



# BROADCASTING AND RADIO

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NEWSPAPER

JANUARY 27, 1964

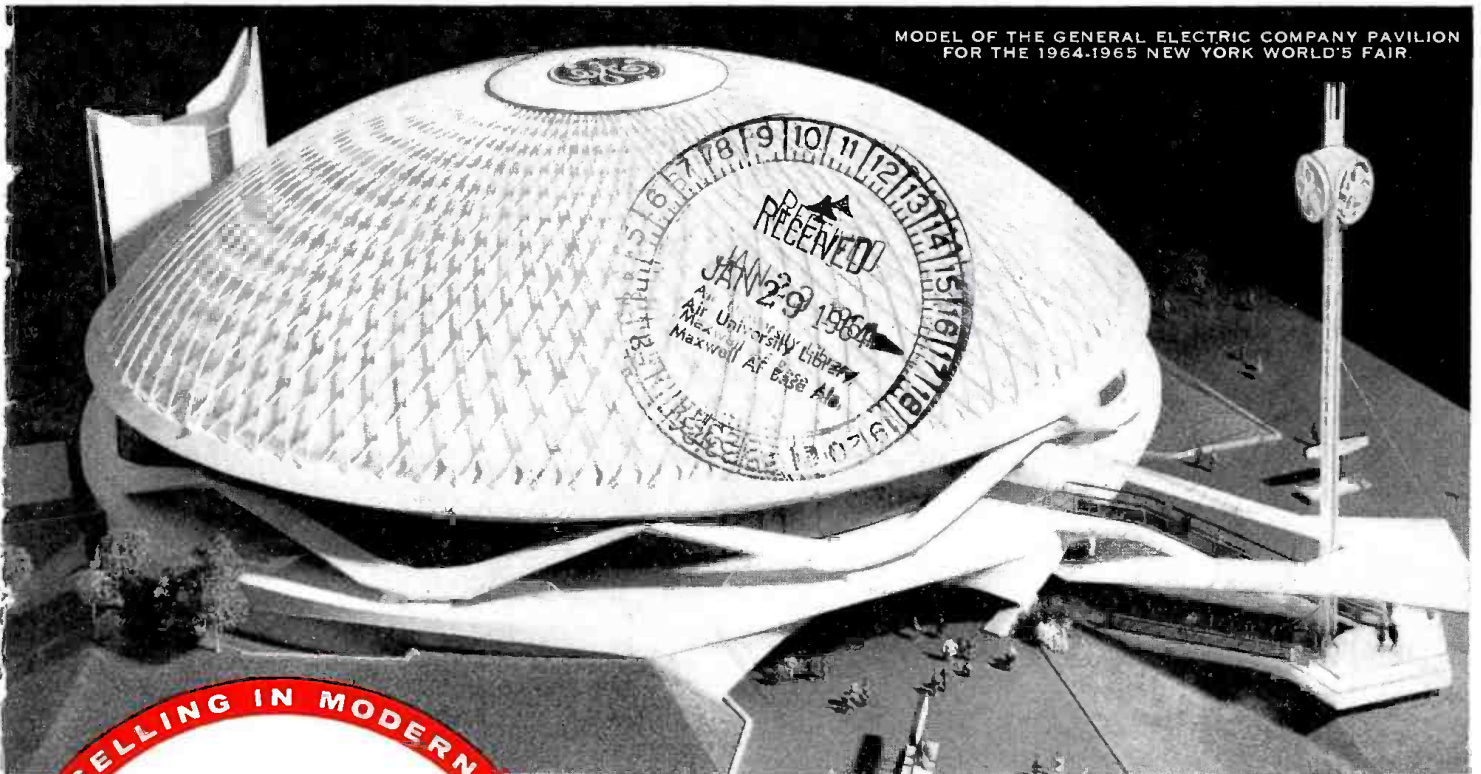
Networks see new shows accounting for 40% of 1964-65 TV season ..... 27

New Roper study shows television is No. 1 medium for news ..... 70

Piggybacks, cigarette ads geared to youth banned by TV code board ..... 34

Pierson lashes out at NAB, FCC; charges Collins is 'devout amateur' ..... 62

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MODEL OF THE GENERAL ELECTRIC COMPANY PAVILION FOR THE 1964-1965 NEW YORK WORLD'S FAIR.

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

**SPOT TV**

Today's important national advertisers face increasingly aggressive competition in constantly shifting markets. They must be flexible, yet able to saturate with impact. They turn to the modern medium of Spot Television. You'll find an impressive and growing number of them using Spot TV.

- |               |                 |               |                      |               |                       |
|---------------|-----------------|---------------|----------------------|---------------|-----------------------|
| KOB-TV .....  | Albuquerque     | KPRC-TV ..... | Houston              | KMTV .....    | Omaha                 |
| WSB-TV .....  | Atlanta         | WLW-I .....   | Indianapolis*        | WDBO-TV ..... | Orlando               |
| KERO-TV ..... | Bakersfield     | WDAF-TV ..... | Kansas City          | KPTV .....    | Portland, Ore.        |
| WBAL-TV ..... | Baltimore       | KARD-TV ..... | Kansas State Network | WJAR-TV ..... | Providence            |
| WGR-TV .....  | Buffalo         | KARK-TV ..... | Little Rock          | WROC-TV ..... | Rochester             |
| WGN-TV .....  | Chicago         | KCOP .....    | Los Angeles          | KCRA-TV ..... | Sacramento            |
| WLW-T .....   | Cincinnati*     | WISN-TV ..... | Milwaukee            | KUTV .....    | Salt Lake City        |
| WLW-C .....   | Columbus*       | KSTP-TV ..... | Minneapolis-St. Paul | WOAI-TV ..... | San Antonio           |
| WFAA-TV ..... | Dallas          | WSM-TV .....  | Nashville            | KFMB-TV ..... | San Diego             |
| WLW-D .....   | Dayton*         | WVUE .....    | New Orleans          | WNEP-TV ..... | Scranton-Wilkes Barre |
| KDAL-TV ..... | Duluth-Superior | WTAR-TV ..... | Norfolk-Newport News | WTHI-TV ..... | Terre Haute           |
| WNEM-TV ..... | Flint-Bay City  | KWTV .....    | Oklahoma City        | KVOO-TV ..... | Tulsa                 |
|               |                 |               |                      | WTRF-TV ..... | Wheeling              |

\*West Coast only

# WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



MARKET  
ANALYST  
(AHEAD HUNTER)

#23 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

NEW TOWER . . . 529,300 TV HOMES

Greater WTRF-TV Wheeling/Steubenville Industrial Ohio Valley . . .

A lively buying audience spending 5 1/3 Billion Dollars Annually . . .

Merchandising . . . Promotion . . . Rated Favorite!

WTRF-TV Wheeling!

Represented Nationally by



316,000 watts

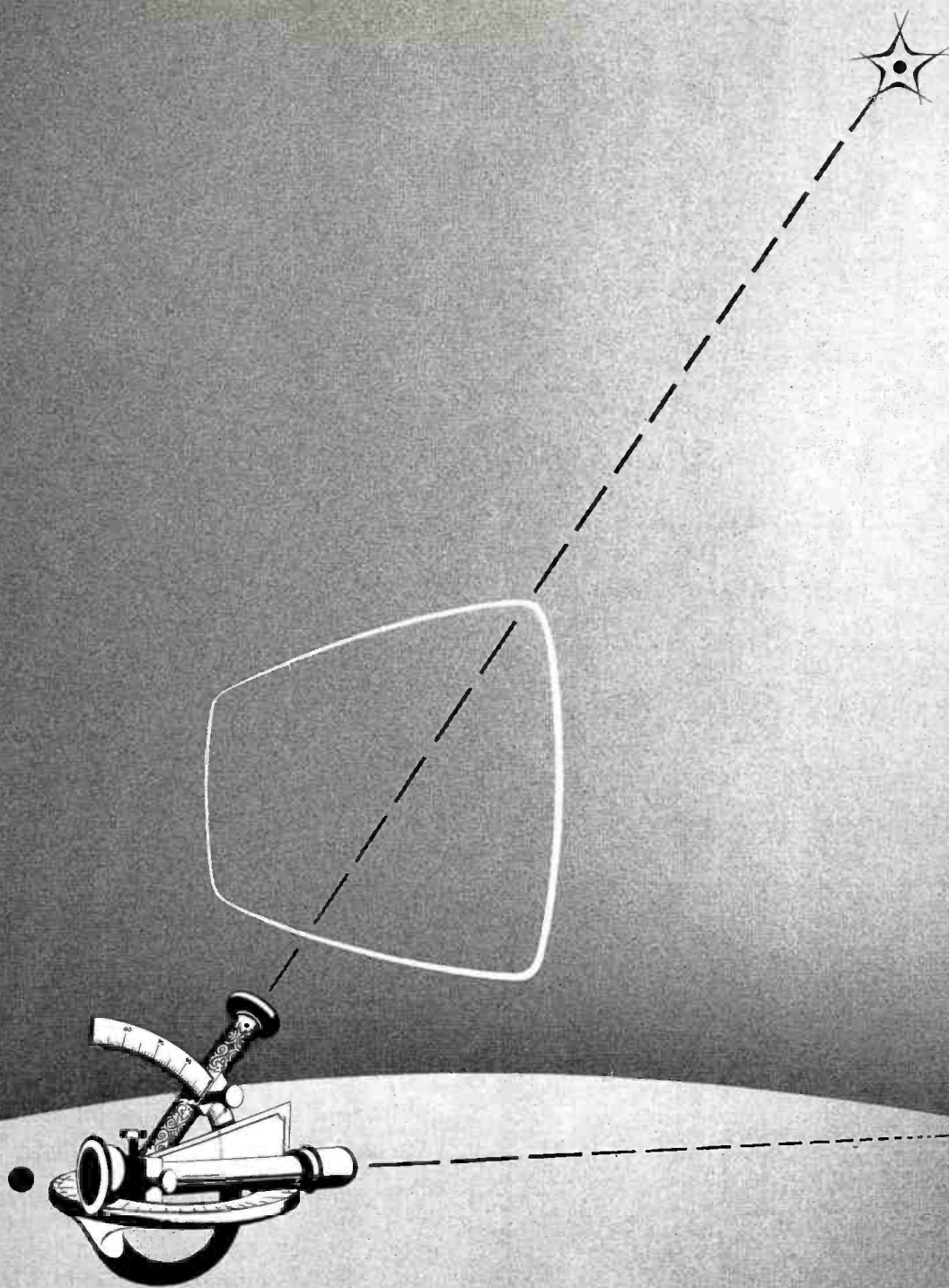


network color



(RED EYED SET? Write for your frameable  
WTReffigies, our ad-world close-up series!)

WHEELING 7, WEST VIRGINIA



## **DIMENSIONS : HEIGHT**

The measure of a station's height is the sight that the public takes upon the broadcaster's best efforts. Thus, the continuing height or stature of a station becomes the function of the frequency of its efforts toward excellence. In Houston, **DIMENSION: HEIGHT** is **KTRK-TV**

# WHEAT

*thresh • grist • chaff • flour*

MILLSTONE • DOUGH • GRAIN

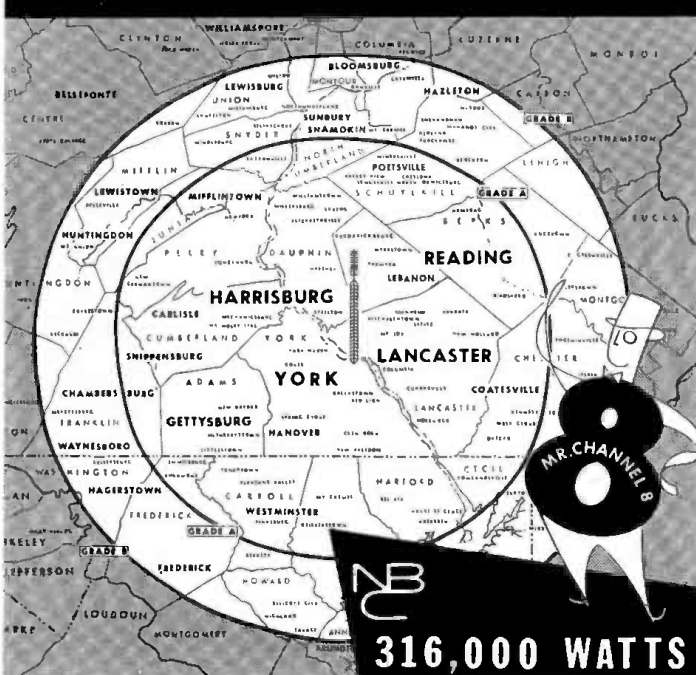
loaf • gluten • bread

oven • crust • cereal

**CRACKER • COOKIE**



## MULTI-CITY TV MARKET



**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 27, 1964

## The Collins outlook

There's chance that LeRoy Collins may work out amicable settlement of his contract as president of National Association of Broadcasters at NAB board meetings in Florida this week. Former Florida governor feels strong sense of achievement in his three years at head of NAB, may be interested in turning to new challenges either in politics or practice of law, probably in his home state. Although there's been no external evidence that he's experienced recent change of attitude toward association representation in Washington, it's known he feels less close to Johnson administration than he did to Kennedy administration which took command of national government at same time Mr. Collins joined NAB.

*Reactions of NAB members would be mixed if Governor Collins were to agree to settlement. NAB boards themselves reflect deep division of opinion about him. If he stays on, as he can (his contract has two years to go at \$75,000 a year plus allowances), there's little likelihood that opinion will crystallize in his support. If he were to leave, chances are that Vincent Wasilewski, now executive vice president, would be made acting chief of NAB while search was made for permanent president. If Mr. Collins has notions of making any race in Florida, he must make decision soon. Candidates in that state's primaries must file by March 3.*

## Force-feeding for UHF

FCC Commissioners Robert E. Lee and Kenneth A. Cox have joined hands in proposal designed to force TV networks to provide programs to UHF outlets in intermixed markets during prime time. Proposal, likely to be considered by FCC this week, would limit amount of prime-time programming networks could supply to VHF outlets, thus leaving networks no alternative but to feed UHF outlets in market. Memorandum, which was not reached on agenda at last meeting, marks first time Republican Lee and Democrat Cox have joined hands in important regulatory venture.

## Last VHF set spree

UHF television may not get all the help some have predicted when receiver manufacturers convert all production for interstate commerce to full-range UHF-VHF sets April 30, as required by law. Word is that some assembly lines are pouring out VHF-only receivers in response to big orders from retailers who are stockpiling for Christmas market, with orders possibly running into hundreds

# CLOSED CIRCUIT®

of thousands. But some old-line manufacturers are resisting pressure, feeling it will boomerang and seriously undermine post-holiday business.

## White House access

Television networks have made strong pitch for installation of permanent television pickup point in office wing of White House—and it's just possible their case got boost during President Johnson's short news conference last Thursday on Panama and Bobby Baker case (story page 54). Newsmen and TV film crews had been summoned to White House Fish Room, near President's office, to cover President's reading of statement on Panama. So thick a collection of men and equipment appeared that Fish Room turned into sardine can. Although President, after reading statement, submitted briefly to questioning on Baker case, newsmen agreed that extensive interviewing was impossible in jammed conditions.

*Earlier in week President Johnson and his news secretary, Pierre Salinger, spent 90 minutes with James C. Hagerly, ABC; Frank Stanton, CBS, and Robert E. Kintner, NBC, in discussion of networks' proposal to equip and maintain White House TV facilities at networks' expense. After Thursday experience in Fish Room, Mr. Salinger said: "We are impressed with the networks' proposal and are studying it."*

## Tax bite

Liberal senator with strong views on tax abuses has asked Internal Revenue Service to bring him up to date on foundations that accept contributions under guise of religious or educational cause then "propagandize in violently political way" through broadcast and print media. IRS has had subject under review for more than year, but senator says situation is becoming ironic: "There are millionaires paying no taxes whatsoever who are making so-called charitable contributions to their personal and private foundations" to complain about high tax rates.

## Stalled

Don't look for swift action on waiver of political section of Communications Act (Section 315) to exempt presidential and vice presidential candidates from equal time provisions in 1964 campaign. Reason isn't, as had been reported, that President Johnson has asked that action be deferred but that there's no current

pressure from any political quarter. Apparently both Republicans and Democrats are content to await outcome of political conventions so that views of nominees may be considered.

*This is unlike condition that prevailed before President Kennedy's assassination last November. Mr. Kennedy had suggested to both Senate and House leadership that legislation be passed, particularly since he had committed himself to debate his Republican adversary. Lyndon B. Johnson made no commitment while Vice President. Neither candidate in 1960 was chief executive so identical situation doesn't prevail. One thought has been advanced: Let vice presidential nominees, whoever they may be, debate issues so that incumbent President wouldn't be in position of commenting on critical issues that could provoke international involvements.*

## Riding the piggyback

Members of NAB TV code board heard brief, forceful and unexpected plea for no code restrictions on piggyback commercials from broadcaster during Miami Beach meeting last Thursday (Jan. 23) (see story page 34) after board had tentatively approved code additions setting down strict rules for multi-product spots to qualify as one commercial. Stanley E. Hubbard, president of KSTP-TV Minneapolis-St. Paul and KOB-TV Albuquerque, N. M., walked into board meeting and asked if he could express opinion as independent broadcaster. He said he is "adamantly opposed" to elimination of piggybacks and that he will continue to carry them regardless of board action. Hubbard TV stations are members of NAB code.

## New tax pitch

FCC will make second attempt this week to win Treasury Department support for legislation that would help equalize cost between all-channel sets and VHF-only receivers. Treasury is opposed to outright repeal of 10% tax on all-channel sets, as urged by manufacturers, on ground tax saving in many cases would exceed cost of UHF tuner, estimated at \$30. Commissioner Robert E. Lee, who will represent commission at Treasury Department meeting, has various alternative plans to propose. He discussed matter Friday with members of Electronics Industries Association. Commission intends to ask Congress for tax-cutting legislation, but wants to know what, if anything, Treasury will support before sending request to Hill.

*Have you heard the latest...*

*Toledo is now the 44th  
metropolitan market!*

*Donna Reed*



Represented by Storer Television Sales, Inc. 

LOS ANGELES KTLA-TV	PHILADELPHIA WPTZ-TV	CLEVELAND WU-TV	MIAMI WTOG-TV	DETROIT WTVR-TV	TOLEDO WSPD-TV	TOLEDO WSPD-TV
NEW YORK WSPN-TV	MILWAUKEE WISN-TV	CLEVELAND WU-TV	ATLANTA WISN-TV	DETROIT WTVR-TV	<b>STORER</b> BROADCASTING COMPANY	



**WSPD**  
Television  
TOLEDO

# WEEK IN BRIEF

Television networks are sketching-in 1964-65 season and it looks as if 40% of prime-time programs are going to be new, mainly comedy and light adventure. New shows to represent \$3.7 million. See . . .

## 1964-65 WILL SEE NEW SHOWS . . . 27

TV code board approves major changes for cigarette advertising and piggybacks. Unanimous nine-member unit moves to counter health hazard and clutter charges. Must be okayed by TV board. See . . .

## ACTION ON TOBACCO AND CLUTTER . . . 34

Supporters are backing NAB president on eve of meeting in Florida. Collins is "constructive" says McGannon; "statesman" says Spencer, as they make views known to industry leaders. See . . .

## TWO TESTIFY FOR COLLINS . . . 48

FCC backs diversity and controversy in programing as it renews Pacifica licenses. Licensee's judgment will be given weight, agency says in significant policy statement. Also clears group of Red tinge. See . . .

## PACIFICA WINS RENEWALS . . . 66

NAB is as much at fault as FCC in trying to foist regulation on broadcasting, Pierson says at Georgia meeting. He urges basic research to establish professional code of ethics for broadcasters. See . . .

## FINDS NAB, FCC EQUAL ENEMIES . . . 62

President explains insurance transaction disclosed in Baker testimony. Says it was for protection of wife and daughters and was not expense of broadcasting company. Says nothing on time purchases. See . . .

## LBJ DEFENDS INSURANCE . . . 54

TV antenna manufacturers battling CATV establish southeastern beachhead in Atlanta. Committee of six and \$3,000 war chest set to win adherents to TAME view that CATV should be regulated. See . . .

## CATV FACES NEW FOE . . . 52

Radio program reporting form will be issued soon by FCC as basis for comments. It's simpler than one for TV, is focused on news and public affairs programs and commercial practices. See . . .

## NOW IT'S RADIO'S TURN . . . 76

TV is now the number one medium for news as well as for entertainment, Roper study concludes. TIO's Danish releases summary showing video gains and newspaper losses. TV is most believable, too. See . . .

## MOST NEWS FROM TV . . . 70

FCC activities have been well publicized and as consequence more people are writing to agency. Annual report says mail call has doubled; received more than 20,000 missives in last fiscal year. See . . .

## FCC GETTING MORE MAIL . . . 55

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### **BROADCASTING** THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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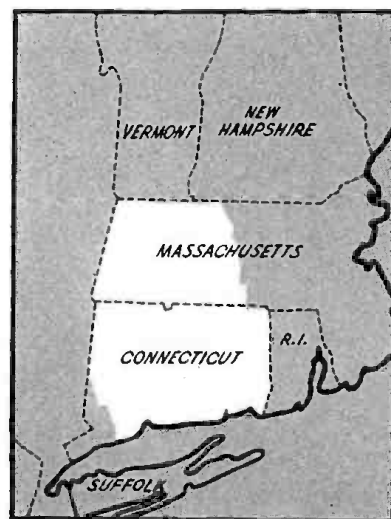
**WTIC MEANS  
GREATEST COVERAGE**

**TOP PERSONALITIES**

**ADULT ACCEPTANCE**

**DEDICATED SERVICE**

**IN RICH, RICH  
SOUTHERN  
NEW ENGLAND**



**WTIC**  **50,000 watts**

**HARTFORD, CONNECTICUT**

REPRESENTED BY THE HENRY I. CRISTAL COMPANY



## CBS-TV buys NFL rights for \$28.2 million

### TWO-YEAR CONTRACT IS SIGNED, BUT SPONSORS AREN'T

CBS-TV, which said it has no sponsors for games lined up, filled coffers of National Football League with \$28.2 million Friday (Jan. 24) in two-year purchase of NFL rights to regular season games. Network's winning bid was more than triple \$9.3 million it paid for two-year rights in 1962-63.

While admitting no sponsors were signed, network said Marlboro cigarettes and Ford Motor Co., which nationally sponsored portions of games last season, have option to sponsor games in '64. Regional advertisers who had previously sponsored portions of games also would be given first refusal this year.

On prospects for recouping investment, James T. Aubrey Jr., network president, said, "We will stand on our record, which indicates we are not in business to lose money or to let the big ones get away."

Largest single television sports package in history, contract took CBS-TV executives three to four weeks to work out, according to William C. MacPhail, vice president, sports, and Sal Iannucci, vice president, business affairs, who presented bid to NFL Commissioner Pete Rozelle. CBS-TV's bid far outdistanced ABC-TV and NBC-TV, who reportedly submitted offers of about \$26 million and \$22 million, respectively. Thus, NBC-TV, which recently had taken National Collegiate Athletic Association football games away from CBS-TV (BROADCASTING, Dec. 23, 1963), and Orange Bowl game from ABC-TV (see page 32), did not even come close to grabbing NFL sports package that is regarded as richest sports prize.

Aside from money, perhaps most significant feature of new contract is one that will allow individual teams to enter separate contracts with closed-circuit television promoters to telecast home games sold out at stadium. Commissioner Rozelle said rules for such contracts will be drawn up at league winter meeting beginning in Miami Tuesday (Jan. 28). He said that while teams would be free to negotiate for closed-circuit telecasts of home games, he doubted if many would do so. Messrs. Iannucci and MacPhail said CBS-TV would collect straight fee for providing video for any closed-circuit telecasts, with local promoter obligated to provide audio.

**Even Spread** ■ Mr. Rozelle said that \$14.1 million yearly payment would be

divided evenly among 14 clubs in league. NFL itself does not share in TV receipts. Broken down further, CBS-TV, in effect, is paying NFL about \$143,000 for right to telecast each of 98 games on regular season schedule. These all are regional telecasts, with exception of two Saturday contests and annual Thanksgiving Day game between Green Bay and Detroit that is telecast nationally.

Other provisions in contract stipulate CBS-TV must pay additional \$200,000 to telecast any playoff games needed to produce a divisional winner. CBS-TV also won option to telecast Playoff Bowl between second place teams in each division. It paid reported \$125,000 for game last season.

NBC-TV has rights to Pro Bowl game from previous contract that still has time to run at \$75,000 per year. Rights to league championship game, held this season by NBC-TV for \$926,000, will be bid on in spring.

Speculation about size of new NFL contract had been widespread since NBC-TV paid record \$13 million last month for TV rights for NCAA football. But even Commissioner Rozelle said Friday he was surprised at bidding level. CBS-TV, however, may not have been that surprised—it was only network that sent cameras to NFL offices in New York to record events.

### Two new satellites should be in orbit

Two more communications satellites are expected to be orbiting earth today both capable of relaying radio, Teletype and facsimile signals, and one capable also of relaying TV.

Already in orbit is Relay II, active repeater which handles TV, radio, Tele-

type and facsimile and which was put into 4,606-1,298 mile orbit Jan. 21. Although it has not yet been used for TV transmissions, TV test patterns have been relayed.

Scheduled to be lofted into 800-mile orbit Saturday morning is Echo II, 800-pound, 135-foot Mylar plastic-aluminum sphere. This is passive reflector and can handle radio, Teletype and facsimile.

Still active are Relay I, operating for over year, and Echo I, which was put into space over three years ago. Echo I, although badly misshapen, is still used to bounce radio signals over oceans.

Sometime this week sixth Ranger shoot to moon is expected; project carries six TV cameras to relay back first pictures of moon just before crashing on lunar surface.

### FC&B dropped from Lever lineup

Lever Bros. on Friday (Jan. 24) reduced its consumer advertising agency lineup from five to four agencies by ending its relationship with Foote, Cone & Belding (Pepsodent toothbrushes, toothpaste and fluoride toothpaste, Imperial margarine). FC&B loses accounts worth estimated \$6 million annually. Lever said change will be made because of conflict over new Lever products with those FC&B handles for other clients.

Account transfers give Pepsodent toothbrushes and Imperial to Ogilvy, Benson & Mather; Pepsodent toothpaste, fluoride toothpaste and unidentified product to Sullivan, Stauffer, Colwell & Bayles. Lifebuoy account, billing estimated \$2.5 million yearly, moves from SSC&B to BBDO. All changes are effective on May 1. (Other Lever agencies, J. Walter Thompson Co. and Reach, McClinton, are unaffected.)

Television Bureau of Advertising

### Program pundits proved perspicacious

Advertising agency buyers called this network TV season's strengths and weaknesses nearly on button more than three months ago. In BROADCASTING's tabulation Oct. 14, 1963, program buying executives rated these shows unlikely to succeed: *Redigo* on NBC, *Jamie McPheeters*, *The Jimmy Dean Show*, *The Jerry Lewis Show* and *Channing* all on ABC, and *Glynis* on CBS. All

except Jimmy Dean are either off or not returning in fall—Dean show stands only 50% chance to survive.

Same buyers also placed on top of list of probable successes: *My Favorite Martian*, *The Danny Kaye Show* and *Petticoat Junction*, all CBS; *Outer Limits* and *Burke's Law* on ABC, and *Bob Hope's Chrysler Theater* on NBC. They'll all return next season.

## WEEK'S HEADLINERS



Mr. McMenemy



Mr. Nickel

**Edward L. McMenemy**, general product manager at Thomas J. Lipton Inc. (tea, food products), Hoboken, N. J., elected VP-advertising. **Oscar J. Nickel**, director of corporate advertising for Lipton, named director of corporate advertising and public relations. Mr. McMenemy joined Lipton in 1940 as salesman for New York district. In 1955 he became general field supervisor and in 1959 was appointed general product manager. Mr. Nickel

joined Lipton as assistant advertising director in 1950. Five years later he was named general advertising manager and in 1959 became general manager of corporate advertising.

**Carl T. Rowan**, former U. S. ambassador to Finland, named by President Lyndon B. Johnson to succeed **Edward R. Murrow** as director of U. S. Information Agency (see story, page 88).

**William F. Storke**, director of participating program sales for NBC-TV, promoted to director of program administration, effective today (Jan. 27), replacing **Giraud Chester**, who has resigned as result of "policy disagreements." Mr. Storke joined NBC in 1948 in Hollywood guest relations department. He moved into television network's sales department on West Coast in 1953 and was appointed director of participating program sales in 1959. Mr. Chester had been with NBC since 1962.

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

gross time billings in TV for brands (spot for first nine months last year and network for January-October in 1963): Imperial, \$760,620 in spot, \$603,900 in network; Pepsodent toothpaste, \$5,000 in spot, \$548,500 in network; Pepsodent toothbrushes, \$38,200 in network; combined toothpaste-toothbrushes, \$770,700 in network; Lifebuoy, \$14,160 in spot, \$1.8 million in network.

### Henry promises Case he'll act on loudness

Senator Clifford P. Case (R-N.J.), who's been after FCC to "do something" about loud commercials, released letter Friday (Jan. 24) from Chairman E. William Henry which said "it is my intention to press forward on the problem of loud commercials.

"Now that the proceeding on over-commercialization has been terminated, at least for the present," chairman continued, "I will be able to devote my attention to the commission's pending inquiry into the problem. . ." (story page 40-B).

