC affiliate. Springfield claimed NBC policy is to approve use of its programs by translators from only the nearest affiliate.

Millers River also received approval for two other UHF translators to pick up the signals of CBS and ABC affiliated stations. These were not involved in the litigation.

CBS Foundation offers eight news fellowships

Applications are being invited for eight CBS Foundation news fellowships offered at Columbia University for the academic year 1964-65, according to Ralph F. Colin, president of the foundation. The closing date for applications is Feb. 19, with winners to be announced in April.

Eligible are news and public affairs staff employees of CBS News, CBS owned radio and television stations, independent stations affiliated with CBS Radio and CBS-TV, noncommercial educational stations and teachers of courses in news and public affairs techniques at universities and colleges. Fellowship grants average approximately \$8,000 apiece to cover university costs and living and other necessary expenses.

The selecting committee for the

1964-65 fellowships will be: public members—Mark Ethridge, vice president and editor, *Newsday*; Alfred A. Knopf, chairman of the board, Alfred A. Knopf Inc. and Sol Taishoff, president, Broadcasting Publications Inc.; Columbia University members—Dr. Lawrence H. Chamberlain, vice president of the university and Dr. Ralph S. Halford, dean of graduate faculties; CBS foundation members—Richard S. Salant, president, CBS News, and Blair Clark, vice president and general manager, CBS News.

FCC allocation plan on AMST board agenda

A computer study of the FCC's proposed new table of allocations for UHF is being used by the Association of Maximum Service Telecasters in preparing comments on the rulemaking. The AMST board of directors will meet in Hollywood, Fla., Friday (Jan. 17) to go over the results of the computer evaluation of the FCC plan to add 411 UHF channels (BROADCASTING, Oct. 28, 1963) and to plan its own comments.

AMST also is applying the computer to a new allocations plan proposed by the National Association of Educational Broadcasters, which itself used a computer in an attempt to convince the FCC to assign more channels to ETV, NAEB said it will need 1,200 assignments in the next decade (BROADCASTING, Nov. 11).

The AMST computer has been at work since shortly after the FCC rulemaking was announced.

At the Florida meeting, the board also will take a position on the request of the Midwest Program on Airborne TV Instruction Inc. for the permanent allocation of six UHF channels to its use and Federal Aviation Agency proposals on antenna farms and restricted tower heights.

Jack Harris, KPRC-TV Houston, is president of AMST.

Broadcasters dine with LBJ, business leaders

Executives of some of the top broadcast groups were among those members of the Business Advisory Council having dinner with President Johnson last Tuesday (Jan. 7).

The President also had lunch the same day with major labor leaders, among whom were several representing unions having jurisdiction in the broadcast field.

Representing broadcast interests in the Business Advisory Council were: Fred Bohlen, Meredith Publishing Co. (Meredith Stations); John Cowles, *Minneapolis Star & Tribune* (which owns

47% of WCCO-AM-TV Minneapolis-St. Paul, and 80% of KTVH[TV] Hutchinson-Wichita, Kan.); Edgar F. Kaiser, Kaiser Industries Corp. (Kaiser stations), and Frank Stanton, CBS Inc.

Labor officials representing broadcast or film unions at the luncheon were: Joseph A. Beirne, Communication Workers of America; Joseph D. Keenan, International Brotherhood of Electrical Workers; Herman O. Kenin, American Federation of Musicians; Richard F. Walsh, International Alliance of Theatrical Stage Employees of Moving Picture Operators and James B. Carey, International Union of Electrical Workers.

Ottumwa citizens reject another CATV proposal

CATV proposals just don't seem to be doing well in Ottumwa, Iowa, these days, but an optimist might say things are getting better.

Ottumwa citizens voted by a 7 to 1 margin Wednesday (Jan. 8) against an Iowa Cable Television Co. proposal to establish a community antenna system.

That was an improvement over the last Ottumwa referendum on CATV which rejected a Jerrold Electronics proposal by 10 to 1 Jan. 17, 1961.

Wednesday's referendum was the second of five CATV proposals to be put to Ottumwa voters. Ottumwa Cable TV Co. is up next on Feb. 18. Still to come, but not yet scheduled are Cable TV Inc., Able Cable and KTVO(TV), which put in its own CATV bid as a protection measure.

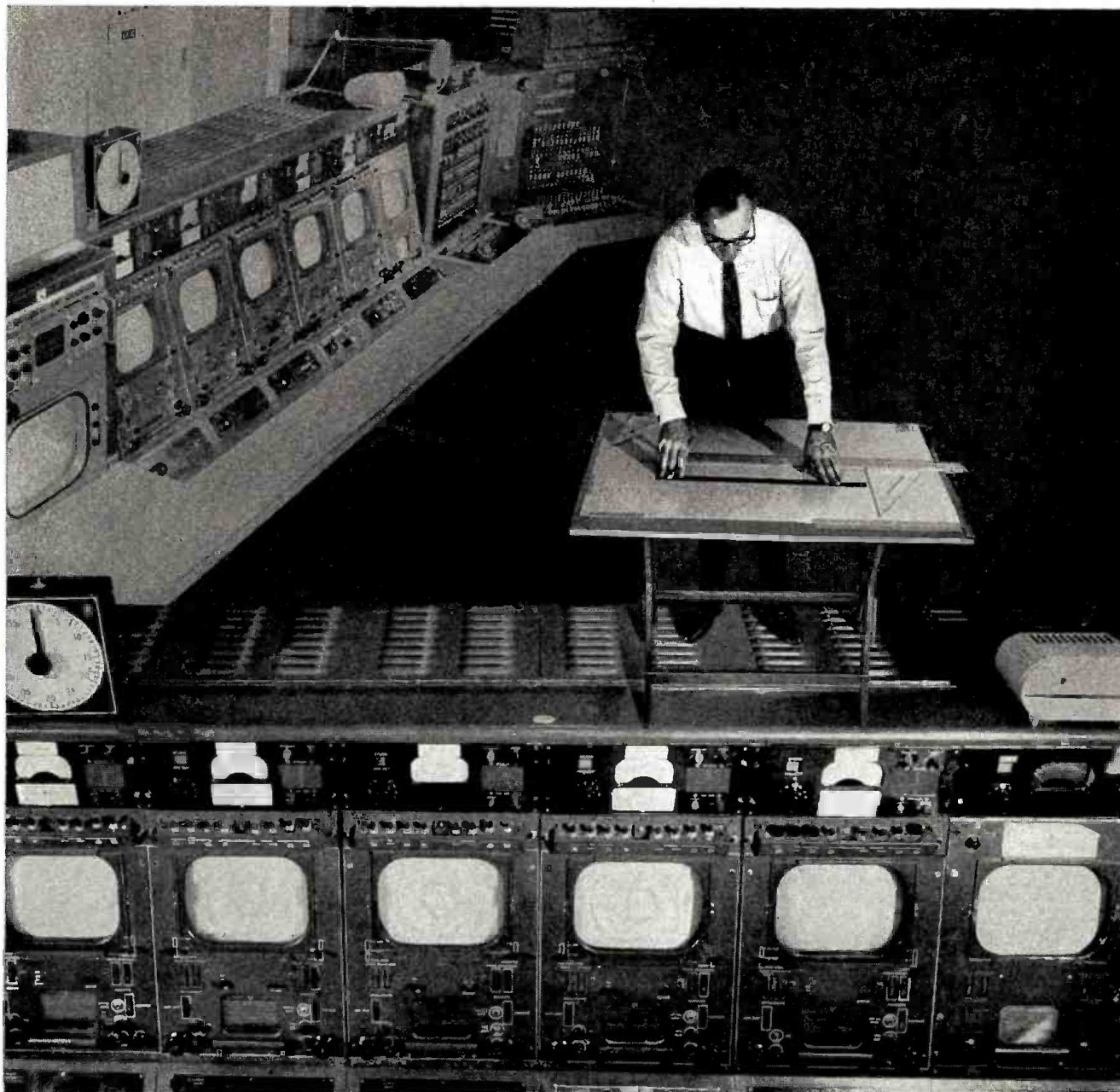
Broadcasters join in tribute to library

Broadcasters joined their colleagues in the motion picture and recording fields Thursday (Jan. 9) in honoring the Library of Congress on the 70th anniversary of the first motion picture copyright.

Governor LeRoy Collins, president of the National Association of Broadcasters, noted that "in a very large sense we in radio and television are recording for history, and much of what we put on tape and film and disks will ultimately pass into the archives of this great library."

The Hollywood Museum, sponsored by the NAB with recording and motion picture associations, was host for the luncheon tribute in Washington. Sol Lesser, who arranged the anniversary program, heads the museum which will serve "as a repository for the history of our own industries," Governor Collins said.

The first copyright motion picture—it recorded a sneeze—was received for copyright Jan. 9, 1894.



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BASKETBALL ON TV THURSDAY NIGHTS

NBA pro games on 23 stations, mostly independents

Professional basketball is making a comeback on home television screens.

Twenty-three major television stations across the country are carrying National Basketball Association games on a live basis every Thursday night until the end of the season. This is in marked contrast to last season when stations in three NBA cities, Los Angeles, St. Louis and Cincinnati, occasionally carried a game. Network telecasts were carried during the 1961-62 season. Interest mounted again this season in Baltimore and Philadelphia which gained franchises in the NBA, and a network was formed to begin carrying games on a regular basis beginning Jan. 2.

Most of the stations are independents and occasionally they will omit a game from the schedule because of prior commitments. But WTTG(TV) Washington signed up for the games last week and NBA President J. Walter Kennedy said he believed the number of stations in the network will be increased "substantially," particularly for the playoffs which begin in mid-March.

Mr. Kennedy said no regional or national sponsorship has yet been ob-

tained, but added that individual stations apparently have completely sold out the games to local sponsors.

While the possibility of a contract with one of the major networks for the remainder of this season is "remote," Mr. Kennedy held out hope for such an agreement for next season, although there have been "no negotiations as yet."

It's understood that stations carrying NBA basketball games in addition to WTTG, include, WOR-TV New York; KHJ-TV Los Angeles, WFIL-TV Philadelphia and KPLR-TV St. Louis.

Supreme Court hears Birmingham libel case

An echo of the bitter integration demonstrations of three years ago was heard in the U. S. Supreme Court last week in a case which has significance for TV and radio.

The court heard oral argument on an appeal by the *New York Times* against a \$500,000 judgment for libel won by a Montgomery, Ala., city commissioner. The judgment in favor of City Commissioner L. B. Sullivan was upheld by

Alabama courts, for criticisms of city officials in handling race demonstrations expressed in a paid advertisement run in the *Times* in 1960. Mr. Sullivan was in charge of police activities then. The advertisement had been paid for by a Committee to Defend Martin Luther King. Although it did not mention Mr. Sullivan by name, he sued on the ground that he was the target of the criticisms and that there were errors of fact in the advertisement.

Attorney Herbert Wechsler for the *Times* agreed that there were factual errors in the ad, but argued that Mr. Sullivan had no basis for claiming personal injury. He also claimed that the \$500,000 award was excessive. Public officials cannot, he contended, sue for libel over statements about their official conduct.

M. Roland Nachman, attorney for Mr. Sullivan, argued that the statement critical of Montgomery police pointed directly to Mr. Sullivan. He disputed the argument that criticism of city officials is immune to libel laws under the First Amendment, made by Mr. Wechsler.

Also appealing are three Negro ministers whose names were listed in the advertisement as supporting the charges.

Both the *Times* and CBS have been sued by Birmingham officials, the former on a series of articles and the latter for the CBS Reports "Who Speaks for Birmingham?" Suits total \$3 million against the *Times*, and \$1.7 million against CBS.

Study shows moppets aided by TV programs

A study of children's TV viewing habits made in Chicago indicates that more than 50% of elementary school children are aided in their school work by television programming.

A survey of 200 such children by Dr. Paul Witty of Northwestern University singles out *Discovery '63* (ABC-TV) as the "most helpful" program cited by children of elementary grades.

The report, originally printed in *Elementary English*, the publication of the National Council of Teachers of English, has been reprinted and distributed by the Television Information Office.

Among other data in the report is the finding that more than 50% of the children questioned read books associated with TV programs they watch.

In the entertainment program category children in grades four through six ranked the following ten shows as their favorites in 1963 in this order: *Beverly Hillbillies* (CBS), *The Lucy Show* (CBS), *Dick Van Dyke Show* (CBS), *Combat* (ABC), *Family Classics*



'Car 54' rolls down syndication highway

George A. Graham Jr., chairman of the boards of NBC Films Inc. and NBC International Inc. (1), talks over agreement for syndication by his firms of *Car 54*, *Where Are You?* series. Originally shown on NBC-TV, the 60 half-hour programs

were produced by Eupolis Productions Inc. With Graham are Howard Epstein, president of Eupolis (c) and Morris Rittenberg, president of NBC Films. The comedy series has already been purchased by WABC-TV New York.

(local movies), *Ben Casey* (ABC), *Red Skelton Show* (CBS), *Bonanza* (NBC), *Twilight Zone* (CBS) and *Dr. Kildare* (NBC).

TV news chiefs to urge LBJ pool

When the TV network news chiefs visit the White House again this week, they are prepared to recommend coverage of President Johnson's news conferences on a pool basis, similar to the procedures that were in effect at President Kennedy's conferences. The only trouble is that President Johnson hasn't held that kind of a news conference; he's more inclined to call in White House reporters without advance notice.

Although President Johnson has said he would have televised news conferences from time to time, the proposals to be brought to Washington by the networks are expected to play a major part in deciding on the format.

The meeting this week (the date had not been set as of Jan. 9) will be the second that the President and news secretary Pierre Salinger will have had with network officials. The President had representatives of all three TV networks to lunch successively last month

(BROADCASTING, Dec. 23, 1963).

In addition to the televising of news conferences, a second *Conversation with the President*, where the President is interviewed by three newsmen from the networks, may also be discussed. President Kennedy held the first such *Conversation* in December 1962 and had planned a second.

Discussions in New York have been among these network executives:

ABC, James C. Haggerty, American Broadcasting-Paramount Theaters vice president; Elmer W. Lower, president, ABC News; Frank Marx, president, ABC Engineering.

CBS, Frank Stanton, president, Richard S. Salant, president, CBS News; Edward L. Saxe, vice president, operations, CBS Television Network.

NBC, Robert E. Kintner, president; William R. McAndrew, executive vice president, NBC News; William Trevarthen, vice president, operations, NBC Television Network.

ABC Radio gets rights for Liston-Clay fight

ABC Radio has gained the exclusive radio rights in the U. S. and Canada for the Sonny Liston-Cassius Clay heavyweight championship fight, Tuesday,

Feb. 25 (10:05 p.m. to conclusion), the sixth consecutive heavyweight title bout ABC has carried.

Terms of the contract between ABC Radio and Intercontinental Promotions Inc., which is promoting the fight, were not announced. The network also said it has not tried to find sponsors for the event, but does not anticipate any difficulty as its previous broadcasts were practically sold out.

Howard Coswell, ABC Radio sports director, will provide the color commentary during the bout. A decision has not yet been made concerning who will describe the fight itself.

Networks giving library film of JFK coverage

The Library of Congress, seeking an audio-visual record of news coverage of the events surrounding the assassination of President Kennedy, will be given NBC's entire coverage—all 71 hours and 36 minutes of it.

ABC, CBS and Mutual are providing segments, too, but how much was unknown last week.

The networks said they would absorb all costs of preparing their contributions.

L. Quincy Mumford, librarian of

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Congress, wrote the networks on Dec. 4, explaining that "the tragic events of Nov. 22, 1963, and the succeeding days will always be etched in the minds of the American people. We feel, therefore, that it is our special duty to gather and preserve a visual record of these events."

The television networks face considerable expense in converting their material to film since much of it is on video tape. The cost to NBC alone was expected to exceed \$50,000. The network will restrict its work to television only.

ABC Radio already has given the library a two-record condensation of its radio coverage.

Program notes . . .

Foy play ■ The pilot program for a possible series next year will be telecast Friday, Jan. 24, 8:30-9:30 p.m., on NBC-TV when *Bob Hope Presents the Chrysler Theater* airs "The Seven Little Foyes." The TV version of the story of the famous vaudeville family is based on a 1955 motion picture that starred Bob Hope. Eddie Foy Jr. will star in the TV play, with Mickey Rooney appearing as a special guest in the role of the late George M. Cohan. Bob Hope Enterprises would produce the proposed series next season.

Bullfight fight ■ The proposal of wciw (TV) Chicago to air bullfight tapes from Mexico City when the new UHF ch. 26 station gets on the air soon is

ern gear are featured in a new 13-week quarter-hour radio series offered to stations by the Argonne National Laboratory, Argonne, Ill. Titled *Sounds of Science*, the series features producer-host Ed Ronne in interviews at the research center.

Primary debate ■ WDSU-AM-TV New Orleans last week originated a debate between two Louisiana gubernatorial candidates, John McKeithen and DeLesseps S. Morrison, which was fed to a state network of four other TV stations and seven radio outlets. The one-and-three-quarters hour program features questioning by a panel of newsmen and government experts. The two hopefuls in the Democratic primary, held Saturday (Jan. 11), were the last of the 10 candidates who were presented on WDSU-TV.

Houston branch ■ Branch offices for producing live, taped and film shows have been opened by G. Prentice Baker Productions, Conroe, Tex. The new facilities are at 6207 Sherwood, Houston.

Back at Sherwood Forest ■ Next entry for *The NBC Children's Theatre* will be a new dramatic version of the story of Robin Hood, in color Saturday, Feb. 15 (noon-1 p.m.). It will replace in the time spot "Petey and the Pogo Stick," which NBC-TV has in turn shifted to Sunday, April 12 (6-7 p.m.). For "Robin Hood," executive producer is George A. Heinemann, producer-

Johnson's activities during the past week.

Television Affiliates Corp. ■ Thirty-three television stations have renewed their membership in Television Affiliates Corp., Robert Weisberg, TAC vice president, announced last week. Sixty-five stations belong to TAC, which serves as a clearing-house for the distribution to members of documentary-public affairs shows and special news, weather and editorial programs produced by stations.

News specials on Cuba ■ NBC-TV has rescheduled two *NBC White Paper* programs dealing with Cuba. "Cuba: Bay of Pigs" will be telecast Feb. 4 (10-11 p.m. EST) instead of Jan. 26, and "Cuba: the Missile Crisis" will be presented Feb. 9 (10-11 p.m. EST) instead of Feb. 4 as originally scheduled. The Xerox Corp., through Papert, Koenig, Lois, New York, has purchased sponsorship of "Cuba: the Missile Crisis."

Programs wanted ■ Alan Sands Productions, recorded radio program distributors, is in the process of expanding its catalogue. Individuals possessing completed series of one- and five-minute programs are asked to contact: Sands Productions, 565 Fifth Avenue, New York.

More 'stars' ■ An order from NBC-TV for another five half-hour specials raises to 31 the number of *Hollywood and the Stars* programs that Wolper Productions will produce for the network this season. Mel Stuart, who produced-directed "The Making of a President, 1960," will produce and direct two of the five Hollywood programs, with Nicolas Noxon, Al Ramus and Irwin Rosten producing one apiece.

New TV talent ■ The pilot for *New Faces*, half-hour comedy-variety show which George Schlatter Productions is preparing for ABC-TV goes into production this week in New York, with Bobby Morse, star of the Broadway musical, "How To Succeed in Business Without Really Trying," as host. Segments will be recorded in Greenwich Village, Julliard School of Music, the Playboy Club and the Winter Garden, featuring professional talent new to TV.

How Ben Casey got that way ■ A series of three half-hour programs covering medical doctors' years in school, internship, residency and early experiences as practitioners will be presented next year on the National Educational Television Network. The documentaries will be supported by a grant from the Merck Sharp & Dohme pharmaceutical company. *The Making of a Doctor* is designed to give viewers a better knowl-

Newsfilm releases—the new image maker

A prediction that major companies in the future will make a more extensive use of the "newsfilm release" to get their names before the public was made last week by Benjamin Greenberg, president of Mercury Newsfilm Co.

Mr. Greenberg, whose firm has been producing such films for the past year, said the newsfilm release would generally take the form of press releases now in use for the print media. However, he added, that to be usable in regular television

newscasts, nothing "blatantly commercial" is included in the film, and that news in the film must be timely and worthwhile.

Mr. Greenberg said that the typical television station today receives only about six newsfilm releases a week, compared to about 300 a week received by the average newspaper. He saw the judicious use of newsfilm releases as an excellent opportunity for advertisers to improve their public image by illustrating projects with which they are connected.

generating controversy—much to the delight of wciw. The national Antivivisection Society has protested to FCC Chairman E. William Henry and plans possible legal action. John Weigel, wciw president, said he chose the bullfights because they are controversial. The station hopes to air a test pattern this week or next.

Noisy program ■ The sounds of nuclear reactors, atom smashers and other mod-

director is Frank Pacelli and script is by Richard Kintner and Kay Rockefeller.

The First Lady ■ The nation's first lady, Mrs. Lyndon B. Johnson, granted her first extensive television interview since her husband assumed the Presidency when she appeared on NBC-TV's *Sunday* program yesterday. In addition to the interview, the program also showed films of some of Mrs.

edge of the country's medical institutions as well as encourage young people to pursue medical careers. Lee R. Bobker will produce the series.

Drama pilot ■ A two-part drama, "The Arena," to be broadcast as the Feb. 25 and March 3 episodes of *The Richard Boone Show* (NBC-TV, Tuesday, 9-10 p.m.), is the first pilot spin-off of this anthology series. Lloyd Bochner is headlined in the pilot, written by Harry Julian Fink, and will carry a leading role in the one-hour series. Richard Boone directed the two-part program in which he also played a minor role and Buck Houghton produced the show at MGM-TV for Goodson-Todman.

After 'Hercules' ■ Embassy Pictures Corp., which recently disclosed plans to enter the TV production field with a *Hercules* series for 1965-66 (AT DEADLINE, Jan. 6), reported last week that it is blueprinting two additional TV series. One will be based on Casanova, the legendary lover, and the other on D'Artagnan, one of the heroes of the drama, "The Three Musketeers," by Alexandre Dumas.

A NEW FAIRNESS CASE This time it's funeral directors vs. Dr. Kildare

Does the FCC's fairness doctrine apply to dramatic programs?

The commission, which sidestepped this question last month in disposing of a complaint against a CBS-TV program (BROADCASTING, Jan. 6), is faced with it again, in a petition filed by the Los Angeles County Funeral Directors Association.

And this time the question has been posed in a manner that gives the commission less room to maneuver.

The association's complaint was against a *Dr. Kildare* episode on NBC-TV, "The Exploiters," shown on Oct. 31. The association said the program damaged its members' professional reputations, and it wants equal time on the network to present a "contrasting view."

The program dealt with the problems of a nurse who was high pressured by a mortician into spending more than she could afford on her husband's funeral.

The association said the program portrayed funeral directors as "ruthless, cunning, greedy, cut-throat, fraudulent, vulturous, deceitful, overbearing hucksters of grief."

Such a portrayal, the association added, is "false, slanderous, libelous and defamatory."

No Comment Yet ■ NBC officials are aware of the association's feelings about the program. But a network spokesman said there would be no comment on the complaint until com-

A summit meeting of 'Big 3' of TV news

The mixed views among legal and broadcaster groups on the desirability of televising courtroom proceedings were reflected last week in the opinion of the individual TV networks' top news personalities.

Ron Cochran of ABC, Walter Cronkite of CBS and Chet Huntley of NBC appeared together as a panel to answer questions at an International Radio & Television Society meeting in New York.

Based on the possibility of TV gaining access to the Ruby trial in Texas, Mr. Huntley said flatly he favored courtroom telecasting and said it was technically feasible to use cameras in an unobtrusive manner.

Mr. Cochran said he was against telecasting courtroom proceedings because it would change the principals' attitudes and affect proceedings "no matter how unobtrusive."

Mr. Cronkite said TV must fight for the right for admittance though he cautioned that TV would run up against the legal interpretation that the defendant has the right to a public trial as distinguished from the public's "right" to be present at a courtroom proceeding.

Among other subjects covered by the panel:

The newsmen agreed that not one network news operation had been approached in any way by a tobacco advertiser or advertising agency in regard to planned handling of the surgeon general's report on cigarette smoking.

They also were of one mind that in their opinion President Johnson will engage, even though perhaps reluctantly, in TV debates with a Republican opponent in the election campaign later this year.