### Agency notes concern with jury's action

Kastor, Hilton, Chesley, Clifford & Atherton, New York, indicted last week by federal grand jury on criminal charges of writing fraudulent copy for Regimen reducing pill of former client Drug Research Corp. (story page 42), expressed "deep concern" Friday (Jan. 24) at comment in news release issued

by U. S. attorney's office. Agency noted it had not received copy of charges filed by government and therefore could not discuss them in detail.

Agency said: "We take a very serious view of the action of the government in attempting to impose a new idea—a new concept of an insurer's responsibility of an advertising agency for a client's product and business which has never been considered nor required by the Congress of the U. S. nor any other legislative body in our country. . ."

Justice Department officials expressed belief this is first time advertising agency has been indicted in connection with advertising campaign.

### Hyde says radio form asks for too much data

FCC Commissioner Rosel H. Hyde has expressed reservations about revised program reporting form for radio that commission voted to put out for industry comments (story page 76).

Commissioner Hyde, in concurring statement issued in connection with form, said he thinks document calls for mass of program data not necessary to commission's job.

He said emphasis in form should be on obtaining information on ability and responsibility of licensee rather than on details of programming.

Commission's vote on form as basis for rulemaking was unanimous. Commissioner Hyde said he had concurred to help bring issue to head. He noted program form revision has been pending before commission for three years.

### Anello, lawyers to meet on TV program form

Broadcast lawyers have been called to meeting Feb. 5 by National Association of Broadcasters General Counsel Douglas Anello to analyze TV program form. Group, expected to number 20 Washington lawyers, aims to find common approach to proposed new reporting form issued by FCC in mid-December (BROADCASTING, Dec. 23, 1963), and also to coordinate attack on certain features.

Commission has scheduled oral argument on proposal March 12, although written comments will be accepted.

### CATV systems merge, plan expansion program

Two owners of community antenna systems, one based in Texas and other Pennsylvania, have consolidated interests and announced broad expansion program riding on \$5.5 million capitalization organized by Chase Manhattan Bank of New York.

Fred Lieberman, president of TeleSystems Service Corp., Glenside, Pa., and Jack R. Crosby, secretary of National Community Television Association and CATV operator in Del Rio, Tex., will operate CATV systems in 11 states and 32 cities under Telesystems Corp., Glenside.

Company, presently serving about 25,000 subscribers, will build new systems and manage others. Backing expansion in addition to Chase: Texas Capital Corp. (small business investment corporation), Austin, and four Texas banks.

### 11 seek TIO membership

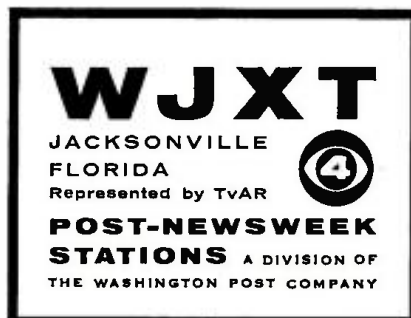
Roy Danish, chief of Television Information Office, New York, will submit 11 applications to National Association of Broadcasters TV board at meeting this week in Florida. Applicants include four Meredith stations plus KOLD-TV Tucson, Ariz.; WHYN-TV Springfield-Holyoke, Mass.; WOI-TV Ames, Iowa; WSOC-TV Charlotte, N. C.; WFLA-TV Tampa, Fla.; KTVU(TV) Oakland-San Francisco and KIRO-TV Seattle.

TIO, arm of NAB, has its membership applications approved by NAB TV board. TV board has TIO committee which acts as governing body of information group.

### PKG gets third Schlitz beer

Jos. Schlitz Brewing Co., Milwaukee, assigns its newly acquired Primo beer of Hawaii to San Francisco office of Post-Keyes-Gardner. PKG already handles two other Schlitz regional brands, Old Milwaukee and Burgermeister. Leo Burnett Co., Chicago, handles Schlitz beer and last week got new Schlitz malt liquor.

*Television is the only  
efficient way to reach the  
49-county North Florida/  
South Georgia regional market,  
and WJXT, Jacksonville  
is the only television station  
to blanket the total area*



**ONCE-A-WEEK IN SAN FRANCISCO  
AGAINST NEWS, ACTION AND VARIETY**

**THE NO. 1 PROGRAM IN 7:00 P.M. TIME SLOT**

NOV. 1963 ARB

	Rating	Share
KPIX THE RIFLEMAN	13.0	29.0
YOU ASKED FOR IT	11.0	24.0
THE DETECTIVES	12.5	28.0
GRIMSBY/COCHRAN	4.5	10.0

**ONCE-A-WEEK IN NORFOLK, VA. AGAINST ACTION**

**BEATS ITS DIRECT COMPETITION, RATES  
ALMOST 50% HIGHER THAN NEXT SHOW**

NOV. 1963 ARB 7 P.M.

	Rating	Share	Lead In	Rating	Share
WAVY THE RIFLEMAN	17.0	40.5	HUNT/BRINK	16.5	37.0
THE SAINT	12.5	30.0	CBS NEWS	16.0	36.0
MAVERICK	11.0	26.5	MAVERICK	12.0	27.0

**STRIPPED IN KANSAS CITY  
AGAINST MOVIES AND KIDS**

**MORE THAN DOUBLES RATING AND  
SHARE OF LEAD-IN**

NOV. 1963 ARB 5 P.M.

	Rating	Share	Lead In	Rating	Share
WDAF THE RIFLEMAN	8.0	32.5	HND/FUN/DRAW	3.5	15.0
EARLY SHOW	5.0	20.5	EARLY SHOW	5.5	23.5
TOREY/ROCK & FR	11.0	45.0	MICKEY HOUSE	14.0	59.5

... MOVES STATION FROM LAST TO SECOND PLACE

**STRIPPED IN SCRANTON, PENN.**

**DOMINATES THE 6:30 P.M. TIME  
PERIOD AGAINST NETWORK NEWS**

NOV. 1963 ARB

	Rating	Share	Lead In	Rating	Share
WNEP THE RIFLEMAN	19.0	42.5	NEWS	10.0	29.0
CBS NEWS	11.0	24.5	MOVIE	12.0	34.0
HUNT/BRINK	13.0	29.5	NEWS	12.0	34.0

... AND MOVED STATION FROM LAST TO FIRST PLACE

**ONCE-A-WEEK IN TOLEDO AGAINST NEWS**

**TOP RATED 7 P.M. SHOW IN MARKET ALL  
WEEK INCREASES LEAD-IN RATING BY 80%**

NOV. 1963 ARB 7 P.M.

	Rating	Share	Lead In	Rating	Share
WSPD THE RIFLEMAN	23.5	54.0	DEADLINE	13.0	34.0
JOHN SAUNDERS NEWS/WATCH	16.0	36.5	CARTOONS/ EDITORIAL	18.0	48.0

... MOVES STATION FROM LAST TO FIRST PLACE

**ONCE-A-WEEK IN NEW YORK CITY  
AGAINST NEWS AND ACTION**

**THE HIGHEST RATED 7 P.M. SHOW ALL WEEK ON  
WABC-TV ... ALMOST DOUBLES LEAD-IN RATING**

NOV. 1963 ARB

	Rating	Share	Lead In	Rating	Share
WABC THE RIFLEMAN	12.0	21.5	NEWS/COCHRAN	6.5	13.0
EVENING REPORT	13.5	24.5	CBS NEWS	12.0	23.5
HUNT/BRINK	12.0	21.5	PRESSMAN RYAN	9.5	18.5
BOURBON ST. BEAT	9.5	17.5	MICKEY MOUSE	13.5	27.0
TRAILS WEST	3.5	6.5	TRAILS WEST	3.0	6.0
3-STAR NEWS	4.0	7.0	BRAVE STALLION	5.0	10.0

... TIES NBC NEWS, ALMOST TIES CBS NEWS.  
SOUNDLY BEATS REMAINING THREE STATIONS.

**THE  
RIFLEMAN  
RATES GREAT!**

**RATES GREAT  
STRIPPED!**

**RATES GREAT  
ONCE A WEEK!**

**RATES GREAT  
AGAINST NEWS!**

**RATES GREAT  
AGAINST MOVIES!**

**RATES GREAT  
AGAINST ACTION!**

**RATES GREAT  
AGAINST KIDS!**

NOTE TO TIME BUYERS, REPS AND STATIONS: This random sampling of RIFLEMAN ratings is typical of its success all over the country. We'll be happy to get the complete rating story to you upon request.

**STRIPPED IN CHARLESTON-HUNTINGTON  
AGAINST NEWS AND ACTION**

**LEADS ITS TIME PERIOD 7 P.M. ... DOUBLES  
THE RATING AND SHARE OF LEAD-IN**

NOV. 1963 ARB (M.T.W.T.)

	Rating	Share	Lead In	Rating	Share
WUSN THE RIFLEMAN	18.4	38.8	GIANTS/MAST/BEA PIONEER	8.3	19.0
HUCK/SLADE/MAR- VIN/RIPCARD	18.3	38.6	HUNT/BRINK	25.8	58.3
ESSO RPTS	10.1	21.4	CBS NEWS	9.8	22.5

... AND MOVED STATION FROM LAST TO FIRST PLACE

**STRIPPED IN SAN ANTONIO AGAINST NEWS**

**VIRTUALLY DOUBLES THE RATING OF ONE STATION AND TRIPLES THE OTHER**

NOV. 1963 ARB 6 P.M.

	Rating	Share	Lead In	Rating	Share
KONO THE RIFLEMAN	22.5	53.5	LONE RANGER	16.0	47.0
NEWS	11.5	27.5	HUNT/BRINK	11.0	32.5
NEWS	7.0	17.0	CBS NEWS	6.0	17.5

**STRIPPED IN NASHVILLE AGAINST NEWS**

**INCREASES RATING 166% AND SHARE 135% OVER LEAD-IN**

NOV. 1963 ARB 6 P.M.

	Rating	Share	Lead In	Rating	Share
WSIX THE RIFLEMAN	16.0	33.0	COCH/NEWS/WEA	6.0	14.0
DATELINE TODAY	21.0	43.5	HUNT/BRINK	21.0	50.0
NEWS/WEA/SPTS	11.5	23.5	CBS NEWS	15.0	36.0

**ONCE-A-WEEK IN PHILADELPHIA AGAINST NEWS AND ACTION**

**NO. 1 PROGRAM IN ITS TIME PERIOD. TOP RATED SHOW 7:00 P.M. ALL WEEK ON WFIL**

NOV. 1963 ARB

	Rating	Share	Lead In	Rating	Share
WFIL THE RIFLEMAN	15.0	40.0	TRUE ADVEN.	8.5	24.0
RESCUE 8	11.0	29.0	HUNT/BRINK	18.0	50.5
TV 10 NEWS	11.0	29.9	CBS NEWS	8.0	22.5

... ALMOST DOUBLES THE RATING AND SHARE OF LEAD-IN AND MOVES STATION FROM VIRTUAL LAST TO STRONG FIRST PLACE

**STRIPPED IN BUFFALO AGAINST MOVIES**

**TIES FOR FIRST PLACE...INCREASES ITS OWN PREVIOUS RATING (7.0) BY 57.1%**

NOV. 1963 5 P.M.

	Rating	Share
WGR THE RIFLEMAN	11.0	35.0
5 O'CLOCK SHOW	8.0	26.0
EARLY SHOW	11.0	35.0

**STRIPPED IN PORTLAND, ORE. AGAINST NEWS**

**INCREASES ITS OWN RATING 75% AND OWN SHARE 38.9% IN JUST ONE MONTH**

OCT. 1963 ARB 6 P.M. NOV. 1963 ARB 6 P.M.

	Rating	Share	Rating	Share	
KPTV THE RIFLEMAN	8.0	18.0	THE RIFLEMAN	14.0	25.0
ANN SOTHERN	3.0	6.5	ANN SOTHERN	4.0	7.0
NEWS SCENE	16.5	37.0	NEWS SCENE	19.0	34.0
HUNT/BRINK	17.0	38.0	HUNT/BRINK	18.0	32.0

**ONCE-A-WEEK IN CHARLOTTE, N. C. AGAINST ACTION**

**THE HIGHEST RATED 7 P.M. SHOW IN THE MARKET ALL WEEK**

NOV. 1963 ARB

	Rating	Share	Lead In	Rating	Share
WBTV THE RIFLEMAN	32.0	68.0	CBS NEWS	24.5	50.5
DRAGNET	14.0	30.0	HUNT/BRINK	23.0	47.5

Moves station from a virtual tie for first place to runaway first place

OUTRATES THESE NET SHOWS WHICH ARE D.B'd. AT 7 P.M.: DR. KILDARE, OUTER LIMITS, OZZIE & HARRIET, LUCY, MR. ED, LASSIE, JAMIE McPHEETERS.

OUTRATES THESE NETWORK SHOWS ALL WEEK ON WBTV: The Defenders, Danny Thomas, Andy Griffith, Bob Hope, Candid Camera and What's My Line ... ON WSOC: My Three Sons, Donna Reed, Flintstones, Fugitive, Ben Casey, Hazel, and Breaking Point.

**STRIPPED IN MADISON, WIS. AGAINST NETWORK NEWS**

**NO. 1 IN TIME PERIOD, MORE THAN DOUBLES RATING AND SHARE OF ITS LEAD-IN**

NOV. 1963 ARB 5:30 P.M.

	Rating	Share	Lead In	Rating	Share
WKOW THE RIFLEMAN UHF	13.0	38.5	REB/ROCK & FR	5.0	17.0
CBS NEWS VHF	11.5	34.5	DRAW/RGNYR/YOGI	18.0	61.0
HUNT/BRINK UHF	8.5	25.0	FEATURAMA	5.5	19.0

... MOVES STATION FROM LAST PLACE TO FIRST AGAINST VHF COMPETITION

### Different opinion

EDITOR: As one newspaperman who recently described Austin, Tex., as the largest single station television market, may I take exception to the observations contained in your CLOSED CIRCUIT column of Jan. 20.

Any television viewer in cities you cite as larger would know your contentions to be erroneous. Hartford cannot be considered as a single channel VHF market merely because only one station is licensed to the market. New Haven VHF puts an excellent signal into Hartford. Utica is served not only by its own station, but receives signals from three Syracuse stations. Lancaster, in addition to its own two local stations, receives three Philadelphia stations and Harrisburg. Akron is completely covered by three VHF's in Cleveland. Worcester has a choice between Providence or Boston. Bridgeport, Conn., is covered by the three networks.

The only realistic criterion for a single channel market is this: can viewers in the area receive only one station? By that test Austin qualifies; none of your examples does. I am afraid that CLOSED CIRCUIT suffered a lapse in its usual trade sophistication. BROADCASTING should not rely on allocation tables, but on station coverage contours.—*Jack Gould*, The New York Times, New York.

### Self-regulation works

EDITOR: Your report on the per inquiry offer of a religious program by the Lockland (Ohio) Baptist Church (BROADCASTING, Jan. 6; Dec. 30, 1963) makes reference that affiliated agencies in the National Federation of Advertising Agencies were asked to solicit stations for the Lockland program.

As the immediate past president of the NFAA, I would like to assure the advertising fraternity that the NFAA officially, and the members generally, found the proposal repugnant and refused to participate in it. To the best of our knowledge only two of the NFAA member agencies felt any sense of obligation to contact any radio station on behalf of the originating agency, William F. Holland Agency, Cincinnati. Had these agencies carefully studied the proposal, I am sure they, too, would have refused to cooperate.

Members no sooner received the request from the Holland agency in late November than I started receiving indignant objections from members that this was a violation of our strong ethical standards and an abuse of our network mutual assistance plan. The result has been that the Holland agency has resigned from the NFAA.

Whether the NAB finds the Lockland

proposal in violation of the radio code or not, it was in violation of the self-imposed standards set by NFAA membership and was dealt with accordingly, prior to any airing of the situation in public.

Perhaps the one bright spot is that prompt action by the NFAA in this instance can show how self-regulation from within the advertising industry can be more effective than government imposed controls.—*Preston D. Huston*, president, Associated Advertising Agency Inc., Wichita, Kan.

(The Holland agency offered the Lockland taped one-hour programs to stations on a 13-week "trial offer." The stations would keep 85% of all contributions and forward the agency its regular 15% commission. Agencies aiding Holland in lining up stations were offered a split of the commission).

### No more question mark

EDITOR: By writing in Monday Memo (BROADCASTING, Dec. 23, 1963) Gene Duckwall removed a question mark for many of us. Until this article by Gene, we had seen no nationally published objection from Los Angeles regarding the separation of Orange county into its own standard metropolitan area. . . .

Now that Gene has righted this uncharacteristic omission, it should be pointed out that the Bureau of the Budget did not set up a new set of rules for Orange county. They used the same rigid criteria . . . as on all other standard metropolitan areas.

The plain fact is that Orange county, now with more than 1 million population is a separate socio-economic unit. With more than 84% of its employed persons working within Orange county, it can no longer—even by the wildest stretch of Los Angeles imagination—be considered a Los Angeles bedroom. . . .

Orange county is the 29th metro area in the U. S.—*Alan L. Torbet*, executive vice president, Venard, Torbet & McConnell Inc., New York 17.

### 'Do as you think best'

EDITOR: We are going through the interesting experience of analyzing a listener questionnaire. . . . I'd like to share with you excerpts from a letter I received, because I feel it so well sums up the challenge to the responsible broadcaster.

"My opinion is, one could not ask for any changes with the variety we enjoy in the numerous programs. The few I dislike depends on the mood I am in. You cannot please everyone in Wabash county. Just do as you think best and who could ask for more. . . ."

Would that the do-gooders and the too articulate minority who believe in thought control could adopt the philosophy of this listener.—*John F. Hurlbut*, president and general manager, WVMC Mt. Carmel, Ill.

FLORIDA'S **3**<sup>rd</sup> MARKET

is  
tuned in  
to

**WESH-TV**

FLORIDA'S  
CHANNEL **2**

REPRESENTED BY THE KATZ AGENCY, INC.

ORLANDO • DAYTONA • CAPE KENNEDY



## Close by if you need her

No matter what the hour—through the day or the darkness of the night—there's always an operator as close as your telephone. Just a single turn of the dial and she is there!

Helping people in emergencies. Working on

calls that require special attention. Answering calls for information. Providing personal, individual service in so many, many ways.

And seeking to do it always in a friendly, courteous and competent manner.



**BELL TELEPHONE SYSTEM**  
*SERVING YOU*

# HOW TO IDENTIFY A NETWORK

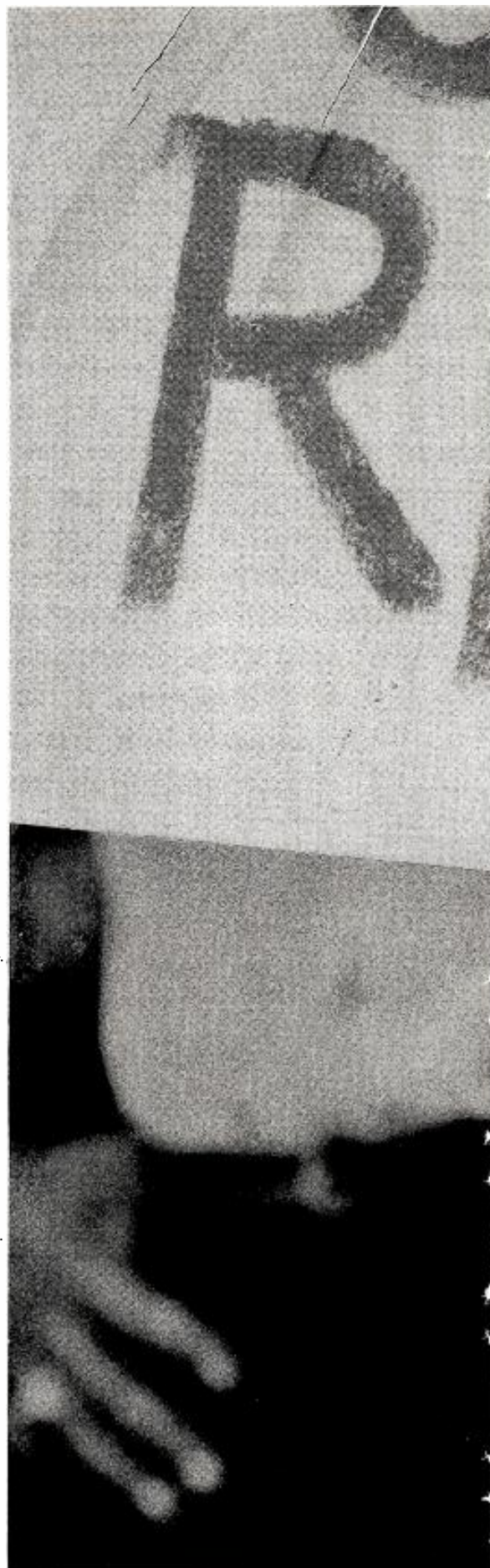
One sure way to recognize a network is to watch for the station breaks.

An equally sure way is to watch its programs. The millions who viewed last September's "THE AMERICAN REVOLUTION OF '63," for example, could have had no doubt they were tuned to NBC.

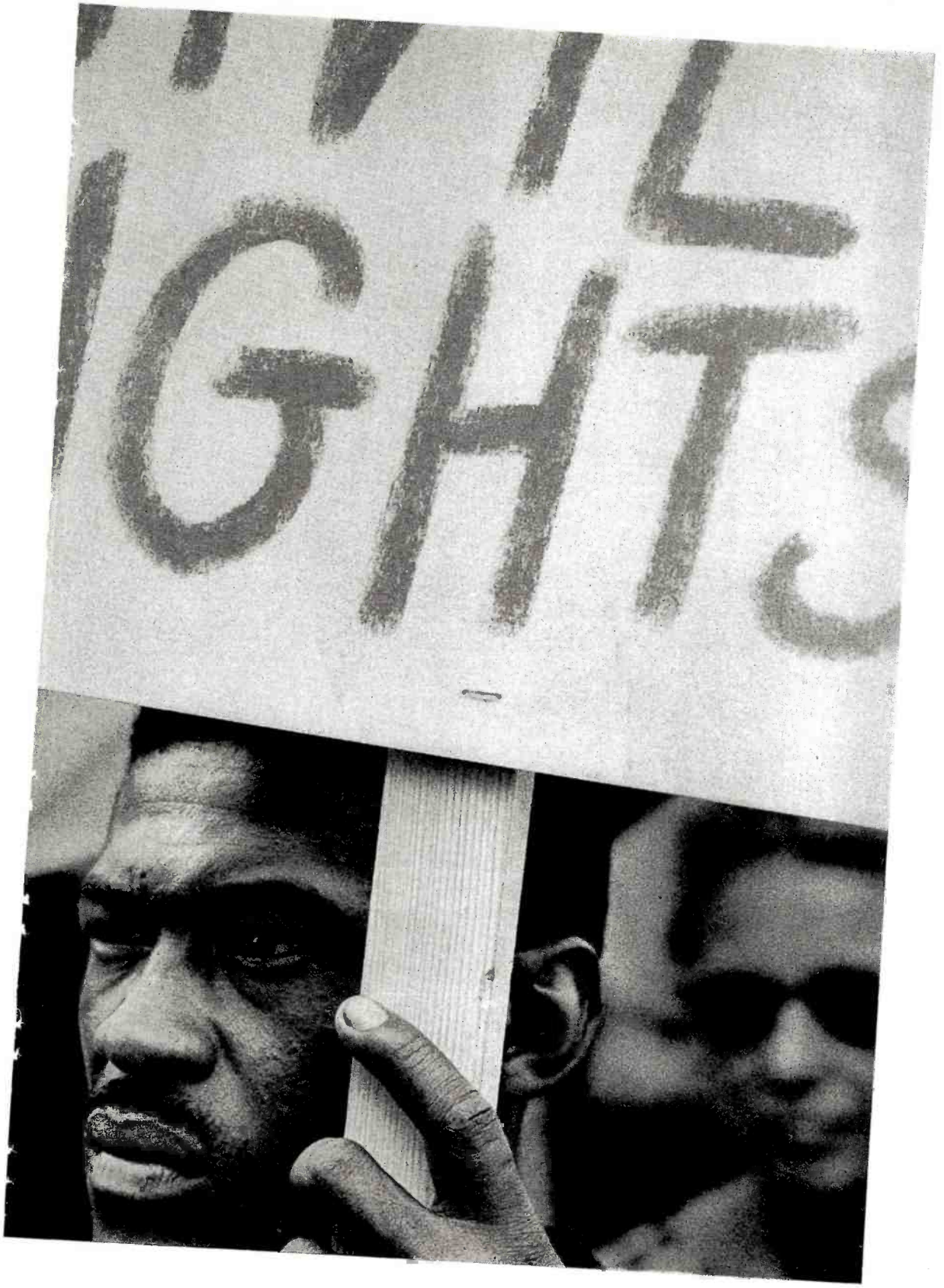
First, this three-hour study of American civil rights replaced an entire evening's prime-time schedule, the sort of unprecedented step that has become a trademark at this network. Then, the very thoroughness of the program bore a clear NBC stamp. It reviewed the history of civil rights for the past 350 years; stopped at some 68 towns and cities to weigh the problem today; carefully explored the possible course of events in the future; and listened to spokesmen for every opinion on this complex question.

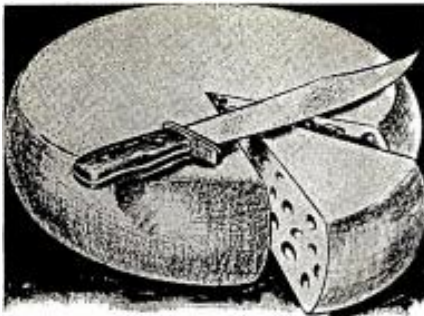
That the program maintained full interest for all of its three hours also revealed the practiced hand of NBC News. Typical of reviewers' comments the next day were, "I doubt that anyone caught up in it could have turned it off..." (Los Angeles Times), and "...it accomplished virtually the impossible—it started strong, it ended strong, and it didn't bog down in the middle." (Chicago's American).

All in all, "THE AMERICAN REVOLUTION OF '63" was so unmistakably an NBC program, it hardly seemed necessary to identify the network during the station breaks. But we did. It's a matter of custom. The program itself, of course, was a matter of principle.









*Get Your Slice*

**OF THIS RICH  
AGRICULTURAL  
AND INDUSTRIAL  
MARKET**

*with*  
**WREX-TV**

**FOR DOMINANT COVERAGE  
OF NORTHERN ILLINOIS and  
SOUTHERN WISCONSIN**

Represented by

H-R TELEVISION, Inc.



**SPOTMASTER**

RS-25



**Tape  
Cartridge  
Racks**

RM-100



**... from  
industry's  
most comprehensive  
line of cartridge tape equipment.**

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

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. 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—International Radio & Television Society's noon workshop session, Johnny Victor Theater, New York City. Clay (Buck) Warnick, Young & Rubicam, and Phil Davis, president of his own firm, will discuss music in commercials.

Jan. 30-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association. Jack Tar Poinsett hotel, Greenville, S. C. Speakers include William A. Leslie, Leslie Advertising; Judge Robert J. Burton, BMI; Dr. Thomas F. Jones, president of University of South Carolina; Ben McKinnon, WSGN Birmingham, Ala.; James Hulbert, NAB; and Frank Blair of NBC-TV's Today show.

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

Feb. 4—Annual stockholders meeting of Walt Disney Productions, Burbank, Calif. to elect board of directors and to consider and take action on other matters.

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. 5-6 at public affairs conference.

Feb. 5—Television Bureau of Advertising's 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—Annual stockholders meeting of Warner Brothers Pictures Inc., Wilmington, Del., to elect three directors, to consider and vote on restricted stock option incentive plan and other business.

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**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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\*Reg. U. S. Patent Office  
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# Fast sales mark approval by stations of latest MGM post '48 films 40/64



New York • Chicago • Culver City • Charlotte • Toronto

MARKETS SOLD: WBN Buffalo, WBBM Chicago, KLZ Denver, KRNT Des Moines, WXYZ Detroit, WOOD Grand Rapids, WCKT Miami, WCBS New York, WCAU Philadelphia, KTVK Phoenix, KENS San Antonio, KGO San Francisco.