The men were in agreement that computer analyses early in election coverage will not have any measurable effect on voting in those western areas where the polls close much later than in the East.

The half-hour news show, they believe, does give the TV newscaster additional time to develop material and it is a fallacy that it's often necessary to find "filler" items and film to round out the period.

In addressing themselves to a question on editorial judgment and interpretation, Mr. Huntley asserted that editorializing is a management function, and Mr. Cronkite added that some editorial judgment must be exercised in the selection of, and attention given to, stories and news events to be covered in a newscast.



L to r: NBC's Huntley, CBS's Cronkite, ABC's Cochran

pany officials had an opportunity to study it.

Commission officials could not recall a previous instance in which a demand for equal time was made in connection with a dramatic program.

The question of whether the fairness doctrine applies to drama was previously raised in connection with a complaint about the CBS-TV program "Smash-up," which was an episode in

the *Armstrong Circle Theater* series. The National Association of Claimants Counsel said the program, which dealt with fraudulent auto injury suits, prejudiced juries against claimants.

But that association didn't ask for equal time. It simply asked that the commission keep such programs off the air. It was CBS-TV, in commenting on the complaint, that raised the fairness doctrine issue, saying the doctrine does

not apply to dramatic programs.

A majority of the commissioners would not accept that argument. They feel that drama could be—and has been—used as a vehicle for propaganda. There was also the feeling that the doctrine should be applied only in extreme cases.

Some Opposed ■ Other commissioners, however, said the doctrine should never be applied to dramatic shows. And all said they were loathe to issue a statement that might have the effect of inhibiting producers from dealing in controversy.

As a result of these conflicting views—and since the claimant attorneys themselves never raised the issue—the commission abandoned its effort to draft a policy statement. It rejected the attorneys' complaint, saying there was no evidence insurance companies had instigated the program and declaring that the commission has no authority to censor shows. And, in a letter to CBS-TV, the commission said merely that its decision doesn't imply acceptance of the

network's position.

However, some commission officials expressed the view that it wouldn't be as easy to avoid discussing the issue in disposing of the funeral directors' complaint.

Their petition said NBC and its Los Angeles outlet, KNBC-TV, rejected two requests by the association for time to respond to "The Exploiters."

Therefore, it added, the commission should "order" the network and its affiliates to make time available.

The petition also asked that a hearing on the complaint be held in Los Angeles and that NBC be ordered to make a transcript and film of "The Exploiters" available to the association.

The petition noted that the ethical standards of funeral directors and the costs of funerals have developed into an issue of national interest. It cited numerous books, magazine articles, newspaper stories and radio and television programs that have been devoted to these subjects during the past few years.

PEPPER STUDIOS ACQUIRES MARS

Transaction adds third force to production company

In a purchase exceeding \$500,000, Pepper Sound Studios, Memphis, has acquired Mars Broadcasting Co., from the Winston-Salem Broadcasting Co., Winston-Salem, N. C.

Mars, a radio program and feature producer, will maintain its production facilities in Stamford, Conn., but the sales and administrative units will be centered in Memphis.

Bob Whitney, executive producer and programming consultant for Mars will continue in charge of the firm as executive vice president.

William B. Tanner, president of

Pepper, also becomes president of Mars. Wilson Northcross, vice president for sales development of the firms, will be primarily concerned with Mars's "Demand Radio," a customized program service.

The Mars acquisition brings a third sales group to Pepper—one force will continue to work directly with radio stations in attracting new advertisers on long-term contracts; a second will service library and station identification material, and the third will represent Mars.

Mars has produced and syndicated

Make-good for Nashville

When the Isaac Litton High School band of Nashville, which had traveled all the way to California to take part in the New Year's day Rose Parade, failed to appear on the parade coverage of CBS-TV, friends and relatives of the young band members were annoyed and WLAC-TV Nashville, outlet of CBS-TV, was embarrassed. But KTTV(TV) Los Angeles relieved the Nashville tension by supplying to WLAC-TV the portion of the parade telecast not covered by CBS-TV, permitting the station to do a local make-good.

Unlike the network, KTTV kept its cameras on the parade throughout, with all commercials done with either transparencies or cut-outs permitting the advertiser to get his message in without interrupting the station's coverage of the floats and bands.

the *Dick Clark Show*, *Fun Test*, *Star Test* and *Promotion of the Month* in the U. S., Canada and Australia.

Pepper produces library services, station identification series and commercials.

As part of the agreement, Winston-Salem, which owns WTOB Winston-Salem; WSGN Birmingham, Ala.; KTHH Houston and 55% of WGHP-TV High Point, N. C., signed to continue to use the services of both Mars and Pepper. The stations had purchased program features from Mars and jingles from Pepper.

Washington news bureau opened by WGN Inc.

Another major station interest, WGN Inc., will open a Washington news bureau this week (CLOSED CIRCUIT, Sept. 23, 1963). WGN Inc. is licensee of WGN-AM-TV Chicago and parent firm of KDAL-AM-TV Duluth-Superior, Minn. The bureau will serve both outlets.

Ward L. Quaal, executive vice president and general manager of WGN Inc., said the news bureau will open Wednesday (Jan. 15) and will have a staff of four to cover Capitol Hill and general Washington news. Bureau chief will be Robert Foster, who has directed WGN's bureau in the Illinois capital at Springfield. He will be assisted by Bert R. Martin, WGN-TV newsreel cameraman.

Among other station groups, besides networks, which maintain their own news bureaus in Washington are Westinghouse, Time-Life, Metropolitan, Storer and Triangle Stations. The WGN Inc. bureau will be located at 1737 DeSales Street, N.W.



L to r: Messrs. Northcross, Tanner and Whitney

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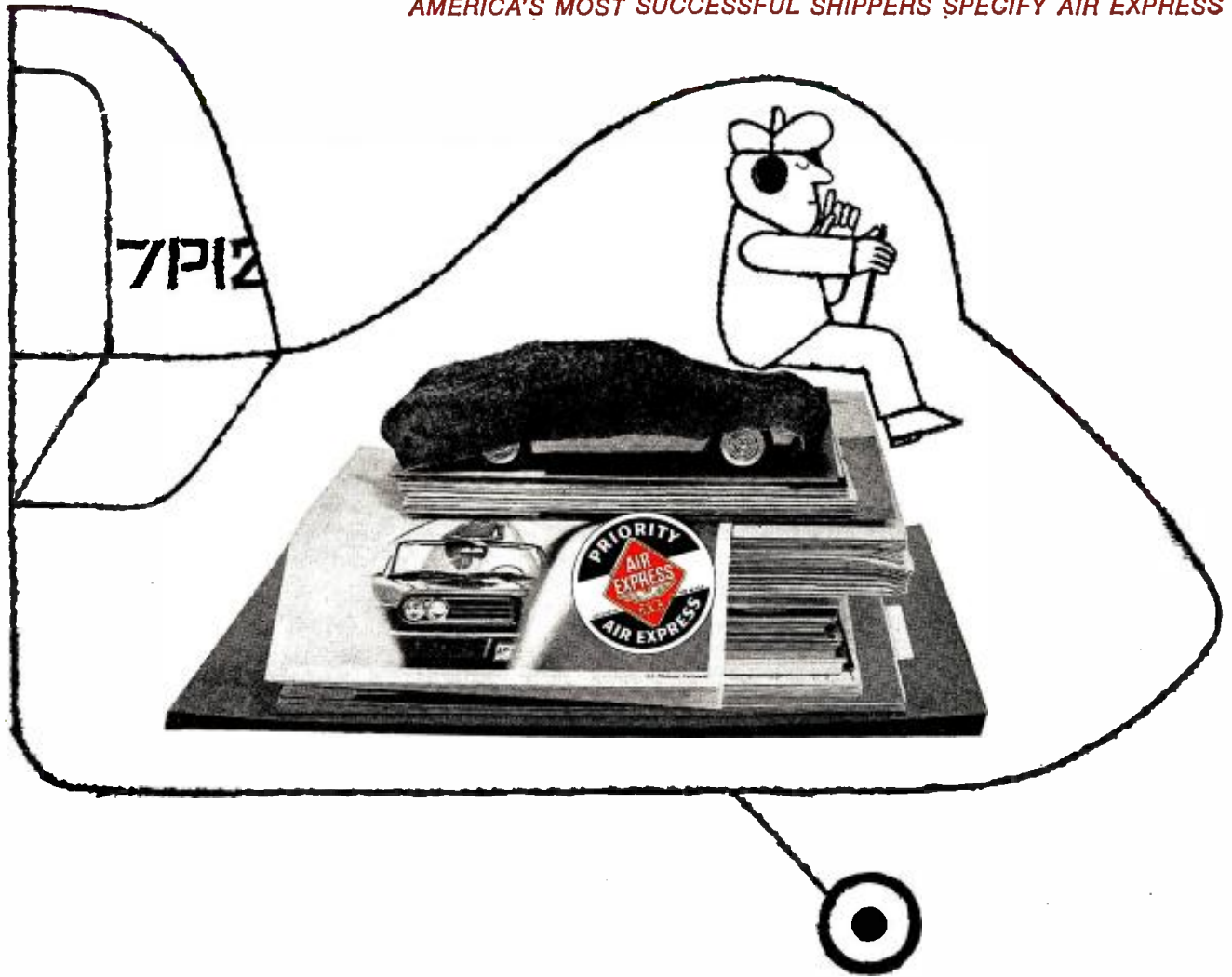
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— MacManus, John and Adams, Advertising Agency, Bloomfield Hills, Michigan.

AIR EXPRESS DIVISION OF



Air Express gives fast, simultaneous delivery of highly secret promotion materials to 3,500 Pontiac dealers!

MacManus, John and Adams Advertising Agency has the problem of releasing new car news across the country, simultaneously . . . and at the last possible moment to insure secrecy. Air Express allows them to do both.

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You may not have a Big Secret to keep, but are you sure you don't need Air Express' speed, dependability and economy?



Programing is next for Williamsport CATV NATIONAL GENERAL SYSTEM WILL USE EXTRA CHANNELS

Subscribers to the community TV antenna service in Williamsport, Pa., will soon be receiving locally originated programs in addition to those picked up from outside sources, as part of an extensive experiment being undertaken by National General Corp., owner of the CATV system.

"It's really very simple," Frank Jones, assistant to the NGC president, told BROADCASTING. "We were installing new equipment at Williamsport to improve service and found that we could put in an all-channel system at no additional expense. This gives us 12 channels, more than are needed for the program pick-ups from out-of-town TV stations, so we decided to experiment with local programing, to be supplied to subscribers without charge as an extra service."

The nature of this local programing is extremely tentative at the moment, Mr. Jones said, but the plan provides for programs of civic interest, with the mayor, the chiefs of the police and fire departments and other city officials as speakers. Lycoming College, located at Williamsport, might provide educational programs and there are educational and industrial films of general interest which might be used. "Obviously, we can't spend a lot of money for programing we're giving away," he commented, "but we do want to experiment and find out whether there is any local interest in this kind of public service programing." Arrangements are now in progress toward acquisition of a small studio equipped for local live programing.

The availability of appropriate local programing in Williamsport is now being explored by the new manager of the Williamsport Cable Co., Warren Maus, who has both broadcasting and

theater experience. Williamsport is a good site for the experiments with local programing for a CATV system, Mr. Jones said, as it has no local TV station and therefore will be able to conduct its tests without encountering any locally competitive situations. If the experiments in Williamsport prove successful, local programs may also be introduced into the NGC CATV operation in Biloxi, Miss., he said.

The Williamsport CATV system serves 14,000 subscribers with programs from WFBG-TV Altoona, WGAL-TV Lancaster, WDAU-TV and WNEP-TV Scranton and WBRE-TV Wilkes-Barre, all Pennsylvania.

Film sales . . .

Guest Shot (Trans-Lux): Sold to Australian Broadcasting Commission.

Encyclopaedia Britannica Films (Trans-Lux): Sold to KTUL-TV Tulsa, Okla. and Uganda Television, Uganda, Africa.

Zoorama (Trans-Lux): Sold to KFRE-TV Fresno, Calif. and WTIC-TV Hartford, Conn.

Top Draw (Trans-Lux): Sold to WPTV(TV) Palm Beach, Fla. and WZZM-TV Grand Rapids.

Churchill, the Man (Seven Arts): WTEN(TV) Albany; WKBW-TV Buffalo; WBT(TV) Charlotte, N.C.; KLZ-TV Denver; KVAL-TV Eugene, Ore.; KEYT(TV) Santa Barbara, Calif.; WITN(TV) Washington-Greenville, N.C. and Ram Distributing Co., Omaha. Now in 46 markets.

En France (Seven Arts): Sold to

TvQ's top 10 for December by age

Rank	Program	Total Audience TvQ*	Age groups				
			6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza (NBC)	52	62	56	47	47	55
2	Beverly Hillbillies (CBS)	51	83	63	45	41	44
3	Saturday Night Movies (NBC)	46	52	56	49	45	34
4	Disney World of Color (NBC)	44	73	47	36	39	40
4	The Fugitive (ABC)	44	44	51	53	45	26
6	Red Skelton (CBS)	43	69	45	42	37	37
7	Andy Griffith (CBS)	42	60	43	34	39	42
7	Combat (ABC)	42	57	44	45	38	30
9	Doctor Kildare (NBC)	38	47	44	36	33	38
9	Gunsmoke (CBS)	38	55	34	31	36	44
9	Monday Night Movies (NBC)	38	42	42	43	37	29
9	Outer Limits (ABC)	38	61	53	37	22	14

* Percentage of those familiar with program and who say it is one of their favorites.
Copyright Home Testing Institute Inc., 1964

WLWC(TV) Columbus, Ohio; WLVA-TV Lynchburg, Va.; WKY-TV Oklahoma City and KFDX-TV Wichita Falls, Tex. Now sold in 67 markets.

40/64 post-'50 features (MGM-TV): Sold to WCAU-TV Philadelphia; WCKT (TV) Miami; KGO-TV San Francisco; KENS-TV San Antonio, Tex.; KRNT-TV Des Moines, Iowa; KLZ-TV Denver and WOOD-TV Grand Rapids, Mich. Now sold in 12 markets.

Our Gang (MGM-TV): Sold to Television Broadcasters Ltd., Australia; Irish Television and Oy Mainos, Finland.

70 MGM Cartoons (MGM-TV): Sold to Rediffusion-Television Francaise.

Mr. Novak (MGM-TV): Sold to Anglia Television, Norwich, England.

Eleventh Hour (MGM-TV): Sold to CIA Latino Americana de Doblajes, Mexico City and Telemundo Inc., San Juan, P. R.

Post '60 pictures (Westhampton Film Corp.): Sold to WABC-TV New York; WXYZ-TV Detroit; WNBQ(TV) Chicago; WKRC-TV Cincinnati; KGO-TV San Francisco; KABC-TV Los Angeles; WMTW-TV Poland Spring, Me.; KTTV(TV) Los Angeles; WKBW-TV Buffalo; WTEN(TV) Albany; WPRO-TV Providence, R. I.; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; WTTV(TV) Bloomington-Indianapolis, and KTAR-TV Phoenix, Ariz.

500 want TNT fight

Theatre Network Television Inc. announced Jan. 6 that a record number of more than 500 locations have applied for bookings for TNT's closed-circuit telecast of Sonny Liston-Cassius Clay heavyweight championship bout set

for Feb. 25 in Miami Beach. Applications have been received from theaters, arenas, ball parks, race tracks and hotel ballrooms in more than 200 cities throughout the U.S., Canada and Mexico, according to Nathan L. Halpern, TNT president

MARK CENTURY'S FIRST Herson notes progress of radio production firm

Mark Century Inc., New York, which specializes in radio programming services, last week marked its first year in business with more than 125 station clients, a new package offered to stations and other new program ideas ready to be launched.

In an interview, Milton Herson, Mark Century's president commented on the sales buildup of the company that signs two-year servicing contracts for "Radio a la Carte" providing exclusivity for the station in its market.

Mr. Herson noted that on Jan. 7, 1963, the company "started on the road with one salesman" and by Jan. 30, 1963, had a total of eight stations. As of last week, Mark Century's list was 126 stations in 65 of the top 100 markets in the country, a total sales force of seven people and two agency companies—Mark Ten in Canada and Dot Distributors in Australia.

Mr. Herson said the highpoint of the service has come with reports from the majority of subscribers that they've sold enough time to advertisers in the first three to six months on the basis of the features to pay for the cost to the station of the two-year package.

Mark Century each month provides production and commercial music in lengths of 20, 30 and 60 seconds; a

different comedy series; fully-produced contests; sound effects; public service material; materials for commercials (musical ingredients and a commercial copy service); air checks on station subscribers in other markets to sample sounds and programing methods; intros especially tailored for the station to use in weather, news and special broadcasts and seasonal promotions for sale to local advertisers.

A new jingle package introduced last fall and already sold to 20 stations is called "Fabulous Las Vegas Sounds." Still other ideas which Mark Century is preparing for 1964 are a series of original dramatic programs of 15-minute length, and programing episodes that'll capture the sounds and music of foreign lands.

Since its inception, Mark Century has attempted to integrate itself within the industry in a way that it hopes will help radio programing and sell more of its product. At the National Association of Broadcasters convention last spring and in October, the company held program seminars (BROADCASTING, Oct. 28, 1963). Also in October the company began distributing a 14-page newsletter to clients exchanging information on successful radio promotions and programing ideas. A newsletter is being mailed about every two months.

ABC-TV to rerun 'Empire'

The one-hour *Empire* series, which was telecast by NBC-TV during the 1962-63 season, has been bought by ABC-TV to be rerun as a replacement program from March through September. An ABC-TV spokesman said a decision will be made shortly on the day and time period in which *Empire* will be scheduled.

EQUIPMENT & ENGINEERING

A GOOD WEEK FOR COMSAT

Praise from Harris and a favorable ruling from FCC

The Communications Satellite Corp., last week got both the backing of a powerful congressman and a gift from the FCC in the area of equipment purchases.

The sympathetic pat on the back came from Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee. For a full hour on the House floor Thursday (Jan. 9), Mr. Harris praised Comsat and its plans as the expression of national policy for global communications by satellite relay.

In the course of his speech Mr. Harris urged the fullest cooperation with Comsat's activities and warned that any attempts to stymie the work of the or-

ganization will be frustrated by Congress.

"... Let there be no doubt," he said, "that in matters where the national interest is at stake and where interested private parties cannot reach voluntary agreements, Congress can act effectively and expeditiously in order to protect the national interest." Congress's prompt enactment of legislation to ward off the threatened railroad strike is a case in point, Mr. Harris said.

He continued:

"It is my sincere hope that such action will not be necessary in order to bring about agreement on the part of the domestic groups who may have divergent private interests with regard

to the establishment of an early global satellite system. We are fortunate indeed and can be proud of the fact that in this country of ours we have been able to count on private enterprise to keep up with the rapidly rising demand for high quality communications."

Good For AT&T ■ Mr. Harris lauded AT&T for agreeing to use satellite channels for telephone and TV circuits on an equal basis with cable circuits and agreeing to delay the laying of additional North Atlantic cables until this is accomplished (BROADCASTING, Dec. 16, 1963).

In reporting on the Geneva conference on space satellite communications frequencies, Mr. Harris told the Congress it was one of the most successful of its kind in recent times, quoting the late President Kennedy's description. The leadership of the chairman



What compact can do everything a console recorder can?

AMPEX PR-10

The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry—anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new



electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "Four Star" one-year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.

AMPEX

ADVANCED TRAINING IN TELEVISION

in Directing and Producing; Acting, Technical Operations; TV Film Production; TV Announcing and The Television Personality. Courses offered in the University's own Production Center. Intended for those who require more experience in the routines of production. Beginning courses also available.

Spring Program begins February 3.
Send for Bulletin TV-3

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ROHN SYSTEMS, INC.
6718 W. Plank Road Peoria, Illinois

of the American delegation, Joseph H. McConnell, was superb, Mr. Harris said.

\$25,000 Limit - Earlier in the week, the FCC unanimously adopted procurement rules for the satellite corporation which would apply only to purchases of \$25,000 or more. In a proposal several months ago, the commission had suggested an exemption from its regulations for purchases of \$2,500 or less. This brought a storm of objections, from Comsat as well as from communications carriers and electronic manufacturers.

The FCC rules require Comsat and major contractors to file with the commission on a notification statement prior to the award of a contract involving more than \$25,000. Unless the FCC acts within 10 days, the contract may be awarded.

The commission urged that wherever possible contracts be broken down into small lots so small business firms may bid on them.

The rules become effective Feb. 24.

Short renewal recommend for engineering violation

An initial decision by FCC Hearing Examiner Chester F. Naumowicz Jr., last week recommended that license renewals for KCHY Cheyenne, Wyo., and KDAC Fort Bragg, Calif., be granted for a one-year period.

The examiner found that the owner of the two stations, Charles W. Stone, failed to maintain a first-class engineer at KCHY and attempted to obscure this from the commission. But, the examiner said, circumstances were such that nonrenewal would be too harsh a penalty.

Also involved in the proceeding is an application to change the facilities of KCHY from 1590 kc, 1 kw daytime to 1530 kc, 10 kw daytime and 1 kw nighttime. Examiner Naumowicz would grant this application in the face of the one-year renewals for Mr. Stone's stations.

Soon after Mr. Stone acquired KDAC in 1960 the chief engineer then employed at the station was discharged and after failing to find another Mr. Stone sent his engineer at KCHY to KDAC. Mr. Stone then made a verbal contract with a first-class engineer in Cheyenne to watch the technical operation of KCHY until a regular engineer could be hired. The examiner found that Mr. Stone attempted to convince the commission that he had an engineer on duty when in fact that engineer was not aware that he was to check the operation on such a basis.

Mr. Naumowicz found that Mr. Stone did mislead the commission but that "His misrepresentations were the product of bad judgment inspired by fear

rather than a willful attempt calculated from its origin to deceive the commission." The examiner predicted that the commission can rely on Mr. Stone in the future, but the short-term renewal would not release the licensee without some penalty.

Request denied for night increase for class IV's

The request by class IV AM stations for an increase of nighttime power to 1 kw from 250 w was denied last week by the FCC. The petition for such a rulemaking, made by the Community Broadcasters Association, also would have provided for local channel stations using 500 w or 1 kw daytime to continue on that power at nighttime.

In refusing to propose such a rulemaking the commission said that the possibility of raising the night power of local channel stations can best be considered after future renegotiations of the North American Regional Broadcasting Agreement and the U. S.-Mexican Agreement. The commission said that the renegotiations will study how far it would be possible to ease the restrictions on domestic use of nighttime powers greater than 250 w.