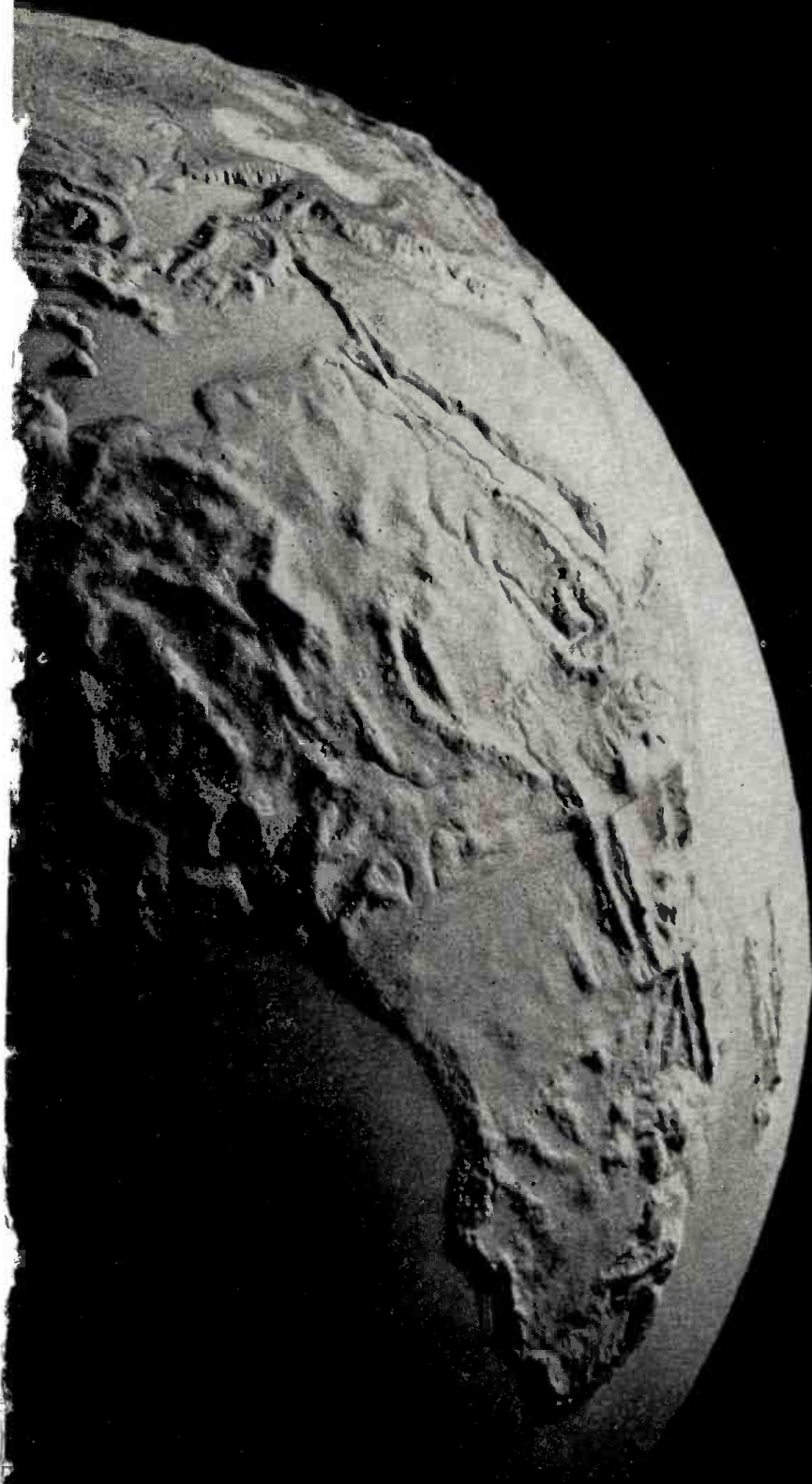
**How to tell all sides of this story in '64...**

**News frequently has a way of happening  
when and where you least expect it.**

**The question is, how to be everywhere  
at once.**

**The answer is AP.**

**No matter what it is or where it breaks,  
you know you'll get it fast, accurate and with  
complete objectivity when you take it from  
AP.**



**From Muleshoe to Moscow — from local weather to world news — every AP member boasts the world's biggest, best qualified news staff.**

**Since 1848, this AP quality story has never changed. It just keeps growing stronger and stronger with every new AP member — including over 2500 radio and television stations who won't settle for less than best.**

**AP**

THE ASSOCIATED PRESS

## Television sells the product and company

Television is a medium that is nearly ideal for the accomplishment of two goals for Xerox Corp.

Judicious use since 1962 has enabled the company to sell itself and its products effectively. Simultaneously, according to a substantial volume of correspondence from viewers, Xerox seems to be making a real contribution to contemporary American thought with the type of programing it sponsors.

Several advantages over other media are offered by television. Product demonstration is a mighty aid to sales. Only on television can mass demonstration to a selected audience be achieved economically. This selected audience feature is a powerful factor in pinpointing the type of programing to which Xerox has committed itself.

Expenditures for television advertising since Xerox first began sponsorship through the end of the current year will have totaled some \$4.06 million. In 1962 the outlay was \$500,000. Last year \$1.5 million was invested. The projected budget for 1964 is substantially increased.

**Proven Vehicle** ■ I believe that these steady increases evidence the faith of Xerox in television as a proven advertising vehicle. I might say that this faith has been amply justified to date.

Xerography (from two Greek words meaning "dry writing") has enabled Xerox to make, sell and rent rather sophisticated electro-mechanical and electronic products and services.

Pioneered and developed by Xerox, xerography combines light and static electricity to reproduce almost anything the eye can see on ordinary, dry, untreated paper or other recording surfaces in seconds.

From xerography has stemmed our two office machines, the desk-size 914 and the desk-top 813 copiers.

We stand at the threshold of mass marketing of electronic long-distance xerographic facsimile devices (LDX) faster and more flexible than similar equipment now available. We are extremely proud, too, of the high-quality print-out provided by LDX.

**Reach Needed** ■ Given products and services of this nature, our most pressing problem was to reach an audience likely to respond to our advertising. Television provided the answer.

Sophisticated products and services require sponsorship of sophisticated programing. Xerox seeks to capture viewers who are corporate decision makers. Managerial and executive personnel and department heads fall in this category. We also seek to attract direct

users of our machines. Programs radiating mass appeal, some described aptly by the phrase, "great television wasteland," would neither attract nor hold this kind of audience.

After exhaustive consultation with our agency, Papert, Koenig, Lois, New York, we decided to get behind what are generally called "documentaries." Program content might best be described as news and feature specials on subjects of national interest.

Some of the Xerox-sponsored specials include a tour of the Kremlin, David Brinkley's interview with Jimmy Hoffa and the recent *Making of a President—1960*. We have not attempted to avoid controversial subjects, as was evidenced by our sponsorship of *Thunder on the Right and Birth Control and the Law*.

The NBC program that took viewers on a guided tour through the Kremlin has been repeated twice so far. The comprehensive documentary marked the first time American television cameras were permitted inside the building regarded as the heart and symbol of the Soviet Union. Portions of *The Kremlin* appeared before the viewer in full color, accompanied by a skillful running narrative rich in Russian history and folklore. The original telecast of the Kremlin tour was on May 21, 1963. Popular demand sparked a repeat almost immediately on June 4. A third rerun was scheduled for Sunday (Jan. 26).

**Public Service Job** ■ Despite occasional criticism received because of program content, we feel that we are providing a valuable public service through television documentaries of the major issues of the day. We are certain, too, that we reach the audience we must. Xerox will continue to support this kind of programing in the future.

When we first went into television,

Xerox sponsored shows on stations in 35 cities, where the company had sales and service branch offices. This was steadily expanded to 74 outlets in mid-1963 in an all-out effort to exploit more and more key markets. Our last few programs have gone out over nationwide facilities. We use the three TV networks.

At the risk of oversimplification, I believe that television exposure sells Xerox Corp. itself as well as its products and services.

Early in our marketing effort for the 914 office copier, our first mass offering to American business, the product was used to sell the company. I think that during the last two years a subtle transition has taken place. The company name now helps sell the product.

**Image Factor** ■ We believe we are creating that kind of image for Xerox Corp. where the business public has come to feel that Xerox is pre-eminent in the field of documentary reproduction and that goods and services are the very best available in this area.

What kind of advertising has the staff of Papert, Koenig, Lois brought to the viewing audience to accompany quality programing? Xerox television commercials are simple and straightforward. Screaming broad claims would be as distasteful to us as I am sure they would be to our viewers.

In one particular 90-second commercial, there are only 10 spoken words. We have even done one commercial entirely in French. Yet I am absolutely certain that the sales appeal came through very clearly.

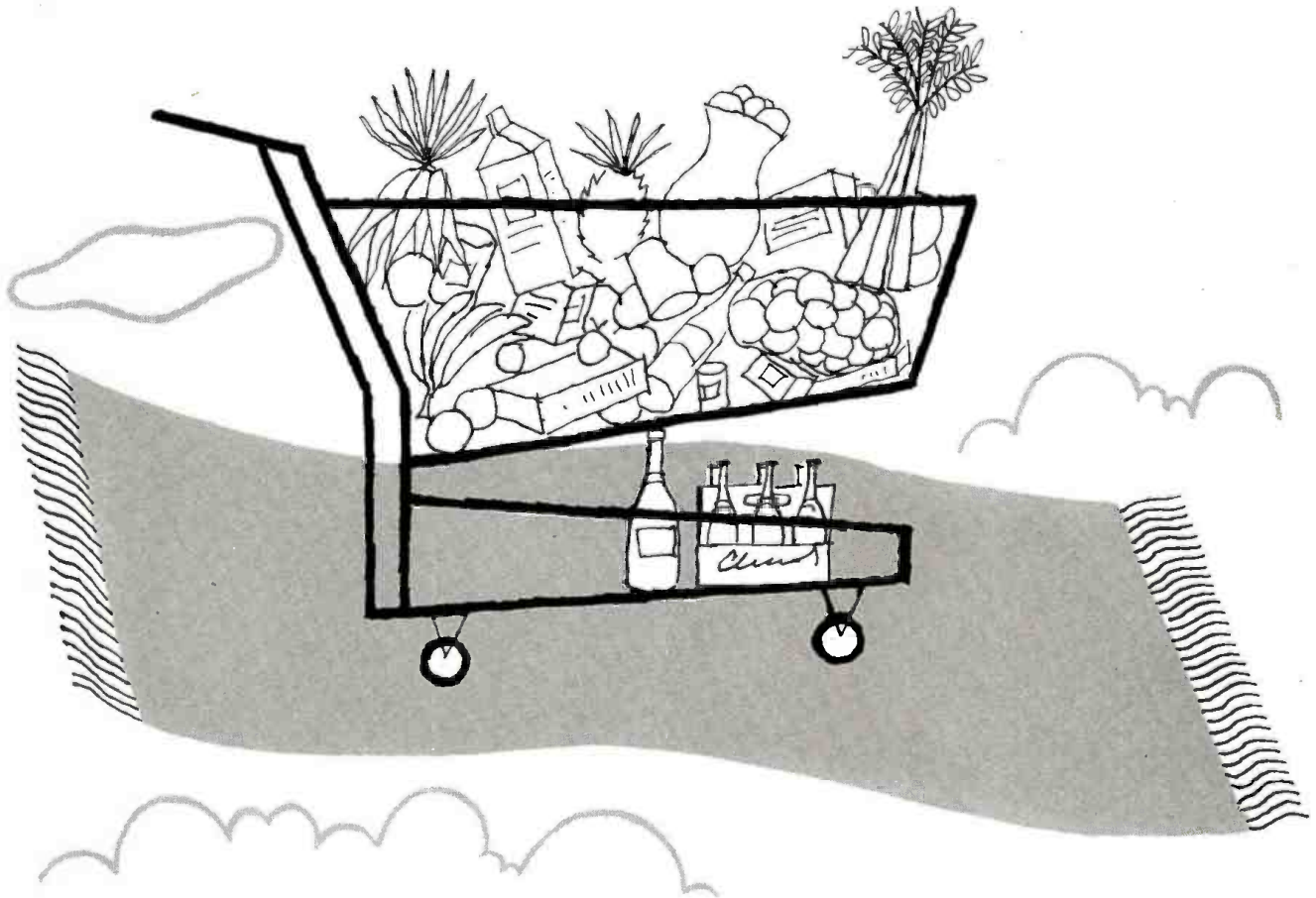
We hope that imaginative advertising such as this will suggest that the company behind it is equally imaginative. And from imaginative companies come new and exciting products and services.

This best summarizes the corporate television advertising aim of Xerox.



John W. Rutledge, vice president, marketing, at the Xerox Corp., Rochester, N. Y., was appointed to his present post last year after serving as sales and service manager since 1961. Mr. Rutledge joined Xerox in 1954 as director of market research. Then he was: western zone manager in 1956; branch sales manager 1958; and field service manager 1959. Before joining Xerox, he was assistant controller and manager of industrial sales for Lehigh Coal and Navigation Co., Bethlehem, Pa.

# IT'S MAGIC!



## WELI'S RPM\* RADIO MOVES THE GOODS!

\* RATINGS . . .  
PROGRAMMING . . .  
MERCHANDISING . . .

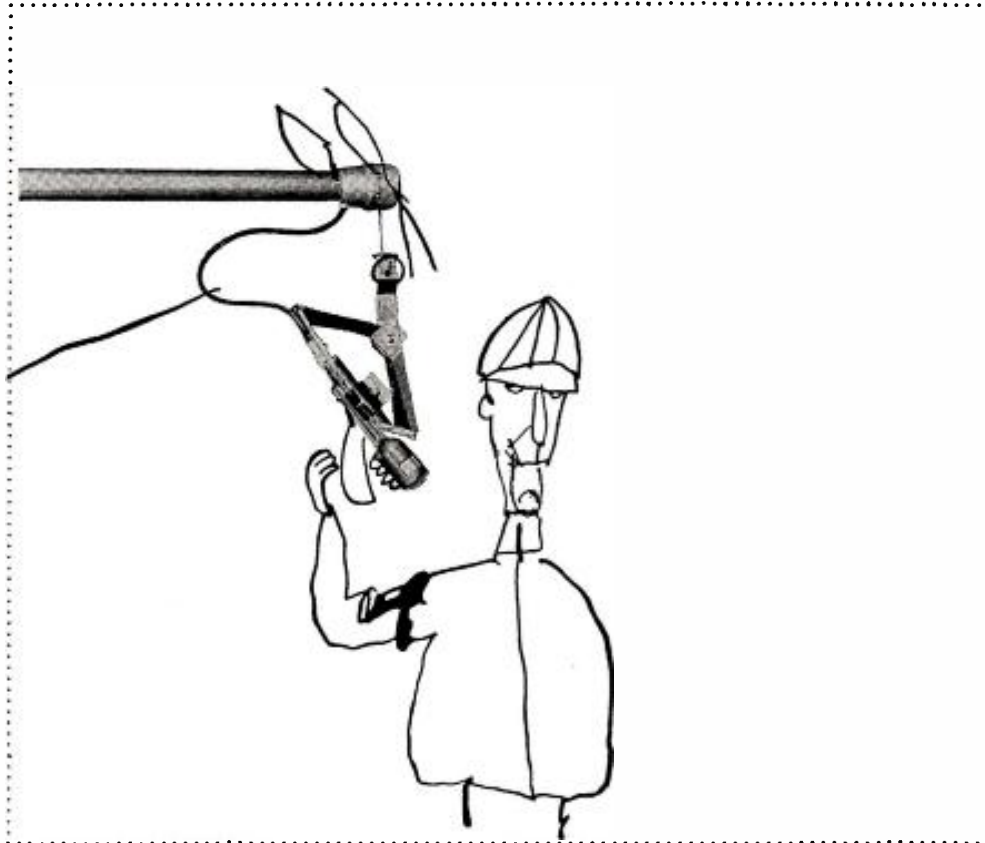


. . . the RPM that sells products; the quality broadcasting that people trust. Insist on the station that makes New Haven a better buy . . . WELI.

# WELI

**5000 WATTS**  
THE SOUND OF NEW HAVEN  
**960 KC**

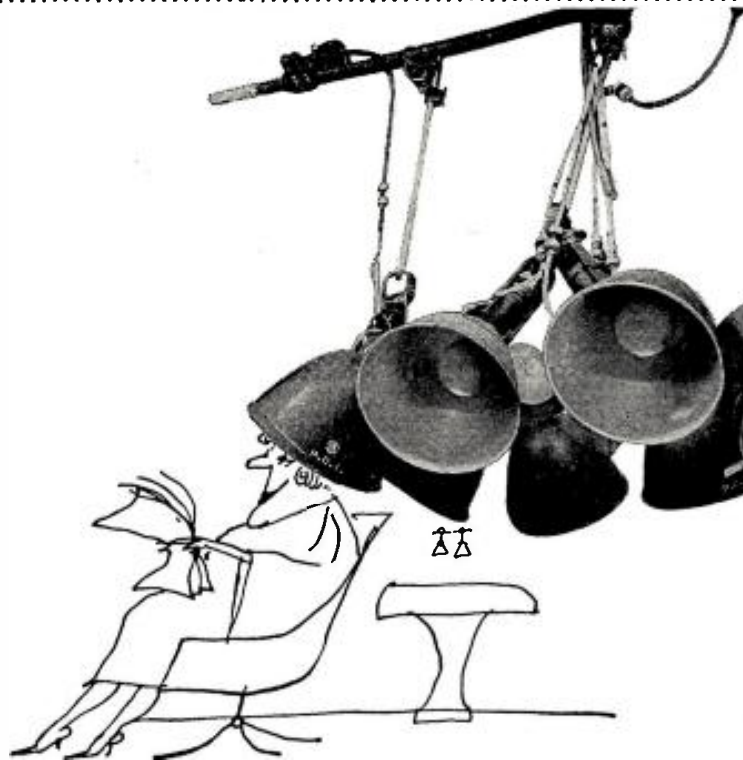
National: H-R Representatives, Inc.; Boston: Eckels & Co.



**Here are the latest results,  
straight from the horse's mouth.  
Our Nielsen average audience rating  
for the season to date is 19.9.  
The second network is two lengths  
back at 17.9. The third network  
comes in at 15.5. Needless to say  
the smart money is on the winner.  
CBS Television Network©**

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, 6-11pm, seven nights, October-December 1963)





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Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, 7am-6pm, Monday-Friday, October-December 1963)



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**RADIO:** WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne  
**NEWSPAPERS:** *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

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# 1964-65 WILL SEE 40% NEW SHOWS

- Comedy and light adventure will get bigger roles next season
- 30 hours weekly, worth \$3.7 million, open for fresh talent
- Programs singled out for axe hoping for last-minute stay

The three television networks were buckling down last week to the creation of 1964-65 schedules in which new programming is apt to represent 40% or more of combined prime-time output.

Their tentative choices for new shows—totaling about 30 hours and representing more than \$3.7 million a week—indicated that the season opening nine months from now will see more emphasis on comedy and light adventure, probably at the expense of heavy action-adventure and drama, musical variety and westerns.

These estimates were drawn from network and advertising agency sources. It was emphasized that, as always at this early stage of schedule construction, practically all decisions are subject to change on a day-to-day and in some cases an hour-to-hour basis.

Even the total amount of time to be reprogrammed was still not sure and could vary widely from the prevailing estimate of about 30 hours.

At least five programs that were believed due to be dropped, for instance, were still given some hope of returning. These included NBC-TV's two-hour Monday night movies, CBS-TV's *Alfred Hitchcock Show* and *East Side/West Side*, and ABC-TV's *Hootenanny* and *Jimmy Dean Show*. These added up to six hours a week and if all were returned would reduce the reprogramming estimate to about 24 hours.

**Shuffles Possible** ■ Conceivably, other

existing shows may still be shuffled back and forth between "in" and "out," causing further fluctuations—up or down—in the total amount of time for which new programs will be needed.

This much did seem certain: CBS-TV will do the least reprogramming. NBC-TV may do the most, but ABC-TV probably will offset some of its reprogramming requirements by turning some of its time—perhaps an hour and a half a week—back to affiliates for local programming.

Aside from the five programs believed almost but not quite certain to be dropped, existing programs destined not to return to prime time next fall were as follows, according to the best available agency and network estimates last week:

ABC—*The Travels of Jaimie McPheeters*, Sunday, 7:30-8:30; *Breaking Point* Monday, 10-11; *The Greatest Show on Earth*, Tuesday, 9-10; *Channing*, Wednesday, 10-11; *Caesar-Adams*, Thursday, 10-10:30; *77 Sunset Strip*, Friday, 7:30-8:30; *Fight of the Week* and *Make That Spare* on Friday, 10-11.

CBS—*The Judy Garland Show*, Sunday, 9-10; *Danny Thomas Show*, Monday, 9-9:30; *Marshall Dillon* (co-op), Tuesday, 7:30-8; *Tell It to the Camera*, Wednesday, 8:30-9; *Rawhide*, Thursday, 8-9; *The Great Adventure*, Friday, 7:30-8:30; *Route 66*, Friday, 9-10; *The New Phil Silvers Show*, Saturday, 9:30-10 (*Jack Benny Show* moves from CBS-TV to NBC-TV).

NBC—*Grindl* at Sunday, 8:30-9; *DuPont Show of the Week*, Sunday, 10-11; *Hollywood and the Stars*, Monday, 9:30-10; *Sing Along with Mitch*, Monday, 10-11; *You Don't Say*, Tuesday, 8:30-9; *Richard Boone Show*, Tuesday, 9-10; *Bell Telephone Hour* (now alternating with *Andy Williams Show*), Tuesday, 10-11; *Espionage*, Wednesday, 9-10; *Temple Houston*, Thursday, 7:30-8:30; *That was the Week That Was*, Friday, 9:30-10; *The Lieutenant*, Saturday, 7:30-8:30, and *Joey Bishop Show*, Saturday, 8:30-9 (Mr. Bishop may participate in another format on another night).

**How It Works** ■ It is current thinking of ABC-TV to return half hour periods to stations for a weekly total of 1½ hours. They are expected to fall in the 10:30-11 p.m. periods on three out of the following four nights: Monday, Wednesday, Thursday and Saturday. But ABC may also begin programming the Sunday 10-11 period, which is now station time. CBS-TV will no longer feed *Marshall Dillon* (reruns of the former half-hour version of *Gunsmoke*) in the Tuesday, 7:30-8 period but will lead off with an hour show.

Though there are a few exceptions—*Danny Thomas Show* on CBS-TV, for instance, is going off because of Mr. Thomas's wishes—in nearly every case the programs which will be dropped from the current lineup on each of the networks can be traced to either poor



Each of the three television networks could pick and choose from a number of possible replacements for empty slots in the 1964-65 program schedule. At NBC-TV it seemed certain that "Mr. Magoo" (l) would fill one of the half-hour segments between 7:30 and 8:30 p.m. on Satur-

day. At ABC-TV the epic adventure "Alexander the Great" (c) appeared a likely choice for one of the one-hour openings in its schedule. CBS-TV had a number of one-hour programs waiting for assignment. One likely to be seen next year is "The Reporter," starring Gary Merrill (r).

## 1964-65 WILL SEE 40% NEW SHOWS continued

showings in the ratings generally or specifically against its competition in the time period.

It's quite certain ABC-TV will reprogram Sunday night entirely. The speculation last week was that *Voyage to the Bottom of the Sea*, science fiction drama, would go in at 7:30-8:30, followed by three situation comedies up to 10 and that then *12 O'Clock High*, an hour drama, would complete the evening.

Among the new programs ABC-TV will select from are the following one-hour shows: *McCaffrey*, spy drama; *Night Cry*, a "real life" drama and *Alexander the Great*, an epic adventure. These programs and several other possible shows are detailed below.

**Comedies For ABC-TV** ■ New half-hour shows judged most likely to gain entry on ABC-TV are all comedies and include *Broadside*, *Tycoon*, *Mickey*, *Wendy and Me*, *Peyton Place—I and II*, *Valentine Farrow*, *Three Men on an Island*, *Pioneer Go Home*, and *No Time for Sergeants*. *Johnny Quest* is a cartoon action-adventure half hour and *Jody* is a *Lassie* type half hour.

ABC reportedly is considering changing *Arrest and Trial* from its current 90-minute length on Sundays to 60 minutes on another night. There was also talk last week that *Wagon Train* may be shortened from 90 minutes to 60 and moved out of the Monday-night lineup, possibly to Saturday.

NBC already has set *The Rogues* in the Sunday 10-11 p.m. period and is certain that *Flipper* and *Magoo* will fill half-hour periods between 7:30 and 8:30 on Saturday.

Among the programs from which NBC is expected to select its new entries: The 90-minute *90 Bristol Court* (made up of three 30-minute situation comedies with a story link); a half-hour comedy, *Paul Lynde Show*; a two-hour motion picture-length *Project 120* (the first story is "Johnny North"); a com-

bination of Joey Bishop and Andy Williams specials alternating in an hour series; The one-hour *Mr. Solo*, spy drama; the one-hour *Grand Hotel*, drama series, and the half-hour *Kentucky's Kid*, a comedy.

*Please Don't Eat the Daisies*, comedy half-hour, is scheduled for 1965-66—a year from next fall—on NBC.

*The Jack Benny Show*, moving from CBS to NBC next season and already sold to two advertisers (State Farm Mutual Automobile Insurance Co. and Miles Laboratories), has been earmarked for Friday at 9:30-10. NBC has also scheduled *Profiles in Courage*, an hour documentary based on the John F. Kennedy book, for a pre-7:30 period on Sundays.

**CBS About Ready** ■ CBS officials said last week they were "six days behind" their target for firming up their schedule. The new target is this week. (NBC and ABC were expected to complete most of their schedules within a few weeks after CBS is all set.)

CBS will draw its replacement shows from a list that includes the following one-hour possibilities: *The Reporter*, *Mr. Broadway*, *Mark Dolphin*, *The House*, *John Stryker*, *Calhoun* and *Tarzan*. From these seven, CBS was expected to draw five.

The network planned to fill four half-hour periods and probably will also extend the *The Lucy Show*, now a half-hour, to an hour. For the new half-hours CBS can draw from these, among others: *Goggle*, *The Nuthouse*, *Alan King Show*, *The Jones Boys*, *Gilligan*, and *Kibbie Hates Fitch*.

General Foods, whose network business is entirely on CBS, also has underwritten a few comedy prospects, all half hours. Among them are *Many Happy Returns*, *The Ford and Hines Show* and *Gomer Pyle Show* (a spin-off from *Andy Griffith Show*). It has "passed" on a show that would have

been built around George Gobel.

**Heavy Schedule** ■ General Foods' basic commitment on CBS comes to 2½ hours weekly and probably will include additional time. In addition to its usual positions on Monday nights, GF also may be in a half hour on Saturday where it now has Phil Silvers, and possibly in another half hour on Friday.

If it stays with *I've Got a Secret*, which is expected to move from Monday to Thursday, General Foods also will be in Thursday night (it currently has a half of *Secret*.)

Several advertisers, through their agencies, had indicated last week that they were ready to commit on shows, but few had actually signed. Among these, Alberto-Culver and American Tobacco were said to be prepared to buy in *The Rouges* on NBC.

Most advertisers, it was indicated, will quickly sign for the new season once CBS makes its schedule known and General Foods and Procter & Gamble decide on their main buys. The kickoff to this procedure could come this week.

As of last Thursday, most pilots had been screened and presentations were being made to the major agencies. The following capsules describe those considered front-runners for final selection:

### ABC-TV

*Alexander the Great*: Selmur Productions. 60 minutes, color. Pilot completed. Epic adventure based on history with William Shatner, Adam West, John Doucette, Robert Fortier and Peter Hansen starring. Producer: Albert McCleery.

*Broadside*: Revue Productions. 30 minutes. Pilot completed. A comedy about Waves in the South Pacific during World War II with Kathy Nolan in lead. Director-producer: Edward Montagne.

*Cap'n Ahab*: 20th Century-Fox TV. 30 minutes. Pilot completed. A comedy starring Judy Canova and Jaye P. Morgan. Plot involves two girls, who come into a small inheritance. Left with money by their late uncle, they must also care for his parrot. Producer: Hal Kanter; director: Richard Crenna.

*Forms of Things Unknown*: United Artists TV (via Daystar). 60 minutes. In production as episode in ABC-TV's *Outer Limits*. An anthology of ghost stories. Writer-producer: Joe Stefano; director: Gerd Oswald.

*Great Bible Adventures*: MGM TV. 60 minutes. Pilot completed. Drama taken from the Old and New Testaments. Stars will vary, but the pilot features Hugh O'Brian as Joseph. Would be shown as specials, not as weekly series. Producer: Stanley Niss; director: Boris Sagal.

*Hercules*: Embassy Pictures. 60 minutes. Adventure-spectacle series to be

## Thomas hour specials all sponsored

Danny Thomas, who has decided to make this his last year on CBS-TV as a weekly television performer (BROADCASTING, Nov. 4, 1963) has already gained complete sponsorship for the five one-hour specials he plans to do next—1964-65—season for NBC-TV.

Advertisers are Timex watches, through Warwick & Legler, and Consolidated Cigar Corp., through Papert, Koenig, Lois and Lennen & Newell.

Mr. Thomas's unusual feat of gaining complete sponsorship so far in

advance of his program appearances points out the high regard in which he is held by advertisers. His 11 years on television have been consistently marked with high ratings, often among the top 10 shows.

However, in announcing his retirement from the weekly grind, Mr. Thomas said he planned to devote more time to such programs as the *Andy Griffith Show*, *Dick Van Dyke Show*, *Joey Bishop Show* and *Bill Dana Show*, all belonging to T & L productions which he owns in conjunction with Sheldon Leonard.

## Garland quits to care for kiddies, Gleason sees big contract

Two of television's highest paid stars moved in opposite directions last week.

As Judy Garland was telling CBS-TV that she would not pick up her option to continue her weekly show Jackie Gleason was announcing that he had signed with the same network for 1964-65 for a price the comic said was \$6 million.

In a letter to CBS-TV President James T. Aubrey Jr., Miss Garland said she would quit the 26-week series after the March 29 telecast because she had been unable to "give my children the time and attention that they need." She added that her exposure on television was a "most gratifying" experience and "a part of my career that I will always remember as exciting and fulfilling, as well as challenging." She added that she expected to continue appearing on television in the future, though perhaps not on a regular basis.

**Record Contract** ■ Mr. Gleason, who has been in the Saturday, 7:30-8:30 p.m. period on CBS-TV, said his was the biggest one-year contract in the history of TV. The contract, he said, is being worked out by his talent representative, General Artists Corp., and the network. According to Mr. Gleason, it will provide for 30 weekly hour shows and eight repeat programs and the development by his company, in association with CBS, of three new shows.

CBS had no comment on Mr. Gleason's statements, though the network has indicated the show is expected to be maintained on the schedule next season, probably in its present time.

In her letter Miss Garland re-



ferred to critics of her show, who consistently have predicted an early demise because it was not able to dent the popularity of NBC-TV's *Bonanza*, which runs opposite it Sundays, 9-10 p.m. EST: "Let's be happy about all the bets we've won from all the wise guys who said we'd never get our first show on the air," she said.

According to national Niensens early in the season, *Garland* had a 13.9 rating and *Bonanza* a 30.9 (BROADCASTING, Nov. 4, 1963). In the latest ratings report for the two weeks ended last Dec. 22, *Garland* scored 14.9 which represents an estimated 7.6 million TV homes, and *Bonanza* a 38.8, or 19.9 million TV homes.

**Aubrey Report** ■ Mr. Aubrey, who released the full text of Miss Garland's letter, expressed deep regret at her decision not to finish out her first season as a weekly performer, but added that he hoped CBS-TV would be the instrument of her return to television in the future.

Miss Garland's contract with CBS-TV reportedly had involved about \$6.5 million for 32 one-hour shows a season, with an option for renewals over a four-year period. Prior to this season, Miss Garland had limited her television exposure to special shows and guest appearances.

Creative Management Associates Ltd. represented Miss Garland in her contract negotiations last year with CBS-TV.

filmed on various locations around the world. Will be produced in association with the network. Star to be announced.

*Jody*: H C Productions-ABC. 30 minutes. Pilot completed. Described as a "family series" in a western locale. Stars Mona Freeman and Kevin Brodie. Producer: Rudy Abel.

*McCaffrey*: Bing Crosby Productions. 60 minutes. Pilot completed. Daren McGavin plays an espionage agent who travels all over the world. Pilot was filmed in Mexico City. Producer: Collier Young; director: Robert E. Miller.

*Night Cry*: Revue Productions. 60 minutes. Pilot completed. Series is described as "real life" stories of people who work, play and live after dark. Filmed in Los Angeles. Producer: Jack Laird; director: Irving Lerner.

*No Time for Sergeants*: Warner

Brothers. 30 minutes. Pilot completed. The story of a Southern hillbilly who gets drafted starring Sammy Jackson. Director: Richard Crenna.

*Not Very Newsreel*: 20th Century-Fox TV. 30 minutes. Pilot completed. A comedy using old newsreels, cut and edited with comic commentary. Features Louis Nye. Producer: Hal Kanter.

*Peyton Place*: 20th Century-Fox TV. 30 minutes, twice weekly. Pilot completed. Drama about life in a small New England town in serial form. Starring Dorothy Malone and Warren Anderson, the program is based on the Grace Metalious novel. Producer-director: Irvin Kershner.

*Mickey Rooney Show*: Selmur Productions. 30 minutes. Pilot completed. A family comedy set in a home at Newport Beach, Calif., yacht harbor. Mick-

ey Rooney is lead in show created, written and produced by Bob Fisher and Arthur Marx.

*Royal Bay*: Four Star TV. 60 minutes. Pilot completed. This comedy with Joan Crawford, Paul Burke and Charles Bickford starring, portrays life in a middle-sized U. S. city. Producer: Stan Kallis; director: Robert Gist.

*Take Me to Your Leader*: MGM TV. 30 minutes. Pilot completed. A comedy about creatures from another planet who appear to be earthmen. Described as a visual effects comedy with satire on contemporary life. Will Hutchins, Jack Albertson and Cheryl Holdridge take leads in show. Producer-director: Burt I. Gordon.

*Three on an Island*: 20th Century-Fox TV. 30 minutes. Pilot completed. A comedy created by Hal Kanter, star-

## 1964-65 WILL SEE 40% NEW SHOWS continued

ring Pamela Tiffin, Julie Newmar and Monica Moran. The story of three career girls sharing an apartment in New York. Producer-director: Vincent Sherman.

**12 O'Clock High:** 20th Century-Fox TV. 60 minutes. Pilot completed. An action adventure series based on a book about a B-17 bombing squadron in World War II. Producer: Quinn Martin; director: William Graham.

**The Tycoon:** Danny Thomas Enterprises. 30 minutes. No pilot. Walter Brennan stars as a tycoon who resents compulsory retirement. Creator-writer-producer: Charles Isaacs.

**Valentine's Day:** 20th Century-Fox TV. 30 minutes. Pilot completed. A comedy starring Anthony Franciosa, Jack Soo and Anne Francis. The story of a New York publisher and a beautiful reviewer who crosses his path. Producer: Hal Kanter; director: George Marshall.

**Voyage to the Bottom of the Sea:** 20th Century-Fox TV. 60 minutes, color. Pilot completed. A science fiction adventure program with Richard Basehart and David Hedison. Naval officers on a submarine try to keep a mad genius from conquering the world. The program was written, produced and directed by Irwin Allen.

**Wendy and Me:** Warner Brothers (Natwill Productions). 30 minutes. Pilot completed. Ron Harper and Connie Stevens in a domestic comedy about a girl married to an airline pilot. Producer: George Burns; director: Richard Crenna.

**Yellowbird:** Selmur Productions. 60 minutes, color. Pilot completed. Action comedy about three men who own a fishing boat and are sailing in the Caribbean when they become involved in Latin-American espionage. Robert Brown, Pat Harrington Jr. and Carroll O'Connor are leads. Writer-producer: Gene Levitt.

**Mr. Broadway:** Talent Associates with CBS. Hour drama about a press agent played by Craig Stevens.

**Calhoun:** UA-TV with CBS. Hour drama starring Jackie Cooper and Barbara Stanwyck about an agriculture department agent.

**Gilligan:** UA-TV with CBS. 30 minutes. Starring Bob Denver and Alan Hale. Writer: Sherwood Schwartz. Comedy, Hawaii is locale.

### CBS-TV

**Goggle:** Filmways. 30 minutes. Pilot completed. A family situation comedy featuring Jerry Van Dyke, Jean Raineir, Teddy Eckles and Pamela Dapo. The education of a father is the theme. It's typed as a *Dennis the Menace* in reverse. Producer: Herb Browar; director: Ralph Levy.

**The House:** Bing Crosby Productions. 60 minutes. Pilot completed. A drama based on state government with Richard Crenna as a politician. Producer: Matthew Rapf; director: Lamont Johnson.

**John Stryker:** United Artists TV (via Daystar). 60 minutes. Pilot being edited. Action adventure centering around an espionage agent and his secretary, played by Richard Egan and Dee Hartford. Writer: Marion Hargrove; producer: Leslies Stevens; director: Walter Grauman.

**The Jones Boys:** Sultan and Worth Productions. 30 minutes. Pilot completed. A comedy created by Arne Sul-tan and Marvin Worth with a fix-it shop as the backdrop.

**Kibbie Hates Fitch:** UA-TV with

### This year's top 25

Rank	Program	Estimated homes reached (in millions)
1	Beverly Hillbillies (CBS)	20,339
2	Bonanza (NBC)	18,753
3	Dick Van Dyke (CBS)	16,751
4	Andy Griffith (CBS)	15,938
5	Candid Camera (CBS)	15,661
6	Bing Crosby (Special) (CBS)	14,513
7	Calamity Jane (Special) (CBS)	13,754
8	Perry Mason (CBS)	13,716
9	Donna Reed (ABC)	13,540
9	Petticoat Junction (CBS)	13,540
11	Lassie (CBS)	13,401
12	Red Skelton (CBS)	13,302
13	Ed Sullivan (CBS)	13,292
14	Bob Hope (NBC)	13,222
14	Jackie Gleason (CBS)	13,222
16	Dr. Kildare (NBC)	13,064
17	Lucy Show (CBS)	12,529
18	Hazel (NBC)	12,410
19	What's My Line (CBS)	12,350
20	McHale's Navy (ABC)	12,132
21	Ben Casey (ABC)	11,934
22	Danny Kaye (CBS)	11,914
23	Jack Benny (CBS)	11,910
24	International Showtime (NBC)	11,666
25	Gunslinger (CBS)	11,636

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CBS. 30 minutes. Situation comedy about two firemen who live in same house.

**Alan King Show:** CBS-Nat Hiken. 30 minutes. Pilot completed. Comedy with Alan King in monologues and conversations with "people in all walks." Writer: Nat Hiken.

**Many Happy Returns:** Lindabob Productions. 30 minutes. Pilot completed. A comedy. John McGiver is head of a complaint department in a big department store. General Foods underwrote the pilot. Creator - writer - producer: Parke Levy.

**Mark Dolphin:** United Artists TV. 60 minutes. An adventure starring Robert Horton. Writer: N. Richard Nash; producer: Robert Alan Aurthur.

**The Nut House:** Jay Ward Produc-

tions. 60 minutes. Pilot completed. A comedy-revue with live performances by young off-Broadway actors and comics and animation and film clips which will be satirized. Producer-director: Charles Dubin.

**The Reporter:** Richilieu Productions with CBS. Harry Guardino stars in hour drama as newspaper man. Jerome Weidman is the writer.

**Tarzan:** CBS-Sy Weintraub. 60 minutes. A series to be based on the Tarzan stories of Edgar Rice Burroughs. Casting and production plans to be announced. Producer: Sy Weintraub.

### NBC-TV

**Eleventh Gate:** NBC Productions. 60 minutes. Pilot completed. A science fiction drama with its concept created by Robert Barbash. The show is to be filmed at Paramount Studios.

**Flipper:** MGM TV. 30 minutes, color. Pilot completed. A Florida adventure about two boys whose father is a forest ranger, who swim, surf, and make friends with Flipper, a dolphin. Filmed in color in Florida and the Bahamas. Leads are Brian Kelly, Luke Halpin and Tommy Nordin. Producer-director: Leon Benson.

**Grand Hotel:** MGM TV. 60 minutes. Pilot completed. Drama about a managing director of a swank hotel (Barry Sullivan) who's teaching his son and heir (Chad Everett) the business. Pilot shot at Fairmont hotel in San Francisco which would be setting for most of series. Writer-producer: Leonard Freeman.

**Karen:** Revue Production. 30 minutes. Pilot completed. Situation comedy about a 14-year-old girl who tries to act very grownup, her bewildered parents and her sister. It stars Debbie Watson and Harvey Korman. Writer-director-producer: Joe Connelly and Bob Mosher.

**Paul Lynde Show:** Screen Gems. 30 minutes. Pilot completed. A comedy in which Paul Lynde takes the part of a toy manufacturer, a widower too engrossed in his business to understand his two children. Bibi Osterwald, the lady next door, helps him out. Producer: Robert Finkel; director: Bill Asher.

**90 Bristol Court:** Revue Productions. Three 30-minute comedies with the same locale, a Southern California apartment motel built around a swimming pool. Guy Raymond play Cliff, a janitor who appears in all three series. The three segments are: *Old Gang of Mine:* the story of a husband and his wife who gets involved with a phony French painter. It stars Arthur O'Connell and Kay Medford. Director: Joe Pevney. *Tom, Dick and Mary:* Newlyweds (Stephen Franken and Joyce Bulifant) bring in a friend to help pay the rent. Director: Egbert Seackhamer. *Harris Versus the World:* Jack Lingman plays Harris who is in a constant state



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## 1964-65 WILL SEE 40% NEW SHOWS *continued*

of harassment from taxes, charge accounts, bosses, parking-lot attendants, golf, wife and children. Director: Dave Alexander.

All segments of *90 Bristol Court* have completed pilots. The package could become a four-part two-hour show with inclusion of *Conway and Company*, projected as a comedy about a gregarious grandfather, his pretty daughter and her seven-year-old son. It stars Charlie Ruggles, Joanna Moore and Jimmy Mathers.

*Project 120*: Revue Productions. A two-hour dramatic anthology. Pilot completed. Pilot episode is "Johnny North," based on Ernest Hemingway's *The Killers* with Lee Marvin, Angie Dickinson and John Cassavetes. Producer-director: Dave Siegel.

*The Rogues*: Four Star TV. 60 minutes. Pilot completed. A comedy adventure about three glib con men who stay within the law, but just within it. They're rogues, but not reprehensible. It stars David Niven, Charles Boyer and Gig Young. Producer: Collier Young.

*Solo*: MGM TV (Arena Productions). 60 minutes. Pilot completed. An action adventure with Robert Vaughn playing an undercover agent who works for an organization which fights international crime. Producer and director: Norman Felton.

### Network not designated

*Bewitched*: Screen Gems. 30 minutes. Pilot completed. A comedy with Elizabeth Montgomery, Dick Yorke and Agnes Moorhead. A Madison Avenue agency man who lives in Westport, Conn., is married to a witch. Producer:

Harry Ackerman; director: Bill Asher. *He's All Yours*: Screen Gems. 30 minutes. Pilot completed. A comedy filmed in London. A landlady with eccentric tenants starring Eve Arden. Producer: Walter Shenson; director: Don Taylor.

*Hooray for Hollywood*: Desilu Productions. 30 minutes. Pilot completed. A spoof on silent movies starring Herschel Bernardi and Joan Blondell. Producer-director: Barry Shear.

*I and Claudie*: Desilu Productions. 30 minutes. Pilot completed. A comedy with Ross Martin in the lead. Two men looking for the end of the rainbow, but in no hurry. Producer: Frank O'Connor; director: Gene Nelson.

*Ma and Pa Kettle*: Revue Productions. 30 minutes. Pilot completed. Based on the movies of the same title. Stars Andy Devine, Patsy Kelly and Eddie Mayehoff. Director: Irving Lerner.

*Malcolm*: Four Star. 30 minutes. In production. The story of a teen-age husband (Johnny Crawford) and his wife (Sandra Descher). Produced by Levy-Gardner-Laven. Director: Arnold Laven.

*Mimi*: Four Star Television. 30 minutes. Pilot completed. Mimi Hines and Phil Ford in a situation comedy about a couple employed at a resort hotel. Writer-producer-director: Phil Rapp.

*The Donald O'Connor Show*: Desilu Productions. 30 minutes. Pilot completed. Donald O'Connor and Soupy Sales in a comedy about two hoofers on the road in the heyday of vaudeville. Creator-producer-director: Jack Donahue.

## NBC strengthens its football lineup

### NETWORK TIGHTENS HOLD ON COLLEGE BOWL

NBC picked off another sports plum last week when it captured the television and radio rights to the Orange Bowl football game at Miami, and broke a 30-year precedent in doing so.

The extraordinary provision in the three-year contract signed with the Orange Bowl committee stipulates that the New Year's Day game for the first time will be played at night, probably beginning about 8 p.m. EST, and thus giving viewers about nine consecutive hours of football on NBC during the holiday. The network also holds the rights to the Sugar Bowl, which normally begins at 2 p.m., and the Rose Bowl, which starts at Pasadena, Calif. at 5 p.m.

NBC reportedly paid about \$225,000 a year for the rights to the football game, as well as \$75,000 a year for the

rights to the 10 days of festivities leading up to the game, including parades and sports events.

By taking the Orange Bowl game away from ABC, which held the rights for three years at a reported \$257,000 a year, NBC strengthened its hold on network rights to collegiate football games. Last month, it paid the National Collegiate Athletic Association a record \$13 million and won a two-year contract for rights to collegiate games through 1965 (BROADCASTING, Dec. 23, 1963). The previous two-year contract had been held by CBS-TV for \$10.2 million.

Of the old-line major collegiate bowl games, NBC does not have three: the Cotton Bowl and Gator Bowl, both on CBS, and the Bluebonnet Bowl which ABC just won from CBS.





## Why WHNT-TV bought Volumes 1,2,3,4,5 & 7 of Seven Arts' "Films of the 50's"

### Says Charles F. Grisham:

President and General Manager of WHNT, Huntsville, Alabama

"Our philosophy has been and will continue to be, to provide the viewing public of this vigorous and booming market with nothing but the very best. Therefore to achieve this goal we decided we would acquire for our viewers the very best of programming including, of course, feature films. The best features available were Seven Arts' 'Films of the 50's' and

# we wouldn't go on the air until we could get them

for our audience.

I'm happy to say that we have acquired telecasting rights to Seven Arts' Volumes 1, 2, 3, 4, 5 and 7, thus assuring our audience of many, many hours of the best entertainment available on television today."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue YUkon 6-1717

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

DALLAS: 5641 Charleston Drive ADams 9-2855

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

TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671

Distributed outside of the United States and Canada  
Cable: NORFILM London

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

# Code action on clutter and tobacco

## OUT GO PIGGYBACKS AND CIGARETTE ADS APPEALING TO YOUTH

The National Association of Broadcasters' television code board voted last week to impose new restrictions on cigarette advertising and on piggyback commercials that contain messages for more than one product.

The board, with all nine of its members present, met last Wednesday and Thursday in Miami Beach. It approved the following changes in the television code:

- A prohibition against cigarette advertising that may encourage youngsters to believe that smoking is a desirable habit "worthy of imitation."

- A prohibition against cigarette commercials that imply that smoking promotes health or personal development.

- The insertion in the code of definitions of piggyback announcements and a requirement that all elements within a piggyback be counted as separate commercials under the time standards

ments and regular advertising.

The code board's actions must be approved by the NAB television board which meets Wednesday (Jan. 29) in Sarasota, Fla., in conjunction with week-long sessions of the NAB radio, TV and combined boards and various committees. The recommendations by the code board, in all cases announced as unanimous, will share the Sarasota spotlight with a review of the overall performance of NAB President LeRoy Collins (see page 48).

**Government Watching** ▪ The TV code board's recommendations were made with one eye on two recent actions of the federal government: the report of a special advisory committee to the U. S. surgeon general concluding that cigarette smoking causes cancer and contributes to other diseases (BROADCASTING, Jan. 20) and a Federal Trade Commission rulemaking that would require all cigarette commercials

practical for the code board to attempt to develop detailed standards at this time, Mr. Bell said.

**Collins Wanted More** ▪ President Collins, who 14 months ago proposed an amendment to the code restricting cigarette commercials directed to children, attended last week's meeting of the code board. He reportedly made no proposals for the board's consideration and did not participate in the drafting of the amendment. Since he first broached the subject the former Florida governor has often spoken out against cigarette advertising.

"I think the amendment is a very constructive position and one that I can support very heartily" Governor Collins said after the code board took action last week. It is understood, however, that he expressed a personal feeling that the code board's action was not as strong as he would have preferred.

George V. Allen, president of the



Members of the television code review board and executives of the National Association of Broadcasters are shown here as they began two days of meetings last week in Miami. Clockwise around the table beginning at far left are Alfred R. Schneider, ABC-TV; Roger Clipp, Triangle stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Joseph H. Ream (partly hidden), CBS-TV; Lawrence

H. Rogers II (also partly hidden), Taft stations; LeRoy Collins, NAB president; William D. Pabst, KTVU(TV) Oakland-San Francisco, chairman of the code board; Howard Bell, director of the code authority; George B. Storer Sr., Storer Broadcasting Co.; Ernest Lee Jahncke Jr., NBC-TV; Douglas L. Manship, WBRZ-TV Baton Rouge, and Douglas A. Anello, NAB general counsel.

of the code.

- A prohibition against the scheduling of more than three consecutive announcements of any type, including commercials, billboards and public service spots, in prime-time programs.

The code board's actions on piggybacks and the scheduling of consecutive spots were taken in response to criticism of increasing "clutter" in television programming. Members of the Association of National Advertisers have been particularly critical of clutter, asserting that commercials lose effectiveness when presented in a thicket of credit crawls, promotional announce-

to include a warning that smoking is dangerous to health (see page 40 B). Some of the language adopted by the code board was similar to that of some parts of the FTC proposal.

In a statement late Thursday before TV cameras, Howard Bell, director of the NAB code authority, said the board realizes there must be a reappraisal of cigarette advertising standards "on the overall fabric of television."

Delivering a joint statement for the board members, he said the major responsibility for self-regulation lies with the cigarette manufacturers.

The FTC rulemaking has made it im-

Tobacco Institute, and representatives of the six largest cigarette advertisers who spend over \$112 million annually for television, were invited to the code meeting. All declined on the grounds they should not interfere in self-regulatory measures promulgated by the broadcasting industry. Also, they said in declining, the meeting followed too closely the issuance of the surgeon general's report for them to participate constructively.

**Endorsements Questioned** ▪ The code board considered, but rejected, another amendment that would have prohibited testimonials from public figures endors-



— BALTIMORE —



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Mr. Kenneth Burcham  
*Vice President and General Manager*  
Royal Crown Bottling Co., Baltimore

*"We use WFBR to advertise and promote Royal Crown Cola and Diet-Rite Cola, because we feel it is the station that appeals to the young, growing families of the market who make up the public we are trying to reach."*

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

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

**RADIO WITH REASON**



**BALTIMORE**



Mr. Charles F. Schmitt  
*Vice President*  
First National Bank of Maryland

*"On WFBR, we have found we can effectively reach the young, growing middle and upper-middle income families of the market that are so important to our business."*

The First National Bank of Maryland sponsors "Steadman and Sports" daily on WFBR, Baltimore, which carried more local advertising volume during the first nine months of 1963 than during any corresponding period in the station's 41 year history.

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

**RADIO WITH REASON**



**BALTIMORE**



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

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

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

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

**RADIO WITH REASON**



**BALTIMORE**



Mr. A. Carroll Jones  
*Advertising Manager*  
Koester Baking Company

"We advertise on WFBR extensively to promote our new Ring 'a Round Bread, and our radio campaign is most successful. We look forward to many more successful campaigns on WFBR."

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

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

**RADIO WITH REASON**



**BALTIMORE**



Mrs. Ramona Endicter, *Advertising Manager*, Chesapeake Furniture Company, Baltimore.

*"When we want to fill our stores with floor traffic, we can use any Baltimore station; but when we want to move merchandise, we use WFBR. We have been using Baltimore radio for over five years and can attribute much of our sales success to WFBR."*

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

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

**RADIO WITH REASON**



**BALTIMORE**



Mr. Roland V. Rill, *President and Owner*, Sarril Gardens.

*"As owner and developer of Sarril Garden Apartments, my advertising dollars must produce direct results. Over 50% of my tenant occupancy is an immediate result of my saturation schedule on WFBR, Baltimore."*

Mr. Rill, Maryland's largest developer of garden apartments, is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first seven months of 1963 than during any corresponding period in the station's 41 year history.

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

**RADIO WITH REASON**



**BALTIMORE**



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

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

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

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

**RADIO WITH REASON**



**BALTIMORE**



Mr. Harold R. Albright  
*Executive Vice President*  
Fidelity Storage Company

"Baltimore's leading Allied Van Line Agent has been a 52-week advertiser on WFBR for over 9 years. We definitely credit a great deal of our success to a final local image created by WFBR."

Fidelity Storage Company is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the entire twelve months of 1963 than during any corresponding period in the station's 41 year history.

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

**RADIO WITH REASON**



**BALTIMORE**



A True Measure  
of a  
Radio Station

THE CONTINUING  
LOYALTY OF  
KNOWLEDGEABLE  
LOCAL  
ADVERTISERS

**WFBR**

*Represented Nationally by*  
**John Blair and Company**



**RADIO WITH REASON**



Mr. Bernard Rubin, *President,*  
*BERNIES* Belair Road Chevrolet,  
Baltimore

*"BERNIES Belair Road Chevrolets uses WFBR to bring in new prospects who are able to buy; to help us surpass our quotas. We have learned we can depend on WFBR for profitable results."*

Mr. Rubin is a regular and longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first six months of 1963 than during any corresponding period in the station's 41 year history.

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

**RADIO WITH REASON**





Mr. Albert H. Klair  
*Manager*  
Sherwin Williams Company

"Sherwin Williams uses WFBR to advertise and promote its highest quality paint line, because WFBR is high quality radio with a high quality audience."

Sherwin Williams is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the entire twelve months of 1963 than during any corresponding period in the station's 41 year history.

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

**RADIO WITH REASON**



**BALTIMORE**

ing specific cigarette brands. The consensus was that the proposed changes would cover most situations which develop.

A special three-man subcommittee appointed earlier by the radio code board (BROADCASTING, Jan. 13) met with the TV code board in Miami Beach on the cigarette issue but took no action themselves. The TV amendments were sent to the other six radio code board members, and an anticigarette change to the radio code may also be proposed this week in Sarasota. The TV board appointed a similar three-man committee to meet with the radio group in an effort to develop further changes to the codes "as may be indicated in light of further information in subsequent federal regulations."

Members of the TV code board subcommittee are Douglas Manship, WBRZ (TV) Baton Rouge, La.; Roger Clipp, Triangle Stations, Lawrence H. Rogers II, Taft Broadcasting Co.

Members of the radio tobacco subcommittee in Miami last week were Robert B. Jones Jr., WFBR Baltimore, Richard Fairbanks, WIBC Indianapolis, and Richard Mason, WPTF Raleigh, N. C.

**Cigarette Problem** ■ Text of the TV code board's statement on cigarettes and the proposed amendment:

"The TV code review board has given serious study to the public health problems set forth on the report of the advisory committee to the surgeon general on smoking and health. The board recognizes the burden of responsibility the report imposes on all television licensees in the area of cigarette advertising. Specifically the board is concerned with the potential of cigarette advertising to give the false impression that cigarette smoking promotes health or physical well being.

"It is apparent that there must be a reappraisal of cigarette smoking and cigarette advertising standards in the overall fabric of television. The code review board is particularly concerned with the extent to which television might promote the smoking habit among the nation's youth.

"At the same time advertising is only one facet of the cigarette smoking controversy, and television advertising is but one part of that facet. It is evident that the major responsibility lies with the cigarette manufacturers and that theirs is the first duty in self-regulation.

"Another new element has been introduced into an already complicated situation by proposed regulations for cigarette advertising by the Federal Trade Commission. These proposals have made it impractical for the code review board to attempt to develop detailed standards of cigarette advertising practice at this time. All persons will,

of course, be bound by any Federal Trade Commission regulations that may ultimately be adopted.

"Any new federal regulation pertaining to cigarette advertising should be impartially administered with respect to all advertising media.

"Pending results of the Federal Trade proceedings the code review board takes the following action:

"I. Recommends that the TV code be amended in Sections IV and IX as follows:

"A. Section IV: Care should be exercised so that cigarette smoking will not be depicted in a manner to impress the youth of our country as a desirable habit worthy of imitation.

"B. Section IX: The advertising of cigarettes should not be presented in a manner to convey the impression that cigarette smoking promotes health or is

section on multiple product announcements is the first direct action in the code on the subject. Heretofore there has been an "interpretation" to the code covering integrated and piggyback commercials, but liberal rulings have resulted in increased use of the practice by advertisers. If approved by the TV board, the change becomes effective July 1. This will give advertisers time to adjust their own commercial practices, a code board member said.

The changes that the parent TV board will be asked to approve this week in Sarasota follow closely the recommendations made by Mr. Bell (BROADCASTING, Jan. 6) with one exception.

The code director proposed that commercials advertising two or more products produced by different companies be counted as two commercials under the time standards, even though

## A futile defense of unchecked piggybacks

The National Association of Broadcasters' television code board ruled against piggyback announcements last week despite a personal appeal from a major television advertiser.

Leonard H. Lavin, president of Alberto-Culver, which has been buying television advertising at the rate of \$30 million a year, appeared personally before the code board during its Miami meeting to argue against any action that would prohibit multiple-product spots.

Mr. Lavin said that if multi-product commercials were outlawed or discouraged by regulation, all but the big advertisers would have to drop out of all but the biggest television markets. As a consequence advertisers would lose competitive position and stations in medium and small

markets.

Back-to-back commercials do not contribute to overcommercialization, Mr. Lavin contended. Their use "does not add to the amount of time actually devoted to commercials. Sixty seconds of commercial time is sixty seconds no matter how it is used."

Any serious TV advertiser, he said, is a "dedicated enemy" of overcommercialized television "because" it dissipates the impact of his commercials.

"The public actually prefers to view a fast paced, well developed back-to-back commercial rather than an ordinary 60-second announcement . . . We do not have time to be dull and repetitious. We do not have time to play games with the viewers."

important to personal development of the youth of our country.

"II. Requests NAB to urge all its member licensees, networks and program production associates to take such steps in the presentation of cigarette advertising and portrayal of cigarette smoking as each deems appropriate in the public interest.

"III. Appoints a special committee on cigarette advertising standards to develop, in cooperation with the similar committee of the radio code review board, recommendations for inclusion in the TV code of such provisions concerning cigarette advertising as may be indicated in light of further information and subsequent federal regulation.

"IV. Recommends that NAB participate in the forthcoming Federal Trade Commission proceedings."

**First Time** ■ The proposed new code

the spots meet other requirements for an integrated rating. At the time he first proposed a tightening of the multi-product spot restrictions. However, Mr. Bell had said that the properly integrated two-company announcements created a special problem, and the board decided to make no distinction.

Mr. Bell called the board's action a "very important step" in helping to remove the appearance of overcommercialization in the eyes of the viewer. The amendment will "greatly strengthen" the code's ability to cut down clutter and the appearance of too many commercials, he said. The overriding factor in applying the integrated rating to a spot will be whether it appears to the viewer to be one or two announcements, individual code board members stressed.

"If a single commercial can be cut in half and presented as two 30-second

spots, then it will be a piggyback under the new amendment," Mr. Bell said. Code interpretations will follow on individual commercials after the amendment becomes effective July 1.