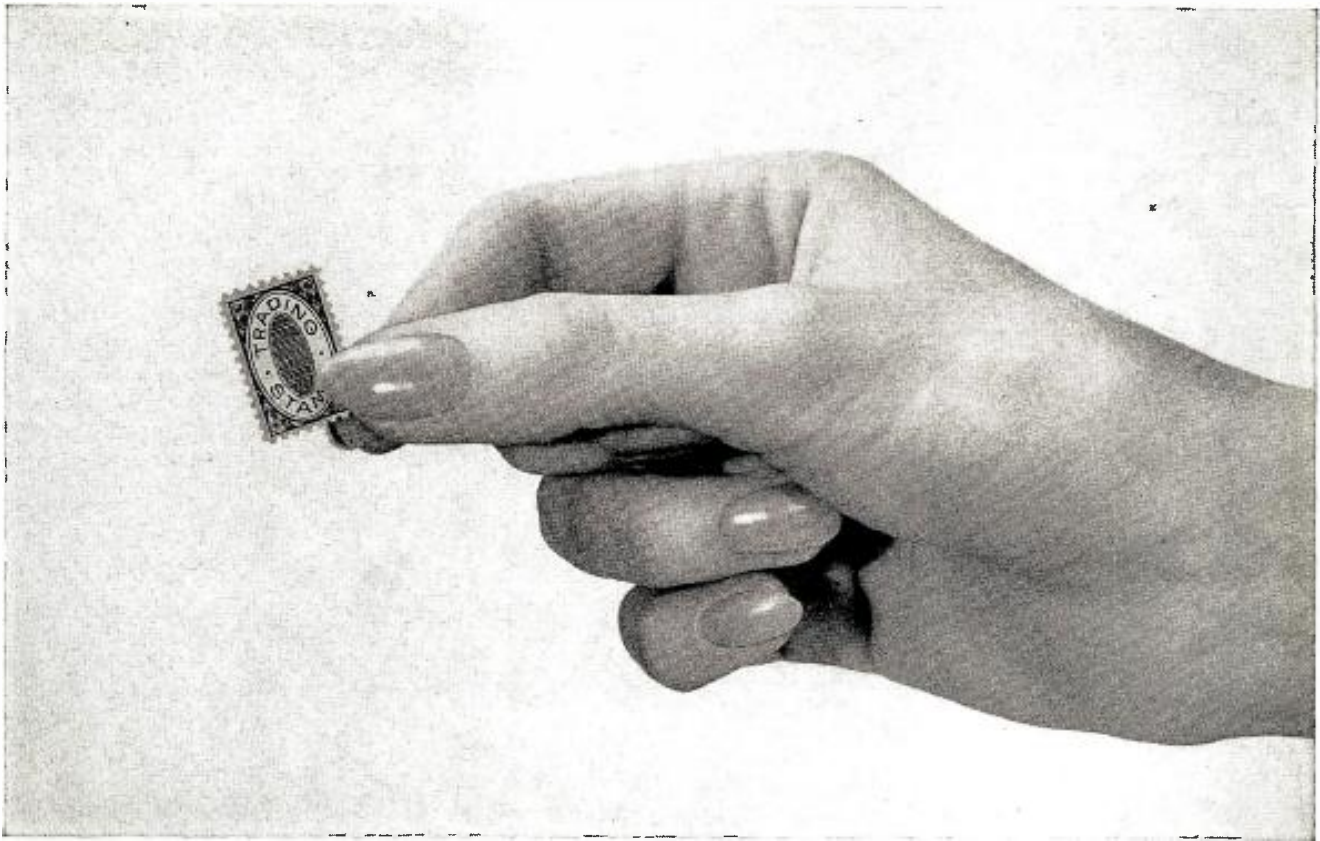
CBA filed the request for a rulemaking in July 1962. The association at that time said that 708 stations had responded to its proposal with 670 approving the 1 kw power. Only 35 stations did not approve (BROADCASTING, July 9, 1962). CBA said 268 failed to respond. The association said that with the increased power nighttime service would improve because interference from other means could be overcome and the economic position of local stations would be improved.

Temporary standards extension sought

TV manufacturers have asked the FCC to extend for another year the temporary standards on radiation from UHF television sets under which they're operating now.

At the present time, UHF receivers may radiate no more than 1,000 microvolts per meter at 1,000 feet, but this is due to be tightened to the VHF standard of 500 mv/m by April 30.

The Consumer Products Division of the Electronic Industries Association last week asked the FCC to extend the temporary 1,000 mv/m standard for another year because there is not sufficient information now on whether UHF tuners using solid state devices can meet the 500 mv/m requirement. EIA submitted measurements made by 10 companies on UHF tuners and receivers which show "improvement in the ratio of UHF sets with radiation of less than



Only a tiny piece of paper—but it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little “extras” of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

AN AMERICAN WAY OF THRIFT SINCE 1896



500 mv/m since 1960," but noted there's insufficient data on tuners using transistors and "a number of industry members who have had experience with semiconductor devices in current tuner designs are concerned with their inability to make production models radiating as little as 500 mv/m."

EIA pointed out that both vacuum tube and semiconductor tuners will be required to implement the all-channel set requirement which goes into effect April 30.

Technical topics . . .

Tricky table ■ A totally motorized animation table designed to move flat art work and three-dimensional objects

in front of a stationary TV camera to facilitate production of program and commercial material on video tape has been completed at NBC's west coast headquarters in Burbank, Calif.

Parts depot ■ RCA plans to build the biggest electronic parts depot in the world on the 132 acres of land near Camden, N. J., it bought from the Gulf Oil Corp. for \$432,000.

Magnavox '64 outlook

The Magnavox Co., New York, last week predicted a 50% sales increase in 1964, a forecast which would place the company's volume for the year over \$260 million.

Magnavox President Frank Freimann

also commented on color TV set production capabilities of the company, noting he expects "an adequate number of color tubes this year will enable Magnavox to produce its full line of models." Color set sales, he said, are expected to make a sizable contribution to volume and profits this year.

A shortage of color tubes through 1963 resulted in the company's cutting back its production of lower-priced color sets. (BROADCASTING, Oct. 28, 1963).

Mr. Freimann confirmed that Magnavox has entered an agreement with Montgomery Ward to produce private label television and stereo hi-fi sets for the department store chain.

INTERNATIONAL

ITA RENEWS PROGRAMERS' LICENSES

'Closer and earlier supervision' of stations promised

The programers' licenses for Britain's 14 commercial television stations were renewed by the Independent Television Authority last week, but ITA dropped a few weeds among the roses, promising "closer and earlier supervision" of the commercial stations in the future.

ITA also said it would exercise greater control over advertising and, additionally, warned that it would scrutinize the rates charged in the sale of programs. Smaller companies have claimed

that the larger firms have overcharged them for programs, ITA noted, and an investigation will be held with a view toward reducing "the financial burden on the smaller companies. . . ."

The licenses had a Nov. 18 closing date for renewal applications (BROADCASTING, Dec. 16, 1963). In giving the 14 commercial firms the affirmative nod, ITA rejected three applications from new groups which wanted to take over licenses: Beaverbrook Newspapers, Edward Martell's Freedom Group, and an association consisting of 126 writers, producers and artists. The three challengers failed, ITA said, to establish their superiority over the present licensees. The contracts renewed last week will run to 1967.

Canada plans to regulate community antenna TV

Canada will regulate community antenna television systems in the same way as television stations, especially as regards Canadian program content, State Secretary J. W. Pickersgill and Transport Minister George McIlraith announced at Ottawa on Dec. 31, 1963. The Board of Broadcast Governors has been asked to study any legislative action necessary, and the Department of Transport will not issue new licenses for the time being for community antenna systems intending to relay programs from the United States. The projected study is understood not to include closed-circuit pay-TV systems.

Last June the BBG held a public hearing on cable systems and made a report to the government, but did not recommend any action. Both independent TV broadcasters and the govern-

ment's Canadian Broadcasting Corp. want to see the cable systems regulated as to Canadian content, since most cable systems now import U. S. programs. U. S. ownership of cable systems is also increasing.

Grey Advertising acquires interest in Europe agency

Grey Advertising, New York, is taking a new expansion step—an acquisition move that will put the agency's name in Europe. Grey is purchasing a substantial minority interest in Dorland S.A., Paris, and Dorland, Brussels. The European firms will become Dorland & Grey S.A. with offices in Paris and Brussels.

Grey said the expansion will allow it to provide "more extensive service to those clients who either have or plan operations in the increasingly important European Common Market." The agency, which opened a Canadian office in Montreal in 1958, expanded its interests overseas in 1962 with purchase of an interest in a London firm, now Charles Hobson & Grey Ltd. Last October, it set up an office in Tokyo in a joint venture with Daiko Advertising.

Powers, Shrader move to Grant's Kenya office

Grant Advertising, Chicago, has established a new foreign office in Nairobi, Kenya, which will handle broadcast advertising along with other media, it was announced last week by board chairman Will C. Grant. There are 40 Grant offices, with 32 outside the U. S.

J. Murray Powers, formerly regional manager for Grant offices in India, Pakistan and Ceylon, will head the Kenya office with Morgan Shrader, formerly with Grant in Chicago, serving as radio-TV director there.

Ouimet's salary doubled

Top salary boost at year-end for Canadian civil servants went to Alphonse Ouimet, president of the government's Canadian Broadcasting Corp. His salary was doubled from \$20,000 to \$40,000. Announcement of the increase was made at Ottawa on Jan. 3 by Secretary of State J. W. Pickersgill. The increase was retroactive to December 1, 1963, and was the first for Ouimet since 1954.

He is now the third highest paid civil servant, topped by Donald Gordon at \$75,000 as president of the Canadian National Railways, and Louis Rasminsky, at \$50,000, as governor of the Bank of Canada. Ouimet had been recommended for \$50,000 annually by the board of directors of the CBC.

W. E. S. Briggs, CBC vice president, had a salary increase at the same time from \$16,000 to \$25,000.

1964 CALENDAR 1964

JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
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SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Greyhound carries packages on any of these days (or nights)

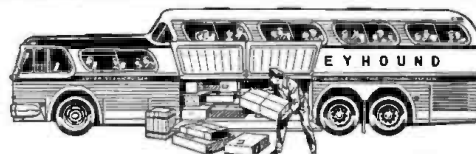
Ship nationwide, anytime . . . twenty-four hours a day, seven days a week, weekends or holidays. Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped! Save time. Save money. Ease those inventory control problems, too. Whenever, wherever you ship, specify Greyhound Package Express. Convenient C.O.D., Collect, Prepaid or Charge Account service. Call your local Greyhound Terminal or mail this coupon today ▶

For Example: Buses Daily Running Time 10 lbs. 20 lbs. 30 lbs.*

NEW YORK— PHILADELPHIA	32	2 hrs. — min.	\$1.25	\$1.40	\$1.65
LOS ANGELES— SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
ATLANTA— BIRMINGHAM	10	3 hrs. 45 min.	1.50	1.65	1.90
CLEVELAND— COLUMBUS	10	3 hrs. 5 min.	1.45	1.60	1.85

*Other low rates up to 100 lbs.

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 140 S. Dearborn St., Chicago 3, Illinois
 Send facts on Greyhound Package Express service. No obligation.

NAME _____ TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ PHONE _____



Filmways notes increase in net income, earnings

An unaudited third quarter statement issued by Filmways Inc. last week showed net income after taxes for the TV film producer up \$25,451 over its 1962 third quarter level.

A fiscal yearend report for Filmways had shown a reversal from loss to profit for the company (BROADCASTING, Dec. 2, 1963).

Filmways produces *Beverly Hillsbillies*, *Petticoat Junction* and *Mr. Ed* and has three network pilots under production for the coming season.

Three months ended Nov. 30, 1963:

	1963	1962
Earned per share*	\$ 0.12	\$ 0.08
Revenues	2,512,383	2,990,185
Net income before federal tax	147,231	78,480
Net income after tax	70,331	44,880

*Based on 595,895 shares outstanding compared to 584,004 for same period last year.

Corinthian, IRS briefs filed with tax court

The final paper round in Corinthian Broadcasting Corp.'s battle against the International Revenue Service—involving the legitimacy of depreciating \$4,-650,000 allocation to network affiliation—took place last week when both parties filed reply briefs with U. S. Tax Court Judge Howard O. Dawson Jr. Judge Dawson is expected to rule in 60-90 days.

Corinthian, which has \$2 million in taxes at stake, is attacking an IRS ruling disallowing amortization of the \$4.65 million allocated to the CBS affiliation for WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, when those two TV stations, and their AM adjuncts, were bought by Corinthian in 1956. IRS claims network affiliations have no determinable life. Corinthian paid \$10 million for the four properties. The case was argued before Judge Dawson last June (BROADCASTING, June 24, 1963). Briefs were filed last October (BROADCASTING, Oct. 28, 1963).

SEC December report on stock transactions

The Securities & Exchange Commission has reported the following stock transactions by officers and directors of broadcasting and allied companies in its December 1963 issue of *Official Summary* (all common stock unless otherwise indicated):

American Broadcasting - Paramount Theaters—Edward L. Hyman, exercised option on 663 shares, holds total of 8,787. Chris-Craft Industries—H. V. Sherrill, sold 5,040, retains 7,980; also holds 76,406 under other names.

CBS Inc.—Peter Mead Abel, exercised option on 453 shares, holds 782; Julius F. Brauner, exercised option on 2,386, holds 2,590; Ralph O. Briscoe, exercised option on 349 shares, holds 433; R. A. Forsling, exercised option on 1,054 shares, holds 1,085; Peter C. Goldmark, exercised option on 4,276 shares, holds 4,419; Lewis Gordon, exercised option on 2,858 shares,

holds 5,123; Walter P. Rozett, exercised option on 1,021, holds, 1,051. Geraldine B. Zorbaugh, exercised option on 639, holds 658; J. A. W. Iglehart, bought 127, holds 19,779; William S. Paley, sold 8,600, retains 732,103; as holding company and as trustee holds 152,637.

Crowell - Collier Publishing — Joseph Schwartz, bought 300, holds 4,000 plus 19,259 as joint venture.

MPO Videotonics—Gerald Hirschfeld, sold 2,222, retains 47,942; Arnold Kaiser, sold 2,222, retains 47,492; Gerald Kleppel, sold 1,112, retains 23,744; Judd L. Pollock, sold 2,222, retains 47,362; Marvin Rothenberg, sold 2,222, retains 47,492. All private transactions.

Macfadden-Bartell Corp.—Gerald A. Bartell partnership, bought 500, holds 500; individually holds 222,927.

Screen Gems Inc.—Alfred Hart Foundation, sold 900, retains 100; Mr. Hart individually holds 901.

Storer Broadcasting Co.—George Haggarty, sold 3,600, retains 1,000.

Taft Broadcasting Co.—Charles P. Taft, sold 100, retains 15,954.

In the documents filed last week, Corinthian emphasized that IRS regulations permit taxpayers who do not have a history for amortization to use industry practices. This is what Corinthian has done, it noted, coming up with a 14-year life expectancy for network affiliations in TV. The IRS has not refuted this, it claimed, and has not advanced an alternative method.

IRS reiterated its contention that network affiliation contracts do not have a specific life. It also challenged a goodwill figure of \$1,450,850 used by Corinthian for 1957, 1958 and 1959—the tax returns at issue.

CBS-TV gets 7 IPI shows

The recent sale of seven International Productions Inc. programs to CBS-TV's *Sunday Sports Spectacular* is expected to give the company its most successful quarter this month, according to president Bob Brandt.

Mr. Brandt was re-elected president and chairman of the board at IPI's stockholders' meeting. Other board members re-elected were William F.

Wallace, Richard M. Rosenbloom, William E. Cooper, Dr. George Coleman, Allen Shaw and William Bennington.

General Instrument profits up 117%

The General Instrument Corp., Newark, N. J., electronics manufacturer, last week reported 14% increases in sales, both for three-month and nine-month periods ending Nov. 30, 1963. The company said a substantial contribution to sales and profits in the third quarter had been made by increased orders for UHF-TV tuners. Net profits were up 117% for the nine months over 1962.

	1963	1962
Earned per share	\$ 0.33	\$ 0.15
Sales	72,282,556.00	63,213,152.00
Pre-tax profit	1,315,501.00	487,323.00
Net profit*	838,200.00	385,123.00

*Reflects use of available federal income tax credits.

Coast-to-coast meeting

RCA last week announced plans for a special color television hookup that will enable stockholders on the East and West Coasts to see and talk to one other during the annual meeting May 5. The meeting will be telecast live from NBC studios in Burbank, Calif., to stockholders gathered in NBC's Peacock Studio at Radio City in New York.

This will be the first time that the annual RCA stockholders' meeting has not been held in New York. There will be a special meeting in that city Jan. 29, at which time stockholders will be asked to approve a share increase to provide for a three-for-one stock split (BROADCASTING, Dec. 9, 1963).

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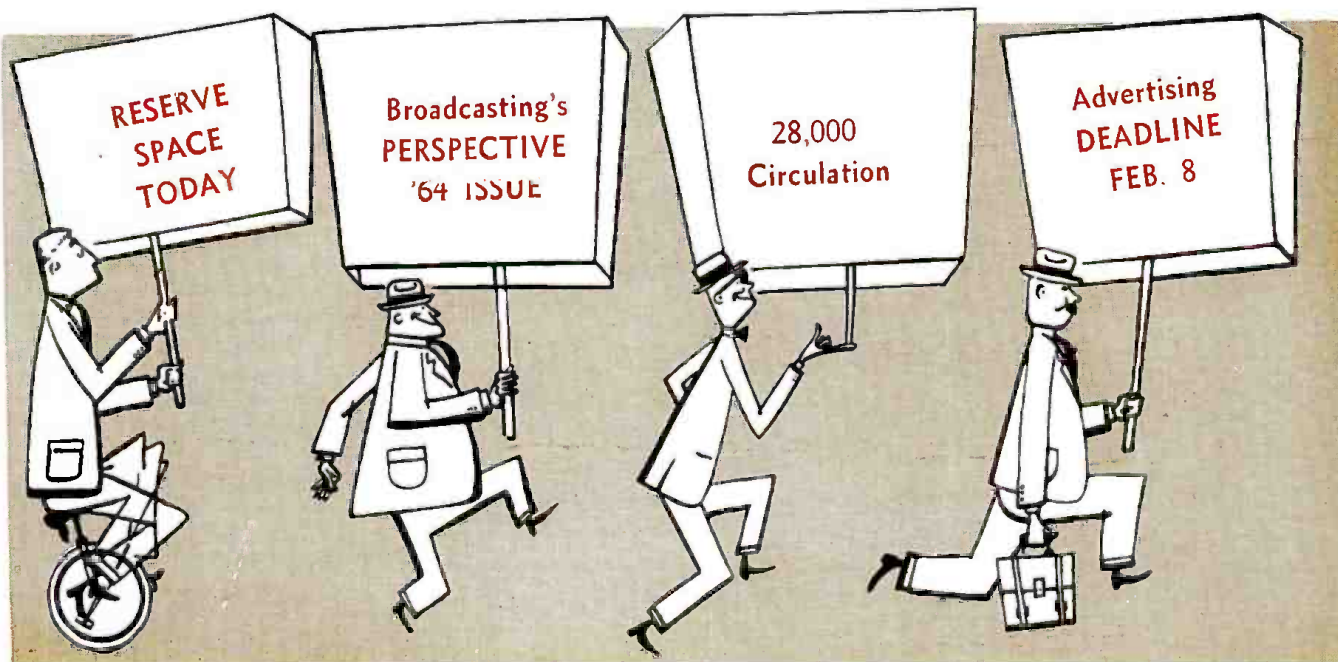
"Perspective '64"

BROADCASTING's seventh annual survey of the business outlook for 1964 . . . will be published Feb. 17. Virtually, every economic angle that affects the welfare of the broadcasting business will be analyzed and interpreted. In addition to our regular spot news the following in depth articles will include:

- A concise article on the national economy with particular emphasis on the general outlook for radio and television.
- BROADCASTING's annual Time Sales survey with 1963 figures and explanations on radio and television.
- Television, 1964. Its sales problems and prospects. Based on interviews with knowledgeable agencies, stations, networks, station reps, TVB.
- Radio, 1964. The older medium last year hit new highs on the comeback trail. The coming year promises an even brighter outlook.
- Radio & Television sales successes for 1963.
- Broadcast regulation in prospect for 1964. Detailed analysis of possible trends at the FCC, NAB, FTC and Congress.
- Status of 1963 station sales.

Broadcast buyers will find this single editorial effort takes 1963's countless broadcast experiences and permanently binds them into one clear perspective. Its charts, tables and billing figures have genuine reference value for repeated use during 1964. You get the year's biggest bonus of attention from TV & radio's busiest decision-makers.

Deadline for advertising is Feb. 8. Regular sizes and rates prevail. Wire or phone your nearest Broadcasting office today.



Kids to bare talents at bean guessing

130 STATIONS TAKING PART IN SCREEN GEMS PROMOTION

Screen Gems Inc. reported last week that 130 of 150 TV stations carrying the *Yogi Bear* cartoon series have agreed to participate in "Yogi Bear's Jellybean Sweepstakes," in which 10 youngsters under 12 and their parents will win an all-expenses paid trip abroad next summer.

The contest opened officially last Saturday (Jan. 11) and will continue



through March 7. Stations have been supplied with jars and jellybeans. Each station puts a certain number of jellybeans in the jars and the children are asked to send in postcards guessing the number. The first postcard with the winning number in each city will be eligible for the grand contest. In turn, names of the winners will be eligible for a second drawing, at which time 10 names will be selected for the overseas trip.

The grand prize winners and their parents will be flown to Tokyo, Rome, London, Moscow, Sydney, Singapore and other cities to be chosen. Each child also will be given a live bear cub to be presented to a zoo in the city he

visits on behalf of the children of America. Consolation prizes of Yogi Bear games, toys, books and records and dolls will be awarded to local winners. Screen Gems has supplied stations with an extensive array of promotional and merchandising materials.

Tennessee broadcasters to promote good health

The Tennessee Association of Broadcasters has joined with four other Tennessee groups for a one-year campaign to promote "good health for Tennessee." The project will run throughout 1964 and Tennessee radio and TV stations will donate time and production services for thousands of public-service announcements and programs.

The good health campaign is designed to give the people of Tennessee facts and suggestions for improving their health and to make them aware of available facilities. The project will be headed by Dr. Kenneth Wright, director of broadcasting services for the University of Tennessee. The university will produce the announcements and programs for airing by the 99 TAB member stations. Participating with TAB are the L. G. Noel Memorial Foundation, Tennessee Heart Association, Tennessee Public Health Association and the Tennessee State Dental Association.

NAB plans Radio Month

"Radio, your constant companion" will be the theme of Radio Month (May) this year, sponsored annually by the National Association of Broadcasters, according to John M. Couric, NAB director of public relations.

This year's theme, he said, was adopted because of "radio's unique

ability to serve a mass audience on an individual basis throughout the day, regardless of the listener's location, occupation or activity." Individual station kits for promotion of radio month will be mailed to NAB members early in March, Mr. Couric said.

Pioneers and mayors sponsor radio-TV award

Members of a seven-judge panel were named last week to select winners of a community service award for radio and television stations to be sponsored by the Broadcast Pioneers and the U. S. Conference of Mayors.

The award is intended to honor "the radio and the television station making the greatest over-all contribution to the good of the local community."

The selection committee will base its decision on station operation during the 1963 calendar year. All entries are to be submitted to mayors of respective communities before Feb. 1.

Named to the judging panel were Neil S. Blaisdell, mayor of Honolulu; T. A. M. Craven, consultant to the FCC and former commissioner; William S. Hedges, former vice president of both NBC and the National Association of Broadcasters; Sigurd S. Larmon, former president of Young & Rubicam, New York; David Lawrence, special assistant to President Lyndon Johnson and former governor of Pennsylvania; Professor Leo Martin, chairman of communications arts, Michigan State University, and Neville Miller of Miller & Schroeder, Washington law firm, and former president of the NAB.

Drumbeats . . .

Fair ashtray ■ WCAW Charleston, W. Va. is sending to area radio timebuyers a kit featuring the ashtray/candy dish accepted as West Virginia's official design for the 1964 World's Fair in New York. In addition to the dish, the buyers will receive an invitation to be WCAW's guest to see the West Virginia pavillion at the fair.

TV class guides ■ NBC reports "remarkable success" with its NBC Teacher's Guides, which are being distributed as a means of enabling teachers to make use of NBC-TV programs in the classroom. The guides offer synopses of certain daytime TV programs and teaching suggestions for the shows. NBC says about 250,000 elementary school teachers regularly receive guides for *Exploring*, and the same distribution is maintained for *NBC Children's Theatre*. Guides for *NBC News Encore* are sent to 84,000 high school social studies teachers.

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FATES & FORTUNES

BROADCAST ADVERTISING

Robert J. Kizer, senior VP and director of TV sales for Avery-Knodel Inc., New York-based radio-TV sales representative firm, elected to organization's board of directors. Also elected to firm's board are **John S. Stewart**, VP and director of radio sales; **L. Jaquelin Gullatt**, treasurer; and **F. Robert Kalthoff**, VP and mid-western TV sales manager, with headquarters in Chicago. Re-elected to A-K board in addition to **J. W. Knodel**, firm's president, were **Roger O'Sullivan**, senior VP-Chicago; **Charles C. Coleman**, VP-Atlanta; and **Martin Kleinbard**, legal counsel-New York. **David N. Simmons** named TV sales manager in New York, replacing Mr. Kizer, who recently was elected to his present post. **Alfred J. Larson** named manager of TV market development, replacing **Edward W. Lier**, who will devote his full time to TV sales.



Mr. Kizer

James L. Bradley, advertising manager of Pioneer Hi-Bred Corn Co., Des Moines, Iowa, elected to firm's board of directors.



Mr. Kelliher

Richard Kelliher, manager of Chicago office of Metro Radio Sales, a division of Metromedia Inc., appointed sales manager of Metromedia-owned WNEW New York. He is succeeded by **Robert Williamson**, mem-

ber of rep firm's staff since 1961. Before joining Metromedia, Mr. Kelliher was national sales manager of RKO General Broadcasting. Mr. Williamson formerly served as account executive at WJJD Chicago.

Charles A. Sobel, VP in charge of international operations of Universal Marketing Research Inc., New York, an affiliate of Alfred Politz Research Inc., elevated to president. Before joining UMR in 1961, Mr. Sobel was senior project director of International Research Associates, New York.

James L. Badgett, director of advertising for Schick Safety Razor Co., division of Eversharp Inc., Lancaster,

Pa., elected VP in charge of advertising. **George L. DeBeer**, **John H. Giroux**, **Edward W. Hobler** and **Philip A. Leekley**, all account supervisors at Foote, Cone & Belding, Chicago, elected VP's.

Herbert A. Southwell elected VP and director of marketing for Wyler & Co., Chicago, food and beverage manufacturing division of The Borden Co., New York. Mr. Southwell, previously sales manager, joined company in 1956.

Lang, Fisher & Stashower, Cleveland advertising agency, has elected five new VP's. They are **G. C. McKelvey**, chief timebuyer; **Helen G. Coyne**, assistant treasurer; **Edmund M. Kagy**, art director; and **David L. Stashower** and **Edward A. Hinkle**, account executives.



Mr. Smith

Willard S. (Bill) Smith, who resigned last month as director of advertising for WJBK-TV Detroit, post he held for past three years, has established his own advertising, sales promotion and public relations agency, Willard S. Smith Associates Adv., with offices at 2622 Guardian Bldg., Detroit. Telephone: 962-6886. Before joining WJBK-TV Mr. Smith was associated with Brooke, Smith, French & Dorrance, Detroit, and Sullivan, Stauffer, Colwell & Bayles, New York.

John Thackaberry, manager of Hollywood office of Robert Eastman Co., elected president of Radio Salesmen of Los Angeles. Other officers: **Jim Mergen**, KLAC, general program chairman, and **Jim Kissman**, Edward Petry Co., secretary-treasurer.

Jerry Solomon, manager of sales planning, promoted to regional sales manager for ABC-TV network sales department, with headquarters in New York. He is succeeded by **John Tiedemann**, manager of audience measurements for ABC-TV research department since July 1963. Mr. Solomon joined ABC in July 1962 as sales presentation writer and was named sales planning manager in August 1963. Previously, he was with NBC's research and sales development departments. Mr. Tiedemann joined ABC-TV in April 1959.



Mr. Solomon

John R. Gladen, manager of marketing and analysis for American Motors Corp., elected chairman of statistical committee of Automobile Manufacturers Association, Detroit, succeeding **Thaddeus J. Obal**, manager of eco-

nomics analysis department of Ford Motor Co., Detroit.

Richard P. Levy joins Storer Television Sales Inc., New York, as eastern sales manager. Mr. Levy formerly was with Edward Petry & Co. in similar post.



Mr. Nathan

Cyrus H. Nathan, formerly executive VP and senior partner of North Adv., Chicago, joins Sullivan, Stauffer, Colwell & Bayles, New York, as vice president and manager of agency's creative department.

Frank Vella, sales manager of salon-hair color division of Revlon Inc., New York, since 1962, promoted to general manager of that division. Mr. Vella joined Revlon in 1945.

Richard L. Chalmers, national director of Radio Advertising Bureau's membership development, resigns post effective Feb. 1 to establish radio station sales consulting firm in New York.

Charles E. Speights appointed general and national sales manager of WTAC Flint, Mich. **Robert Halstead** named WTAC's local sales manager, and

SHREVEPORT

KEEL

50,000 WATTS AM

GOES CONTINENTAL

"... high efficiency power amplifier is one of the finest circuits ever made available in high power AM... frequency response and distortion characteristics are excellent."

Paul Johnson
chief engineer

Continental Electronics

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FAMOUS JURY TRIALS

Radio Mystery Series
IS BACK ON THE AIR!

Now available for local purchase. **CHARLES MICHELSON, INC.**
45 West 45th St., New York 36 • Plaza 7-0695

George Strickler appointed manager of outlet's newly opened sales office in Saginaw-Bay City-Midland, Mich.

Lynda K. Woodworth, formerly of Post - Keyes - Gardner, Chicago, joins John W. Shaw Adv., that city, as radio-TV production manager.



Miss Woodworth

Robert Colburn, account executive at W. D. Lyon Co., Cedar Rapids, Iowa, advertising agency, and former production coordinator-continuity director of WTCN-TV Minneapolis-St. Paul, Minn., joins Colle & McVoy Adv. Agency, Minneapolis, as account executive.

Charles W. Collier, executive vice president of Advertising Association of the West, chosen as Man of the Year by Western States Advertising Agencies Association. Mr. Collier will be honored by testimonial luncheon Feb. 21 at Ambassador hotel, Los Angeles.

Fred C. Alexander, administrative VP of Klau-Van Pietersom-Dunlap, Milwaukee, joins Charles Bowes Adv., Los Angeles, as account supervisor, administrative assistant to president and member of executive committee.

Gilbert Miller, division manager of E. I. DuPont de Nemours & Co., elected chairman of Association of National Advertisers, New York. Mr. Miller succeeds **Alfred A. Whittaker**, VP-marketing for Bristol-Myers products division.

Thomas F. Cosgrove Jr. joins CBS Radio Spot Sales, Chicago, as account executive. Mr. Cosgrove formerly was account executive at Robert E. Eastman & Co., that city.

Ray Perkins joins Papert, Koenig, Lois, New York, as account executive on Quaker Oats cat food account. Mr. Perkins formerly was account executive at Benton & Bowles, that city.

Paul C. Jeans, account executive for past seven years at Sturges & Associates, San Francisco-based advertising agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, in same capacity.

Lewis A. Greenhouse, formerly of WTAR Norfolk, Va., joins WCMS, that city, as account executive.



Mr. McLaughlin

John P. McLaughlin Jr., media supervisor at Ogilvy, Benson & Mather, New York, for past four years, joins C. J. LaRoche & Co., advertising agency, that city, as media director.

Thomas R. Murphy, **G. William Sheridan** and **David Bolger** join Dallas, Atlanta and Chicago sales staffs, respectively, of Advertising Time Sales, New York-based radio-TV sales representative firm. Mr. Murphy had been with Dallas office of The Bolling Co.; Mr. Sheridan was sales service director of WATL-TV Atlanta; and Mr. Bolger formerly was publicist with various mid-western investment companies.

Ronald P. McKenna, of Syracuse University where he has been studying under research assistantship in Television - Radio Center, joins WANE-TV Fort Wayne, Ind., as advertising and promotion director.



Mr. McKenna

Robert Allen, account executive at WCBS-AM-FM New York, joins sales staff of CBS Radio Spot Sales, that city. **Bob Bochrach**, account executive with CBS Radio Spot Sales in Chicago, transfers to firm's New York office.

Charles Spencer joins Mort Bassett & Co., New York, as salesman. Mr. Spencer formerly was timebuyer for J. Walter Thompson Co., New York.

James Cvetko, formerly assistant media director at MacFarland, Aveyard & Co., Chicago, joins MacManus, John

Broadcasters elect Lindow



Mr. Lindow

Lester W. (Les) Lindow, executive director of Association of Maximum Service Telecasters, elected president of Broadcasters Club of Washington for 1964, succeeding **Joseph M. Sitrick** of Blackburn & Co. Other officers elected who will also serve on club's board: **Robert E. L. Kennedy**, of Kear & Kennedy, board chairman; **Henry Rau**, WOL-AM-FM Washington, VP; **Thomas Dowd**, of Pierson, Ball & Dowd, secretary; **Richard Stakes**, controller of WMAL-AM-FM-TV Washington, treasurer; and **Albert Warren**, *Television Digest*, assistant secretary. **William Porter**, of Collins, Robb, Porter & Kistler, was nominated to fill remaining one-year term on board of **Howard Frazier**, management consultant, who has resigned. Two non-resident members also elected to club's board of directors are **William Quarton**, WMT-AM-FM-TV Cedar Rapids, Iowa, and chairman of joint boards of NAB, and **E. R. Vadboncoeur**, WSYR-AM-FM-TV Syracuse, N. Y.

& Adams, that city, as media supervisor. **Robert R. Capelli** appointed field merchandising representative for MJA's consumer products group.

Daniel Borg and **Frank McDonald**, senior media buyers at Cunningham & Walsh, New York, promoted to media supervisors. **Richard Busciglio** appointed senior media buyer.

George Lekas, formerly with Tatham-Laird, Chicago, joins broadcast production department of Earle Ludgin & Co., that city.

Lou Serrille, copy group head at McCann-Erickson, New York, for past four years, and **Douglas Liss**, executive art director for past year with Charles Hobson & Grey, London, England, advertising agency, join Geyer, Morey, Ballard, New York, as copy supervisor and art director, respectively.

Tony Trezza, with S. E. Zubrow Co., Philadelphia advertising agency, since 1961, promoted to executive art director and TV producer.

Howard L. McFadden, for past seven years account executive with NBC Spot Sales in New York, joins NBC-owned WRCV Philadelphia as sales manager, re-

SAN FRANCISCO

KFAX

50,000 WATTS AM

GOES CONTINENTAL

"... the Type 317B has been in service over a year... Frequency response is excellent, and overall distortion averages less than 2%..."

Roger L. Roberts
chief engineer

Continental Electronics

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sponsible for national and local sales.

Lawrence Sepin, formerly with advertising departments of Brown & Bigelow and Montgomery Ward, appointed assistant advertising manager of CVA Co., marketers of Cresta Blanca and Roma wines, Chicago.

Hal Gluck appointed regional manager of Paramus, N. J., sales office of WJRZ-AM-FM Newark, N. J.

Clifford E. Ford, account executive at WNBC-AM-FM New York since 1960, appointed to WNBC-TV sales staff.

Pat Gmiter, of KQV Pittsburgh, joins local sales staff of WHC(TV), that city.

Tom Marcellino joins sales department of WTHI Terre Haute, Ind.

Rudolph Valentini joins sales promotion department of Cunningham & Walsh, New York, as art director. Mr. Valentini was formerly with Jurist Art Service, that city.

THE MEDIA

Richard C. Alden, president and general manager of Stecher-Traung Lithograph Corp., elected board chairman of Channel 13 of Rochester Inc., interim operators of WOKR(TV) Rochester, N. Y. **Lee Halperin**, Rochester realtor, succeeds Mr. Alden as VP of corporation. Mr. Alden, also treasurer of Flower City Television Corp., and Mr. Halperin, president of Main Broadcasting Inc., will serve three-month terms, retroactive to Jan. 1. By original design of corporation, offices of president, treasurer and secretary are not rotated. **Richard C. Landsman** is president; **William N. Posner**, treasurer; and **Dennis J. Livadas**, secretary.

Anthony Soupios, former treasurer of Gotham Broadcasting Co., joins Profit Research Inc., Mineola, N. Y., publishing house, as vice president-finance. **Herman Maxwell**, former director of sales for WNBC and WINS, both New York, joins company as vice president of Information Radio Inc., firm's broadcasting division.

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There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

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CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.

BROADCASTING, January 13, 1964

Storer elects 5 new VP's

Storer Broadcasting Co., Miami, owner and operator of seven radio and five television stations and other properties, has elected five station general managers to vice president.

They are: **Kenneth L. Bagwell**, general manager of WAGA-TV Atlanta; **Joseph T. Conway**, general manager of WIBG-AM-FM Philadelphia; **Roger W. LeGrand**, general manager of WITI-TV Milwaukee; **Keith T. McKenney**, general manager of WSPD-TV Toledo; **James P. Storer**, general manager of WJW-AM-FM Cleveland.

E. W. Wendell, for past 13 years with National Life and Accident Insurance Co., joins WSM Inc., licensee of WSM-AM-TV Nashville, Tenn., as administrative assistant to John H. DeWitt Jr., president. In addition, Mr. Wendell will be in charge of purchasing and personnel for WSM-AM-TV.



Mr. Yeager

Jack Yeager, for past three years general sales manager of KHOL-TV Kearney-Holdrege, Neb., joins KMMT-TV Austin, Minn., as general manager.

Vincent D. Garrity, VP of Metropolitan Sanitary District of Greater Chicago and for many years sports-news personality on WAAF Chicago, joins new UHF channel 26, WCUI(TV) Chicago, as vice president, member of board and director of special events.

John Ulrich Jr. named station manager of WNHG-FM New Haven, Conn. Mr. Ulrich formerly was account executive at WFIL-FM Philadelphia.

Philip J. Hennessey Jr., principal in Steadman, Leonard & Hennessey, Washington communications law firm, underwent hip surgery last week at Massachusetts Memorial hospital in Boston. He will recuperate at hospital until Feb. 1.

PROGRAMMING

Joseph Stamler, former VP and general manager of WABC-TV New York, elected vice president of Charter Producers Corp., that city.

Dom Quinn, program director of WINS New York since 1962, joins WEEI Boston in same capacity.

Richard O. Bieser, program-production director at WTHI Terre Haute, Ind.,

joins WONE Dayton, Ohio, as assistant manager for program operations.

Roy Drusky, who has appeared as performer on KEVE Golden Valley, Minn., and WGST Atlanta and is recording artist and writer of country music, appointed director of new Nashville office of SESAC Inc., performing rights organization, at 806 16th Ave. South.



Mr. Yates

Dick Yates, who resigned last month as eastern sales manager of MGM-TV, has formed Richard G. Yates Film Sales Inc., with headquarters at Suite 552, 230 Park Ave., New York. Telephone: (516) HU 2-3827. New company will specialize in all phases of television and theatrical program sales. Before joining MGM-TV in 1959, Mr. Yates was associated with Republic Pictures for 14 years, last 10 as VP and eastern sales manager of Hollywood TV Service.

Sid Smith, producer-director of *Bell Telephone Hour* for NBC-TV and who last year produced and directed *Elizabeth Taylor in London* for CBS-TV, named producer-director of Metro-media's Ice Capades. Mr. Smith will make his headquarters in New York.

LOS ANGELES

KFI

50,000 WATTS AM

GOES CONTINENTAL

"...and required highest quality signal... obtained by installing the Type 317B... equipment delivers exceptionally clean and clear on-the-air sound."

H. Blatterman
D. W. Mason
co-chief engineers

Continental Electronics

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Joe Pyne, late-night personality on KABC Los Angeles until he shifted his controversial comment from audience to station management, joins KLAC-AM-FM, that city, in charge of 9 p.m.-12 midnight period.

Tom Kollins appointed sports director of WCAR Detroit.

Kerby Scott, production manager of WARM Scranton, Pa., joins WOLF Syracuse, N. Y., as operations manager.

Charles W. Vaughan Jr., since 1961 executive producer of science programing for National Education Television, New York, promoted to director of development, responsible for acquiring funds from corporations, foundations, government agencies, and individual citizens to finance NET programs. He succeeds **William J. McCarter**, who has been appointed general manager of WETA-TV (educational ch. 26) Washington. Before joining NET Mr. Vaughan was assistant general manager in charge of programing for WCET(TV) (educational ch. 48) Cincinnati.



Mr. Vaughan

Tommy Holland, member of announcing staff of KTEM Temple, Tex., since September 1963, promoted to chief announcer. **Jess C. Smith**, formerly of KBRZ Freeport, Tex., joins KTEM as sports director.

Bob Costigan, formerly with production staff of WNYC-AM-FM New York, joins WSLB Ogdensburg, N. Y., as staff announcer.

Jack McKinney, sports reporter and columnist with *Philadelphia Daily News*, joins WPEN-AM-FM Philadelphia as air personality.

Robert Martz and **John Garry**, members of staff of Linmar Productions, Toledo, Ohio, radio-TV production

Changes at McLendon



Mr. Payne

Charles F. Payne, sales manager of McLendon Corp.'s KABL Oakland-San Francisco, elected VP in charge of national sales for McLendon Stations and appointed general manager of organization's KLIF-AM-FM Dallas. In these positions Mr. Payne succeeds **William S. Morgan Jr.**, who has resigned. **Fredrick B. (Tad) Van Brunt**, national sales manager of McLendon-owned KILT Houston, replaces Mr. Payne at KABL. **Jay J. G. Schatz**, general manager of McLendon's WYNR Chicago, appointed head of corporation's new sales office in Chicago. **Jack Fiedler**, VP and general manager of McLendon's San Antonio outlet, KTSA, replaces Mr. Schatz as WYNR general manager.

company, assume added responsibilities at WOHO Toledo as program director and air personality, respectively.



Mr. Thayer

John A. Thayer Jr., account executive in ABC Radio sales department since January 1961, appointed national director of programing for ABC Radio network, effective Jan. 20, with headquarters in New York. He succeeds **William T. Rafael**. Before joining ABC, Mr. Thayer was Detroit manager of NBC-TV Films and prior to that served as production supervisor for all commercial programing of Gotham Recording Corp.

Bertrand M. Lanchner, director of business and legal affairs at Lawrence C. Gumbinner Adv. Agency, New York, joins CBS-TV business affairs department as director of contracts for sports. Prior to joining Gumbinner, Mr. Lanchner was assistant business manager of radio-TV department at Dancer-Fitzgerald-Sample, New York.

Ed Nelson appointed program director of WJRZ-AM-FM Newark, N. J., replacing **Norman Roslin**, who last month was named executive assistant to Lazar Emanuel, WJRZ president and general manager. In addition to his administrative responsibilities as program director, Mr. Nelson will continue as WJRZ air personality during 3-6 p.m. time slot.



Mr. Nelson

Henry Vars, who wrote, scored and conducted music for original "Flipper" motion picture, assigned similar duties for MGM-TV series, *Flipper*, which was produced and directed by **Leon Benson**. **Brian Kelly**, **Luke Halpin**, **Tommy Nordin** and **Flipper**, the dolphin, star in this weekly, half-hour color adventure series.

Jack Hunter, public affairs director at WBNS-TV Columbus, Ohio, joins WJZ-TV Baltimore as producer of special projects, effective Jan. 15.

Haywood Vincent, host of CBS adult talk program, *Conversation Piece*, joins WNAC-AM-TV Boston as host of his own discussion show.

Francine Parker appointed associate producer of radio-TV programs for Earl Warren Institute of Ethics and Human Relations of University of Judaism, Los Angeles, replacing **Marion Freeman**, who resigned.



Mr. Hawkins

Robert E. Hawkins, production coordinator and assistant to program director at KSFO San Francisco, appointed program director of KEX Portland, Ore. Both stations are owned and operated by Golden West Broadcasters, San Francisco.

Tom Campbell, air personality at WFLA Tampa, Fla., joins WDCY Minneapolis as host of *Paul Bunyan Show* (daily from 7 p.m. to 12 midnight).

FANFARE

Harold J. Ackley, assistant advertising manager of Sunkist Growers, California-Arizona citrus marketing cooperative, Los Angeles, appointed manager of public relations, succeeding **Irving G. Clukas**, who died Dec. 20.

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 Home _____

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*Occupation Required

NEWS

John Thomas, news director of WCKB Dunn, elected president of North Carolina Associated Press Broadcasters Association, succeeding **Robert Hilker**, WCGC Belmont. **Jack Younts**, WEEB Southern Pines-Pinehurst, was elected vice president of association, and **Carl Bell**, AP's Charlotte bureau chief, elected secretary-treasurer.

Jere Laird, assignment editor of *Clete Roberts News* program on KHJ-TV Los Angeles, named to executive steering committee of new California Radio-TV Correspondents Association.



Mr. Collingwood

Charles Collingwood, veteran CBS newsmen currently serving as host-narrator of *Chronicle*, CBS News' bi-weekly public affairs series, named European correspondent for CBS News, with headquarters in Paris, effective April 1. According to Richard S. Salant, president of CBS News, Mr. Collingwood will have all Europe as his beat, reporting and analyzing events relating to European community and specific stories within national boundaries.

Anthony P. LaMonica, formerly with news staff of WFUN South Miami, Fla., joins WFYI Mineola, N. Y., as newsman-announcer.

Daniel O'Reilly, formerly with KABC-TV Los Angeles and operator of Dorfoto Productions; **Fred Immediato**, who has worked with NBC-TV, CBS-TV, Tele-news and Movietone News, and **Dave Davidson**, formerly with Metrotone News have joined the news staff of KTTV(TV) Los Angeles as cameramen. Also joining the staff are **Dan Fowler**, formerly news writer for Paul Coates,

Hawaiians elect Hibdon

Milton Hibdon, general manager of KULA Honolulu, elected president of Hawaiian Association of Broadcasters, succeeding **Harry En Chu**, general manager of KAHU Waipahu, Hawaii. Other HAB officers elected: **Wally Jaderstrom**, general manager of KIPA Hilo, vice president, and **Dan Collins**, station manager of KORL Honolulu, treasurer. **Jack Benson**, public relations consultant, continues as association's executive secretary.



Mr. Hibdon

commentator and columnist, who joins KTTV news writing staff, and **Jonathon Kirby**, who becomes weekend news editor at KTTV in addition to his weekday news duties at KFWB Los Angeles.



Mr. Goldberg

Meyer Goldberg, assistant sales manager of World Wide commercial division of Associated Press, in New York, elevated to general sales manager of division, succeeding **Philip H. Miller**, who is retiring.

Mr. Goldberg joined AP more than 30 years ago.

Carl Ide, newscaster at WTAE(TV) Pittsburgh, joins news department of WRYT-AM-FM, that city owned by same licensee.

Don Rivers, former newsfilm director at KXTV(TV) Sacramento, Calif., joins Broadcasters News, syndicated news service, that city, as cameraman. **Margaret Wirsing** joins Broadcasters News as radio news reporter.

INTERNATIONAL



Mr. Cross

George E. Cross, senior VP and account group head at Spitzer, Mills & Bates Ltd., Toronto and Montreal advertising agency, elected executive vice president. Mr. Cross joined agency in 1960, is also

member of board of directors and of executive committee.

W. F. Mitchell named manager of Montreal office of All-Canada Radio and Television Ltd., station sales representative organization.

Karl Steeves, formerly VP and media director of McConnell, Eastman & Co., Toronto, named media director of Ronalds-Reynolds Ltd., Montreal.

John Larke appointed manager of CHIC Brampton, Ont.

Keith Randall, formerly of CHED Edmonton, Alberta, named promotion director of CKPT Peterborough, Ont.

EQUIPMENT & ENGINEERING

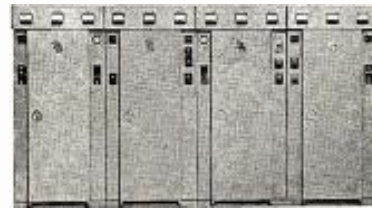
Arie Vernes, president and member of board of directors since 1952 of Philips Electronics and Pharmaceutical Industries Corp., New York, elected board chairman. **Oliver H. Brewster**, VP and member of board of directors, succeeds Mr. Vernes as president.

Wesley J. Gallagher, manager of central region of RCA electronic data processing, with headquarters at St.

DALLAS

KLIF

50,000 WATTS AM



GOES CONTINENTAL

"...building space and costs are reduced to a minimum with our 317B. It is ideally suited for remote control operation with a minimum amount of maintenance."

Glenn Callison

vice president, director of engineering

Continental Electronics

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPKO
Subsidiary of Ling-Temco-Vought, Inc.

UNIQUE BROADCAST FRANCHISE OPPORTUNITY

For the first time in the history of the broadcasting industry, a franchise offer is being made in one of the most basic and vital facets of the business—never before opened to outsiders. The franchiser is one of the best known companies in our field; the name will be instantly recognizable to you. Qualified franchisees will have an immediate assured income following a most modest investment, and the cherished opportunity to be in business for themselves. Applicants must be responsible members of their communities and broadcast professional, heavy in sales background. Only 13 men in the nation will qualify—one each in the following major markets: Boston, Minneapolis, Dallas, Memphis, San Francisco, Seattle, Pittsburgh, Atlanta, St. Louis, Denver, Houston, Richmond, Kansas City. Reply today; this is the opportunity of a lifetime.

Box A-81, BROADCASTING

Louis, elected division VP, government marketing, RCA electronic data processing, with Washington headquarters.

Ross D. Siragusa Jr., VP-sales, Admiral Corp., Chicago, promoted to VP-sales and marketing.