Retail establishments are exempted from the new amendment and may advertise more than one product in a single spot.

The code addition on multiple product announcements will be added as paragraph 4 in the time standards section. That section was also redrafted, but no changes were made in the present allowable maximum in both prime and all-other time. The new language

deletes any use of the phrase "non-prime time" and instead refers to "all other time."

However, under the prime time section a paragraph has been added to prohibit more than three consecutive announcements of any type within an individual program. This includes commercial announcements, public service spots, and storyboards and promotional announcements.

Text of the proposed amendments:

**"XIV Time Standards for Advertising:**

"1. Prime time (programs). Definition. A continuous period of not less

than three evening hours per broadcast day as designated by the station.

"Commercial material, including total station break time, in prime time shall not exceed 17.2% (10 minutes and 20 seconds) in any 60-minute period.

"Not more than three announcements shall be scheduled consecutively.

"Commercial material in prime time includes billboards, public service announcements and promotional announcements except those for the same program, as well as commercial copy.

"2. All other time (programs). Commercial material, including total station

## Henry's 'new' target: those overaudible audio portions

The FCC, which two weeks ago abandoned its proposal to limit, by rule, the number of commercials broadcast by stations, will soon switch its attention to the loudness of those advertising messages. This is the forecast of FCC Chairman E. William Henry.

The commission staff has been looking into this matter since December 1962, when the FCC issued a notice of inquiry into the prevalence of "annoyingly loud" com-

mercials (BROADCASTING, Dec. 24, 1962).

And last week, Chairman Henry said he would ask the staff to submit a report on its investigation. He said he expects the issue to be brought up before the commission "real soon."

He also expressed the hope the commission would issue a notice of proposed rulemaking to deal with "loud" commercials.

But the question of when is a commercial too loud has been a

tough one, technically, for the commission for decades. And in issuing its notice of inquiry, the FCC acknowledged that loudness is easier to complain about than to measure. "Loudness, a subjective quality," the notice said, "varies in some as yet unknown way with numerous transmission parameters. Its subjective quality makes its measurement elusive."

A principal difficulty is that no device has been developed to measure loudness, as such. Commission engineers reviewed a number of gauges used to measure modulation to determine whether they might be applicable to the problem. But this search proved fruitless, according to one official. He said if loudness is to be measured, industry will have to develop the necessary instrument.

However, a number of those filing comments offered some suggestions. A commission source said these are being studied, but that no decision has been reached yet on whether the problem of measuring loudness can be solved.

The inquiry was instituted largely as a result of prodding by former Chairman Newton N. Minow. He said that despite engineers' contention that measuring loudness was difficult if not impossible, his ears told him some commercials were annoyingly loud. The commission also received—at the time of the notice—some 450 letters from the public and Congress complaining about loud commercials.

Many industry comments insisted that the problem was not a serious one. Networks and station group owners said they received few complaints about loud commercials. Another major argument was that the problem involves subjective and psychological factors that are not a proper area for government regulation.



FCC Chairman E. William Henry (r) was one of the several hundred government officials at a Jan. 17 Washington reception for NBC foreign correspondents on a 16-city

speaking tour. With him: NBC President Robert E. Kintner (l) and William (Fishbait) Miller, doorkeeper of the House of Representatives.

## If you'd like fan mail like this...

"I'd like to report that your FM transmission is far superior to previous broadcast. In fact, WGMS-FM is the strongest station on my auto FM radio." Mr. DW, Rockville, Md.

"I have long advocated the use of circular polarization... The improvement is more striking than I had expected. Auto-FM reception at a distance... has a substantial advantage." Mr. RJC, Bethesda, Md.

"Terrific! Reception: very good. Improved." DCF, Timonium, Md.

"I find it excellent and much improved, and reception ever so much better than it used to be before you installed your new antennas." Mrs. WE, Fairfax, Va.

"We were not able to get your station before. We receive your music, etc. perfectly clear." Mr. ALC, Spotsylvania, Va.

"WGMS-FM in Washington, D. C. comes in clearly even in very poor locations. A check with a portable FM receiver indicates that you have a

strong vertical component in your signal and this is apparently the answer. You can't imagine the difference between your signal and virtually all others — regardless of distance or strength, in the car... much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — *and* a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

## ...Add Collins' vertically polarized antenna

The above is only a small part of the mail received by WGMS-FM in Washington, D. C. after they updated with Collins Type 300 vertically polarized antenna.

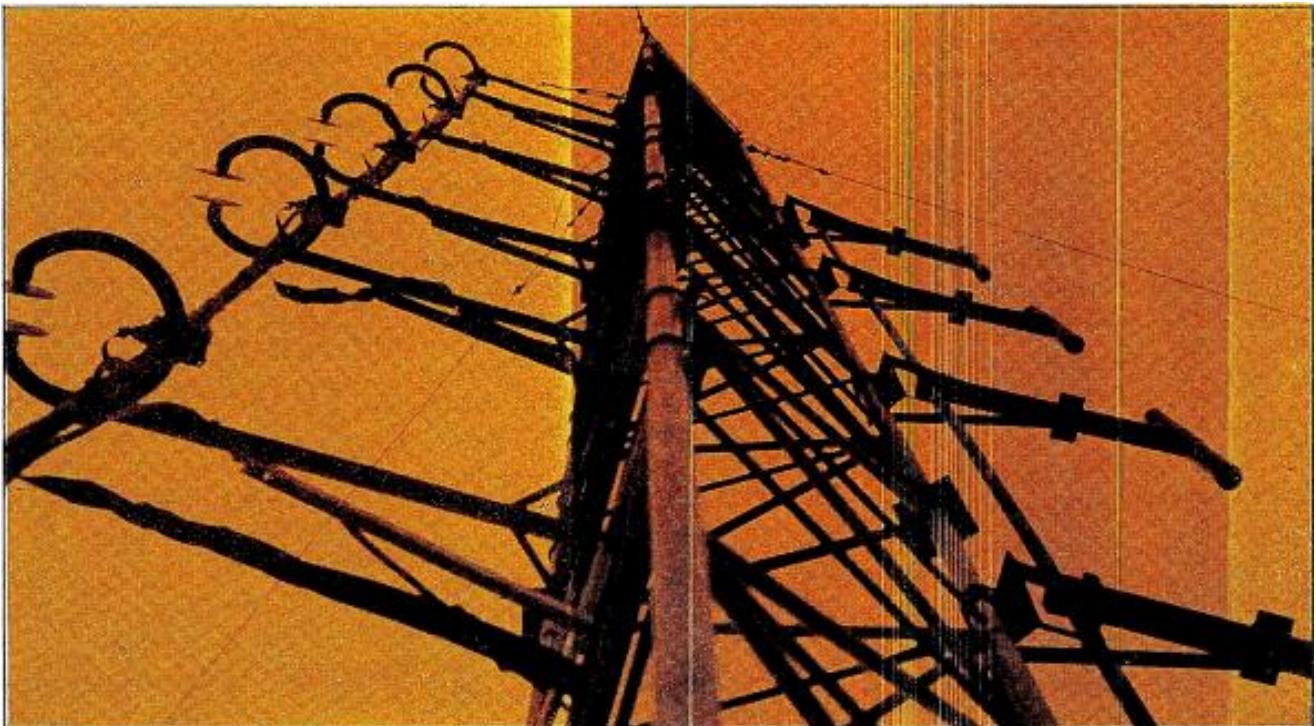
You too can take advantage of this "circular polarization" technique. Here is what the Type 300 can do for you:

**Fills in shadow areas • Reduces null effects • Improves fringe area reception • Vastly improves car radio reception • Provides redundancy when used with two power amplifiers • Maintains FM stereo quality • Improves SCA operation.**

The Type 300, which costs no more than your present horizontal bays, is

easily installed on your existing tower and is compatible with your transmitter. Delivery within 45 days of receipt of order. Contact your Collins Sales Engineer today.

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



Actual installation, WGMS-FM



# Skull and crossbones on every pack?

## FTC PROPOSES DEATH WARNINGS IN ALL CIGARETTE COMMERCIALS

A week to the day after the U. S. surgeon general had condemned cigarettes as a menace to the nation's health, the Federal Trade Commission proposed stiff rules to circumscribe cigarette advertising.

One rule would require all cigarette advertising to include warnings that smoking may cause death.

The FTC adopted the proposal unanimously at a meeting Saturday, Jan. 18. It was on the previous Saturday that the surgeon general had presented the findings of his special advisory committee on smoking and health (BROADCASTING, Jan. 20).

The FTC acted after a week of intense study of the surgeon general's report. In its announcement of rulemaking the commission quoted liberally from the work of the surgeon general's committee and added some tough comments of its own.

**Advertising Impact** ■ "Massive advertising, depicting and constantly reiterating the pleasures and desirability of cigarette smoking but failing to disclose the risks to health," said the FTC, "appears to be a potent force in increasing sales of cigarettes, despite increasing scientific and governmental recognition of the existence and seriousness of such perils."

The FTC said that many of the cigarette advertisements now in use "falsely state, or give the false impression, that cigarette smoking promotes health or physical well-being or

is not a health hazard, or that smoking the advertised brand is less of a health hazard than smoking other brands."

The commission also criticized current advertising that suggests that cigarette smoking is pleasurable and "indispensable to full personal development and social success." Unless such claims are tempered with warnings of the health hazards smokers face, the FTC said, they "may create a psychological and social barrier to the consuming public's understanding and appreciation of the gravity of the risks to life and health involved in cigarette smoking."

**Appeal To Youth** ■ The trade commission also served notice that it was considering adopting a code of fair cigarette advertising to "protect the youth of the nation against unfair or deceptive acts or practices in cigarette advertising."

The FTC said: "The extensive advertising on television for cigarettes, on programs widely watched by young people, continuously projecting an image of cigarette smoking as a socially desirable and accepted activity, consistent with good health and physical well-being, may have a great impact on impressionable young minds, and may block appreciation of the serious health hazards of smoking cigarettes."

Comments on the FTC's proposed rules are due March 2, and public hearings will begin March 16 in Washington. The text of the proposed rules "for the advertising and labeling of cigarettes" appears below:

### Text of FTC proposal

**Rule 1.** Either one of the following statements shall appear, clearly and prominently, in every cigarette advertisement and on every pack, box, carton and other container in which cigarettes are sold to the public: (a) "CAUTION—CIGARETTE SMOKING IS A HEALTH HAZARD: The surgeon general's advisory committee on smoking and health has found that 'cigarette smoking contributes substantially to mortality from certain specific diseases and to the over-all death rate';" or (b) "CAUTION: Cigarette smoking is dangerous to health. It may cause death from

cancer and other diseases."

*Comments on Rule 1:* The requirement of disclosure imposed by Rule 1 on cigarette labeling and advertising is based on the principle, established in the interpretation and application of the Federal Trade Commission Act, that it is an unfair and deceptive trade practice to fail to disclose material facts concerning a product which may influence many consumers in their decision whether to purchase the product, particularly where use of the product might endanger health or safety. The ultimate finding made by the surgeon general's advisory committee on smoking and health, which

is embodied in the caution specified in Rule 1 (a), is such a fact.

An alternative, short-form cautionary statement is provided in Rule 1 (b) for those advertisers who prefer to use it in, for example, a short "spot" television commercial.

The commission believes that a uniform form of cautionary statement is necessary to protect the consuming public. If each advertiser were free to formulate a different cautionary statement, the result would be that many consumers would be confused and might fail to appreciate its significance.

**Rule 2.** No cigarette advertisement\*

\*For purposes of Rules 2 and 3, "advertisement" includes labeling.

break time within any 60-minute period of all other time may not exceed 27.2% (16 minutes and 20 seconds). Individual programs of 5 minutes' duration may include commercial material not in excess of 1 minute and 15 seconds and individual programs of 10 minutes' duration may include commercial material not in excess of 2 minutes and 10 seconds.

"Not more than three announcements shall be scheduled consecutively.

"Commercial material in all other time does not include public service announcements, promotional announcements and opening and closing bill-

boards which give sponsor identification.

"3. Station breaks. Definition: Station breaks are those periods of time between programs, or within a program as designated by the program originator, which are set aside for local station identification and spot announcements.

"In prime time, a station break shall consist of not more than two commercial announcements plus noncommercial copy such as station identification or public service announcements. Total station break time in any 30-minute period may not exceed 1 minute and

10 seconds.

"In all other time, individual station breaks shall consist of not more than two commercial announcements plus the conventional sponsored 10-second ID. Total station break time in any 30-minute period may not exceed 2 minutes and 10 seconds.

"Station break announcements shall not adversely affect a preceding or following program.

"4. Multiple product announcements.

"A multiple product announcement is one in which two or more products or services are presented within the

shall state or imply, by words, pictures, symbols, sounds, devices or demonstrations, or any combination thereof, that smoking the advertised cigarettes (a) promotes good health or physical well-being, (b) is not a hazard to health, or (c) is less of a hazard to health than smoking other brands, except that a specific and factual claim respecting the health consequences of smoking the advertised cigarettes may be advertised if (1) the advertiser, before making the claim, has substantial and reliable evidence to prove the accuracy and significance of the claim, and (2) all facts material to the health consequences of smoking the advertised cigarettes are clearly, prominently and intelligibly disclosed in close conjunction with the claim.

*Comments on Rule 2:* Rule 2 is intended to prevent the confusion and misunderstanding on the part of the public that would be created if cigarette advertisers were free to contradict, in their advertising, the cautionary statement required by Rule 1. In addition, the rule embodies the established principle that deception unlawful under the Federal Trade Commission Act may be the result of half-truths, misleading suggestions or innuendo, as well as explicit false statements or the concealment of material facts.

However, claims concerning the health or safety of particular cigarette brands, where they are truthful and substantiated, are not forbidden. Indeed, it is the Federal Trade Commission's policy to encourage the development of less hazardous cigarettes. Rule 2 accordingly permits the making of substantiated factual claims respecting the health consequences of cigarette smoking, but only under certain conditions which are necessary to protect the consumer from being misled. First, the claim must be accompanied by such explanatory or qualifying language as is necessary to make it fully

clear to, and readily understandable by, the consuming public. Second, the advertiser is required, before he advertises such a claim, to have substantiating evidence of its truthfulness and significance to health. To make a claim of the kind embraced by this rule, without such substantiation, demonstrates reckless disregard for human health and safety, and is clearly an unfair and deceptive practice. Examples:

(1) An advertisement states, "Buy Brand X, the Cigarette That Gives You Extra Protection." Such an advertisement would be unlawful even if the caution requirement of Rule 1 had been fully complied with.

(2) An advertisement states, "Brand Y Contains the New Improved Kryptonite Filter." Such an advertisement would be unlawful even if the caution requirement of Rule 1 had been fully complied with, since the advertisement would give many people the impression that Brand Y's filter makes smoking Brand Y safe or comparatively safe.

(3) An advertisement states, "Brand Z Filters Out All of the Argon From Cigarette Smoke." If the advertiser, before publishing this advertisement, has substantiated the accuracy of the claim that his filter eliminates all of the argon from cigarette smoke, he would be permitted to advertise it. If, however, it is not scientifically established that the elimination of argon significantly lessens the health hazards of cigarette smoking, the advertiser would be required so to state in close conjunction with the claim.

**Rule 3.** No cigarette advertisement shall contain any statement as to the quantity of any cigarette-smoke ingredients (e.g., tars and nicotine) which has not been verified in accordance with a uniform and reliable testing procedure approved by the Federal Trade Commission.

*Comments on Rule 3:* This rule con-

cerns a specific aspect of the problem dealt with in Rule 2. A quantitative disclosure of cigarette-smoke ingredients is a claim concerning the health consequences of smoking the advertised brand. It is essential, therefore, that such disclosure be meaningful to the consuming public, and not a source of confusion. Confusion can be obviated, and the ability of consumers to make an intelligent choice among competing brands protected, only if the measurement of cigarette-smoke ingredients accords with a uniform, fully reliable and approved testing procedure. (The commission is considering approval under this rule of the so-called "Cambridge filter method," presented at the 77th Annual Meeting of the Association of Official Agricultural Chemists, October 16, 1963, at Washington, D. C. [see footnote])

Any advertising claim as to the quantity of any cigarette-smoke ingredients must conform with Rule 2 as well as with this rule.

*Example:* It is established under the testing procedure provided for in this rule that the smoke of Brand X cigarettes contains 2 milligrams of tars. Brand X advertisements may therefore lawfully state that the smoke of Brand X cigarettes contains 2 milligrams of tars. However, if it is not scientifically established that a reduction of the tars content to 2 milligrams significantly lessens the health hazards of cigarette smoking, that fact, and all other material facts bearing on the health consequences of smoking Brand X, must also be disclosed in the advertisements.

(Editor's note—The Cambridge filter method, devised with the cooperation of leading tobacco manufacturers, offers proposed criteria in determining amounts of particulate matter and alkaloids in cigarette smoke. Involving the Cambridge CM113A filter, it sets uniform standards for the selection, preparation and testing of cigarettes so as to determine total condensables in cigarette smoke.)

framework of a single announcement.

"(1) Only those multiple product announcements which meet the following criteria shall be counted under the code (Section XIV, 1, 2, 3) as a single announcement, provided that: (a) The products or services are related in character, purpose or use; and (b) the products or services are so treated in audio and video throughout the announcement as to appear to the viewer as a single announcement and (c) the announcement is so constructed that it cannot be divided into two or more separate announcements.

"2. A multiple product announce-

ment not meeting the criteria of 4 (1) above (commonly referred to as piggy-backs) shall be counted as two or more announcements under this section of the code.

"3. Multiple product announcements of retail or service establishments are exempted from the provision of 1 (a) above.

**Professionalism** ■ If television is to "deserve the mantle of professionalism we must support and adhere to standards—standards which reflect the composite experience of the industry as to what is good practice," Mr. Bell said in his first appearance before the board as

code authority director. "The more we strengthen this effort the more we will be looked upon by the public and government alike as professionals," he said.

Mr. Bell, whose confirmation will be before the parent NAB boards this week, outlined his general philosophy and objectives as code director. The code, he maintained, "is the only effective vehicle for meaningful self-regulation as an industry." It must of necessity be somewhat negative, because it implies that regulation is required, and defensive "because it becomes a shield against government encroachment."

Mr. Bell said, however, that the code

had affirmative purposes too. "In everything we do with respect to the code, our criteria must be: What effect will it have on the public? This represents the heart of my philosophy with respect to the code in general," he told the board members.

**Code Objective** ■ He outlined as general goals a campaign to make the public more aware of the code and what it means and represents, greater financing, better enforcement and a more adequate monitoring program and greater support among stations.

"I think there is a weakness of the code, particularly with the general public, to a lesser extent in government circles, and, frankly, it's a weakness to a considerable extent within our own industry," Mr. Bell said. "I intend to give priority attention to doing something concrete about it."

**Still More Work** ■ In other actions, the code board reaffirmed its refusal last fall to approve a program by Showbiz Inc. entitled *Your Daily Horoscope*.

Ed Bronson, TV code manager, reported that all but five of the 19 subscribers cited last fall for violations of time standards now are in compliance. The other five stations, he said, have resigned from the code. Melvin Goldberg, NAB vice president for research, detailed plans for an extensive study into television commercials. He also reported on the activities of the NAB research committee and the Broadcast Ratings Council in efforts to develop reliable ratings.

The board met at the Ivanhoe hotel in Miami Beach from 9 a.m. to 6 p.m. both days, leaving little time to enjoy the hotel's private beach and swimming pool.

## Hill not hurrying on tobacco hearings

Advocates of federal curbs on smoking advertising continued to introduce restrictive legislation last week but there were no signs that committees in either the House or Senate were in a hurry to begin hearings.

A House agriculture subcommittee, however, scheduled hearings on means of "assuring maximum health for smokers" Wednesday and Thursday (Jan. 29-30) that seemed headed more toward research and development of new, pure tobaccos rather than advertising controls.

Senator Everett Jordan (D-N. C.) said Monday (Jan. 20) that it would be "extremely unwise" for the Federal Trade Commission to take any hasty action on cigarette labeling. Representative Harold D. Cooley (D-N. C.), chairman of the House Agriculture Committee, commented on the FTC's proposed rulemaking on tobacco adver-

tising (story page 40-D) as absurd and said, "I think someone in the FTC must be emotionally disturbed."

Representative Richard E. Lankford (D-Md.), whose congressional district annually produces \$20 million worth of tobacco, said he was sure the government would not move hastily and that he "will attempt to help in any way I can" to assist the government in fulfilling "its responsibility of making all the facts known."

Senator Maurine B. Neuberger (D-Ore.), author of restrictive legislation, praised the FTC action.

Among bills introduced last week:

■ HR 9655, Representative John Blatnik (D-Minn.), to "confer upon the FTC the power and duty to regulate the advertising and labeling of cigarettes"; also HR 9657, Representative John Dingell (D-Mich.).

■ HR 9668, Representative Blatnik, a bill to establish government research on smoking and an informational program on how to control the smoking habit.

These bills are similar to Senate legislation introduced a week previous by Senator Neuberger (BROADCASTING, Jan. 20).

■ HR 9693, Representative Paul A. Fino (R-N. Y.), to require cigarette packages to be labeled with health warnings and nicotine and tar content.

This week's hearing will include state and federal witnesses: the secretaries of Health, Education and Welfare, Agriculture and the Surgeon General of the U. S.; and the governors and heads of agriculture departments of seven tobacco states: North and South Carolina, Kentucky, Georgia, Virginia, Tennessee and Florida.

Four senators added their names as co-sponsors to Senator Neuberger's legislation: Senators George McGovern (D-S. D.), Frank Church (D-Idaho), Gaylord Nelson (D-Wis.) and Lee Metcalf (D-Mont.).

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## 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 commercials, production manager, agency with its account executive and production manager. Approximate cost is listed, when given by producer.

Heller-Ferguson Inc., 1606 North Highland, Hollywood 28.

Uncle John's Restaurants Inc., Santa Barbara, Calif.; one 10 for radio. Hugh Heller, production manager. Agency: Marjorie Nyrop and Associates, Los Angeles. Jackie Van Wagoner, agency producer.

Del Monte Beverage Co., San Francisco

## Jury indicts Regimen for fraudulent ads

The maker of Regimen, a reducing pill and once a national TV advertiser, was indicted last week by a federal grand jury in Brooklyn, N. Y., on charges of fraudulent and misleading statements in an extensive advertising campaign, using the mails and television. The jury handed down a 58-count indictment.

The defendants are Drug Research Corp., producer of Regimen; New Drug Institute, a drug products testing company; two executives of the manufacturing company, and the president and sole stockholder of the testing firm, and Kastor, Hilton, Chesley, Clifford & Atherton Inc., Regimen's advertising agency from 1957-60.

The agency is named in all but 12 points charging the introduction of misbranded drugs into interstate commerce.

The indictment came a week after agents of the Food & Drug Administration launched a multiple seizure campaign of the pills to remove them from the national market (BROADCASTING, Jan. 20). This followed a consent decree signed Dec. 30, 1963 by John Andreadis (also known as John Andre) forbidding the shipment of Regimen in interstate commerce and authorizing federal marshals to seize and destroy the pills.

The basic charge against Regimen is that it was advertised as a "no diet" reducing tablet without foundation. The grand jury said that persons were employed in advertisements to claim they lost substantial weight because of the tablets when in reality they had lost the weight by medication or by starvation diets. The grand jury also said that a doctor was induced to change a clinical test on the drug from "fair to poor"

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(soft drinks); three 60's for radio, two 20's for TV. Agency: Fletcher Richards, Calkins & Holden, San Francisco. Bob Pritken, agency producer.

Jenkyns, Sean & Elliott, 717 North LaCienega, Los Angeles 69.

Best Foods, New York (Bosco); six 20's for TV, animation on film. Dick Elliott, Chris Jenkyns, production managers. Agency: Guild, Bascom, Bonfigli, San Francisco. Desmond O'Neill, account executive. Dan Lindquist, agency producer. Approximate cost: \$20,000.

Farmer's Insurance Group, Los Angeles (home owner's policy); one 60 for TV, live on film. Bob Hammond, production manager. Agency: Honig-Cooper & Harrington, Los Angeles. Andrew Carpenter, account executive. Hilly Sander, agency producer. Approximate cost: \$10,000.



**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**



to favorable and this fraudulent test was used in advertising.

Regimen spent \$10 million on advertising the drug between 1956 and 1963.

In 1959, Regimen spent \$1,971,729 in network TV and \$1,773,400 in spot, according to the Television Bureau of Advertising. In 1960, its last year of TV advertising, the firm spent \$418,360 on spot and none on network, TvB records indicate.

Counts one to forty-five of the indictment charge fraud through the mails or television with each count citing a separate letter or TV commercial. Maximum penalty on each would be five years in prison and a \$1,000 fine. Count 46 charges a conspiracy to defraud which carries a maximum of five years and \$10,000. Counts 47 to 58 relate to the introduction of misbranded drugs into interstate commerce, with a maximum penalty of three years and \$10,000 for each count.

### Toy firms deny FTC charges

Two toy firms accused of misrepresentation in TV commercials have denied the charges made by the Federal Trade Commission. Rainbow Crafts Inc., Cincinnati and American Doll & Toy Corp., Brooklyn have requested that the FTC complaints of Nov. 26,

1963, be dismissed.

Rainbow Crafts denies misrepresentation of Forge Press sets and Magnajector, and American Doll denies complaints against advertising for its Dick Tracy 2-Way Wrist Radio.

### Business briefly . . .

**The Campbell Soup Co.**, Camden, N. J., through BBDO, New York, has launched a Lenten campaign that will feature a heavy schedule of network television. The new drive, aimed at meatless products bearing the Franco-American label, will include messages on Campbell's regularly sponsored nighttime shows, CBS-TV's *Lassie* and ABC-TV's *Donna Reed Show*. The campaign will also include commercials on a total of 15 daytime shows on the three TV networks and daytime and nighttime spots in selected markets.

**Carter Products Inc.**, New York, through Sullivan, Stauffer, Colwell & Bayles, that city, has purchased sponsorship in 11 nighttime programs over NBC-TV. The sponsorships, which will run throughout the first three quarters of 1964, are in: *Monday Night at the Movies*, *Sing Along with Mitch*, *The Richard Boone Show*, *Espionage*, *The Eleventh Hour*, *Temple Houston*, *Dr. Kildare*, *International Showtime*, *The*

*Lieutenant*, *The Joey Bishop Show* and *Saturday Night at the Movies*.

**Helene Curtis Industries**, Chicago, through Edward H. Weiss & Co., that city, has purchased sponsorship in 10 NBC-TV nighttime programs: *Monday Night at the Movies*, *Sing Along with Mitch*, *Espionage*, *Eleventh Hour*, *Temple Houston*, *Dr. Kildare*, *International Showtime*, *The Lieutenant*, *Saturday Night at the Movies* and *The Jack Paar Program*. The order spans the first three quarters of 1964.

**Tar Gard**, cigarette filter-holder manufacturer, has announced a \$150,000 advertising and distribution campaign in 11 midwestern markets. The markets will be Indianapolis; Chicago; Cleveland, Akron, and Columbus, all Ohio; Detroit; Minneapolis-St. Paul; St. Louis; Kansas City, Mo.; Louisville, Ky., and Pittsburgh. The concentrated campaign will last 30 days. Tar Gard will open a similar effort in three eastern markets in March. The agency is Campbell-Ewald Co., San Francisco.