Carleton D. Smith, vice president of RCA, Washington, underwent surgery Jan. 7 for diverticulitis. Mr. Smith is at George Washington Hospital (4037-B) and is expected to be there for a couple of weeks.

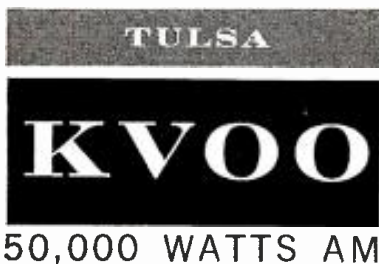


Mr. Tripp

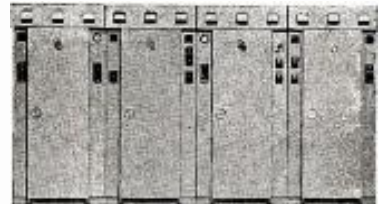
Jasper L. Tripp Jr. elected VP in charge of western operations of Lawrence Behr Associates, Greenville, N. C., firm that provides technical consulting and field engineering services to radio stations and community antenna television systems. Mr. Tripp will make his headquarters at Behr's San Francisco office.

Richard H. Moss, in various technical positions with WNBQ(TV) Chicago for 13 years, named sales representative for video recording division.

Dr. Elmer W. Engstrom, president of RCA, New York, appointed by Secretary of Commerce Luther H. Hodges to 5-year term on statutory visiting



50,000 WATTS AM



GOES CONTINENTAL

"...over 13,000 hours of operation logged on the Type 317B with many of the original tubes still in use, we feel our decision has been well founded with performance."

John M. Bushnell
chief engineer

Continental Electronics

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
Subsidiary of Ling-Temco-Vought, Inc.

Canadians elect Audt

Henri Audt, CKTM-TV Three Rivers, Que., elected president of French-language Broadcasters Association, Quebec City, succeeding **David A. Gourd**, CKRN Rouyn, Que. **Aurele Pellitier**, CHRC Quebec City, was elected VP, and **Marcel Leboeuf**, CKCV Quebec City, secretary-treasurer. Directors are **Roland Couture**, CKSB St. Boniface, Man.; **Conrad Lavigne**, CFCL-AM-TV Timmins, Ont.; **Paul L'Anglais**, CFTM-TV Montreal; **Maurice Dansereau**, CHLN Three Rivers, Que.; **Tom Burham**, CKRS-AM-TV Jonquiere, Que.

committee of National Bureau of Standards, Washington. Committee is principal over-all advisory group concerned with effectiveness of bureau's technical programs, and reports its evaluation annually to secretary of commerce.

Herbert M. Jaffee, in various sales posts with DuKane Corp. (speakers, audio-visual equipment), Chicago, for past 12 years, appointed sales manager of organization's recently expanded communications systems division. Other appointments: **Clayton D. Campbell**, sales promotion manager; **William R. Torn**, technical services manager, and **Norman Plagge**, sales administration manager.

Jack J. Badaracco, manager of educational TV sales for RCA Service Co., New York, appointed field sales manager for consumer products division, responsible for sales activities of company's television branches.



Mr. Sedik

Joseph J. Sedik, for past 12 years with Motorola Inc. and Raytheon Co. in microwave systems, systems engineering and marketing, appointed New England district manager, with headquarters at Westwood, Mass., for Andrew Corp., Chicago-based manufacturer of antennas, cables and other broadcast equipment.

Five appointments to general sales staff of newly created RCA electronic components and devices organization was announced last week by Joseph E. Kelley, division VP-general sales. They are **Kenneth G. Bucklin**, formerly of RCA electron tube division, as firm's commercial engineering manager; **Robert D. Wick**, of RCA semiconductor

and materials division, to marketing relations manager-Washington; **Harold S. Stamm**, of electron tube division, to new group as advertising and sales promotion manager; **Herbert Taber** and **Howard C. Enders**, both from electron tube division, to electronic components and devices group as market research manager and press relations administrator, respectively.

DEATHS

Willard D. Egolf, 59, Washington lawyer and former special counsel to NAB in early 1940's, died Jan. 8 at Doctors Hospital in Washington of heart attack. He was president of U.S. Beryllium Corp., Pueblo, Colo., based mining and drilling firm. Mr. Egolf, graduate of University of Oklahoma Law School and one-time employe at KVOO Tulsa, founded former WCC Bethesda, Md., in 1947. He managed station for three years until it was sold in 1950.

Helen Landsdowne Resor, 77, who helped her late husband, Stanley B. Resor, build J. Walter Thompson Co. into world's largest advertising agency, died Jan. 2 at LeRoy Hospital in New York after lengthy illness. Mrs. Resor, known for her copywriting accomplishments, coined such slogans as "The skin you love to touch" for Woodbury soap. She was credited also with originating idea of having society women and persons in news endorse products of Thompson clients. Mrs. Resor met her then future husband in Cincinnati in 1908 and moved with him to New York in 1912 when he became VP and general manager of Thompson agency. He took over control of agency in 1916 and they were married following year. Mrs. Resor became VP and director of Thompson and was active in its work for more than 40 years until she retired in 1961. Her husband died Oct. 29, 1962.

Ralph Dumke, 64, pioneer radio performer, died Jan. 4 of heart attack at his home in Sherman Oaks, Calif. Mr. Dumke started in radio in 1920's in Chicago, being teamed with Ed East in comedy program, *Sisters of the Skillet*, that later took pair to New York for network broadcast.

Ellis A. Gimbel Jr., 66, who was executive head of Gimbel's department store in New York from 1929 to 1940, died Jan. 4 in Miami Beach, Fla., where he moved upon retirement in 1950. Mr. Gimbel joined Gimbel Brothers store in Philadelphia in 1919. Two years later he started Gimbel Brothers' WIP, first radio station in Philadelphia. He created popular radio character "Uncle Whip." Mr. Gimbel moved to New York store in 1924 as assistant to president. One of his first duties was operation of former WGBS New York. Company sold station in 1927.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 2 through Jan. 8 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours. *educational. Ann.—announced.

New TV stations

APPLICATIONS

Homewood, Ala.—Chapman Radio & Television Co. UHF channel 54 (710-716 mc); ERP 19.06 kw vis., 9.53 kw aur. Ant. height above average terrain 653 feet, above ground 303 feet. P. O. address c/o W. A. Chapman, Box 3297, Birmingham, Ala. Estimated construction cost \$93,250; first year operating cost \$50,000; revenue \$50,000. Studio location Homewood, trans. location Birmingham. Geographic coordinates 33° 29' 11" north latitude, 86° 48' 18" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24BM. Principals: William A. and George K. Chapman (each 50%). Applicant is licensee of WCRT-AM-FM Birmingham. Ann. Jan. 2.

Walnut Creek, Calif.—Jerry Bassett Inc. UHF channel 26 (542-548 mc); ERP 214 kw vis., 53.5 kw aur. Ant. height above average terrain 917 feet, above ground 316 feet. P.O. address c/o Jerry Bassett, 74 A Street, Concord, Calif. Estimated construction cost \$277,000; first year operating cost \$293,220; revenue \$348,000. Geographic coordinates 37° 51' 27" north latitude, 122° 08' 06" west longitude. Studio and trans. locations both near Rheem, Calif., on Mulholland Hill. Type trans. RCA TTU-12A, type ant. Co. El. Co-2TSUL. Legal counsel John H. Mitchell, Richmond, Calif.; consulting engineer James R. Bird, Rio Vista, Calif. President of publically owned applicant is Jerry Bassett. Ann. Jan. 6.

Springfield, Ill.—WPFA Radio Inc. UHF channel 36 (602-608 mc); ERP 23 kw vis., 12.4 kw aur. Ant. height above average terrain 262 feet, above ground 254 feet. P. O. address c/o J. W. O'Connor, WCVS, Box 1508, Springfield. Estimated construction cost \$31,500; first year operating cost \$72,000; revenue \$90,000. Studio and trans. locations both Springfield. Geographic coordinates 39° 47' 54" north latitude, 89° 38' 53" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24DM. Consulting engineer Ralph J. Bitzer, St. Louis. Applicant is licensee of WCVS Springfield. Ann. Jan. 2.

New AM stations

ACTION BY FCC

Big Bear Lake, Calif.—Big Bear Broadcasting Co. Granted CP for new AM on 1050 kc, 250 w-D, DA. P. O. address Box 70, Fawnskin, Calif. Estimated construction cost \$15,221; first year operating cost \$39,408; revenue \$53,655. Big Bear is owned by William W. Booth. Mr. Booth is electronics technician for railroad. Nov. 5, 1963, initial decision looked toward grant. Action Dec. 26, 1963.

APPLICATIONS

Montpelier, Idaho—Glacus G. Merrill. 1450 kc, 250 w-N, 1 kw-D. P. O. address Box 1526 Clarksburg, W. Va. Estimated construction cost \$13,700; first year operating cost \$21,000; revenue \$24,000. Mr. Merrill, sole owner, holds CP for new FM in Keyser, W. Va. Ann. Jan. 7.

Ulysses, Kan.—Grant County Broadcasting Inc. 1420 kc, 500 w-N, 1 kw-D. P. O. address Box 1114, Ulysses. Estimated construction cost \$38,633; first year operating cost \$45,000; revenue \$50,000. Principals: Sam Elliott (42.7%) and others. Ann. Jan. 2.

North East, Pa.—James D. Brownyard. 1530 kc, 1 kw-D, 250 w-CH. P.O. address 3622 Ridge Parkway, Erie, Pa. Estimated construction cost \$10,750; first year operating cost \$36,000; revenue \$45,000. Mr. Brownyard is advertising consultant. Ann. Jan. 7.

Existing AM stations

APPLICATIONS

WDSG Dyersburg, Tenn.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 7.

KIXI Seattle—CP to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-1 to DA-2. Ann. Jan. 7.

New FM stations

ACTIONS BY FCC

*Fairfield, Conn.—Sacred Heart University. Granted CP for new FM on 91.1 mc, channel 216, 2.5 kw. Ant. height above average terrain 303 feet. P. O. address c/o Bishop Walter W. Curtis, 5229 Park Avenue, Bridgeport 4, Conn. Estimated construction cost \$25,000; first year operating cost \$25,000. Principals: board of directors. Action Jan. 6.

Panama City, Fla.—Mus-Air Inc. Granted CP for new FM on 107.9 mc, 89 kw. Ant. height above average terrain 743 feet. P. O. address Box 561, Panama City. Estimated construction cost \$38,900; first year operating cost \$25,000; revenue \$27,000. Principals: John T. Patronis and Jimmy T. Patronis (each 50%). Both are part owners of restaurant. Action Dec. 31, 1963.

Charlotte, Mich.—Easton County Broadcasting Co. Granted CP for new FM on 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 160 feet. Estimated construction cost \$9,035; first year operating cost \$15,000; revenue \$15,000. Easton is licensee of WCER Charlotte. Action Dec. 31, 1963.

Conneaut, Ohio—Louis W. Skelly. Granted CP for new FM on 104.9 mc, channel 285A, 2.78 kw. Ant. height above average terrain minus 21 feet. P. O. address 211 Main Street, Conneaut. Estimated construction cost \$7,125; first year operating cost \$12,000; revenue \$18,000. Mr. Skelly is licensee of WWOW Conneaut. Action Dec. 31, 1963.

APPLICATIONS

Jackson, Ala.—Jackson Broadcasting Inc. 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 297 feet. P. O. address c/o Fred Huggins, Box 546, Jackson. Estimated construction cost \$11,653; first year operating cost \$5,400; revenue \$7,200. Applicant is licensee of WTHG Jackson. Ann. Jan. 6.

Fort Smith, Ark.—Little Chief Broadcasting Co. 99.9 mc, channel 280, 25 kw. Ant.

height above average terrain 81 feet. P. O. address 4120 Towson Avenue, Fort Smith. Estimated construction cost \$19,440; first year operating cost \$11,000; revenue \$19,000. Applicant is licensee of KTCS Fort Smith. Ann. Jan. 7.

Longmont, Colo.—Radio Longmont Inc. 104.3 mc, channel 282, 28 kw. Ant. height above average terrain 68 feet. P. O. address Box 799, Longmont. Estimated construction cost \$10,990; first year operating cost \$9,500; revenue \$10,800. Applicant is licensee of KLMO Longmont. Ann. Dec. 31, 1963.

Lakeland, Fla.—Sentinel Broadcasting Co. 94.1 mc, channel 231, 57 kw. Ant. height above average terrain 157 feet. P. O. address Box 827, Lakeland. Estimated construction cost \$26,170; first year operating cost \$24,000; revenue \$30,000. Applicant is licensee of WLAK Lakeland. Ann. Dec. 31, 1963.

Orlando, Fla.—Orange County Broadcasters. 105.1 mc, channel 286, 100 kw. Ant. height above average terrain 490 feet. P. O. address 3128 Glenview Street, Philadelphia. Estimated construction cost \$61,962; first year operating cost \$40,000; revenue \$45,000. Applicant is licensee of WTLN Apopka, Fla. Ann. Dec. 31, 1963.

Sebring, Fla.—Dixon Industries Inc. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 188 feet. P. O. address c/o H. Philip Nesbitt, 118 North Frederick Avenue, Galthersburg, Md. Estimated construction cost \$3,500; first year operating cost \$3,600; revenue \$3,600. Applicant is proposed assignee of WSEB Sebring. Ann. Jan. 6.

Carrollton, Ga.—Faulkner Radio Inc. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 105 feet. P. O. address c/o James H. Faulkner Sr., Box 428, Bay Minette, Ala. Estimated construction cost \$12,262; first year operating cost \$11,400; revenue \$12,000. Applicant is licensee of WLBB Carrollton. Ann. Jan. 6.

Idaho Falls, Idaho—Idaho Radio Corp. 96.1 mc, channel 241, 40.74 kw. Ant. height above average terrain 1,504 feet. P. O. address c/o J. A. Jensen, Box 2008, Idaho Falls. Estimated construction cost \$42,178; first year operating cost \$19,600; revenue \$20,000. Applicant is licensee of KID Idaho Falls. Ann. Jan. 2.

*Flossmoor, Ill.—Community High School District No. 233. 89.1 mc, channel 206, 10 w. Ant. height above ground 107 feet. P. O. address 999 Kedzie Avenue, Flossmoor. Estimated construction cost \$4,509; first year operating cost \$200. Principals: board of education. Ann. Jan. 2.


Madison, Ill.—Charles H. Norman. 106.5 mc, channel 293, 5.7 kw. Ant. height above average terrain 148 feet. P. O. address 7552 Wydown Boulevard, St. Louis 5. Estimated construction cost \$29,000; first year operating cost \$30,000; revenue \$36,400. Mr. Norman, sole owner, is majority owner of WGNU Granite City, Ill. Ann. Dec. 31, 1963.

Dubuque, Iowa—Telegraph-Herald. 105.3 mc, channel 287, 75.6 kw. Ant. height above average terrain 340 feet. P. O. address c/o F. Robert Woodward Jr., 8th and Bluff Streets, Dubuque. Estimated construction cost \$71,588; first year operating cost \$27,000; revenue \$12,000. Applicant is licensee of KDTH Dubuque. Ann. Dec. 31, 1963.

Erlanger, Ky.—Ken Thomas Inc. 100.9 mc,

EDWIN TORNBERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations**

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

channel 265, 3 kw. Ant. height above average terrain 219 feet. P. O. address Route No. 1, Box 151A, Florence, Ky. Estimated construction cost \$16,018; first year operating cost \$20,000; revenue \$20,000. Principals: Kenneth R. Thomas (76.9%) and Anne P. Thomas, Opal Hunter and Ethel Harper (each 7.7%). Mr. Thomas is Florence businessman; Mrs. Thomas is housewife; O. T. Hunter is school teacher, and E. Harper is secretary. Ann. Jan. 2.

Lake Charles, La.—Calcasieu Broadcasting Co. 99.5 mc, channel 258, 31.2 kw. Ant. height above average terrain 344 feet. P. O. address c/o T. B. Lanford, Box 1488, Lake Charles. Estimated construction cost \$7,360; first year operating cost \$15,000; revenue \$15,000. Applicant is licensee of KPLC Lake Charles. Ann. Jan. 6.

St. Louis—Apollo Radio Corp. 107.7 mc, channel 299, 81.6 kw. Ant. height above average terrain 382 feet. P. O. address Box 391, Houston 1. Estimated construction cost \$31,344; first year operating cost \$42,000; revenue \$36,000. Principals: J. T. Trotter (65%), Ronald G. Schmidt (20%) and Joseph L. Brown Jr. (15%). Apollo has recently acquired KARO(FM) Houston (now KLEF) and KBCO(FM) San Francisco. Dec. 30, 1963, issue incorrectly reported that Apollo had just sold above FM stations. Ann. Dec. 24, 1963.

Omaha—Grace Bible Institute Inc. 100.7 mc, channel 264, 30 kw. Ant. height above average terrain 230 feet. P. O. address 1515 South 10th Street, Omaha. Estimated construction cost \$16,500; first year operating cost \$15,000; revenue \$10,000. Applicant is non-profit corporation. Ann. Jan. 2.

Albuquerque, N. M.—FM Background Music Inc. 92.3 mc, channel 222, 8.3 kw. Ant. height above average terrain 410 feet. P. O. address c/o Thomas T. Farley, Suite 315, Bon Durant Building, Pueblo, Colo. Estimated construction cost \$43,107; first year operating cost \$46,500; revenue \$60,000. Principals: Clay D. Lockett (12%) and others. Mr. Lockett is chief engineer of KVOR Colorado Springs. Ann. Jan. 2.

Hyde Park, N. Y.—Ubiquitous Frequency Modulation Inc. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 157 feet. P. O. address c/o Thomas C. Durfey, Broad-

cast House, Violet Avenue, Hyde Park. Estimated construction cost \$4,700; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WHVW Hyde Park. Ann. Jan. 6.

Newburgh, N. Y.—WBNR Inc. 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 222 feet. P. O. address 90 Grant Street, Newburgh. Estimated construction cost \$17,720; first year operating cost \$15,580; revenue \$20,592. Applicant is licensee of WBNR Beacon, N. Y. Ann. Jan. 2.

Kinston, N. C.—HGR Broadcasting Co. 95.1 mc, channel 236, 50 kw. Ant. height above average terrain 256 feet. P. O. address c/o J. B. Ham, 204 East King Street, Kinston. Estimated construction cost \$25,207; no first year operating cost or revenue estimates given. Applicant is licensee of WFTC Kinston. Ann. Jan. 6.

Fargo, N. D.—Northwestern College. 97.9 mc, channel 250, 28 kw. Ant. height above average terrain 210 feet. P. O. address 50 Willow Street, Minneapolis 3. Estimated construction cost \$25,500; first year operating cost \$15,000; revenue \$10,000. Applicant is licensee of KFNW Fargo. Ann. Jan. 7.

Circleville, Ohio—Circleville Broadcasting Co. 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 38 feet. P. O. address c/o Honor L. Greenawalt, 754 Bevis Road, Columbus 2, Ohio. Estimated construction cost \$14,744; first year operating cost \$17,622; revenue \$25,500. Principals: Honor L. Greenawalt and Nelson R. Embrey II (each 50%). Mr. Embrey is part time employe of WHOK-AM-FM Lancaster, Ohio; Mrs. Greenawalt is instructor at school of dentistry. Ann. Dec. 31, 1963.

Lewistown, Pa.—Lewistown Broadcasting Co. 95.9 mc, channel 240, 2.79 kw. Ant. height above average terrain 55 feet. P. O. address c/o James S. Woods, 5 West Market Street, Lewistown. Estimated construction cost \$11,036; first year operating cost \$12,000; revenue \$12,000. Applicant is licensee of WMRF Lewistown. Ann. Jan. 6.

Kingsport, Tenn.—Radio Station WKIN. 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 185 feet. P. O. address c/o Cy N. Bahakel, Box 1050, Roanoke, Va. Estimated construction cost \$11,256; first year operating cost \$8,000; revenue \$15,000. Applicant is licensee of WKIN Kingsport. Ann. Jan. 7.

Jasper, Tex.—Jasper Broadcasting Service. 102.3 mc, channel 272A, 2.92 kw. Ant. height above average terrain 142 feet. P. O. address Box 6090, Jasper. Estimated construction cost \$12,480; first year operating cost \$5,500; revenue \$6,700. Applicant is licensee of KTXJ Jasper. Ann. Jan. 2.

Salt Lake City—Seagull Broadcasting Co. 104.3 mc, channel 282, 25 kw. Ant. height above average terrain minus 200 feet. P. O. address c/o M. Henry Hilton, Box 15588, South Salt Lake, Utah. Estimated construction cost \$28,170; first year operating cost \$12,420; revenue \$18,500. Applicant is licensee of KSOP Salt Lake City. Ann. Dec. 31, 1963.

Existing FM stations

APPLICATIONS

WTOC-FM Savannah, Ga.—CP to change frequency from 97.3 mc, channel 247, to 94.1 mc, channel 231; ERP from 7.9 kw to 100 kw and ant. height above average terrain from 400 feet to 372 feet; install new ant. and trans. Ann. Jan. 6.

WTAX-FM Springfield, Ill.—CP to change frequency from 103.7 mc, channel 279, to 104.5 mc, channel 283; ERP from 6.7 kw to 17 kw and ant. height above average terrain from 315 feet to 316 feet; install new trans. Ann. Jan. 6.

WRKO-FM Boston—CP to change ant. trans. location, reduce ERP to 7.94 kw and increase ant. height above average terrain to 614.5 feet. Ann. Jan. 7.

Ownership changes

ACTIONS BY FCC

KDXE North Little Rock, Ark.—Granted assignment of license from Arkansas Valley Broadcasting Co., owned by Sims C. Callon (66 2/3%) and Wallace Hoy (33 1/3%), to Capital Broadcasting Inc., owned by Dale D. Mahurin (100%). Consideration \$50,000. Mr. Mahurin is commercial manager of KDXE. Action Jan. 3.

KTSD(FM) San Diego—Granted assignment of CP from KGMJ Inc., owned by Rogan Jones (41.85% individually, and controls 52.9% through 85.44% ownership of International Good Music Inc.) and others, to Sherwood R. Gordon (100%), tr/as

Gordon Broadcasting of San Diego Inc. Consideration \$5,000. Mr. Gordon owns KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. Action Dec. 31, 1963.

WAZA Bainbridge, Ga.—Granted acquisition of positive control of licensee corporation, Radio Bainbridge Inc., by J. W. Woodruff Jr. (66 2/3% after transfer, 40% before) through sale of stock to licensee corporation by Richard N. Hunter (10%). Consideration is cancellation of \$4,000 debt. Action Jan. 6.

KALA(TV) Walluku, KAUL(TV) Hilo and KONA(TV) Honolulu, all Hawaii—Granted transfer of control of licensee corporation, Radio Honolulu Ltd., from trustees to John D. Keeting and Advertiser Publishing Ltd.; termination of voting trust agreement. No financial consideration involved. Action Jan. 3.

WMPP Chicago Heights, Ill.—Granted transfer of control of permittee corporation, Seaway Broadcasting Inc., from William S. Martin and J. B. Martin, as family group, to Mrs. W. S. Martin, administratrix of estate of W. S. Martin, deceased, and J. B. Martin, as family group. No financial consideration involved. Action Jan. 3.

WIZZ Streator, Ill.—Granted assignment of license from Stephen P. Bellinger (20%), Joel W. and Ben H. Townsend (each 6.75%), Morris E. Kemper and T. Keith Coleman (each 13.25%), and Charles Vanderver and Vernon R. Nunn (each 20%), d/b as Streator Broadcasting Co., to Mr. Bellinger (28%), Messrs. Townsend (each 9.75%), Mr. Kemper (19.25%), Mr. Coleman (15.25%) and Mr. Vanderver (20%), d/b as company of same name. Consideration \$25,000. Action Jan. 3.

WTAF-TV Marion, Ind.—Granted transfer of control of permittee corporation, Geneco Broadcasting Inc., from Eugene C. Thompson (88.3% before transfer, 29.8% after) to Northern Indiana Broadcasters Inc. (61.77%), whose majority owner is William N. Udell; other ownership remains same. Consideration \$40,000. Northern Indiana owns WIMS Michigan City and WKAM Goshen, both Indiana, and is applicant for new AM at Mishawaka, Ind.; Mr. Udell is applicant for new AM at Wabash, Ind. Action Dec. 31, 1963.