**The Morton Manufacturing Corp.**, Lynchburg, Va., through Gumbinner-North Co., New York, has purchased sponsorship in NBC-TV's *Today* show as part of a winter campaign for Chap Stick lip balm and Chap-ans hand cream. The campaign, which will fea-



## SNOW IN SUNNY SAN BERNARDINO?

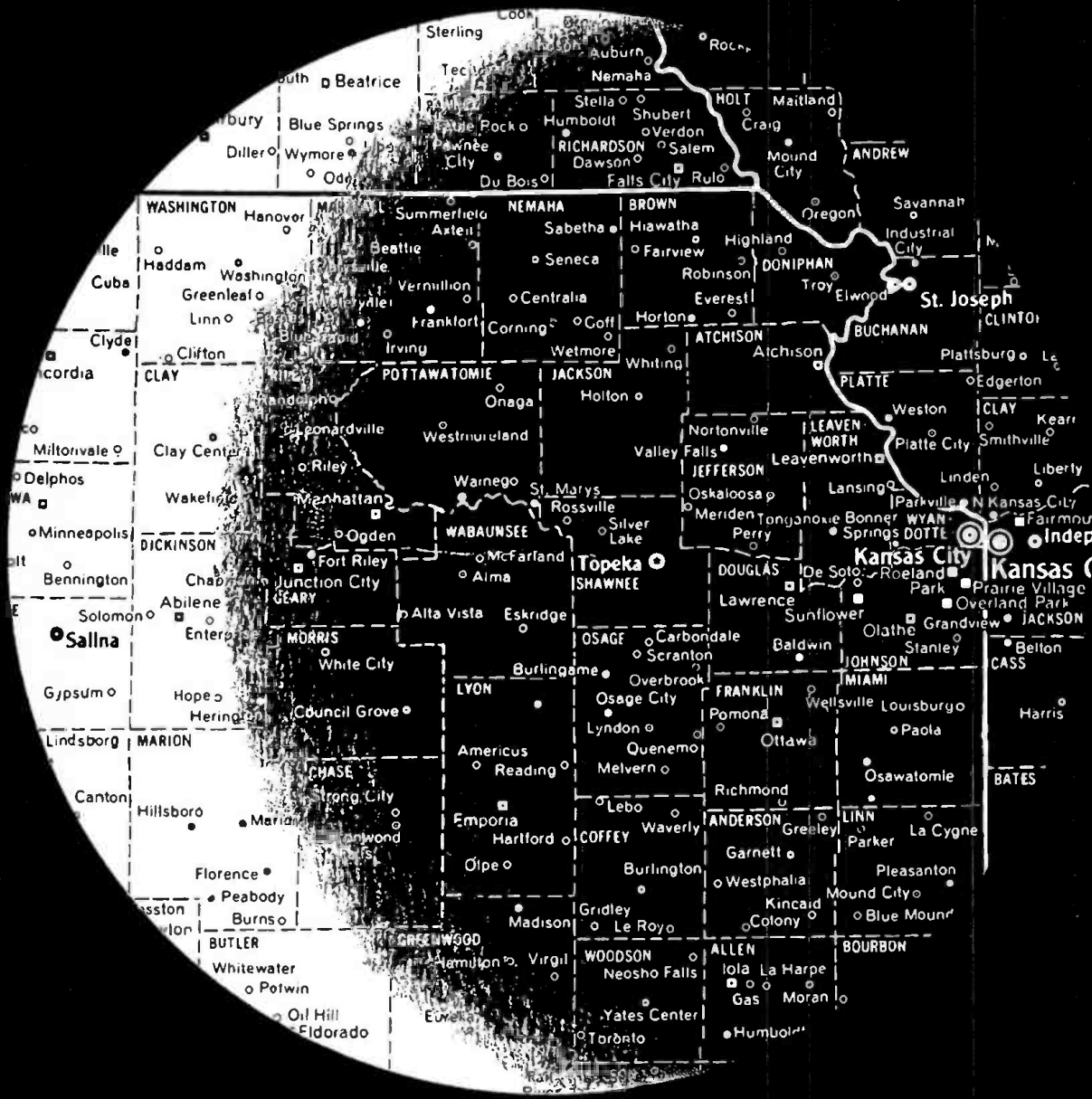
Could be. Right in the middle of your TV spots as a matter of fact—if you're trying to reach this important market with Los Angeles stations. Until recently, big spenders here (\$800,000,000 in annual retail sales!) hadn't any TV watching choice. But now there's a clear picture in this vital *Fifth Largest California Market*. Already over 65,000 sets are equipped to receive KCHU-TV Channel 18. 65,000\* sets. No other station anywhere adequately covers all of the areas where we come booming in with such sharp focus. And we're on the air 16 hours a day, 7 days a week! Place your schedule on the bellwether channel that puts your spots before the customers' eyes, not snow!

**CHANNEL 18**  
**KCHU-TV**

*the one to watch in San Bernardino-Riverside*

REPRESENTED BY SAVALLI/GATES, INC.

\*67,939 by Feb. 29, 1964



## NEW MOON

### over Kansas

The new, moon-shaped area on the map is plus-coverage from WIBW's new tall tower 1614 feet above downtown Topeka—an effective gain of 522 feet. We've moved west 18 miles into the Kansas Flint Hills to create a new moon of coverage, that provides you with *50,000 more TV homes* at no extra cost. The new Topeka market reports will reflect this increased coverage.

The new tower and transmitter, with full power, (316,000 watts), is now in operation! Ask Avery-Knodel to show you the WIBW-TV bonus coverage today!



#### TELEVISION

RADIO • AM • FM

Topeka, Kansas

Broadcast Services of Stauffer Publications  
Represented Nationally by Avery-Knodel.

## Messer hits out at brand name cynics

Albert H. Messer, president of the Brand Names Foundation, last week berated cynicism directed at brand manufacturers—their products and marketing methods—by legislators, businessmen and the public.

In an address to the Cincinnati Ad Club, Mr. Messer picked out the Federal Trade Commission's recent divestment ruling regarding Procter & Gamble and its Clorox subsidiary, and Mrs. Esther Peterson, President Johnson's appointee as special assistant for consumer affairs, as specific symbols of what he termed "the peril of cynicism."

Mr. Messer referred to the FTC in the Clorox case as "succinct in its apparent indictment of advertising principles and in all probability its admonishment was a slap at brand product advertising and merchandising." He said broad interpretation of the "homogeneous" product criterion which the FTC invoked, could

be damaging and onerous as long as the ruling is not contested.

Commenting on the appointment of Mrs. Peterson, Mr. Messer said that from her comments to date, "it seems apparent that [her] bent is cynically toward a headline hunting heyday—and in this year of a presidential election, her name could be front page news with an appalling degree of frequency. "A useful office," he said, "could be turned into a sermonizing and cynical tower of babble. . . ." He said he hoped Mrs. Peterson would not create a barrier between herself and the nation's consumer goods business.

Mr. Messer also spoke of "public confusion resulting from 'sensational' stories about investigations and 'false' advertising reports. . . ." Rebuttal reports to these, he noted, usually appear the following day, "perhaps prophetically, somewhere back among the obituaries."

ture spot announcements during the next 10 weeks, will focus on cold weather application of Chap-ans and the use of Chap Stick by the U. S. team at the forthcoming Olympic Games in Innsbruck, Austria.

## Reorganization at Gardner

Gardner Advertising Co., St. Louis, last week announced a reorganization of the agency's departments which will separate its media and research operations. The two functions had been placed under a single marketing division in 1961.

Earl B. Hotze, account executive for Pet Milk since 1959 has been named media director in the agency's St. Louis headquarters concurrent with the reorganization plan.

## NBC-TV announces time buys

Green Giant Co., Le Sueur, Minn., through Leo Burnett Co., Chicago, has purchased sponsorship in NBC-TV's *Espionage*, *The Lieutenant*, *Saturday Night at the Movies* and *International Showtime*.

Other new sponsorships in NBC-TV shows: Plough Inc., Memphis, through Lake-Spiro-Shurman Inc., that city—*The Bill Dana Show*, *Monday Night at the Movies*, *Sing Along with Mitch*, *Espionage*, *The Eleventh Hour*, *International Showtime*, *The Joey Bishop Show*, *Saturday Night at the Movies* and *Dr. Kildare*;

The Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., New York—*The Joey Bishop Show*, *Saturday Night at the Movies*,

*Monday Night at the Movies*, *Espionage*, *The Eleventh Hour* and *Temple Houston*;

General Electric Co., New York, through Young & Rubicam, that city—*Saturday Night at the Movies*;

B. F. Goodrich, Akron, Ohio, through BBDO, New York—*Sing Along with Mitch*, *International Showtime* and *Eleventh Hour*;

And Simmons Co., New York, through Young & Rubicam—*The Bill Dana Show*, *Monday Night at the Movies*, *Sing Along with Mitch*, *The Richard Boone Show*, *Espionage*, *Temple Houston*, *International Showtime*, *The Lieutenant* and *Saturday Night at the Movies*.

## Rep appointments . . .

■ KUDL Kansas City, Mo.: Vic Piano Associates, New York, as national representative.

■ WHYN Springfield, Mass.: Blair Radio, New York, as national representative.

■ KPUG Bellingham, KSEM Moses Lake, KRSC Othello and KENE Toppenish, all Washington, and KOHI St. Helens, Ore.: Feltis/Dove/Cannon Inc., Seattle, as regional representative.

■ KGBT-AM-TV Harlingen, Tex.: Hector Garcia Pereyra, Cadena Azul de Radio S. A., as Mexican representative.

■ WKBV Richmond, WBAT Marion and WBW Bedford, all Indiana (Lester G. Spencer stations): The Devney Organization Inc., New York, as national representative.

## 2-agency merger produces WW&B

The merger of Donahue & Coe, and Ellington & Co., under discussion for several months (BROADCASTING, Nov. 18, 1963), was consummated last week forming an agency to be known as West, Weir & Bartel. The new agency will have billings in the neighborhood of \$45 million, about \$33 million brought in by D&C and the \$12 million balance by Ellington.

Donahue & Coe put approximately \$11.5 million in broadcast media during 1963.

The new combine was forced to relinquish three accounts with aggregate billings of \$2.5 million as a result of product conflicts arising from the merger. American Enka with billings of \$1.5 million, is leaving the D&C shop since its competitor, The Celanese Corp., has been handled by Ellington. The Stroehmann Bakeries account of about \$350,000 will move from Ellington, because D&C has the Arnold Bakers account, and Publisher Industries (\$650,000), in conflict with Schieffelin & Co. at D&C, will leave Ellington.

Officers of the new agency are William A. Bartel, chairman, Walter Weir, chairman of the executive committee and Don E. West, president and chief executive officer.

## Agency appointments . . .

■ Burgess Battery Co., Freeport, Ill., moves its national account Feb. 1 from Kane Advertising, Bloomington, Ill., to Wade Advertising, Chicago. Andy Quale of Wade will be account executive. Broadcast media will be considered.

■ Alta Brazil coffee appoints Handman & Sklar Advertising Inc., New York, for its West Coast advertising program. Plans call for radio, TV and newspaper coverage.

■ CAH Industries, Franklin Park, Ill., maker of flexible coatings for industrial and consumer uses, has named Sander Rodkin Advertising, Chicago, as agency. Consumer campaign will include broadcast media on market-by-market basis.

■ A. E. Staley Manufacturing Co., Decatur, Ill., corn products manufacturer, assigns all of its grocery products account to Maxon Inc., whose Detroit office already has handled part of the over \$2 million account. Erwin Wasey, Ruthrauff & Ryan, Chicago, loses its portion after handling it for 15 years. Change is to take place in several weeks. Staley uses some radio-TV.

■ Fairmont Foods Co., Omaha, has ap-

puzzle:



Yeast  
Is  
Yeast

&

West  
Is  
West,



but Who's Parsons?

Our exemplary team of national reps, Harrington, Righter and Parsons, inspired by a reference to themselves in one of our puzzle ads, decided to leaven the atmosphere with a yeasty pinch of confusion for the benefit of WMAL-TV's Neal Edwards who was coming up to New York for a conference with Jim Parsons.

For purposes of the gag, it was decided that Turk Righter would abandon his usual standards and answer Edwards' questions with little white lies, that Jim Parsons would avoid his natural positiveness and vacillate between fact and fancy, and that Jack Harrington would maintain his usual undeviating truthfulness.

When Edwards arrived, he asked the receptionist for Parsons.

"He's in one of those offices, Mr. Edwards," she said, pointing to three closed doors, numbered 1, 2 and 3, "but you'll have to figure out which one for yourself." And she explained the bizarre behavior that had suddenly overcome her three bosses.

"OK," said Edwards, accepting the challenge, "I read our ads, too."

Walking up to door number 1, (the one on his left) he asked the unknown occupant:

"Who's in the office next to you?" "Harrington," came the muffled reply.

At door 2 he asked: "Who's inside this office?" "Parsons," answered a disguised voice.

To the man behind the third door, he said: "Who's in office number 2?"

"That's Righter," came the response in a high stage whisper.

"OK, Parsons," said Edwards, knocking on one of the doors, "I know you're in there. Let's go to lunch."

Which door did he knock on and how did he know? Prize follows.

*So what's new on WMAL-TV? The prime-time evening line-up: Popular "News 7," now on from 6 to 7 pm, Monday through Friday, followed by a half-hour of comedy from 7 to 7:30 pm—Monday "Guestward Ho," Tuesday "Fractured Flickers," Wednesday "Bachelor Father," Thursday "I'm Dickens, He's Fenster," Friday "Car 54." Failure to avail self and clients of prime one-minute spot opportunities is also classified as bizarre behavior. Avoid finger of scorn. Check Harrington, Righter & Parsons, Inc.*

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014  
Address answers to: Puzzle #96, WMAL-TV, Washington, D. C. 20008

**wmal-tv** 

Evening Star Broadcasting Company  
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

pointed Tatham-Laird, Chicago, as its agency effective April 1, dropping Allen & Reynolds, Omaha, which has handled the account for a dozen years. Fairmont is a broadcast advertiser. Billings total \$1.4 million.

## Group replaces Inc. in Interpublic's name

Interpublic Inc., New York, last week took a new name—the Interpublic Group of Companies—meant to describe more accurately the company's corporate structure.

Through acquisition during the past year the Interpublic complex has become the largest advertising organization in the world, billing more than \$500 million.

Most recent acquisition by Interpublic was that of the Fletcher Richards, Calkins & Holden agency (BROADCASTING, Jan. 13).

## Broker agreement brings \$1,000 fine to WNJR

Failure to inform the FCC of an agreement with a time broker may cost WNJR Newark, N. J., \$1,000, the commission announced last week.

In notifying the station of its "apparent liability" the commission said that for several months prior to March 1963 WNJR carried a program entitled *Celebrity Time* according to "oral or written contracts for sale of broadcast time to Celebrity Consultants"—a New York advertising agency. The agency in turn sold the time, supplied talent and advertising continuity and gathered

the profits from the time sales. WNJR was paid a flat weekly rate by Celebrity Consultants, the commission said.

The station, under FCC rules, is required to file copies of such brokerage agreements with the commission within 30 days of their execution.

The Newark station, owned by Continental Broadcasting Inc., was given 30 days to contest or pay the \$1,000 fine.

## Pulse to measure radio audience by age and sex

The Pulse Inc., New York-based research firm, last week announced a radio research service—"LQR-II (age & sex)"—which will include audience age and sex breakdowns for stations in the top 100 markets.

Last year Pulse syndicated "LQR-100" (local, qualitative radio) data to 200 stations. Dancer-Fitzgerald-Sample, New York, developed the new LQR-II concept.

Pulse said the project would be conducted according to a schedule that would include a single qualitative analysis of each of the 100 markets during a 12-month period. Pulse uses a personal interview, roster reconstruction method.

## ABC-TV announces new business for 2d quarter

ABC-TV reported last week that eight advertisers have signed for sponsorship representing an estimated \$3.5 million in new gross time billings at the network. The sponsorships, mostly second quarter participations, are in several

nighttime shows, including *Hollywood Palace*, *Destry*, *77 Sunset Strip*, *Empire* and *Ensign O'Toole*.

Sponsors and their agencies are: Brown & Williamson Tobacco Corp., Louisville, Ky., through Ted Bates & Co., New York; Carter Products, New York, through Sullivan, Stauffer, Colwell & Bayles, that city; Dodge Division of the Chrysler Corp., Detroit, through BBDO, that city; S. C. Johnson & Son, Racine, Wis., through Benton & Bowles, New York; Plough Inc., Memphis, through Lake-Spiro-Shurman, that city; Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach, New York; and the Toni Co., Chicago, through North Advertising, that city.

## ABC Radio near sell-out for Liston-Clay fight

ABC Radio said last week it has sold three-fourths of its exclusive coverage of the Sonny Liston-Cassius Clay heavyweight championship fight from Miami Beach on Feb. 25, and expects to sell the remaining quarter sponsorship shortly.

Sponsors listed now are Cities Service Co., through Lennen & Newell; Pepsi-Cola, through BBDO, and Schick Razor Co. through Compton Advertising.

Before and after fight programs have been purchased by the General Cigar Co. through Young & Rubicam.

ABC Radio said that Les Keiter will do the blow-by-blow commentary, while former heavyweight champion Rocky Marciano will be Howard Cosell's guest before, during and after the bout.

## THE MEDIA

# TWO TESTIFY FOR COLLINS

## On eve of board meeting to settle his future McGannon and Sanders rise to Collins's support

Donald H. McGannon, president of Westinghouse Broadcasting, last week went to the defense of LeRoy Collins whose administration as president of the National Association of Broadcasters will be reviewed this week by the NAB boards.

Mr. McGannon, who as chairman of the NAB research committee was publicly commended by Governor Collins as an outstanding broadcaster, stated his views in a letter to the editor of BROADCASTING.

Another endorsement of the NAB president, written by a member of the NAB radio board but duplicated and mailed by the NAB staff at NAB ex-

pense to all small-market radio members of the association, also came to light last week. It was a letter dated Jan. 10 and written by Ben Sanders, of KICD Spencer, Iowa, after he had attended meetings of the NAB finance committee in Washington. Mr. Sanders, in the letter, solicited comments that could be considered at this week's board meetings. As for himself, Mr. Sanders said he was convinced that in Mr. Collins "we have a statesman at the helm."

Governor Collins's record as NAB president is expected to be a prime topic of discussion at the board meetings in Sarasota, Fla., this week. He

has been criticized by a number of NAB members for taking positions publicly on controversial matters without first clearing his speeches with members of the NAB boards. The NAB executive committee, consisting of the chairman and vice chairmen of the radio and television boards, voted earlier this month to submit the Collins matter to the combined boards this week.

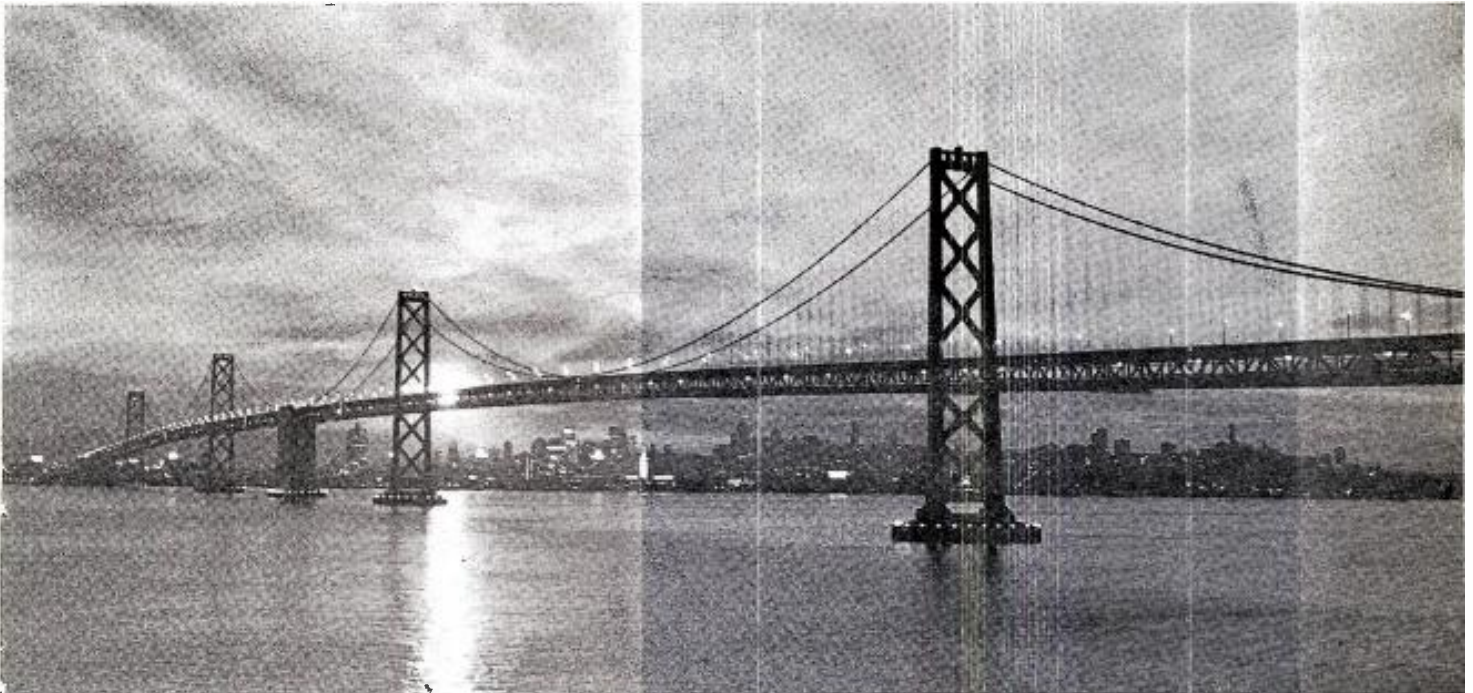
**Defender** ■ Mr. McGannon, in writing to BROADCASTING last week, said that although he had disagreed with the NAB president on "various occasions," he believed that "his presidency has been a constructive one and broadcasting is now assuming a degree of definition and acceptance in various circles that it has not possessed in my limited memory.

"Broadcasting, as an industry," said Mr. McGannon, "has had very few genuine leaders. . . . I think it can be agreed that the limitation of leadership,

# ACCEPTANCE

...23 of the top 25 national spot TV advertisers bought KTVU last year.\* Here is evidence of advertisers' acceptance of the San Francisco Bay Area's independent television station. Programming which meets the varied tastes of the Bay Area TV audience is one reason for this acceptance. Clean commercial scheduling with no triple spotting and no product conflicts is another. For greater effectiveness, join the advertising leaders and buy KTVU.

\*Based on TVB estimates of top 25 national spot advertisers in 1962.



The SAN FRANCISCO-OAKLAND BAY BRIDGE, linking the East and West Bay cities is crossed by more than 100,000 vehicles each day. On June 14, 1963, a new traffic record was set when 141,354 vehicles passed through the bridge toll gates. Completed in 1936, the span is 8½ miles in length, including access roads. Photo by Mike Roberts

*Associated with: WSB/WSB-TV, Atlanta; WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton*

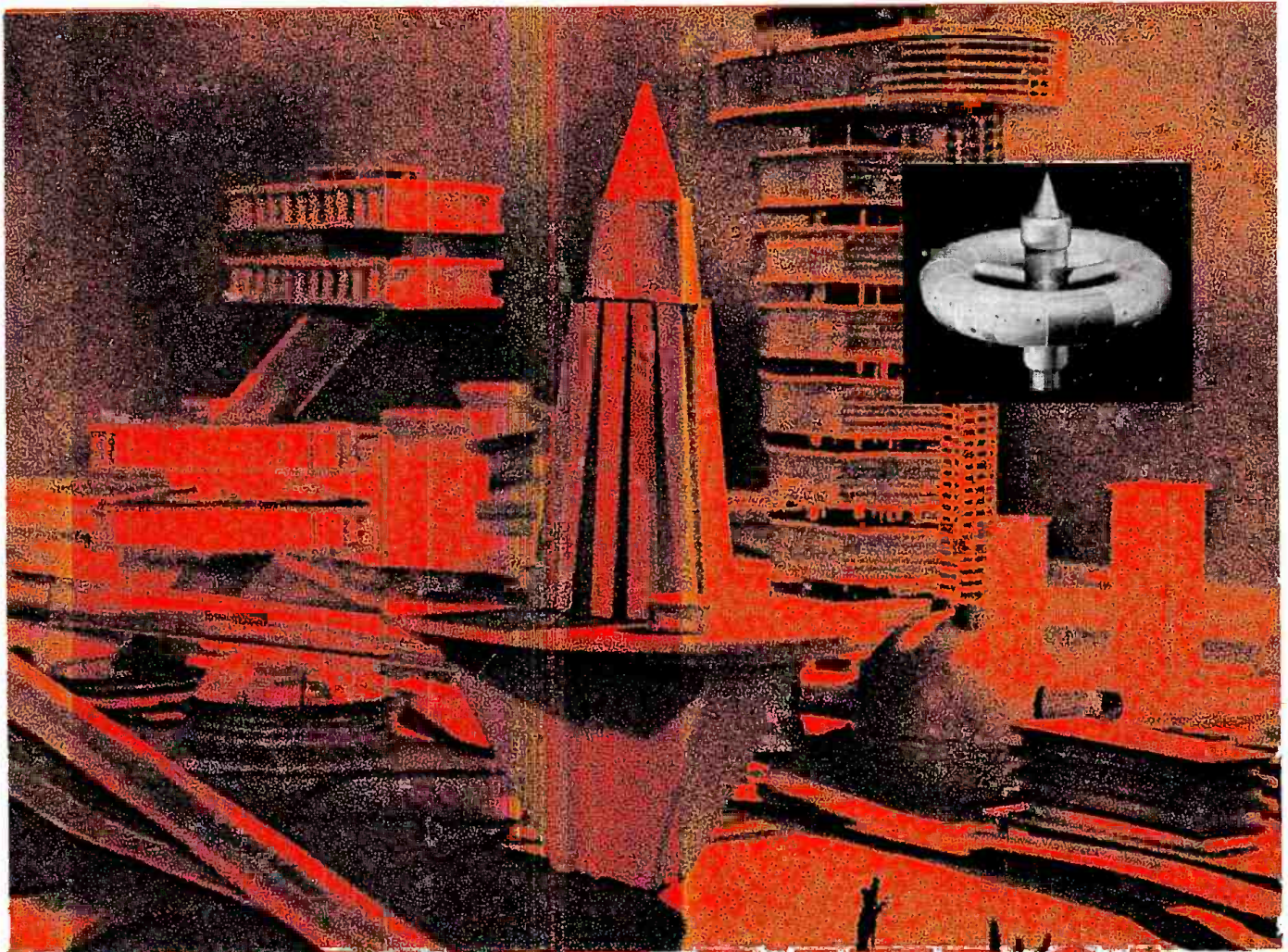
The Nation's LEADING  
Independent TV Station



**SAN FRANCISCO-OAKLAND**

Represented Nationally by H-R Television, Inc.

**M. & A. ALEXANDER PRODUCTIONS**



# PLANET PATROL

*Planet Patrol*, already in the New York market, brings the world of the future, the year 2100 into lively focus. Offers a unique production of intriguing science fiction based on technically accurate material.

A Wonderama Production, produced by Roberta Leigh and Arthur Provis; created and written by Roberta Leigh with technical advice by Colin Ronan.

A National Interest Pictures Ltd. Production



# **PRESENTS TWO NEW FIRST-RUN HALF-HOUR SERIES OF DISTINCTIVE AUDIENCE APPEAL**

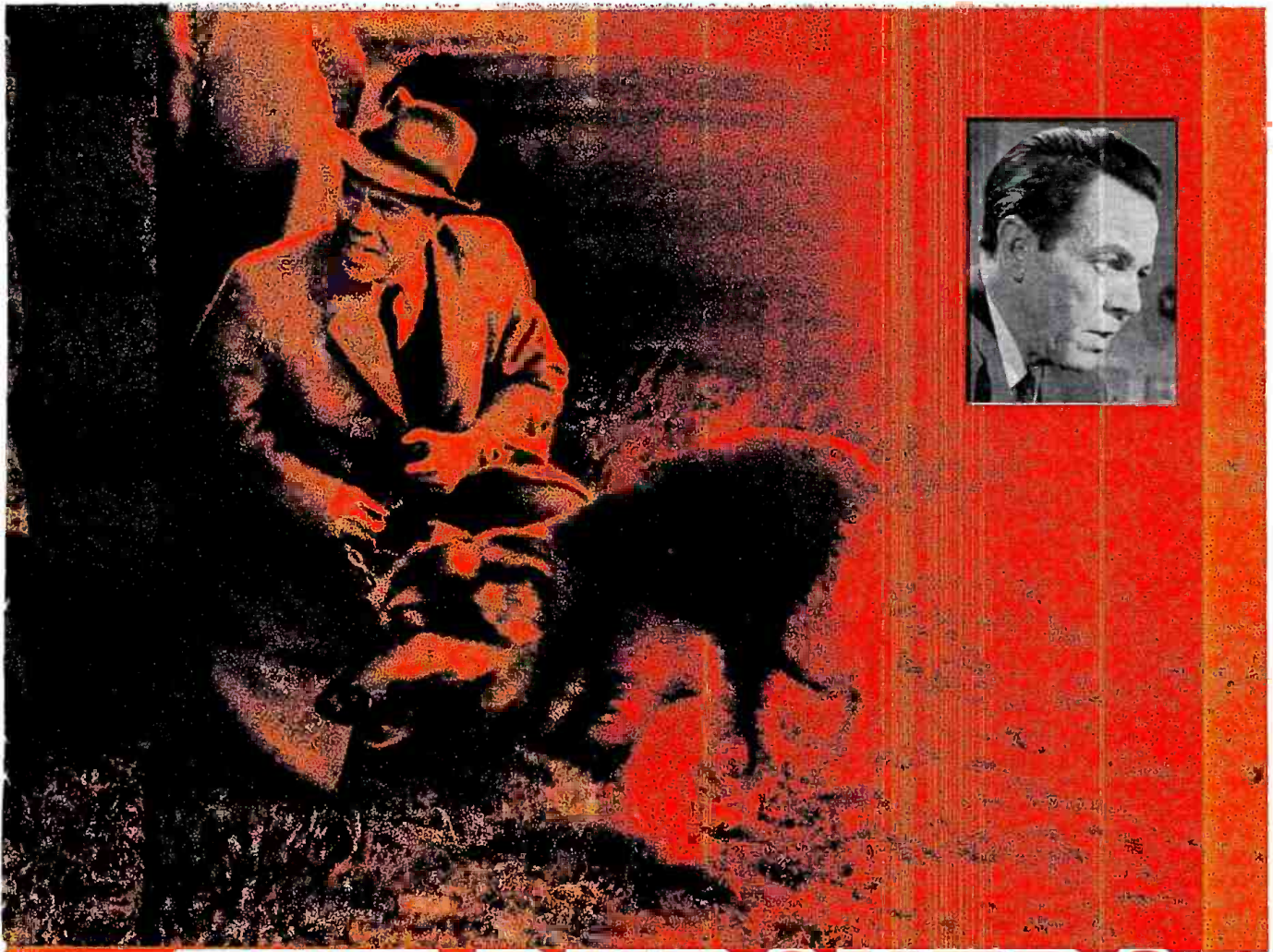
A refreshing change of pace, these first-run releases lend variety to programming with two adventure themes of proven popularity with viewers of all ages—imaginative science fiction and the highly successful detective story.

released by

**M. & A. ALEXANDER  
PRODUCTIONS, INC.**

6040 Sunset Blvd., Hollywood 28, Calif.

Phone HO 4-3411 • HO 4-7671



# **THE PURSUERS**

*The Pursuers*, starring Louis Hayward, put the famed actor in the thick of the action—in a tense fast-paced Scotland Yard adventure, spiced with realistic detail and played in authentic London settings. A Crestview Production, produced by Donald Hyde.