WELY Ely, Minn.—Granted 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 \$25,500. Assignee owns Ely community antenna system. Action Dec. 31, 1963.

WRPM Poplarville, Miss.—Granted assignment of license from Ben O. Griffin (65%) and Henry C. Hunter (35%) to Mr. Griffin (100%). Consideration \$2,500. Action Dec. 31, 1963.

KTVO(TV) Kirksville, Mo.—Granted transfer of control of licensee corporation, KTVO Television Inc., from James J. Conroy (66 2/3%) and Raymond E. Russell (33 1/3%), to Post Iowa Corporation, subsidiary of Post Publishing Co., owned by V. I. Minahan (18.42%) and others. Consideration \$1,225,000. Post owns WEAU-TV Eau Claire and WAXX Chippewa Falls, both Wisconsin, and numerous newspapers. Action Jan. 6.

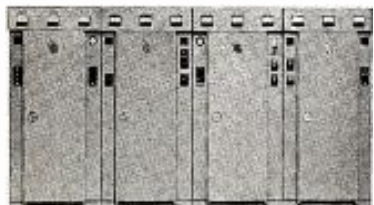
WLNQ Sag Harbor, N. Y.—Granted assignment of CP from Fitzgerald Smith (100%), tr/as Hamptons Broadcasting Co., to Eastern Long Island Broadcasters Inc., wholly owned by Mr. Smith. No financial consideration involved. Action Dec. 31, 1963.

WFAG Farmville, N. C.—Granted assignment of license from Farmville Broadcasting Co., owned by Carl Venters Jr. and H. Clold Wade Jr. (each 50%), to company of same name, owned by Messrs. Venters and Wade (each 49.5%) and Bobbie H. Venters (1%). No financial consideration involved. Action Dec. 31, 1963.

WGTM Wilson, N. C.—Granted assignment of license from Watson Industries Inc., owned by P. T. Watson and family, to Campbell Broadcasting Inc., owned by A. Hartwell Campbell. Consideration \$250,000. Mr. Campbell is vice president of WNCT (TV) and WGTC, both Greenville, N. C. Action Dec. 31, 1963.

WFQM(FM) San Juan, P. R.—Granted assignment of license from Supreme Broadcasting Inc. to Quality Broadcasting Corp., wholly owned subsidiary of Supreme. No financial consideration involved. Action Dec. 31, 1963.

WHCQ Spartanburg, S. C.—Granted assignment of license from Spartanburg Broadcasting Co., owned by John K. L. Peterson (71%), T. S. Robinson (25%) and A. R. Peterson (4%), to Mid-South Broadcasting Inc., owned by Phillip A. Buchheit (50%), Fred D. Moffitt and Thomas W. Thu-



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man (each 25%). Consideration \$150,000. Mr. Moffitt is associate publisher of Spartanburg Herald & Journal; Mr. Thuman is past general manager of WORD Spartanburg; Mr. Buchheit is publisher of Herald & Journal. Action Dec. 31, 1963.

WKYE Bristol, Tenn.—Granted assignment of license from John K. Rogers (100%) to Charles J. and Mary Jane McGuire (each 50%). Consideration \$14,998 and assumption of debt. Mr. and Mrs. McGuire have interests in WGAT Gate City, Va., and WISE Asheville, N. C. Action Dec. 31, 1963.

WHHM Memphis—Granted assignment of license from Marvin C. Goff Jr., trustee in bankruptcy, to WLOK Inc. Proposed assignment is part of three-way ownership change with WLOK Memphis (see grants below). Action Dec. 31, 1963.

WLOK Memphis—Granted assignment of license from WLOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%), to Harvin C. Goff Jr., trustee in bankruptcy for Mercury Broadcasting Inc. (WHHM Memphis), owned by William H. Grumbles (51%) and Marie G. Copp (49%). Proposed assignment is part of three-way ownership change with WHHM (see grants above and below). Action Dec. 31, 1963.

WLOK Memphis—Granted assignment of license from Marvin C. Goff Jr., trustee in bankruptcy, to Century Broadcasting Inc., owned by Dalworth Broadcasting Inc. (80%), licensee of KCUL Fort Worth, and Rodger May (20%). Consideration \$135,000. Proposed assignment is part of three-way ownership change with WHHM Memphis (see grants above). Action Dec. 31, 1963.

WHIH Portsmouth, Va.—Granted assignment of license from James Broadcasting Corp., owned by Edwin T. Elliot and others, to John M. Abbitt Jr. and Luther W. White III, trustees. No financial consideration involved. Also see below. Action Jan. 7.

WHIH Portsmouth, Va.—Granted assignment of license from John M. Abbitt Jr. and Luther W. White, trustees, to Speidel Broadcasting Inc. of Virginia, subsidiary of Speidel Broadcasters Inc., owned by Joe Speidel III (90%), Jean W. Speidel (9%) and Hayes B. Wood (1%). Consideration \$190,000 if station continues operation, \$165,000 if it goes silent. Mr. Speidel is majority

owner of WPAL Charleston, WYNN Florence and WOIC Columbia, all South Carolina, WSOX Savannah, Ga., and WKET-FM Kettering, Ohio. Action Jan. 7.

KOZI Chelan, Wash.—Granted relinquishment of positive control of licensee corporation, Lake Chelan Broadcasting Corp., by Stuart S. Maus (100% before transfer, 50% after) through sale of stock of Mark A. Sorley (50%). Consideration \$19,600. Mr. Sorley is employe of KOZI. Action Dec. 31, 1963.

KODI Cody, Wyo.—Granted transfer of control of licensee corporation, Park Broadcasters Inc., from R. B. Beall and Glenn E. Nielson (each 50%) to Lyle D. and Eleanor S. Ellis (each 50%), tr/as KODI Inc. Consideration \$75,000. Action Dec. 31, 1963.

APPLICATIONS

WKRG-AM-FM-TV Mobile, Ala.—Seeks transfer of negative control of Giddens TV Inc. (intermediate holding company of licensee corporation, WKRG-TV Inc.) through transfer of stock of Mobile Press Register Inc., 50% holding company of Giddens, from Lillian C. McGowin, Joseph F. McGowin II and others as individuals and trustees to L. C. and J. F. McGowin as voting trustees. No financial consideration involved. Ann. Jan. 6.

KRFM(FM) Phoenix, Ariz.—Seeks assignment of license. CP and SCA from Camelback Broadcasting Inc. to Arizona FM Inc., firm with same ownership as Camelback. No financial consideration involved. Ann. Jan. 7.

KTYM-AM-FM Inglewood, Calif.—Seeks assignment of license from Albert J. Williams (100%) to Trans America Broadcasting Corp., wholly owned by Mr. Williams. No financial consideration involved. Ann. Jan. 7.

WCZY Macon, Ga.—Seeks transfer of negative control of licensee corporation, Middle Georgia Broadcasting Co., from Peachtree Development Corp. and Zack D. Cravey Jr. (50%) to Charles F. Adams (50%). Consideration \$15,000 and assumption of debt. Mr. Adams is attorney. Ann. Jan. 7.

WGBF Evansville, Ind.—Seeks transfer of control of licensee corporation, WGBF Inc., from On The Air Inc. to subsidiary, Curtis Radiocasting Corp. No financial consideration involved. Ann. Jan. 7.

KBOW Butte, Mont.—Seeks acquisition of positive control of licensee corporation, KBOW Inc., by Dr. and Mrs. C. F. Neacy and Richard R. Miller (as family group) through purchase of stock by Dr. and Mrs. Neacy (49.2%) from Prudential Diversified Services. Consideration \$15,000. Ann. Jan. 2.

KRHD Duncan, Okla.—Seeks assignment of license from Duncan Broadcasting Co. to Duncan Broadcasting Inc.; only ownership change is stock owned by T. R. Warkentin, deceased, is distributed to his estate. No financial consideration involved. Ann. Jan. 7.

KJEM-AM-FM Oklahoma City—Seeks assignment of license from KJEM Inc., owned by James M. Stewart and Paul E. Taft (each 26.33%), William D. Schueler (19.76%) and others, to Radio Oklahoma Inc., owned by Globe Life and Accident Insurance Co. (20%) and C. B. Cameron, Edward A. Eskridge, Edward C. Coontz, Gerald M. Young, C. W. Cameron, Edward L. Fretwell, SHS Investments and State Capitol Investment Corp. (each 10%). Consideration \$315,000. J. Leland Gourley, who votes stock of State Capitol Investment, is majority owner of KHEN Henryetta, Okla.; other principals of Radio Oklahoma are state businessmen with no other ownership connection with broadcasting. Also see KTOK application below. Ann. Jan. 6.

KTOK Oklahoma City—Seeks transfer of control of licensee corporation, KTOK Inc., from Wendell Mayes (100%) to KJEM Inc. Consideration \$625,000. Application is contingent on grant of KJEM-AM-FM Oklahoma City application (see above). Ann. Jan. 7.

WHYL-AM-FM Carlisle, Pa.—Seeks transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Carlisle, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. Also see WAYZ-AM-FM Waynesboro, Pa., WSIG Mount Jackson and WINC, WRFL(FM) Winchester, both Va., and WELD Fisher, W. Va. Ann. Jan. 7.

WAYZ-AM-FM Waynesboro, Pa.—Seeks transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Waynesboro, from Marion Park Lewis, individually and

as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., application above. Ann. Jan. 7.

WAPA San Juan, P. R.—Seeks assignment of license from Jose R. Quinones (100%) to Hearst Radio Inc., subsidiary of Hearst Corp. Consideration \$708,000. Hearst Corp. owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, WTAE(TV), WRYT-AM-FM Pittsburgh. Firm also has wide newspaper holdings. Ann. Jan. 6.

WDEF-AM-TV Chattanooga, Tenn.—Seeks transfer of control of licensee corporation, WDEF Broadcasting Co., from Carter M. Parham (21.44%) and others to Roy H. Park Broadcasting of Tennessee Inc. (100%), wholly owned by Roy H. Park. Consideration \$2,780,080. Mr. Park owns WNCT-FM-TV and WGTC Greenville, N. C., and has interest in KREB Shreveport, La., and WECT (TV) Wilmington, N. C. Ann. Jan. 7.

WKBL Covington, Tenn.—Seeks assignment of license from Katharine G. and Robert C. Whiteley Jr. (each 50%), d/b as Tipton County Broadcasters, to Charles K. Sparks (100%), d/b as Tipton County Broadcasting Co. Consideration \$50,000. Mr. Sparks was part owner of WKBL in past. Ann. Jan. 2.

WSIG Mount Jackson, Va.—Seeks transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Mount Jackson, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., application above. Ann. Jan. 7.

WINC, WRFL(FM) Winchester, Va.—Seek transfer of control of licensee corporation, Richard F. Lewis Jr. Inc. of Winchester, from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., application above. Ann. Jan. 7.

KLYN-FM Lynden, Wash.—Seeks assignment of license from KLYN-FM Inc., owned by Sidney Baron and others, to James W. Schuyleman Sr. Consideration \$24,000. Mr. Schuyleman is employe of electronics firm. Ann. Jan. 6.

WELD Fisher, W. Va.—Seeks transfer of control of licensee corporation, South Branch Broadcasting Corp., from Marion Park Lewis, individually and as trustee, to Mid Atlantic Network Inc., wholly owned by Lewis estate. No financial consideration involved. For other information see WHYL-AM-FM Carlisle, Pa., application above. Ann. Jan. 7.

Hearing cases

INITIAL DECISION

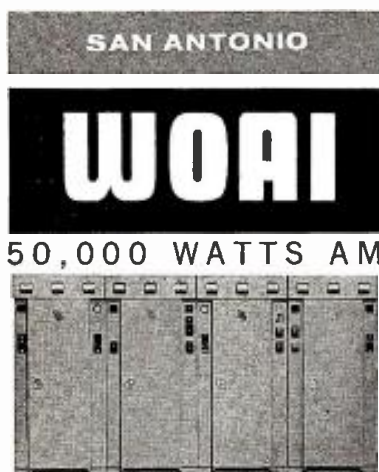
■ Hearing Examiner Walther W. Guenther issued initial decision looking toward (1) granting applications of Community Broadcasting Inc. to increase power of WHPB Belton, S. C., from 500 w to 1 kw, continued operation on 1390 kc, D, and Cleveland County Broadcasting Inc. for change of operation of WADA Shelby, N. C., on 1390 kc, from 500 w-D, to 1 kw-LS, 500 w-N, DA-N, both conditioned that presurprise operation with daytime facilities is precluded pending final decision in Doc. 14419 and added condition to Cleveland County, and (2) granting motion by Community to extent of severing application from consolidated proceedings. Action Jan. 8.

OTHER ACTIONS

■ Upon consideration of motion by WHDH Inc. (WHDH-TV) Hearing Examiner David I. Kraushaar issued notice of voluntary withdrawal as presiding officer in Boston TV channel 5 proceeding in Docs. 15204-7, in view of participation by filing of single interlocutory pleading on behalf of chief of Broadcast Bureau in 1957 in earlier channel 5 Boston proceeding. With consent of all parties, Chief Hearing Examiner James D. Cunningham on Jan. 7 substituted Hearing Examiner Herbert Sharfman to preside, and scheduled prehearing conference on Jan. 13. Action Jan. 7.

■ By memorandum opinion and order, commission (1) granted application by Broadcast Bureau for review of Sept. 24 decision of Review Board which granted application of Avoyelles Broadcasting Corp. for new AM on 1500 kc, 1 kw-D, in New Roads, La., and (2) scheduled proceeding for oral argument on March 27. Commissioners Hyde and Lee dissented; Commissioner Cox not participating. Action Jan. 6.

■ Pursuant to stay imposed by U. S.



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Court of Appeals for Seventh Circuit, commission announces that application filing fees scheduled to become effective Jan. 1, 1964, have been postponed until further announcement. Under court's opinion, commission's schedule of filing fees may not become effective for 60 days, pending consideration of further stay until disposition of joint petition for review which has been brought in court to set aside adoption of fee schedule by commission. Action Dec. 31, 1963.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Porter County Broadcasting Co. to extend time to Jan. 13 to file replies to Valparaiso Broadcasting Co. exceptions to initial decision in proceeding on applications for new AM stations in Valparaiso, Ind. Action Jan. 7.

■ Scheduled oral argument for Feb. 4 on following proceedings: AM application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., and AM application of Mitchell Broadcasting Co., Estherville, Iowa. Action Jan. 3.

■ By memorandum opinion and order, granted petition by Moberly Broadcasting Co. (KNCM), Moberly, Mo., for waiver of Sect. 1.594 of rules insofar as it requires broadcast immediately following release of order specifying time and place of commencement of hearing in proceeding on its AM application. Board Member Berkemeyer dissented and stated he would require re-broadcast of notice. Action Jan. 3.

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex., granted motion by La Fiesta to correct transcript of Nov. 26 oral argument. Action Jan. 3.

■ Granted petition by KLFT Radio Inc. to withdraw request for approval of agreement and terminated proceeding on application and that of John A. Egle for new AM stations in Golden Meadow, La. Action Jan. 3.

■ Dismissed as moot request by North Alabama Broadcasting Co. (WHOS), Decatur, Ala., to stay effective date of initial decision in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action Jan. 3.

■ By memorandum opinion and order, denied petition by Mitchell Broadcasting Co. to remand to examiner proceeding on application for new AM in Estherville, Iowa, to receive new evidence. Action Jan. 2.

■ By memorandum opinion and order in consolidated proceeding on order to Radio Station WTIF Inc. to show cause why license for WTIF Tifton, Ga., should not be revoked, and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga., granted petition by WTIF and WDMG and waived Sect. 1.594 of rules insofar as it requires broadcast and publication immediately following release of order specifying time and place of hearing. Action Jan. 2.

■ Granted petition by Broadcast Bureau to extend to Jan. 9 time to file exceptions to initial decision in proceeding on AM application of Easton Broadcasting Co. (WEMD), Easton, Md. Action Jan. 2.

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ Granted motion by Evelyn R. Chauvin Schoonfield, Elmwood Park, Ill., to extend time to Jan. 10 to file replies to oppositions to motion to reopen record in proceeding on application for renewal of license of WXFM (FM), et al., in Docs. 12804 et al; and by separate order granted motion to extend time to Jan. 10 to file replies to exceptions to initial decision in proceeding. Action Jan. 7.

■ Granted motion by Deep South Broadcasting Co. to extend time to Jan. 6 to file a reply to oppositions to application for review in proceeding on application of Triple C Broadcasting Corp. (WKTC) (formerly Thomas County Broadcasting Inc.), Thomasville, Ga. Action Jan. 3.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV stations on channel 29 in Buffalo; scheduled prehearing conference for Feb. 5 and hearing for March 16. Action Dec. 31, 1963.

By Hearing Examiner Isadore A. Honig

■ In proceeding on AM applications of WEXC Inc. and De-Lan Inc., Depew, Leon

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 8

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	66	125	286
FM	1,115	20	108	262
TV	522 ¹	57	83	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 8

	VHF	UHF	TOTAL TV
Commercial	476	89 ²	565 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,850	1,113	522 ¹
CP's on air (new stations)	71	22	57
CP's not on air (new stations)	114	89	80
Total authorized stations	4,035	1,224	659 ¹
Applications for new stations (not in hearing)	172	215	65
Applications for new stations (in hearing)	117	11	57
Total applications for new stations	289	226	122
Applications for major changes (not in hearing)	215	60	40
Applications for major changes (in hearing)	48	2	9
Total applications for major changes	263	62	49
Licenses deleted	0	0	0
CP's deleted	1	3	0

¹Does not include seven licensed stations off air.

²Includes three noncommercial stations operating on commercial channels.

Lawrence Sidell, Hamburg, and Seaport Broadcasting Corp., Lancaster, all New York, in Docs. 14031-5, granted motion by applicants Sidell and Seaport to continue indefinitely dates for exchange of Sidell's exhibits, commencement of remand hearing, and examination of Sidell, pending commission action on movants' Jan. 6 petition to dismiss Sidell application and simultaneous request for approval of related agreement. Action Jan. 7.

By Hearing Examiner H. Gifford Irion

■ Granted request by Woodland Broadcasting Co. to extend time from Jan. 6 to Jan. 13 for exchange of exhibits, Jan. 17 to Jan. 24 for further hearing conference and Jan. 27 to Feb. 4 for commencement of hearing in proceeding on application and that of KWEN Broadcasting Co. for new AM stations in Vidor and Port Arthur, respectively, both Texas. Action Jan. 6.

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, respectively, both Texas, granted motion by KWEN for leave to amend application with respect to finances. Action Dec. 30, 1963.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected transcript of Dec. 10 hearing in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R. Action Jan. 6.

By Hearing Examiner Jay A. Kyle

■ In proceeding on AM applications of Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-14975, granted joint motion to continue from Jan. 6 to March 6 time for exchange of exhibits and to reschedule Jan. 27 hearing for March 30. Action Jan. 3.

By Hearing Examiner Forest L. McClennin

■ Granted request by Broadcast Bureau to continue Jan. 9 prehearing conference to Jan. 14 in proceedings involving revocation of licenses of Quality Broadcasting Corp. (WKYN), and Supreme Broadcasting Inc. of Puerto Rico, WFQM (FM), both San Juan,

Continued on page 101

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 - All other classifications, 30¢ per word—\$4.00 minimum.
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- 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.

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Management trainee-announcer with first phone ticket. A good and recent announcing experience of three years or more. At least two years college. Graduate preferred. Solid news experience including preparing own newscast. Permanent position well established metropolitan California good music station. Starting salary above average. Do not reply unless fully qualified and can supply excellent personal and business references. Full information first reply including tape. Box A-45, BROADCASTING.

General manager for small market AM station located Eastern Arkansas. Applicant must have first phone license, at least 30 years old, high school education with experience in announcing, programing, sales, copy writing, and general business. Salary commensurate with qualifications and ability. Give summary and experience in reply. Box A-60, BROADCASTING.

Substantial expanding 3 station radio group middle Atlantic states seeks exceptional one man sales—station manager for \$200M gross outlet in top medium market. We want a young aggressive go-getter accustomed street selling, not desk sitting, now manager or sales manager of smaller station and ready to move ahead. Must have a hard sell, strong local sales background and top sales record. Age 28 to 40 with minimum several years of time sales experience. Excellent spot with solid future. \$9 to \$10M with strong incentive. Resume, photo, earnings history to Box A-74, BROADCASTING.

Manager wanted—For small market, top station, one owner, who operates second nearby station. Prefer young, aggressive man, age 22-32 with proven sales record ready to earn \$10-12,000. Opportunity for advancement with growing chain. Send complete resume Hudson Millar, WKUL, Cullman, Alabama.

Sales

The man I need is a professional radio salesman with some announcing ability. He is a family man who would enjoy working and living in a small northern New England community. He likes quality radio and takes pride in his profession. He is not a floater and has no serious financial problems. He would fit in a small talented staff and would be capable of selling one of the really good sounds in New England. His relationship with clients is sincere and he will service them as if his job depended upon it, because it will. If you are this man, I would sincerely like to discuss the probability of long term employment with our operation. My need is immediate, but will wait for the right man. Box R-46, BROADCASTING.

Immediate opening salesman/announcer. Medium Texas market, adult-pop format. Excellent potential. Rush resume and references. Box A-83, BROADCASTING.

Top rated 10,000 watt Denver station needs young, aggressive salesman able to sell top forty format. Salary plus commission. Opportunity to become sales manager in three months. Send resume to Ron Curtis, P.O.B. 1, Arvada, Colorado.

RADIO

Help Wanted—Sales (Cont'd)

Montana's number one station in state's largest city needs experienced radio salesman. Must have imagination and initiative, copy and production abilities. Must not be satisfied for less than \$10,000 a year. Prefer married man that wants to stay put. Entertainment and car expenses. Salary, plus. Send resume to Jerry Daggett, Box 1405, Great Falls, Montana.

Announcers

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, BROADCASTING.

\$10,000.00 earnings possible in radio market of quarter million, near Chicago. AM-FM combination needs top flight commercial announcer with outstanding voice quality, authoritative style and excellent references—with play-by-play ability or first class license, and preferably both. Give full details and reply only if qualified. Box R-10, BROADCASTING.

Need good announcer and good announcer-engineer, both with production knowledge. Start the new year right with security, above average pay with growing Texas group. Send complete details first letter. All held in confidence. Box R-14, BROADCASTING.

Combo man—first ticket announcer for production work or night shift. No maintenance. Pay would commensurate with experience. Send tape resume and availability immediately. Box R-33, BROADCASTING.

Expanding Florida east coast station, needs salesman, program director, announcer-newsman. Air-mail tape resume and salary needs. Box R-37, BROADCASTING.

Experienced radio announcer, for combo radio & TV. Rocky Mountain area. Preferably married, must want to locate permanently. Chance for TV. Send tape, recent photo, complete resume, references to Box A-18, BROADCASTING.

Housewife announcer for western Pennsylvania metropolitan station. Forward tape, resume and photo. Box A-20, BROADCASTING.

Wanted! that rare combination of a man who can announce, write copy and do traffic. A first class ticket will enhance your value. Your references must check out! Please tell all in first letter. Send tape and recent photo. Box A-25, BROADCASTING.

Experienced announcers to learn selling. Salary—commission—mileage—profit sharing plan. Eastern Pennsylvania group station. Box A-29, BROADCASTING.

Aim—start staff. \$100—48 wk. Target—mature, personable voice with exp. Bullseye—Eastern Pa. Box A-31, BROADCASTING.

Announcer, six months experience, desires staff position with sound station. 25 years, married. Box A-35, BROADCASTING.

Have opening for mature announcer for South Florida good music station. Send tape, resume, and salary requirements. Box A-39, BROADCASTING.

Announcer, general staff duties plus special events and news gathering, writing and broadcasting. Can be key job. Box A-68, BROADCASTING.

RADIO

Help Wanted—Announcers—(Cont'd)

Announcer for good music station in smaller Eastern market. Must be experienced to sell a commercial and make the news come alive. Good pay and fringe benefits. Box A-76, BROADCASTING.

Announcer-first phone—5,000 watt New York state regional needs swinging dj for #1 station. Minimal Technical Schedule. Send tape and resume to Box A-86, BROADCASTING.

Colorado 5 kw has opening for announcer with good voice, experience and production know-how. Good programing on well established station. First phone necessary. Write or call Kent Roberts, KLMR, Lamar, Colorado.

Announcer and/or newsman—WCLO, Janesville, Wisconsin is now accepting audition tapes for opening. Send background information and tapes to: Capps Sutherland, Program Director, WCLO, Janesville, Wis.

DJ with 1st phone. Immediate opening. Send tape, resume, photo, salary expected. WKXY, Sarasota, Fla.

Immediate opening—capable of running tight board with popular format and happy sound. Send resume, tape and references to: Frank Wilson, WMBG, P.O.B. 5229, Richmond, Va.

Announcer, first phone, mature voice, experience with good music programing, contact Oscar Baker, WPTW, Piqua, Ohio, 1-513-733-3513.

Wanted: Mature morning personality for good music station in Western Massachusetts. Good diction and command of the English language a must. First phone highly desirable. Require solid experience and good references. Respectable salary. Contact General Manager, WTTT, Amherst, Massachusetts.

Technical

Group operation has opening for chief engineer also capable handling limited air work. Full maintenance of fulltime non-directional plus general supervision of nearby affiliate. Excellent plants and equipment. Salary open. Send full particulars, tape and recent photo. Immediate acknowledgement. Box R-28, BROADCASTING.

Rocky Mountain station needs capable engineer. Will have some announcing. Box A-46, BROADCASTING.

Colorado kilowatt—clean station, pleasant surroundings—needs first with maintenance-announcing experience. Good work record essential. Salary commensurate with ability. Box A-71, BROADCASTING.

First class license with approximately 3 to 4 hours announcing duty daily. If you can sell, 10% commission, extra. Base salary \$75.00 weekly. Box A-79, BROADCASTING.

Suburban station a two iron shot from New York City needs chief engineer. Must be strong on maintenance. Recruit and schedule other engineers. Your chance to prove engineering department can be best-run and most gremlin-free of any in station. All replies answered in strictest confidence. Resumes, quickly, please to Box A-80, BROADCASTING.

Immediate opening for chief engineer . . . 1 kw daytimer. Contact Drew Ballard, Manager, KGTV, Georgetown, Tex.

RADIO

Help Wanted—Technical—(Cont'd)

KLMR radio has an opening for an experienced and qualified chief engineer with announcing ability. The station has just increased its power to 5000 watts. New Gates audio and Bauer transmitting equipment. Include employer references. Write or call Kent Roberts, Lamar, Colorado.

Chief engineer opening for experienced man in directional and studio maintenance. Send references and requirements to WIRK, West Palm Beach, Fla.

Wanted: Experienced combination engineer-announcer. Apply WMPM Radio Station, Smithfield, N. C.

Immediate position open for Chief engineer radio stations WQMR/WGAY-FM, Washington, D. C. 1st class ticket mandatory. Only aggressive, qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Ted Dorf, Station Manager, WQMR, Washington 16, D. C.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Wanted—Experienced promotion man for 50,000 watt operation in a major mid-west market. State experience, proof of performance and references. Excellent opportunity for a sharp young man with ideas. Box P-331, BROADCASTING.

Experienced program director, metropolitan New England adult radio station. Broad local news and community service coverage. Write Box R-24, BROADCASTING.

Wanted: News director for number one local news station in Florida. Only experienced person with desire to continue our high quality news coverage need apply. Send complete resume and salary requirements. Box A-40, BROADCASTING.

Experienced p.d. middle road progressive station . . . don't reply unless you are a top flight professional radio man willing to work at meeting the challenge of growing operation medium market, state salary requirements and send air check. Box A-42, BROADCASTING.

Newsman-announcer for daytime good-music station in Midwest city over 60,000. Mobile unit, beepers, tape equipment. Prefer married, some college. Salary open. Real take-charge opportunity for mature individual with news experience. Send tape, resume to Box A-43, BROADCASTING.

Production manager-announcer for quality small market radio station; must have good commercial voice, ability to create top quality announcements, commercial programs. Send details in confidence. Interview at our expense. Box A-44, BROADCASTING.

All girl station going on air soon! We need talent! Air work—sales—combination sales and announcing . . . great! Sportscasters too! Lovely lively market! Rush photo and resume to Judy, Box A-48, BROADCASTING.

News director who can collect and broadcast news wanted by regional station. Good salary. Write KTOE, Mankato, Minn.

News Director for small market. One man news staff. Must have some experience. Contact Station Manager at WDLC in Port Jervis, New York.

Top flight, experienced newsman wanted. Must be good outside beat man and possess exceptional air voice for inside work. Excellent opportunity with large number one news department. Immediate vacancy, Contact Mark Van Brooks, News director, or Red Jones, Asst. Gen. Mgr., WQXI, Atlanta, Georgia. 231-2970.

News director to take charge of established local news bureau at 5000 watt Eastern regional station. Must be experienced, aggressive radio journalist. \$115 to start, plus fringe benefits. Call 215-696-3690.

RADIO—Help Wanted

Production—Programing, Others

Continued

Program director with ideas is needed by WCNT, Centralia, Illinois, Box 428. Must be willing to work at keeping this station #1. Phone 618-532-1885.

RADIO

Situations Wanted

Management

Wanted: Opportunity, not just salary. Interested; Management and sales. Experience; over 2 years local radio and network TV. College grad., 28, married. Veteran. Hard work guaranteed. Presently employed. Box P-176, BROADCASTING.

Broadcast executive desires management post. Well rounded in administration with a successful sales record on Madison, Michigan, Montgomery and Wilshire Blvd. plus strong local sales. Aggressive, sober and ability to get along. Resume and references available. Box A-4, 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 A-34, BROADCASTING.

Available now. 16 years experience AM-FM operations. Strong local, regional, national sales. Programing, production. Both independent and network. \$14,000 minimum. Travel anywhere. Box A-38, BROADCASTING.

General management wanted by young, energetic . . . but completely experienced radio man. Box A-62, BROADCASTING.

Manager—Sales manager. Proven producer, 20 years sales and management radio and TV, major and medium markets. Financial requirement secondary to employer of integrity. Box A-66, BROADCASTING.

My 8 years small and medium market experience can make you money. Sales background with first phone. Will work for small base if there's profit sharing or ownership opportunity. Dale Owens, 15907 Casimir, Gardena, California.

Manager—12 years radio, 2 years small TV and agency. Ideas to produce profits any situation. Available January. Manager, 1032 Albany, Los Angeles, 90015 DU 6-9068. Will travel.

Experienced sales, promotion, programing. Mature. First ticket. Can supervise maintenance. Familiar with medium-sized Florida markets. Available February. Patrick, 4915 Broadway, Indianapolis, Indiana. ATwater 3-2802.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Young experienced announcer with news and sports experience available immediately. Box R-26, BROADCASTING.

First phone radio-TV announcer, news writer, 35, married, two children. Box R-63, BROADCASTING.

Available April 1st. Experienced, ambitious, young dj seeks nitetime top 40 spot in medium to large market. Prefer west, will go anywhere. Box A-11, BROADCASTING.

RADIO—Situations Wanted

Announcers—(Cont'd)

College graduate with first phone and six years' experience in all phases of radio, including selling and copy. Good newsman and knows good music. Married. Draft free. Want medium market. Box A-15, BROADCASTING.

Announcer, 3rd ticket, family man, 32, 6 years experience. Northeast only. Box A-17, BROADCASTING.

Southwest only . . . Announcer 13 years experience all phases of adult radio & TV. Have 1st phone, best industry references. Box A-21, BROADCASTING.

TV-radio versatile commercial announcer. Weather, news, and on-the-air interviews. Five years experience. Age 29. Prestige but not "stuffy." Weathercast has bright, factual approach. Medium or top markets only. . . . Video tape and resume for your consideration on request. Box A-24, BROADCASTING.

Disc jockey—Almost two years experience, just married. Desires "top 40," Ohio or surrounding states. Bright and happy. Box A-26, BROADCASTING.

Announcer—20—married—4 years experience. Have successfully worked and programmed good music, middle of road, top-40. Experienced in programing, production, music, traffic, copy, news, and studio maintenance. No phone. No prima donna or floater. Box A-28, BROADCASTING.

First phone showman—6 years in the top 50 markets, college, draft free, available immediately. Box A-30, BROADCASTING.

Newscaster/announcer. Dependable. Family man. 3 years college, 2 years professional training, 2 years experience. Concert baritone. Box A-36, BROADCASTING.

Experienced staff announcer, desires permanent position. Dependable, will relocate. Box A-37, BROADCASTING.

Announcer—first phone. Now employed with two years experience in all phases including play by play and sales. Draft free. Seeks solid opportunity. West and Midwest only. Box A-41, BROADCASTING.

Program director for number one stereo station in one of the nation's top markets has the key to successful programing. If you have financially sound station and are interested in programing that will capture your operation the top spot in your area let's get together. Box A-52, BROADCASTING.

Top forty disc jockey in nations number thirteen market wants to move up. Eight years experience. Will consider program director job in medium market. Box A-53, BROADCASTING.

Start your New Year right. With top air personality. Experienced radio & TV in New York metro area. Available on request only. Resume will follow—no tapes. Box A-54, BROADCASTING.

Announcer dj experienced, bright young personality, authoritative newscast tight production. Negro, not a floater or prima donna. Will travel anywhere. Box A-55, BROADCASTING.

Versatile announcer/dj—experienced selling sound—2 years experience—tight board—not a floater. Box A-56, BROADCASTING.

N.Y. City: Bilingual (Español & English) dj-announcer, bright air personality, authoritative newscaster, tight board, dependable, professional attitude. Box A-57, BROADCASTING.

Announcer, 1st phone. Heavy writing production background. Humorous, authoritative style. Married, four brats. No floater, possibly a bit of a prima donna. Box A-58, BROADCASTING.

RADIO—Situations Wanted

Announcers—(Cont'd)

First phone family man, 3 years experience. Pop music par excellence, but versatile, strong on production, prefer medium market. Tape and resume on request. Box A-59, BROADCASTING.

West's top announcer, non-frantic—mature voice. Could fit into most any operation. Go anywhere, twenty years experience. Box A-61, BROADCASTING.

Gal dj, news, women's programs, New York City area. Box A-75, BROADCASTING.

Chief engineer/personality jock desires position in northern Ohio or southern Michigan. Particularly interested in Detroit-Toledo area. Experience in top thirty market. Box A-78, BROADCASTING.

1st phone with emphasis on announcing. Over 3 years experience. I am that good music man for that night shift. Box A-87, BROADCASTING.

Former WWJ announcer/newsman will exchange excellent credits and acceptance of medium salary for rapid placement at adult station. If sincere call collect . . . Detroit, 272-3541.

Announcer/dj. School trained. Military obligation completed. 25 years old. Virginia to Florida area. Box 203, Hillsville, Virginia.

Announcer, veteran, some experience, tight board. Authoritative news, good commercials. Locate anywhere, available immediately. Bill Ferrone, 32 Taylor St., Waterbury, Conn.

Smooth swinging, top 40 dj production manager, 26, highly rated, 7 years experience. Family man, want relocation to top 20 market. Call now! 1-718-892-5166.

First phone-announcer-phone nights-WBSM-Write Alvin Strable-48 South Sixth Street, New Bedford, Mass.

Technical

Have first phone license, ten years electronics experience. No broadcasting experience, but capable of learning. Prefer location in southeastern United States. Box R-25, BROADCASTING.

Chief engineer, 10 years experience transmitter and studio maintenance, radio. Want to relocate will consider all offers. Box R-60, BROADCASTING.

Technical director—Chief engineer. Experienced in station design-construction-operation. Directional antenna system—power to 50 kw. Single—now in Washington—Will relocate. Box A-1, BROADCASTING.

Transmitters-Audio-Tape-M/W—you name it in the radio broadcasting field and I can do it. 22 years experience. Have worked with many different antenna systems. Transmitter up to 50,000 watts. FM with and without SCA. Looking for location first and salary second. (Of course I do not want to starve). Returning to the mainland from the fiftieth state. Prime choice—North Carolina, South Carolina and Southern Virginia, however any location considered. All letters answered. Available July 1, 1964. Box A-3, BROADCASTING.

Engineer, first phone, good on maintenance, announcing experience, desires job with future. Box A-8, BROADCASTING.

Chief engineer, no six week wonder, can announce, tough directional experience, settled, references, employed. No shoestring, mill, or pressure operation. Can wait for right opportunity. Box A-14, BROADCASTING.

RADIO—Situations Wanted

Technical—(Cont'd)

Engineer experienced directional. Full/part time. Prefer southwest. Available immediately, first class license. Box A-47, BROADCASTING.

Young chief-engineer-announcer wants change to established station with future. College. Single. Box A-63, BROADCASTING.

Chief engineer, some announcing. Bill Taylor, ALPine 3-2548, Village Inn, Amherst, Mass.

First phone, heavy military electronics experience. No experience in broadcasting. Reliable, willing to learn. Desire part time as studio or transmitter engineer. Boston only. Call Eric, 444-9138.

Production Programing & Others

Listen to my play-by-play. If you can find better, throw tape away. Box A-12, BROADCASTING.

Program director—5 years Chicago production plus 8 years PD metropolitan station. Know how to hire & train personnel & talent. Sales oriented, have written and produced 20 hours special & public affairs programs. Experienced representing station in community activities. Box A-13, BROADCASTING.

Program director. Good music and news. Administrative ability, production know-how, announcing experience plus stability, loyalty, integrity. Box A-19, BROADCASTING.

Newscaster/some writing, editing experience/interviewer. Seeking permanent position with future in medium to large market. 2 years experience, BA radio speech. Box A-27, BROADCASTING.

Have talent and typewriter, trenchcoat too. Will travel. Award winning news director. 10 years experience, Journalism degree, graduate work. Now heading three man staff. Specializing in indepth reporting and editorials. I am well paid but aiming higher. Box A-50, BROADCASTING.

Experienced copywriter and announcer. Quality copy. Good commercial and news voice. Currently employed. Box A-69, BROADCASTING.

Public affairs special events director. Over 5 years in radio. College graduate. 30. Presently working in top 40 market station. Experienced in and can do all aspects of news. Can write and produce low budget prestige shows. Do public relations. Excellent record, references, appearance. Imagination, integrity, creativity. Box A-70, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales service manager. Los Angeles VHF TV station. Heavy TV Sales service experience. Salary commensurate with background and ability. Preferably male. Must be familiar with all phases of sales service and traffic and inter-relationship with program and production. Reply in confidence. Box A-2, BROADCASTING.

Television salesman wanted for 14-year CBS affiliate. Liberal salary, commission and travel expenses. Productive account list ready for self-starting, creative salesman presently doing well in TV or radio sales, but now ready to pursue greater opportunities, conquer fresh challenges and make more money. Only experienced men with highest standards need apply. Confidential. Write full details to Commercial Manager, WFMY-TV, Greensboro, N. C.

TELEVISION

Help Wanted—Technical

We are looking for an engineer with minimum of three years TV maintenance experience who desires to work up to assistant chief's position. Begin by doing full time maintenance work and advance as ability is proven. Medium midwest market, NBC affiliate, multiple ownership. Box R-44, BROADCASTING.

TV Technician—Immediate opening in a large eastern University Medical Center for an experienced closed circuit and general TV cameraman. The University is in the process of establishing a University and state wide educational broadcasting system. Excellent educational and many other benefits. Salary commensurate with experience and background. Apply by resume to Box A-65, BROADCASTING.

First Class engineer for TV master control video and audio switching. Contact E. M. Tink, Vice Pres. Engineering, KWWL-TV Waterloo, Iowa.

Experienced TV studio engineer for control room and VTR operation. Sufficiently technically qualified to assume complete VTR maintenance with reasonable additional training. Write immediately with full particulars and your phone number to Chief engineer, WENH-TV, Box Z, Durham, N. H.

Radio/TV engineer technician experienced in all phases of radio/TV studio, RCA tape and closed circuit operation, technical school graduate with 1st phone. Salary over \$6,000. Closing date for applications Feb. 1, 1964. Applicants should submit resume to Mr. George F. Batka, Director of Radio-TV Div., Speech & Dramatic Art Dept., University of Maryland, College Park, Md.

Production—Programing, Others

Writer-producer for university educational radio-television stations. Master's degree required. Position includes teaching basic radio-tv courses. Film and promotion experience desirable. Must have demonstrated ability to write and produce both radio-tv programs. Send resume of education and experience in first letter to Box R-29, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

Art director wanted for leading New York state VHF. Experience all phases TV art necessary. Send resume photo & art samples. Box R-82, BROADCASTING.

News director, Eastern TV station, medium market requires a director who can administer a small staff of reporters and photographers, understands the impartial and thorough reporting of news without comment, and who can appear on the air. College background required. Beginning salary range \$8000-10,000 depending on experience. WCAX-TV, Burlington, Vt.

TELEVISION

Situations Wanted—Management

Production "PRO" available. Eleven years in television production. Extensive up-to-date New York VTR production experience. All major accounts. Director of Award winning shows. College graduate, married, 34, top references. Desire to affiliate with progressive company to whom consistent, creative producer is worth five figure salary. Box A-9, BROADCASTING.

Top billing television salesman—13 years—ready for management—family man. Box A-73, BROADCASTING.

Cost and profit conscious experienced management in TV and radio. General manager, sales manager, national or local, fully understands complete station operation. Prefer TV or TV and radio in small or medium-sized market. Box A-82, BROADCASTING.

TELEVISION

Situation Wanted—Sales

Executive-type salesman, 8 years TV, 10 years radio sales and management, major and medium markets, desires sound permanent connection. Mature, married, sober. Excellent record, best references. Box A-67, BROADCASTING.

National sales manager of prominent television station seeking position in sales or sales executive capacity in television broadcasting or Allied field. For 17 years successfully co-operated with national representatives, made direct sales contacts with advertising agencies in New York, Philadelphia, Baltimore and Pittsburgh, resulting in increased national billings each year. Early experience included nation sales account executive for five radio station group covering Philadelphia, Pittsburgh and Baltimore. Best of references. Write A-77, BROADCASTING.

College graduate, family. 10 years sales experience, 3 years television. Presently employed, local and regional sales, medium market. I quadrupled billings in 18 months. Currently earning in excess of 5 figures. Desire greater responsibility. National sales, medium market-local sales, large market. Box A-84, BROADCASTING.

Announcers

TV announcer thoroughly experienced. Seeks move. Box A-33, BROADCASTING.

Production Programing & Others

TV Production director and motion picture director wishes to return to Rocky Mountains; will consider Pacific coast. Film and television degree. Industry references. Box R-48, BROADCASTING.

TV newsman, presently employed and experienced all phases. Married, 26, veteran, B.A. journalism. Resume on request. Box A-16, BROADCASTING.

Top-flight director. Heavy news, sports, remote program producer. Executive trained. Box A-22, BROADCASTING.

Producer-director-eight years television experience, strong production and engineering background, married, now with station in number six market. Looking for opportunity to do live programing. Box A-23, BROADCASTING.

Experienced news director. Successful investigative reporter seeks position with award-winning station. Excellent airwork, references. Box A-32, BROADCASTING.

Attempting to give your station a top-rated sports image? I am looking for such a station. Investigate my credentials before someone else does. Play by play a specialty. Honesty, integrity and leadership qualities. Married, college graduate. Prefer personal interview. Box A-49, BROADCASTING.

News director . . . now employed . . . college graduate . . . journalism major. Seeks stable newsminded management. Special events . . . public service experience. Local . . . network . . . AM TV top-rated on-air . . . major markets administrative ability . . . mature . . . authoritative. Minimum \$12,000. Box A-51, BROADCASTING.

News director. Award-winning reporter with top-rated delivery, extensive administrative experience in major markets. Best references, kine. VTR available, Box A-64, BROADCASTING.

Production manager—14 years experience television—VTR—sports remotes—top man. Box A-72, BROADCASTING.

WANTED TO BUY

Equipment

Wanted—used 50 kw AM transmitter. Please supply all information to Box R-1, BROADCASTING.

Color Stab amps, BWU-5; Transistor tape decks, Miscellaneous video equipment. Reply to Box A-10, BROADCASTING.

Good condition camera, Auricon 16 millimeter, single sound outfit complete. Interested in 400 foot conversion but will consider 100 foot Cine voice. What have you? George McClanathan, Director of engineering, KPHO, 631 North First Ave., Phoenix, Arizona.

FOR SALE

Equipment

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

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575. Vidalia, Georgia.

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

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

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

Ampex 350-1, ft., with cases, \$895. Berlant 4-channel mixer with mic Informers, \$129. R. Laffer, 8142 Beaver Lake Dr., San Diego, Calif.

Nems-Clarke surplus inventory sale of channel selector for TR-1 rebroadcast TV receiver. Channel 6, 8, 12 & 13 available at \$35 each. Call or write John Andre, Vitro Electronics, 919 Jessup Blaire Dr., Silver Spring, Md.

25 KVA portable gas generator, 110v, 1 freq., voltage controls. Only 22 hrs. as airport standby. \$2000 or offer. DeGering, 1005 Sarah, Chico, Calif.

1 Presto 6N disc cutter, cabinet, 50-watt McIntosh amplifier, power supply, micro-groove. 73-B RCA disc cutter, microscope. Hi-Fi Memories, Inc., 316 N. Monroe, Green Bay, Wis.

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.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

Station staff, have two names? Proven both, real and air with attractive Ident-Authorization cards (no gimmick!), gold embossed case, \$1.00. Stockton Studios, Mt. Bethel, Pa.

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 continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only \$295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

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.

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 March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin 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.

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.

INSTRUCTIONS—(Cont'd)

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

FCC License in six weeks. Total cost \$300.00. radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas.

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.

RADIO

Help Wanted—Announcers

RADIO PERSONALITY TEST

Score 10 points for each affirmative answer:

- Do you have at least five years experience?
- Are you 25 to 35 years old?
- Do you have a vital, commanding voice?
- Do you have both a news and disc jockey background?
- Can you combine tight, exciting production with middle-of-the-road music?
- Are you a better than average writer and producer?
- Are you dependable?
- Are you creative?
- Do you conduct intelligent, probing interviews?
- Are you available immediately?

If your score (honest) is 80 or more, one of Los Angeles' leading 50,000 watt radio stations is looking for you. Send an audition tape, snapshot, and background to (Box R-47, BROADCASTING). Material is confidential but will not be returned.

PROGRAM DIRECTOR

Young, vital man needed for medium-size midwest metropolitan market. Must be capable of continuing #1 Top 40 programming, overseeing news department, and dreaming up new promotions. Salary commensurate with ability. Send resume and tape.

Box A-7, BROADCASTING

Situations Wanted

Sales

Marketing Executive

... with unique 20 year success record in radio, music and film business. Currently employed by leading educational film producer. Desires to return to commercial radio, TV or allied electronics field. Minimum salary requirement: thirty thousand dollars. All replies held in strict confidence.
Box A-5, BROADCASTING

Production—Programing, Others

THOM SHERWOOD

Now available for air or programing. Helped give Chicago's WIND #1 afternoon ratings. . . . Almost 2 to 1 over 2nd place station. Call now: 312-748-9192. Write: 104 Peach St., Park Forest, Ill.

TELEVISION

Help Wanted—Management

Larger
Western Market TV
station requires junior executive, aged 34 to 38, to combine functions of business manager and assistant to station manager. Must have at least five years TV administrative experience and thorough operation knowledge all phases FCC and other laws and regulations applicable to broadcasting. May be light on sales experience but must be heavy on all phases TV operations and programing. Person meeting all qualifications will have promising future. Salary negotiable.

Box R-20, BROADCASTING

Sales

MAJOR TV FILM CO.

WANTS SALESMAN FOR TEXAS REGION

If you live in the Dallas area, are young and free to travel, and have a good knowledge of the Television industry, you may be our man. Rep. salesmen, Agency men and Station salesmen invited to apply. Good commissions, liberal draw, travel expenses and fine product to sell.

Contact Dick Woollen, Statler Hilton Hotel, Dallas this week . . . January 13, 14 and 15.

Announcers

TV ANNOUNCER

Are you a good announcer? Unaffected, on-the-air salesman! Send letter of application and audio audition tape with picture to: Ralph Webb, KWTX-TV, Waco, Texas.

Production—Programing, Others

PRODUCTION MANAGER—TV
Create and supervise commercial production—VTR—Film—Live. Excellent opportunity with growing organization. Good management potential. Write or phone—John Radeck, WJBF, Augusta, Ga.