Each series contains 39 half-hours, available for multiple runs. For details, contact  
M. & A. ALEXANDER PRODUCTIONS, INC. • 6040 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
PHONE HO 4-3411 • HO 4-7671

at the industry as well as at the trade association level, has had an inhibiting effect."

**Speeches Applauded** ■ Mr. McGannon said he approved of the NAB president's practice of making public speeches on significant non-broadcasting issues. "I would not only encourage Collins to do this but would encourage all broadcasters to do it," Mr. McGannon said, "so that the cumulative effect over a period of time could be the assumption of a position on key questions and a significant enhancement of public attitude and image."

As to Governor Collins's speeches on subjects related to broadcasting, Mr. McGannon said they had conformed to the policies of the NAB boards.

"Although Roy Collins has shortcomings, as we all do," wrote Mr. McGannon, "they have been outweighed substantially by the positive good he has brought to his job."

A "comparable successor is going to be extremely difficult to find," said Mr. McGannon, "irrespective of what reason ultimately precipitates Collins's loss to broadcasting."

Mr. McGannon said he would make copies of his letter available to members

of the NAB boards. Mr. McGannon is now chairman of the Broadcast Ratings Council which he had a large hand in organizing while he was chairman of the NAB research committee.

**The Sanders Letter** ■ In writing the small-market radio members of the NAB, which he represents on the radio board, Mr. Sanders said he wanted their views on the Collins administration for presentation at the board meetings, which began today at the Far Horizon hotel in Sarasota, Fla., and continue all week.

Mr. Sanders said it was his personal view that Governor Collins's speeches were "increasing the stature of all of us as broadcasters" and that the NAB president was accepted by "Americans in high places."

Mr. Sanders asked the members to answer this question: "Are Governor Collins and his methods guiding our industry to the plateau of respect and dignity we have sought so long?"

The NAB headquarters role in reproducing and mailing Mr. Sanders's letter was described by Everett Revercomb, NAB secretary-treasurer, as a normal service provided to all board members on request.

TV film strip should be ready for distribution this spring, he said. He warned that CATV proponents may request equal time and if they did, TAME would be wise to abandon broadcasting for this purpose.

He said a CATV proposal in Brunswick, Ga., was defeated by representatives of Channel Master, JFD Electronics, Specialty Distributing Co. and Winegard Co., and that this achievement can be done against CATV in Georgia.

Mr. Leslie headed the delegation that met with the FCC officials. Others in the group were Samuel Schussel, Channel Master, Ellenville, N. Y.; John Winegard and Robert Fleming, Winegard Antennas, Burlington, Iowa, and Morris Finney, Finney Co.

The group reportedly made a number of allegations about CATV. One was that the signal carried on a CATV cable is degraded—an assertion commission officials said they never heard before. The group also said that radiation from some CATV cables exceeds the limits set by FCC rules.

Mr. Leslie told his colleagues in Atlanta that Commissioner Cox told him that "for the last three or four years" he had heard "nothing but the good side of CATV."

Commissioner Cox along with commissioners Robert T. Bartley and Frederick W. Ford will meet today (Jan. 27) with representatives of the National Community Television Association. The meeting was scheduled as another in a series of efforts to reach agreement on legislation that would authorize the commission to regulate CATV's.

However, the talks have been at dead center for months, and there wasn't much hope last week that a formula could be devised for achieving agreement.

CATV operators, who are becoming increasingly uneasy about regulatory action by individual states, would like to have the federal government preempt the field with legislation. But they are not willing to submit to the extent of regulation the FCC feels is necessary to protect television stations.

It was understood that some CATV interests have prepared a draft bill which they have asked Chairman Oren Harris (D-Ark.) of the House Commerce Committee to introduce in Congress. The draft was given to the chairman in December, but he has done nothing with it, apparently in the hope some agreement can still be reached with the FCC.

It was not clear whether the bill represented the official NCTA position. NCTA officials denied knowledge of the proposal. However, FCC members who knew of its existence took it for granted it was an NCTA measure.

## Community antenna systems face a new foe

### ANTENNA MAKERS PLAN TO EDUCATE PUBLIC WITH 'TAME'

A group of television antenna manufacturing firms trying to organize nationwide opposition to community antenna television set up shop in Atlanta last week in its first venture into the Southeast.

Television Accessory Manufacturers Institute (TAME) named a six-man committee to begin its Georgia campaign and raised about \$3,000 from manufacturers representatives at a meeting in Atlanta Monday (Jan. 20).

The Atlanta meeting was the second step taken Monday by members of TAME in their campaign against CATV. Earlier that day five members met with Federal Communications Commissioners Kenneth A. Cox and Robert E. Lee and commission staff members.

Morton Leslie, sales manager of JFD Electronics Corp., Brooklyn, N. Y., and TAME acting chairman, announced the organization would incorporate in New York next month but urged Georgia sympathizers to keep TAME's "Yankee" name out of all publicity. Calling for a full-scale campaign to educate the public about the "evils" of CATV, Mr. Leslie distributed promotion kits entitled, "How to TAME CATV."

Tom Pheiffer, regional sales manager, Finney Co., Bedford, Ohio, said "it's not our objective to knock cable TV," just to educate the public.

Mr. Leslie said TAME didn't oppose CATV where it was "really needed"

and state regulated, but would fight it where it was not needed throughout the country.

TAME was organized by nine equip-



TAME's promotion logos

ment companies last year and has been fighting CATV in communities where firms have sought franchises.

Jack Williams, executive secretary of the Georgia Association of Broadcasters, told the Atlanta meeting that he favors TAME's goals but that the GAB does not—"yet."

Messrs. Williams and Leslie said CATV is the first phase of a pay TV plan. CATV systems can be fought in two ways, Mr. Leslie continued: "by kicking up dust in Washington" to get support for federal regulation of CATV and by local field campaigns with equipment distributors.

TAME is preparing material for use on local radio and TV stations, Mr. Leslie said. Recorded spots and TV slides should be available soon, and a

# PHYSICIAN

He's an examiner . . . a consultant . . . an expert on injuries . . . a trouble-shooter wherever employe physical welfare is concerned. He's a dedicated man with a vital, demanding job . . . *the General Motors doctor*. Here he's checking an employe's blood pressure—part of a complete examination to determine this man's fitness for his job—and to evaluate his future work capability.

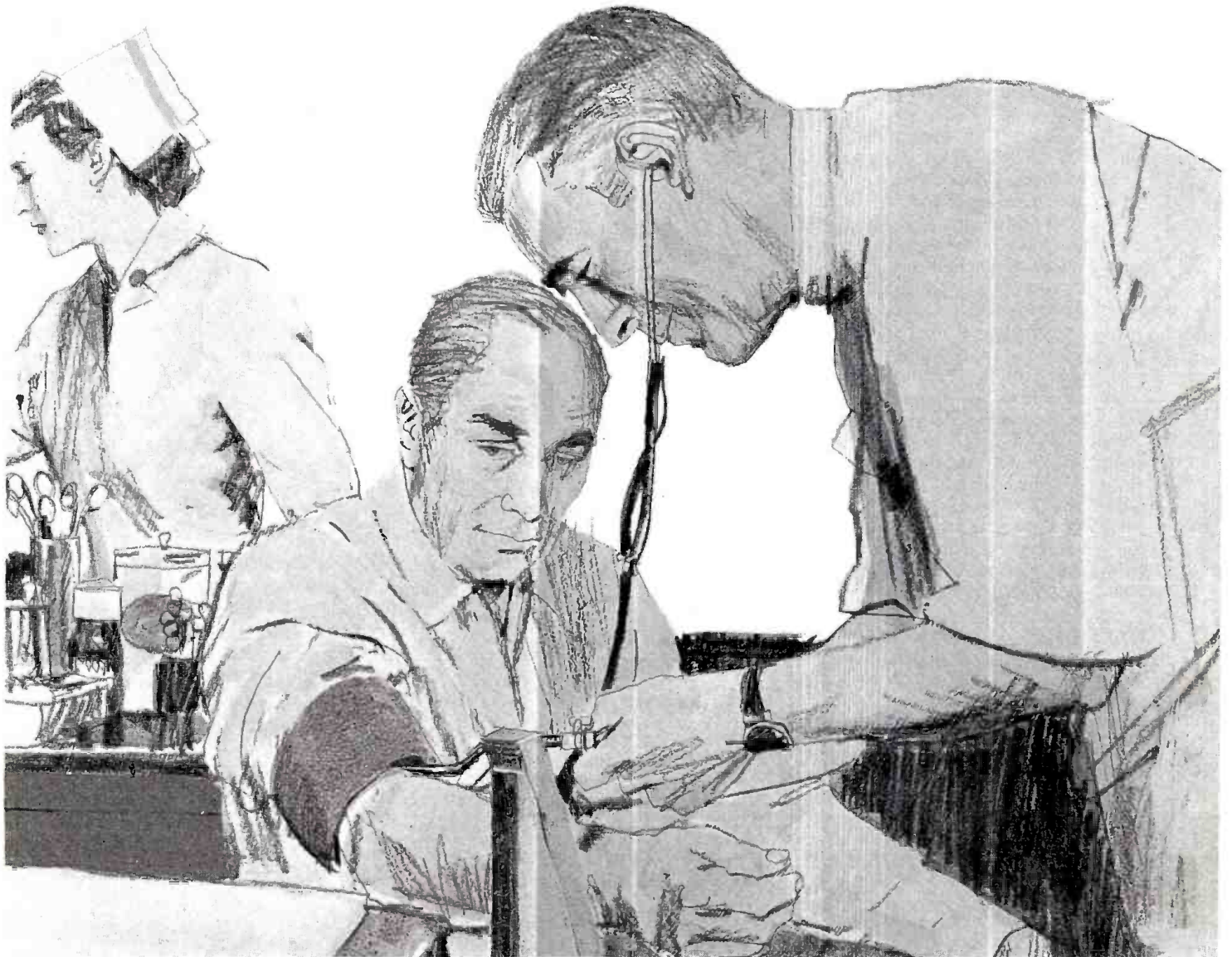
The prevention and control of *on-the-job* injuries are this doctor's prime concern. He deals mostly in remedial medicine rather than reparative medicine. Because injuries *away from work* are 12 times as numerous as those on the job, more than three out of four visits to the Medical Department are for *non-occupational* consultation and examination, but no attempt is made to take the place of the family doctor.

This doctor is one of 146 physicians and 638 nurses who make up the GM Medical Staff in plants throughout the United States and Canada. The GM Medical Department was established in 1915 as one of the pioneer programs of its kind. GM doctors and nurses work with the same ultra-modern equipment you'll find in the finest clinics and hospitals. As part of their accident-prevention work, they tie in closely with plant safety departments.

The people in the Medical Departments—doctors and nurses—provide a very important service to General Motors. They're working to improve the physical welfare of people. And people, of course, are the number-one asset of General Motors.

## GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



# LBJ DEFENDS INSURANCE

## GOP still wondering about unanswered question of pots and pans spots that were run on KTBC-TV

President Lyndon B. Johnson last week used his first recorded news conference as a vehicle for his first public comments on information turned up by a Senate committee investigating the outside business activities of Robert G. (Bobby) Baker, a former Senate employe associated with Mr. Johnson when he was Senate Democratic majority leader.

But Representative H. R. Gross (R-Iowa), critical of the President's pre-

vious silence on his relations with Mr. Baker (BROADCASTING, Dec. 16, 1963), said afterward he is "surprised the President didn't have something to say" about \$1,208 in advertising time that a Maryland insurance agent testified he was urged to buy on a Johnson station in Austin, Tex., after selling the then-senator \$100,000 in life insurance.

Without comment on that advertising transaction, the President said insurance was purchased by the LBJ Co.

### The President's statement

This is the full answer President Johnson chose to make last week to questions about his life insurance and a gift phonograph which have been subject to criticism by Republicans:

"We—you are also writing some other stories, I think, about an insurance policy that was written on my life some seven years ago and I am still here. The company in which Mrs. Johnson and my daughters have a majority interest, along with some other stockholders, were somewhat concerned when I had a heart attack in 1955 and in 1957 they purchased insurance on my life made payable to the company. And the insurance premiums were never included as a business expense, but they thought that was good business practice in case something happened to me so Mrs. Johnson and the children wouldn't have to sell their stock on the open market and lose control of the company. That insurance was purchased here in Washington and on a portion of the premiums paid Mr. Don Reynolds got a small commission. Mr. George Sampson, the general agent for the Manhattan Insurance Co., handled it and we have paid some \$78,000 in premiums up-to-date and there is another \$11,800 due next month which the company will probably pay to take care of that insurance.

"There is a question also been raised about a gift of a stereo set that an employe of mine made to me and Mrs. Johnson. That happened some two years later, some five years ago. The Baker family gave us a stereo set. We used it for a period and we had exchanged gifts before. He was an employe of the public and had no business pending before



me and was asking for nothing and so far as I knew expected nothing in return any more than I did when I had presented him with gifts.

"I think that that is about all I know that is going on on the Hill, but I hope that covers it rather fully. That is all I have to say about it and all I know about it."

(now Texas Broadcasting Corp.), broadcast licensee in which his wife and daughters hold majority interest (now in trust), after Mr. Johnson suffered a heart attack in 1955. His family was named beneficiary "so Mrs. Johnson and the children wouldn't have to sell their stock on the open market and lose control of the company."

**Pick Your Story** ■ Another version of the Johnson insurance situation was made public earlier in the week by the Senate Rules and Administration Committee, a panel that has been investigating some of Mr. Baker's business activities and associates. Don B. Reynolds, Silver Spring, Md., insurance agent, testified that he had been "persuaded" by Walter W. Jenkins, then and now Mr. Johnson's top personal aide, to buy advertising on KTBC-TV Austin after he sold the then-senator a \$100,000 policy through the Manhattan Life Insurance Co. in 1957. He had been "soliciting agent," Mr. Reynolds said, and George P. Sampson was "general agent."

Mr. Jenkins, in a statement prepared by Senate investigators in December and released last week, denied any knowledge "of any arrangements by which Reynolds purchased advertising time on the TV station." He said he "isn't sure," but that sometime early in 1957 Mr. Reynolds called him and inquired whether Senator Johnson needed insurance. "If this occurred," Mr. Jenkins told the investigators, he "would have replied affirmatively."

Mr. Jenkins is a 3.93% stockholder in the Johnson holdings, but his stock, like that of Mrs. Claudia Johnson, has been placed in trust. Their trust agreements differ, FCC records showed last week, in that Mr. Jenkins, whose trustee is the Capital National Bank of Austin, may designate to whom profits are to be given.

**Baker-Reynolds-Jenkins** ■ In testimony taken in closed door sessions Jan. 9 and 17 and released Tuesday (Jan. 21), Mr. Reynolds said that Mr. Baker, a founding officer of Don B. Reynolds & Associates Inc., arranged an introduction for him to Mr. Jenkins, who said that Mr. Johnson needed life insurance.

Mr. Jenkins told the committee that he had no knowledge that Messrs. Baker and Reynolds "had any joint or common interest in the commissions earned from the sale of these policies."

According to Mr. Reynolds, Mr. Jenkins had informed him that an Austin insurance agent, also interested in writing the Johnson policy, was offering to buy time on KTBC-TV. Mr. Reynolds said "that I would do my best to purchase comparable advertising time either directly for me or through some-

one I knew" who would not otherwise have bought advertising.

He had no use for advertising in Texas, Mr. Reynolds said, so he requested a Silver Spring neighbor, Albert G. Young, president of Mid-Atlantic Stainless Steel Co., to use the time because Mr. Young's firm sold housewares in Austin. The committee introduced Mr. Reynolds's checks to Mid-Atlantic for \$1,208 in October 1957. Mr. Reynolds said he later received \$160 from Mid-Atlantic because the arrangement was "on a participation basis in case the advertising proved fruitful."

Apparently it wasn't. "The people in Austin objected to the fact that it took up the whole time showing pots and pans . . . and no one bought from him," Mr. Reynolds told the committee.

LBJ Co. payments on Mr. Johnson's life insurance have totaled \$78,000 to date, the President said, but the company "never included [the premiums] as a business expense." Mr. Reynolds wrote \$100,000 more insurance in 1961 when Mr. Johnson traveled abroad.

**The GOP Side** ■ Before the President's statement Thursday, the week had been filled with critical Republican comment. Representative Gross called for a House investigation on tangential developments turned up in the Senate probe. Senator John J. Williams (R-Del.) said the President's acceptance of a phonograph from Mr. Baker in 1959 (paid for by Mr. Reynolds who testified that he had provided a set for the Johnsons and another for the Bakers at Mr. Baker's request) was no different than "the acceptance of a mink or vicuna coat, a deep freeze, or an oriental rug" by officials whom the GOP senator criticized in earlier Republican and Democratic administrations. New York Governor Nelson A. Rockefeller, campaigning for the Republican presidential nomination, said, "The American people don't like their officials taking favors."

President Johnson replied at what started out as routine radio-TV coverage of the President reading a statement on Panama Thursday evening but turned into the President's first news conference covered by TV cameras.

At the conclusion of the statement President Johnson turned to leave the Fish Room of the White House. Merriman Smith, UPI senior White House correspondent, asked whether he would comment on activities on Capitol Hill. After a brief rundown on pending legislation, the President used the occasion to discuss the insurance matter and the phonograph. He said he accepted the phonograph "because we [and the Baker family] had exchanged gifts before."

# FCC GETTING MORE MAIL

## Annual report details subjects of letters, lists actions taken in regulating broadcasters

Listeners and viewers are writing to the FCC as never before, both to criticize and praise broadcasting or broadcast regulation. And the commission, continuing its policy of strict enforcement of rules and regulations, imposed "an unprecedented number of sanctions" on licensees.

These facts stand out in the FCC's 29th annual report to Congress, which was released yesterday (Jan. 26).

The report, covering the fiscal year ending June 30, says that the commission received 20,000 pieces of mail in that period, almost twice the 12,000 received in fiscal 1962.

According to commission officials, complaints about broadcasting accounted for about 40% of the total. Much of the remainder—about 30%—came from listeners supporting the Rev. Dr. Carl McIntire and the Pacifica Foundation in their difficulties with the FCC.

**Censorship?** ■ Dr. McIntire, who appears on more than 400 AM stations as well as the short wave station WINB Red Lion, Pa., told his listeners the commission was attempting to censor the conservative views he was broadcasting overseas. Pacifica, licensee of four listener-supported FM stations, had been under investigation by the commission for four years as a result of complaints about its programming. The stations' applications were approved last week (see story page 66).

Most of the commission's correspondents who wrote to complain, raised objections about programming. These letters accounted for 42% of the complaints received. Next in volume—29%—were complaints about advertising, including overcommercialization, loud commercials and false and misleading advertising.

Without providing a breakdown, the report also noted that "a large volume of mail was laudatory of stations and programs." The report said many of these letters were prompted by the required pre-renewal announcements by licensees inviting public comment on their service. Others, it added, were a result of performers and licensees asking members of their audience to send letters to the commission on their behalf.

**Sanctions Imposed** ■ And the commission demonstrated it acts on complaints, imposing "an unprecedented number of sanctions" on broadcasters. Here is a rundown of the sanctions imposed: broadcast licenses revoked, five; license renewals denied, eight; stations

in revocation or renewal hearings, 25; stations fined, 20; and stations given short-term licenses, 12.

**Help For UHF** ■ Fiscal 1963 saw the commission take a number of steps to foster the development of UHF television. Acting under the all-channel receiver law, which the commission helped push through Congress, the FCC directed that TV sets manufactured after April 30, 1964, for shipment in interstate commerce be equipped to receive UHF as well as VHF signals.

In addition, the commission proposed increasing the number of UHF assignments, set up an industry advisory committee to study and recommend solutions for UHF station problems and initiated meetings with TV networks in an effort to make programs available for UHF stations in intermixed markets.

The commission also initiated or completed steps aimed at having far-reaching effects in the AM and FM services. In AM, it issued a proposed rulemaking to put allocations policy on a go-no-go basis and provide the basis for eliminating FM stations that only duplicate AM affiliates. Adoption of the rule would permit lifting of the AM freeze, in effect since May 1962. In FM, the commission revised its rules to create new classes of stations based on power, divide the country into three zones, establish mileage separations and provide a table of FM channel assignments.

**Option Time** ■ The year also saw the end of option time, the networks' time-honored method of securing station clearances. The commission held option time was not essential to networking and that it restricts licensees' freedom in selecting their programming. The commission, using a similar argument, outlawed CBS-TV's affiliates compensation plan.

The commission, in addition, adopted a schedule of fees for the filing of applications by most commission licensees. The schedule, ranging from \$2 to \$100, was scheduled to go into effect Jan. 1, but a federal court issued a 60-day stay at the request of licensees seeking to have the commission prohibited from imposing fees.

The commission became deeply involved in the problem created by the emergence of community antenna television as a major factor in the TV industry. It initiated rulemaking to enable the commission to protect television stations from microwave-served CATV systems. It also held a series of

# RCA announces...a whole new



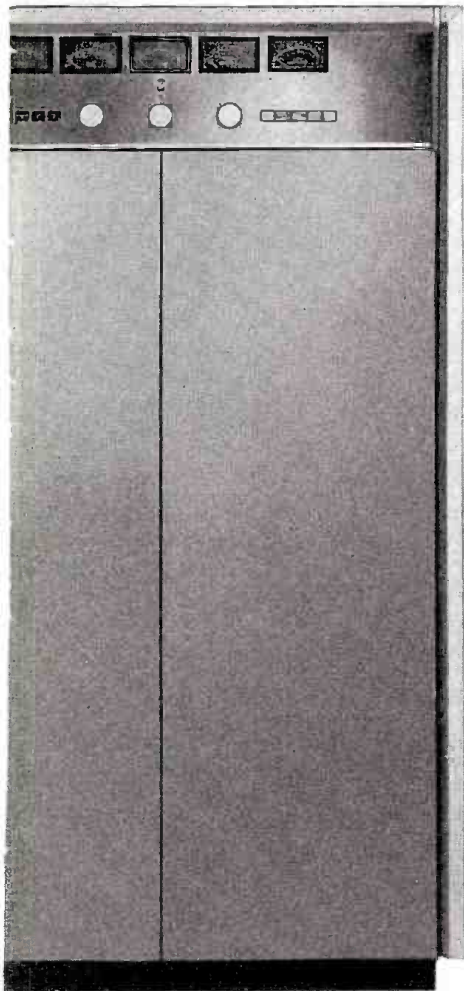
NEW BTF 5E 5KW

Here's a line that's completely new and different! New in styling, new in color and size, new in operation, it's an entirely advanced concept of transmitters, in all desirable powers, employing the famous RCA direct-FM principle. RCA had "Direct FM" in its first FM transmitter, built in 1941—and in all the FM transmitters built since then, including this new line.

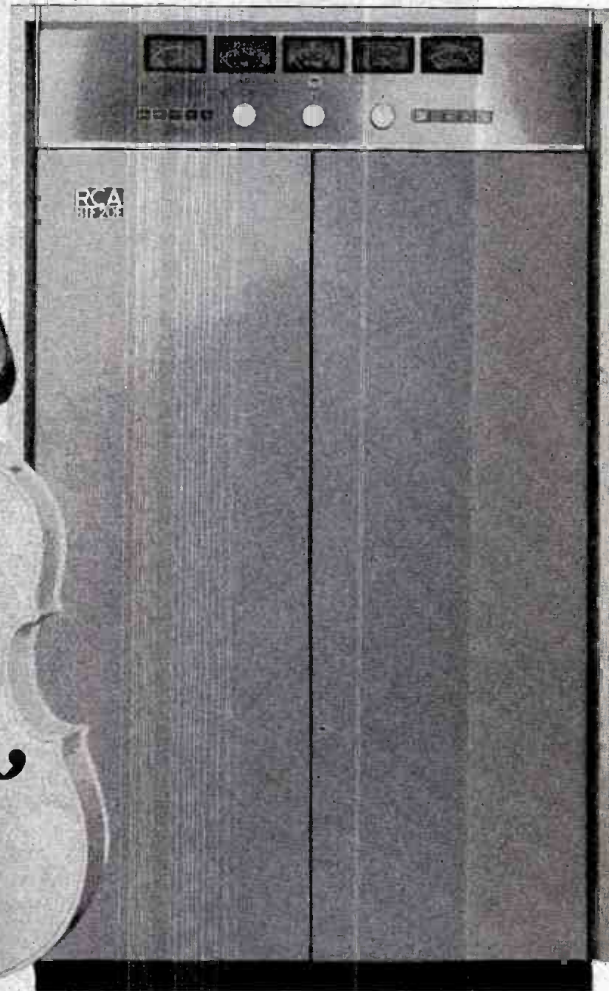
NEW STYLING, new steel/blue color and convenient new "eye-level" height make these transmitters most attractive to look at and much easier to use.

RCA Broadcast and TV Equipment, Building 15-5, Camden, N. J.

# line of FM transmitters!



NEW BTF 10E 10KW



NEW BTF 20E 20KW

NEW CIRCUITRY means improved stability and a new kind of stereo and multiplex performance.

NEW EXCITER assures simpler, more straight-forward operation and maintenance, greater dependability.

Attuned to the quality needs of FM for today and tomorrow with finest sound and fidelity, these are the transmitters to put your station "out front." Find out what it's like to own the finest in FM transmitters.



**The Most Trusted Name in Radio**

## Commission staff makes plans to regulate TV networks

The FCC Office of Network Study is putting into draft form legislation and rulemakings recommended in Part I of the staff's second interim report on Television Network Program Procurement.

This was disclosed in the commission's 29th annual report to Congress (see story below).

The staff is also reported to be preparing a detailed memorandum on the applicability of the antitrust laws to the facts disclosed by the long drawn-out commission inquiry into network programming practices.

The most controversial recommendation in the report, which was issued in December 1962, called for legislation requiring broadcasters to

belong to a government-approved and government-supervised trade organization which would formulate and enforce codes.

The association, which would operate under the guidance of the FCC, would be similar in form to the National Association of Securities Dealers which operates under the general supervision of the Securities and Exchange Commission.

The report also recommended legislation to give the commission direct regulatory control over the networks.

The staff in addition is working on a rulemaking to limit network control of programming. The proposal, as outlined in the 1962 re-

port, would restrict network ownership of, or first-run rights in entertainment shows to 50% of those shown in prime time. It would also prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operation of others.

Such a rule, the staff says, is needed to break alleged network dominance over broadcast material.

The proposal for a government-supervised trade association has not been greeted with warmth at the commission level. However, some commissioners have shown interest in the proposed rulemaking to limit network control of television programming.

conferences with CATV representatives in an effort to reach agreement on legislation that would give the commission authority over the cable systems. The commission's hand in dealing with CATV's was strengthened by the Carter Mountain case, in which the court affirmed the commission's authority to condition microwave grants for CATV on the system's promise to protect the local television stations.

**Space Communications** ■ The FCC became increasingly involved also in space communications, both in the regulation of the Communications Satellite Corp., which will own the U. S. portion of the international system, and in international negotiation of agreements on frequencies for satellite communications.

Fiscal 1963 also saw the passing of the Conelrad plan as no longer necessary to national defense. To take its place the Emergency Broadcast System was strengthened. EBS is to alert the public in time of attack or other national emergency and, to serve a peacetime function in warning the public of serious storm and other weather threats.

The commission also reported a number of reorganization moves taken in fiscal 1963. A principal change was the creation of the Review Board, to relieve the commissioners of handling many adjudicatory cases and appeals from interlocutory rulings. Another was the establishment of a new post of executive director to "supervise, coordinate and expedite staff functioning."

E. William Henry became a commissioner and then chairman of the FCC in fiscal 1963. He joined the commission on Oct. 2, 1962, and became chairman, succeeding Newton N. Minow, on June 2, 1963. The vacancy resulting from Mr. Minow's resignation was filled by Lee Loevinger.

## FCC TO FEEL LBJ ECONOMY PINCH

### '65 budget request barely above '64 authorization

There's no extra money for the FCC Broadcast Bureau in the FCC \$16.4 million budget submitted in the President's \$97.9 billion fiscal 1965 budget message to Congress last week. In 1964, the FCC was authorized to spend \$16 million.

The extra \$400,000 sought from Congress is primarily for the Common Carrier and Field Engineering & Monitoring bureaus, it is learned. The message says the increase is "to provide for more intensive enforcement activities in the field and regulation of common carriers in greater depth."

The President also asked Congress to approve \$16.61 million in new obligational authority for the FCC for the new fiscal year which starts July 1. Last year the FCC's obligational authority was \$1 million less, \$15.6 million.

Extra funds for the United States Information Agency are also included in the budget message. For the entire USIA program, the President asked for \$171,527,000, \$11,246,000 over last year's \$160,281,000. In obligational authority, the President asked for \$175,766,000, compared to \$166,102,000 for the previous year.