WANTED NEWSMAN

Must be able to shoot and develop own film, write and deliver News in major market TV station. Television experience required. Salary open commensurate with ability and background. Send film, video tape and/or audio tape and pictures to Clark Davis, WHTN-TV, P. O. Box 1448, Huntington, W. Va.

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STATE FRANCHISE

now available exclusively to one radio station (or stations under group ownership) in each state to handle a never before developed facet of the broadcasting business. An extremely profitable new enterprise can be established at your station with a minimum of effort and without detracting in the least from your normal operation. Procedures and materials furnished following a modest investment. Because of the nature of this offering, applicants must be the owners or managers of their stations. Send for franchise proposal and details without obligation. Confidential replies made as received.

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975 N. 35TH ST., MILWAUKEE, WIS. 53208

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SEEKING SUCCESS?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
WRITE FOR APPLICATION NOW

BROADCAST EMPLOYMENT SERVICE

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The leading company for the recruitment and placement of:

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527 Madison Ave.
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SHERLEE BARISH, Director

MISCELLANEOUS

ATTENTION RADIO-TV INDEPENDENTS

Telephonic reports on Oregon's primary election now until May 15th. TV Film reports also available. Low rates. Exclusive your area. Contact Bob Bruce, press room Statehouse, Salem, Oregon.

WANTED TO BUY

Stations

WE'RE LOOKING

For a solid radio station. Prefer midwest. Either small single station market daytimer or medium multiple station fulltimer. Will consider others. All replies completely confidential.

Box A-65, BROADCASTING

Continued from page 95

and Radio Americas Corp., WORA-FM Mayaguez, P. R. Action Jan. 6.

■ On own motion, scheduled prehearing conference for Jan. 9 in proceedings involving revocation of licenses of Quality Broadcasting Corp. (WKYN), and Supreme Broadcasting Inc. of Puerto Rico, (WFQM [FM]), both San Juan, and Radio Americas Corp., WORA-FM Mayaguez, P. R. Action Dec. 31, 1963.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, both Maryland, respectively, and Dorlen for renewal of license of WSMD (FM) Waldorf, granted request of Dorlen to extend time for filing proposed findings of fact and conclusions of law and reply findings to Jan. 24 and Feb. 24, respectively. Action Jan. 2.

FOR SALE—Stations

GUNZENDORFER

ARIZONA. Fulltimer \$7,500 down. Asking \$47,500.

OREGON. Fulltimer \$10,000 down. Asking \$60,000.

CALIFORNIA. Fulltimer \$65,000 down. Asking \$225,000.

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RACE STATION

Highly successful non-competitive money making daytimer in operation 8 years in Middle South Metropolitan market of 280,000—new equipment and facilities—selling for personal reasons. Principals with cash resources inquire to:

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To buy or sell Radio and/or TV properties contact:

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P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Gross \$60,000. Priced at \$90,000. 29% down.
SOUTHEAST. Daytime. Market of 60,000. Priced at \$65,000. 15% down, excellent terms.

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

Pa.	single	daytime	\$ 75M	terms
Ill.	medium	daytime	85M	29%
Fla.	metro	fulltime	240M	terms
W. Va.	metro	fulltime	300M	100M
N. C.	metro	daytime	175M	50%

buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

By Hearing Examiner Sol Schildhouse

■ Scheduled further prehearing conference for Jan. 8 for purpose of hearing argument on question of postponing Jan. 13 hearing date in proceeding on application of Lake Valley Broadcasters Inc. for new AM in Crystal Lake, Ill. Action Jan. 7.

■ Rescheduled Jan. 7 further prehearing conference for Jan. 17 in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston. Action Jan. 6.

By Hearing Examiner Herbert Sharfman

■ Granted request by Beamon Advertising Inc. to reschedule Jan. 7 hearing for Jan. 8 in proceeding on application for new AM in Daingerfield, Tex. Action Jan. 6.

■ By memorandum opinion and order in proceeding on AM applications of Coastal Broadcasters Inc. and Colchester Broadcasting Corp., Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, all Virginia, in Docs. 14873 et al., reopened record and directed WPRW to notify hearing examiner and parties by Jan. 20 of action to be taken in conformity with opinion, and other parties to give corresponding notification by Jan. 30, whereupon appropriate order will be entered. Action Jan. 6.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 7

WRVM-FM Rochester, N. Y.—Granted mod. of CP to change facilities from 100.5 mc, 5.1 kw to 92.5 mc, 5.6 kw; conditions.

WVOR(FM) Rochester, N. Y.—Granted CP to change frequency to 100.5 mc, continued operation with 50 kw, ant. height 350 feet; condition.

K77BD Trancas, Calif.—Granted license for UHF TV translator.

WGAN-TV Portland, Me.—Granted license covering installation of aux. trans. at main trans. site.

WTIC-TV Hartford, Conn.—Granted license covering installation of aux. ant. system on same tower authorized WTIC-FM, and *WEDH(TV).

WKZO-TV Kalamazoo, Mich.—Granted license covering installation of aux. trans. and ant. at new main trans. site.

WFBM-FM Indianapolis—Granted CP to install new alternate main trans. at main trans. location.

WCPO-FM Cincinnati—Granted CP to install new trans. and increase ERP to 32 kw.

WMJR(FM) Fort Lauderdale, Fla.—Granted CP to install new trans. and new ant.; increase ERP to 100 kw and decrease ant. height to 210 feet; remote control permitted.

WXFM(FM) Elmwood Park, Ill.—Granted CP to change type trans; condition.

WKMI-FM Kalamazoo, Mich.—Granted mod. of CP to change type trans.; type ant.; transmission line; and increase ERP to 23.5 kw.

WHLS Port Huron, Mich.—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFCO Chatham, Ontario.

■ Granted licenses for following VHF TV translator stations: K03AY, Ridgeway T.V. Association, Ridgeway, Colo.; K06DK, Potter Valley Television Association, Potter Valley, Calif.; K13FM, Long Valley TV Association, Long Valley, Calif.; K02DG, Kayenta TV Association, Kayenta, Ariz.; K04CY, Bagdad Copper Corp., Bagdad, Ariz.; K03BD, The Baca TV Co., Two Buttes Resort, Springfield and Edler, both Colorado; K09GB, Upper Colorado River TV Association, Derby Mesa (near Burns), Colo.; K12EF, Upper Colorado River TV Association, Rural area between Dotsero and Carlsburg, both Colorado.

Actions of Jan. 6

WKIC-FM Hazard, Ky.—Granted CP to install new trans. and increase ERP to 47 kw.

WGRY Gary, Ind.—Reconsidered and set aside Dec. 31, 1963, action which waived Sect. 1.597 of rules and granted assignment of licenses and CP to Northwestern Indiana Broadcasting Corp.

KLBK-AM-TV Lubbock and KWAB(TV) Big Springs, both Texas—Reconsidered and set aside Dec. 31, 1963, action which granted transfer of control from Sidney A. Grayson et al. to Theodore Shanbaum, Dr. Ellis Carp and Lee Optical and Associated Companies Retirement Pension Plant Trust; included adjunct stations.

■ Following stations were granted extensions of completion dates as shown: WTOR

Torrington, Conn., to April 1; *WCLP-TV Chatsworth, Ga., to June 30; WCMU-TV Mount Pleasant, Mich., to June 30; WHNB-TV New Britain, Conn., to May 11; KUSU-TV Logan, Utah, to April 6.

Actions of Jan. 3

Coosa Valley Radio Co., and Rome Broadcasting Corp., both Rome, Ga.—Designated for consolidated hearing applications for new FM stations on 97.7 mc, Coosa with 290 w, ant. height 817 feet, and Rome with 250 w, ant. height 865 feet.

WNEM-TV Bay City, Mich.—Granted CP to install alternate main trans. at main trans. and ant. location.

KTWO-TV Casper, Wyo.—Granted CP to change aux. trans. location (same as main trans. and ant. location) and redescribe studio location.

WREX-TV Rockford, Ill.—Granted CP to change ERP to 316 kw vis. and 158 kw aur., and change type trans.

KNEL Brady, Tex.—Granted extension of authority to operate 7:00 p.m. sign-off for period beginning Jan. 1 and ending April 1.

K83AJ Quincy, Wash.—Granted mod. of CP to change type trans. for UHF TV translator.

W08AI Connellsville, Pa.—Granted extension of completion date to May 15.

WMEM-TV Presque Isle, Maine—Granted extension of completion date to March 6.

Actions of Jan. 2

*WQED(TV), *WQEX(TV), Metropolitan Pittsburgh Educational Television Station, Pittsburgh—Granted mod. of CP and licenses to change name to Metropolitan Pittsburgh Educational Television.

WRST(TV) San Juan, P. R.—Granted mod. of CP to change trans. location to Aqueduct Hill Road, 500 feet northeast of Planta de Purification, Fralies, and increase ant. height to 250 feet; condition.

WLVA-TV Lynchburg, Va.—Granted extension of completion date to May 1.

Actions of Dec. 31, 1963

WHHM Memphis—Granted CP to change ant.-trans. location, make changes in ant. and ground system; condition.

WJHG-TV Panama City, Fla.—Granted CP to change ERP to 316 kw vis. and 158 kw aur., and type trans.

WLOK Memphis—Granted CP to make changes in ant. system (increase height) and ground system; conditions.

KOVE Lander, Wyo.—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.

■ Following stations were granted extensions of completion dates as shown: WGRY Gary, Ind., to June 15; WDIF(FM) Buffalo to May 31; KTSD(FM) San Diego to June 15.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Beattyville, Ky.—Forest Drake. Requests amendment of rules to provide for assignment of channel 272A to Beattyville. Received Dec. 26, 1963.

■ Twenty-nine Palms, Calif.—Hi-Desert Broadcasting Corp. Requests institution of rulemaking proceeding to assign FM channel 239 to Twenty-nine Palms in lieu of 237; channel 272 to Apple Valley, Calif., in lieu of 240, and to issue order to show cause to modify permit held by Hi-Desert Broadcasting Corp. Received Dec. 30, 1963.

■ WEAG Farmville, N. C.—Farmville Broadcasting Co. Requests institution of rulemaking proceeding to reflect (1) assignment of channel 232 to Farmville, (2) deletion of said channel from New Bern, N. C., and (3) assignment of channel 252 to New Bern contingent upon grant of WITN-FM EMPH-7403 and deletion of channel 253 from table of assignments for Grifton, N. C., also that (1) and (2) above not be considered contingent on (3). Received Dec. 31, 1963.

■ Washington—Federal Communications Bar Association. Requests amendment of rules to further revise section to provide that whenever petition for reconsideration in rulemaking proceedings is filed, notice of filing shall be published in Federal Register in same manner as public notice is now given of notice of proposed rulemaking, and that date for filing of oppositions to such petition shall be calculated from date of publication of such notice. Received Dec. 31, 1963.

Now...the new EASTMAN Sound Recording Tape



Mark well the coding shown here. You'll find it on the back of all EASTMAN Sound Recording Tapes.

Look! "Lifetime Coded" for Positive Identification!

"Lifetime Coding"—your assurance of highest quality! A permanent legend continuously repeated on the back of EASTMAN Sound Recording Tapes (1) identifies Eastman Kodak Company as the manufacturer; (2) provides positive batch-coating identification, thus assures the most closely matched sound characteristics, tape after tape, in the industry. The coding also provides a convenient means of cataloging tapes.

No stretch—thanks to the new DUROL Base! A specially prepared form of cellulose triacetate, this support material is distinguished for its high strength, low elongation. When equipment accidents happen, the new Eastman tapes break clean with practically no stretch. As a result, splices are made quickly, easily, with minimum program loss.

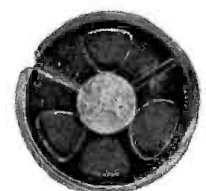
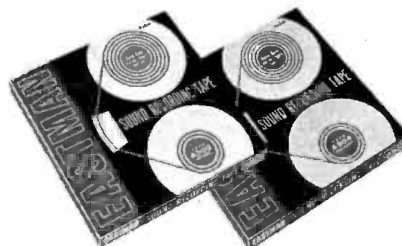
For information, see your electronic supplier or write
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New "R-type" binder provides a smoother, tougher surface to suppress tape noise and distortion. In addition, it is extremely abrasion-resistant, thus reducing oxide build-up. Even more important are the superb magnetic characteristics of "R-type" binder dispersions which make possible two great recording 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.

©Eastman Kodak Company, MCLXI



Unique ultra-handy Thread-Easy Reel with indexing scale and built-in splicing jig.

All business is good until you know something about it—like meeting the payroll.

Which is exactly why our congressmen and other elected officials must be more thoroughly apprised of the practical day-by-day problems of the broadcaster. They need to be brought much closer so that can see the grass root viewpoint.

So reasons E. L. (Red) Byrd, vice president and general manager of WILS Lansing, Mich., who always seems to go out of his way to try to whip a new challenge.

Elected president of the Michigan Association of Broadcasters last fall, Mr. Byrd feels that one of his primary goals is to help awaken broadcasters everywhere to the need for closer liaison with their government representatives at the local, state and national levels.

This was the reason Mr. Byrd went before the House Communications Subcommittee in early November in behalf of the state association to oppose the FCC proposal to set standards for the length and frequency of radio-TV commercials. It was the same reason Mr. Byrd has gone before committees of the state legislature and worked with state officials.

"State association work is a bigger job than most broadcasters realize," Mr. Byrd says, but he feels it is an honor to be chosen by business associates and to know one has their confidence. Mr. Byrd believes that for a state group to be effective each station member has to become well known to his elected representatives and communicate his views on issues affecting radio-TV.

Losers Not Wanted ■ The fact that broadcasters did stand up to be counted on the commercial limitation issue carried considerable weight with the congressmen, Mr. Byrd says. "They don't like to back a loser," he notes.

Broadcasters now should rally behind the industry on other major issues too, he feels, such as the licensee fee and fairness doctrine proposals. Mr. Byrd indicates that when it seems futile to get appropriate action from the FCC it is up to the broadcasters to take their case to congress which established the commission in the first place and lays down the ground rules.

Active in his state association's work for several years now, Mr. Byrd is the third member of the WILS executive family to hold office in the MAB. Earlier John C. Pomeroy served on the MAB board and Bill Pomeroy was president. The Pomeroy's were co-founders of WILS in 1947.

The MAB's Feb. 5-6 meeting at the Jack Tar hotel in Lansing includes an annual legislative dinner session. Mr. Byrd also is planning a dinner meeting with the Michigan delegation in Wash-

WEEK'S PROFILE



Edwin Leslie Byrd—Broadcaster; VP and director of Lansing Broadcasting Co. (WILS Lansing) and gen. mgr. of WILS; director of Television Corp. of Michigan Inc. WILX-TV Onondaga-Jackson-Lansing; B. Houston, Nov. 18, 1919; John H. Reagan high school, Houston, 1937; Texas A&M, College Station, 1937-40; M. Miriam Jane Pomeroy, June 23, 1945; four children—Elizabeth 17; William, 13; Susan, 11, and James, 9; oil field equipment draftsman, Reed Roller Bit Co., Houston, 1940; oil exploration draftsman, Shell Oil Co., Houston, 1940-42 and 1946-50; U. S. Navy, 1942-46, Lt.; Michigan dairy farmer, 1950-58; with wife stockholder and active in WILS from inception 1947, elected to board in 1952; named gen. mgr. 1959; pres., Michigan Association of Broadcasters, 1963-64.

Goal in '64: Grass root viewpoint

ington in early May, a repeat of a successful similar event last year.

The Grass Roots ■ Getting down to the grass root viewpoint, Mr. Byrd cites the station's role within the community itself. It's a role that includes being a good corporate citizen and business success as well as offering an opportunity for public service to the station staff.

One can't succeed without the others, he indicates, and all of the parts are necessary to fulfill the total job of public service. WILS always has given of its money, time and services to worthy local causes, he recalls, and the people of the community freely come to the station for assistance in their projects. WILS also has editorialized for four

years.

An independent outlet featuring bright music and news, WILS has a staff of 32. Of these six are in news and a dozen in programing. Mr. Byrd feels selection of music is a very exacting job, requiring careful weighing of the desires of the available audience at a particular time and the matching of the right mix of golden records, ballads and pop tunes.

"Radio is far more important than a medium to entertain the kids," he feels, explaining that just because a record is on some "top" list doesn't mean it will be used on WILS.

Goose Necks And Bouts ■ Music sparked Mr. Byrd's interest in the radio field. He recalls in his early childhood listening for the first time to a crystal set and hearing the tune "Over the Waves." Then came the gooseneck speaker set on the family porch and folks gathering from blocks around to sit in the yard and listen to a championship fight.

But the interest was to remain somewhat passive for many more years while Mr. Byrd pursued various other fields that attracted his attention. Before World War II he delved into electrical engineering and architecture. During the war he was a naval aviator flying a PB5Y-5 seaplane on various missions, including make-shift bombing runs on Japanese shipping in the Pacific.

Before leaving the service in 1946 he had met and married Miriam Jane Pomeroy and with their savings they joined with her brothers in the founding of WILS, an investment that often had to be "sweetened" with new money during the lean early years. Although not directly active at first, Mr. Byrd kept in close contact with the WILS operation and recalls he became an avid student of the business through his weekly copy of BROADCASTING.

'Glorious' Defeat ■ In 1950 he bought a dairy farm near Lansing and his involvement with WILS subsequently increased. He learned grass root politics as school board member for the one-room school near his farm and went down in "glorious" defeat for township road commissioner ("I lead the ticket but lost").

The pitfalls of business are equally perilous, he knows, remembering long and expensive efforts to keep UHF channel 54 (WILS-TV Lansing) afloat around 1953-54. Eventually the WILS group obtained a 40% interest in WILX-TV there which became possible through the channel 10 drop-in at Onondaga.

But it always will be the dairy farm which really sharpened Mr. Byrd's respect for the other fellow's viewpoint. A city boy who learned farming the hard way, Mr. Byrd discovered something even the FCC doesn't know yet: "Cows are people too."

The mess in mutuals

THE FCC must act without delay to fulfill its promise of a re-examination of its criteria for fixing limits on the number of radio and television stations a licensee may own. A prolonged delay could cause unwarranted financial setbacks to station owners whose stocks are traded publicly.

The need for a revision in the FCC multiple ownership rules became evident when the agency discovered that a number of mutual investment funds held blocks of stock in several broadcasting companies. Under its present rules, the FCC considers that a common ownership of 1% or more in multiple station properties is enough to count all the stations against the maximum portfolio of seven AM's, seven FM's and seven TV's (of which no more than five can be VHF) that any single licensee may own.

The subject came up a couple of months ago when the FCC approved Metromedia's purchase of WCBM-AM-FM Baltimore on the condition that certain mutual funds holding more than 1% of stock in Metromedia and in other broadcast license-holding companies reduce their Metromedia holdings below 1%. Three weeks ago the FCC rejected a Metromedia request for a waiver of the multiple ownership rules but applied a new condition: that the mutual funds refrain from voting their Metromedia stock until the FCC comes to a final decision on the whole question of multiple ownership.

The question has its complications.

As Metromedia told the commission, in asking for a waiver of its rules, cross-ownerships among investment funds are common. Metromedia cited several examples of super-multiple ownership that could be construed from literal interpretations of the rules. One mutual fund holds small minorities of stock in seven different station groups that together hold 91 licenses. Another has interests in groups holding 51 licenses. We have no doubt that further research would turn up many other situations of that kind.

It is the argument of Metromedia, and of other publicly owned broadcasting companies, that the mutual funds exercise no control over any of the broadcast operations in which they have invested and that there is therefore no reason for FCC concern. To this we agree.

As a detailed report in this publication last week pointed out, the investment community is developing considerable respect for broadcast stocks that are publicly offered. That respect could be diminished if the FCC were to be rigid in its adherence to its present rules or to procrastinate in its revision of them.

Why?

THE Olympic games are presumed to be the quintessence of amateur sportsmanship.

In recent years, particularly since the advent of television, these quadrennial games have taken on a commercial aspect. This probably would have been shocking to the ancient Greeks, but it doesn't seem to disturb today's entrepreneurs who pay millions for the rights to broadcast "amateur" college football games and other sports events.

What must be shocking to every broadcaster, however, is the affront of the U. S. Olympic Committee in disqualifying broadcasting as a news medium. An announcement by the U. S. Olympic Committee setting forth regulations governing "press" credentials for coverage of the Japanese Olympic games does not include radio or television among the "qualifying groups." The qualifying groups are listed as representatives of newspapers with net circulation of 100,000 up, and the news magazines.

"Radio, television, motion picture and still photography

representatives are not included in the U. S. quotas," the U. S. Committee said. Representatives of those media, it added, must apply directly to the Japanese organizing committee in Tokyo "in order to be considered for credentials."

The U. S. committee based its action on the quota of 50 accreditations to which it said it was limited by the Japanese committee. Doesn't the U. S. committee know that radio and television are fully accredited news media in the United States, with White House, congressional, state house, court, county, city and township recognition?

The Olympic group may have made its exclusive deals for "play-by-play" full coverage of the events by networks and for exclusive newsmagazine picture and by-lined coverage. But these cannot preclude coverage of public events by all legitimate news media.

An experienced news director of an important station puts this question: "If the U. S. Olympic Committee doesn't even recognize broadcasting as a news medium, why the hell should we be helping them raise money?"

Why?

The image overseas

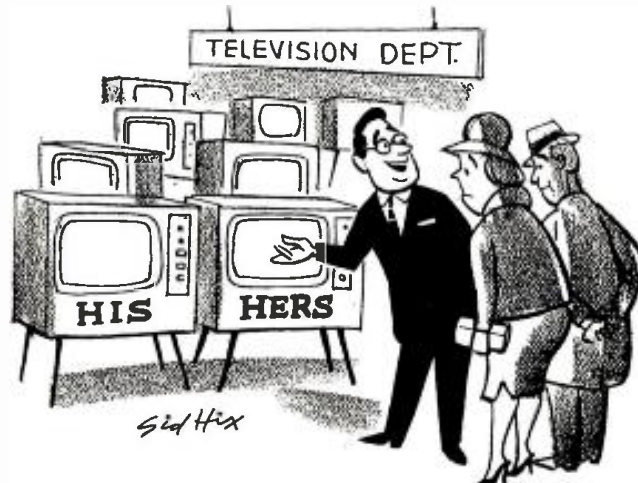
WHEN television critics run out of things to be alarmed about on the domestic TV system, they turn to worrying about the image of America that American television films project when exported overseas.

Now a survey by the United States Information Agency has disclosed that fears about foreign reaction to American TV shows have been exaggerated. As reported in BROADCASTING, Dec. 2, 1963, and in other publications more recently, the USIA has discovered that the more American television is seen in foreign lands, the more favorable is the impression it makes.

In England, for example, where 67% of television viewers had seen at least some American programs. 70% of those who had seen American exports found them enjoyable and 60% thought they conveyed a favorable impression of American life.

In France, only 20% of television viewers had seen American shows. Of those, 48% found U. S. programs enjoyable and 45% thought they conveyed a favorable impression of American life.

On the strength of the USIA survey, it may be suggested that as the volume of American exports increases, the image of America will be improved. At the very worst, the survey indicates that no harm is being done by the foreign distribution of our programs.



Drawn for BROADCASTING by Sid Hix
"You'd be surprised how many marriages it saves!"

When the V.I.P.'S are on TV Look for the TK-60 Camera!



When very important people appear on television, you're most apt to see this famous camera. It reflects a preference for the best. With its 4½-inch image orthicon picture tube and built-in aids to production, the TK-60 produces pictures of peak quality. Where striking reproduction can mean higher sales for a product or service, this is the camera that does it best.



THE MOST TRUSTED NAME IN TELEVISION

**CONSISTENTLY FIRST IN AUDIENCE ACCEPTANCE
IN RICHMOND, VA.**

47%

**AVERAGE SHARE OF AUDIENCE SIGN ON TO SIGN OFF
AND**

88.7%

GREATER HOMES

Represented by Blair Television Associates

ARB (47% Share) Oct-Nov 1963
Nielsen Oct-Nov 1963
Average Audience 46.3%

** ARB Oct-Nov 1963
Nielsen Oct-Nov 1963
Average Homes 110% Greater
than Station B and 74.3%
Greater than Station C

*Audience measurement data are estimates. Excerpts from ARB and Nielsen Reports of
Oct-Nov 1963. Definitions and reminders as to use are contained therein.*