The Voice of America, the USIA's radio arm, is allotted \$28.3 million in the proposed budget, an increase of nearly \$1.5 million. Most of this increase will be used for new facilities, some of which are being completed. These include a new VOA post in the eastern Mediterranean and a transmitter relay complex slated for the Philippines.

USIA's television department is slated to receive almost \$5.9 million, an in-

crease of more than \$1.2 million. This extra money will be directed toward improving the quality and quantity of the agency's TV production, a spokesman said.

Other budget items of interest to broadcasters:

■ Federal Trade Commission—\$12.9 million in expenditures, up \$1 million; \$13.27 million for new obligational authority, up over \$1 million. The increase, the budget says, is "for compliance investigations, expanded enforcement activity under textile and fur statutes, greater emphasis on industry guidance and mandatory salary reform costs.

■ Department of Justice (antitrust division)—\$6.7 million for expenditures, up \$200,000; \$6.854 million in new obligational authority, up not quite \$300,000. The increase is to take care of mandatory salary reform costs.

### KTVI(TV) supports FCC's ch. 2 decision

The FCC's decision to remove channel 2 from Springfield Ill., to St. Louis and Terre Haute, Ind., was proper and there is no reason to overrule it, Signal Hill Telecasting Corp., licensee of KTVI (TV) St. Louis, told the U. S. Supreme Court last week.

Opposing a petition for review filed last month by Sangamon Valley Television Corp. (BROADCASTING, Dec. 30, 1963). KTVI contended that the commission's affirmation last year of its 1957 decision was based on the best interests of the public.

The commission, KTVI maintained,



**PRINTERS' INK**

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# TELEVISION'S FIRST 25 YEARS

in its March 20 issue

In a three-part special section of such dimensions it will receive a 10,000 distribution over and above PRINTERS' INK's 41,000 circulation, P.I. editors will review the past and project the future of TELEVISION AND MARKETING—TELEVISION AND THE COMMUNITY—TELEVISION AND CREATIVITY.

This issue is being written jointly by PRINTERS' INK's 30-editor staff and a long list of contributors who have made notable contributions to television's first 25 years. It promises to be a memorable and informative account of television to date and in the future.

*You will want to be an important part of it. And you can be—at PRINTERS' INK's regular advertising rates (no additional charge for inclusion of your advertising in the 10,000 copies of the Silver Anniversary Review that will be sent to: a selected list of time-buying influences in major agencies and their client companies; members of Congress, and of government agencies with a special interest in television; all state governors; mayors of all cities of 175,000 and over population).*

**DON'T MISS THIS ONE.** An advertising opportunity of this value and impact does not come your way very often. Advertising forms close March 10th. Early reservations are respectfully requested. Full details available from any PRINTERS' INK office.



**PRINTERS' INK**

The magazine for management men in Advertising  
635 Madison Ave., New York 22, N. Y. MU 8-7500 (212)

did the right thing when it removed channel 2 from Springfield in order to make the Illinois capital all-UHF. There is no question, it said, that keeping a VHF channel in Springfield would have "blighted" the UHF stations already operating.

KTVI argued against the Sangamon charge that Sec. 307(b) of the Communications Act requires each state to have equal distribution of facilities. This means, KTVI contended, that states should have equal distribution of service, and both VHF and UHF must be considered TV service. Otherwise, it added, there would have to be two separate allocation tables, one for VHF and the other for UHF.

The U. S. Court of Appeals in Washington last June upheld the FCC's most recent decision in a 2-1 vote. Petitions for rehearing en banc by the circuit court were denied last September and again in November.

This is the second time the case has been to the Supreme Court. After the 1957 decision, Sangamon appealed, lost in the circuit court, and asked the Supreme Court to review. The Supreme Court returned it after allegations that off-the-record contacts had been made to FCC commissioners. In a special hearing, affirmed by the FCC in 1961, it was found that although the 1957

decision was voidable, no commissioners were disqualified and none of the parties were disqualified. This was accepted by the appeals court which remanded the case for a new hearing on the basic question of whether channel 2 should be moved from Springfield.

## AFTRA strikes KCMO; IBEW respects pickets

A strike by the American Federation of Television and Radio Artists against KCMO Kansas City, Mo., was reported still in progress last Thursday (Jan. 23).

The strike began Jan. 10 and affected about 30 AFTRA members at the station. About 30 engineers, members of the International Brotherhood of Electrical Workers have stayed out, respecting AFTRA picket lines.

KCMO, a Meredith station, is being operated by supervisory personnel from Meredith stations in Omaha; Phoenix, Ariz; Syracuse, N. Y., and Kansas City.

## MBS moving New York setup to new building

Mutual will double the size of its physical setup in New York during the first week of February when it moves into new offices occupying the entire

16th floor of the new American Management Association building at 135 West 50th Street.

The new facilities include four studios and a tape center, each of which are self-contained and designed to take over immediate control of the network's 490 affiliates at a moment's notice.

MBS President Robert F. Hurleigh said a major reason for the move from the network's original Broadway location for the past 30 years is the expanding demand for network radio services which has resulted in the addition of more than 50 new affiliates in the past two years.

## Meredith, Jerrold to build 3 CATV's

Meredith Broadcasting Co., operator of radio and TV stations in four states, will build and operate community antenna systems in Eau Gallie, Melbourne and Ormond Beach, Fla., in conjunction with the Jerrold Corp., Philadelphia, veteran CATV firm, the companies are to announce today (Jan. 27).

The venture marks Meredith's initial entry into CATV, said Fred Bohlen, president of Meredith Publishing Co., parent of the broadcast licensee, and Milton J. Shapp, chairman of the board and president of the Jerrold Corp.

Frank P. Fogarty, Meredith executive vice president, will head the CATV operation.

Their systems, the firms said, will serve 12 TV channels and FM. Service is expected to be available by the end of the year. Mr. Bohlen said Meredith is "vigorously investigating" other possible CATV installations.

Meredith Broadcasting of Omaha is licensee of KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-FM-TV Omaha, and WHEN-AM-FM-TV Syracuse, N. Y.

## Changing hands

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 91).*

■ KICA-TV Clovis, N. M.: Sold by John H. Marshall and family to Texas State Network Inc. for \$350,000 and agreement not to compete. Texas State Network, principally owned by the estate of Sid W. Richardson, owns or controls KFJZ-AM-FM Fort Worth, KRIO McAllen and KFDA-TV Amarillo, all Texas. KICA-TV, on channel 12, is affiliated with CBS and ABC.

■ WACE Chicopee, Mass.: Sold by Communications Industries group to

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Real opportunity for owner-operator. Absentee owned daytime facility with excellent coverage in favorable two-station market. Producing good return now, but can do much better. \$35,000 down and liberal terms.

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NEW ENGLAND  
**\$125,000**

NORTHWEST  
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Crestview 4-8151

Jack Poppele and family for \$155,000. Mr. Poppele is the former engineering executive of WOR-AM-FM-TV New York and was director of the Voice of America several years ago. WACE operates daytime only on 730 kc with 5 kw.

▪ KVDO-TV Corpus Christi, Tex.: 74% sold by Dr. J. A. Garcia and others to Clinton D. McKinnon for \$48,000. Mr. McKinnon already held 3.8%. KVDO-TV, on channel 22, is now dark after suspending operation.

## Media notes . . .

**Clean sweep** ▪ The National Association of Broadcasters last week announced that South Dakota is the first state to have 100% of its radio stations—there are 29—subscribe to the NAB radio code. NAB President LeRoy Collins said the event “will reflect credit not only to individual stations but to the entire industry.”

**Appreciated** ▪ John S. Hayes, president of Post-Newsweek Stations, last week received the U. S. Army’s “Certificate of Appreciation” for his work during World War II in the establishment of the Armed Forces Network in Europe. The award was made by Major General G. V. Underwood, chief of information for the Army. Post-Newsweek Stations are WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.

**Welcome** ▪ KSEA(FM) San Diego began broadcasting last week at 97.3 mc, 35 kw ERP. An affiliate of KSON San Diego, KSEA(FM) will simulcast the country and western programing of the former.

**Reporting awards** ▪ Entries for the Overseas Press Club (New York) award for excellence in news reporting from abroad must be filed by Feb. 1. All stories that were printed or broadcast in the U. S. in 1963 are eligible.

**Target date** ▪ KCOY-TV Santa Maria, Calif., permittee for channel 12, expects to be fully operational prior to March 1, according to General Manager James H. Ranger. Station is authorized to Central Coast TV.

**Musical money** ▪ WWSW-AM-FM Pittsburgh has contributed \$1,000 to the city’s symphony endowment fund. The stations carry the orchestra’s concerts.

**Community move** ▪ Community Television of Southern California has moved its offices to 1313 North Vine Street, Los Angeles, former Don Lee building which will house studios of KCET(TV), UHF (ch. 28) educational TV station which CTSC expects to have on the air with test patterns by May, with full programing to commence with the school year in September. Telephone is 466-4212.

## AFTRA, networks agree in Los Angeles

A new agreement that gives the 75 staff announcers working for ABC, CBS and NBC in Hollywood a base wage of \$200 a week was reached last week by the networks and the Los Angeles local of the American Federation of Television and Radio Artists, giving the announcers the goal they desired and averting the nationwide strike which had been threatened if that goal were not achieved (BROADCASTING, Jan. 20).

Claude McCue, executive secretary of the AFTRA local in Los Angeles, said that the \$200 weekly base for staff announcers will be achieved through a raise of \$20 over a three-year period. There will be a raise of \$5 for the first year, \$5 for the second and \$10 for the third year. The new agreement also provides substantial increases of “in-shift” fees for the staff announcers, Mr. McCue said. There is an overall increase in fees for commercial programs of approximately 8% and increases ranging up to 28% in fees for participating programs.

The executive secretary also reported the satisfactory settlement of a major item of argument between the networks and their staff announcers—the broadcasting of news bulletins. The agreement

spells out when an announcer is to be paid “in-shift” fees for news broadcasting and when he is not to receive extra compensation for broadcasting news bulletins. One of the most important gains, he said, is AFTRA’s achievement of guaranteed fees for staff announcers at ABC in Los Angeles, in addition to the base pay boost.

An AFTRA spokesman in New York said now that the differences of the staff announcers at network O&O stations on the Coast had been successfully worked out, the only problems left to negotiate involve the contracts of newsmen at network stations in New York and Chicago. He declined to comment on specific areas of disagreement.

A network spokesman discounted the importance of any remaining problems and said he expected negotiations would be concluded before the end of the week. He acknowledged a few “rough spots” to be ironed out involving network newsmen in New York, but said he was unaware of any problems in Chicago. After final agreement is reached, he said, it might take anywhere from 10 days to three weeks to draft all of the codes involved.

The terms of the new agreement were approved Thursday (Jan. 23) by the board of the AFTRA Los Angeles local. They are retroactive to Nov. 15, 1963, and run until Nov. 15, 1966.

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# Pierson finds NAB, FCC equal enemies

## CHARGES INDUSTRY CODES AID GOVERNMENT MOVES AT REGULATION

The NAB is as responsible as the FCC for the attempts to regulate broadcasting, Washington attorney W. Theodore Pierson said in a "plague on both your houses" speech at the annual Georgia Radio-TV Institute at Athens, Ga., last week.

Mr. Pierson pinned this contention on the existence of the National Association of Broadcasters codes. The fact of the codes, Mr. Pierson maintained, "admitting that the industry needs centralized regulation, nurtured the growth of government regulations."

Urging basic research into the problems of broadcasting Mr. Pierson envisaged "the utter absurdity of a few people in Washington—whether on N Street [NAB headquarters] or on Pennsylvania Avenue [the FCC] attempting to devise formulas that will provide effective communications in every station in every community at any time."

He chastised broadcasters for grasp-

ing at "expedients," such as, he said, their choice "to lead the industry of a professional statesman or politician who is a consummate and devout amateur in broadcasting."

Like doctors and lawyers, broadcasters should construct a system of ethics for themselves, Mr. Pierson urged, and in this way broadcasters can "stop acting like amateurs."

Mr. Pierson's remarks were made during a "full-day" debate with FCC Commissioner Kenneth A. Cox on the third day of the meet.

Mr. Cox, agreeing in general with Mr. Pierson's philosophy, warned that "there is not a single devil on Pennsylvania Avenue, but [there is] a subordinate devil on N Street."

If Mr. Pierson's advice (for a professional code) is followed, Commissioner Cox said, "the FCC and the NAB could wither away." But, added the commissioner, "don't look for that to happen tomorrow."

Mr. Cox chided the broadcasters for calling for regulation of community antenna systems, but objecting to regulation in the field of commercial time limits.

**"Distrust"** ■ During the day's discussions, concerned mainly with specific problems of broadcasters, Mr. Pierson referred to the FCC's proposed TV programming form as "hideous." One broadcaster charged that it "reeks of distrust" of licensees.

Other highlights of the Jan. 21-23 institute, sponsored jointly by the Georgia Association of Broadcasters and the Henry Grady School of Journalism of the University of Georgia, which attracted 200 broadcasters and the same number of students:

■ Broadcasters should be "blunt, frank and tough." This was the message

delivered by Sam J. Slate, executive vice president of RKO General Broadcasting. The FCC, Mr. Slate said, wants facts criticisms, suggestions and evaluations of the program TV forms.

In discussing the FCC's recent requirements that licensees survey their communities to determine what is needed, Mr. Slate suggested that broadcasters establish a pooled research project, with each broadcaster determining his own policies and programs from the data.

Eventually, Mr. Slate said, the Communications Act must be rewritten. He urged broadcasters to start thinking now about the changes that are needed and to relay their thoughts to attorneys, congressmen, senators and the NAB.

■ Was television responsible for the death of Lee Oswald?

Not so, said Don Meaney, director of news programs, NBC News. "I cannot buy that charge. We cover any event we are able to, which of course meets the journalistic requirement. Our cameras and the still cameras and the pen and pencil reporters could certainly have been locked out by Dallas authorities. A more careful screening could have kept Jack Ruby out, also, with or without the newsmen present. Their presence made it easier for him to remain unobtrusive."

■ A seven-point program for effective community radio was presented by Jack Thayer, vice president and general manager of WHK Cleveland, who also told how he cut down his sales staff from seven men and a sales manager to three top-notch salesmen, all working together with no individual accounts. "Local sales have increased beyond wildest expectations," Mr. Thayer said.

■ Radio needs drama, not the old time soap operas but the new, modern



Commissioner Cox

## EQUIPMENT & ENGINEERING

### Salt Lake station opposes 500 kw power

The application of KSL Salt Lake City for an experimental operation using 500 kw was criticized last week as potentially destructive to the economic status of other area stations.

KALL, also Salt Lake City, requested that the FCC deny the KSL application because the high power would attract advertising accounts that are now placed with other stations and the clear channel outlet would have a distinct advantage in gaining new accounts. Ad-

vertisers flock toward the station with the largest coverage, KALL said, and no other station in the Salt Lake City area could approach competition with a 500 kw operation. KSL already has 10 times (50 kw) the amount of power that any other area station has, KALL added.

KALL also pointed out resolutions adopted by three broadcasters associations, Montana, Idaho and Florida, that charged any high power operation, such as 500 kw, would be detrimental to the broadcast service. Clear channel operations with more than 50 kw have

also been opposed by the Association on Broadcasting Standards Inc. for the same reasons (BROADCASTING, Dec. 30).

### Technical topics . . .

**One in the hand** ■ The Altec Lansing Corp. has announced the development of a new hand-held microphone for fixed and mobile communications applications—the Dyna-Mike. The microphone is designed to eliminate ambient noise interference "with a 'suspended' diaphragm assembly and packaged in a case perforated to allow omnidirectional access of sound to the diaphragm."

dramatic forms.

Robert E. Eastman, president of the station representative firm bearing his name, made the proposal. Mr. Eastman added:

"The revival of drama in radio should capitalize on the proven factors of block programming and consistency. Ten years from now, every major city in the United States will have probably two stations which are totally programmed with a variety of interesting, dramatic fare."

Radio's "great" strides in the past decade haven't been told sufficiently to the public and radio must do it itself. This was the message of Harold L. Neal Jr., president of ABC's owned radio stations division.

"Radio in the past 10 years," Mr. Neal said, "has made more progress than in the previous 30 but, unfortunately, it is judged less on the great strides it has taken in the areas of community involvement, the fulfillment of individual listener wants and needs, and the speed and flexibility with which it provides news and information, than by outmoded entertainment considerations."

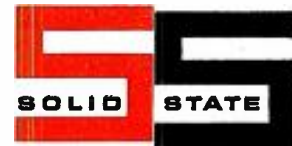


Mr. Pierson

Altec is a subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif.

**New lens** ■ Zoomar Inc., Glen Cove, N. Y., announces the availability of a new remote-control vidicon lens, the Mark X, with a zoom range of 10 to 1. The lens zooms from 15mm to 150mm with a constant speed of  $f/2.8$ , and zoom, distance and iris are remote-controlled from distances up to 2,000 feet. Range extenders are available to convert the lens to 25mm-250mm,  $f/4.5$  and 30mm-300mm,  $f/5.6$ .

**Discounts** ■ Gates Radio Co., planning  
**BROADCASTING, January 27, 1964**



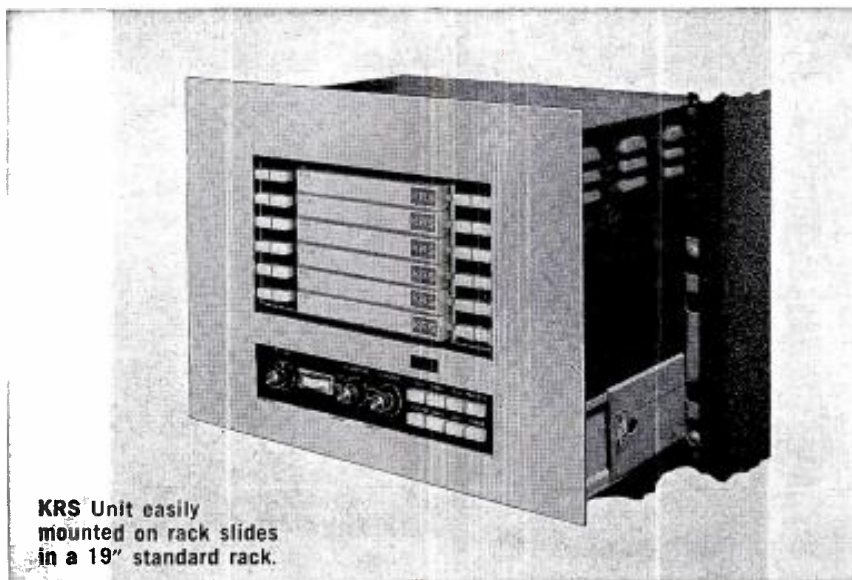
## STACT BROADCASTER

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- **AUTOMATIC CUEING** — provision for separate, automatic (1) stop cue, (2) end of message cue, and (3) random cue, can be used as automation building block.



KRS Unit easily mounted on rack slides in a 19" standard rack.



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a \$50 price increase on their BC 1G 1 kw AM transmitter, will sell it at the old price of \$4,995 until Feb. 15. As a further incentive, Gates will drop the price another \$50 for customers buying before Feb. 15 and permitting shipment before March 16, making a total reduction of \$100 compared to the post-Feb. 15 price of \$5,045.

**Small head** ■ Michigan Magnetics Inc., Vermontville, Mich., is manufacturing a small half-track record/playback head

designed for application in micro-miniaturization. The head, designated 3K17, is intended to operate without sacrificing performance or fidelity.

**MBS equipment** ■ Gates Radio Co., Quincy, Ill., announced last week it has shipped completely transistorized studio audio equipment for the new MBS facilities in New York. Gates said Mutual becomes the third network to acquire this equipment. Earlier sales were to CBS-TV and ABC.

## Ampex VTR backlog

Ampex Corp. has announced delivery of more than \$1 million worth of its VR-1500 portable Videotape recorders in the first three months of production and has a backlog of orders worth more than \$2.5 million, operations vice president C. Gus Grant announced. The closed-circuit VR-1500 weighs 96 pounds and is priced at \$11,900, while a broadcast version, the VR-660, is available at \$14,500.

## Sylvania, RCA unveil new portable cameras

A "partial answer" to the problem of making the television camera and TV reporter as independently mobile as the newspaper reporter was unveiled last week by Sylvania Electric Products and ABC-TV in New York (BROADCASTING, Jan. 20).

Sylvania has come up with a completely portable transistorized broadcast system, incorporating a camera, audio and video transmitter and rechargeable nickel cadmium battery pack that weighs less than 30 pounds and is designed to be carried on the cameraman's back without causing him to tire. ABC-TV will use the only model during its coverage of the Winter Olympic Games at Innsbruck, Austria, beginning Jan. 29.

James Hagerty, vice president, corporate relations for American Broadcasting-Paramount Theaters, pictured the camera as the first step in the

goal of making the television cameraman and reporter as unobtrusive and mobile as possible. As the goal is reached, Mr. Hagerty thought it more likely that television might have more access to courtrooms that now bar TV.

Later in the week, RCA announced it has developed a "walking TV station" that also will free the cameraman from hampering cable connections. RCA said it was building eight of the 46-pound units for NBC-TV. The network plans to use them at the coming political conventions.

Sylvania and RCA believe their new cameras greatly enhance television's ability to cover news and sporting events, and might also perform such tasks as artillery fire spotting and military surveillance.

The Sylvania model has a solid

state transmitter capable of sending audio and video signals up to a mile to the more powerful mobile or permanent unit which would then relay the live signal or tape it for later broadcast. RCA's picture has a range of "several hundred feet," and also has optional equipment that would increase the portable camera's range to 20 miles.

ABC-TV has indicated that it would be interested in buying more of the Sylvania models if it is satisfied with its performance at Innsbruck. CBS-TV said it is keeping abreast of all new camera improvements but did not indicate it was ready to make any immediate purchases.

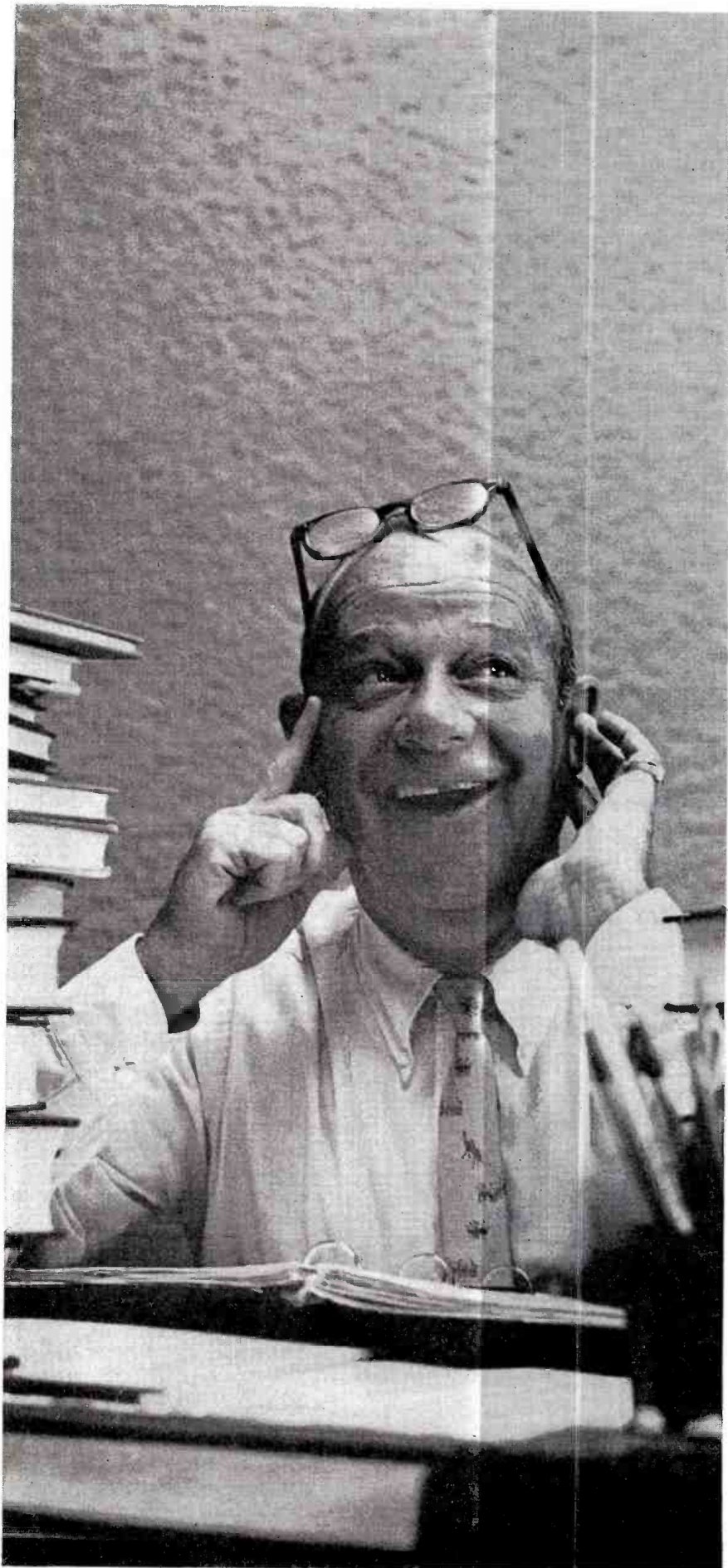
Sylvania and RCA said they expect to be able to produce a small number of cameras this year as the demand warrants.



Sylvania-ABC for Olympics



RCA-NBC for conventions



## Qualified Success

Subject to sampling errors and within the limitations of human beings as computers and computers as human beings, to say nothing of the ability of a respondent accurately to describe his viewing habits, we have it on pretty good but not infallible authority that, give or take a few percentage points our over-all audience, by and large, starting around 9 o'clock in the morning, Central Standard Time, more or less, and extending on the average to approximately midnight, all the days of the week, to wit, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday, exceeds fifty percent (50%) of the total homes in our viewing area. Advertisers, prospects, and their agencies are referred to the complete ARB Market-by-Market Survey of February/March, 1963, for details.

### WMT-TV

Cedar Rapids—Waterloo

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

# A loosening of controls on programs?

## FCC'S PACIFICA RULING HAILED AS STEP TOWARD FREEDOM

The broadcaster's judgment in deciding what the public shall see and hear "is entitled to very great weight," and the FCC will move against stations on programing matters only where the facts "flagrantly call for such action."

The FCC, in a strongly worded policy declaration on the free speech of broadcasters, thus asserted last week its determination to encourage rather than inhibit diversity and controversy in programing.

The statement—which was adopted unanimously—came in a decision granting the applications of Pacifica Foundation for its four listener-supported stations. The stations are KPFA and KPFB Berkeley and KPFK Los Angeles, all California, and WBAI New York. The applications for the California stations were for renewal. WBAI was seeking an initial license to cover a construction permit.

Pacifica, whose stations carry a heavy budget of cultural programing that is often unconventional and sometimes shocking, has long been awaiting the

commission action—four years in the case of WBAI's application.

Pacifica greeted the commission's action with delight. Joseph Binns, WBAI station manager, said Pacifica regards the decision as a "reaffirmation of the free speech provision of the First Amendment. The FCC action . . . is a vote of confidence for intelligent, sometimes exasperating, sometimes controversial, and always free radio."

**Good Radio** ■ "The commission's decision leaves us free to devote our full energies and meager resources to the pursuit of good radio, rather than expending these energies and resources in a fight for survival."

Robert R. Pauley, president of ABC Radio, also lauded the commission's decision. In a closed circuit broadcast to over 400 ABC radio affiliate managers, he said:

"Without commenting on the details of the Pacifica case per se, let me applaud the position of the FCC in granting the broadcaster the privilege of self-determination in programing without

undue censure. It has always confounded me why broadcasters tread the narrow line of conformity. . . .

"If we are going to fulfill our responsibilities in the area of information, then radio must present to the American people the 'face of America' as we call it. Otherwise, we do indeed end up with bland programing. Offend nobody, interest nobody."

The Pacifica case has been an extremely delicate one at the commission. The free speech issue was raised in complaints that the stations carry "filthy" programs and left-wing propaganda. The Senate Internal Security Subcommittee last year conducted hearings on the question of possible Communist infiltration of the foundation, but never issued a report. And civil rights groups accused the commission of failing to defend the stations' right of free speech.

**No Communists** ■ The commission, in its decision, held that there was no connection between Pacifica and the Communist party. The commission also resolved a third issue, that of unauthorized transfer of control, in Pacifica's favor.

But it was the free-speech question that received the emphasis from the commission. The complaints about programing dealt with five programs. And the commission noted it could have disposed of the matter simply by considering the isolated programs in connection with "an overall examination" of the stations' programing to determine whether a pattern exists that is inconsistent with the public interest.

But, the commission said, it decided it would be "useful" to discuss the policy underlying the decision.

"We have tried to stress here," the commission said, "that the licensee judgment in this freedom of speech area is entitled to very great weight" and that the commission will take action against a station at renewal time "only where the facts of the particular case . . . flagrantly call for such action."

The decision added that, since the commission is charged with responsibility for "promoting the larger and more effective use of radio in the public interest," it "must take every precaution to avoid inhibiting broadcast licensees' efforts at experimenting or diversifying their programing."

**Diversity Is Goal** ■ "Such diversity of programing," the decision went on, "has been the goal of many commission policies. . . . Clearly, the commis-

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ARE  
IN VARIABLY  
EFFECTIVE  
LOUISVILLE  
BOTH NBC  
BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)



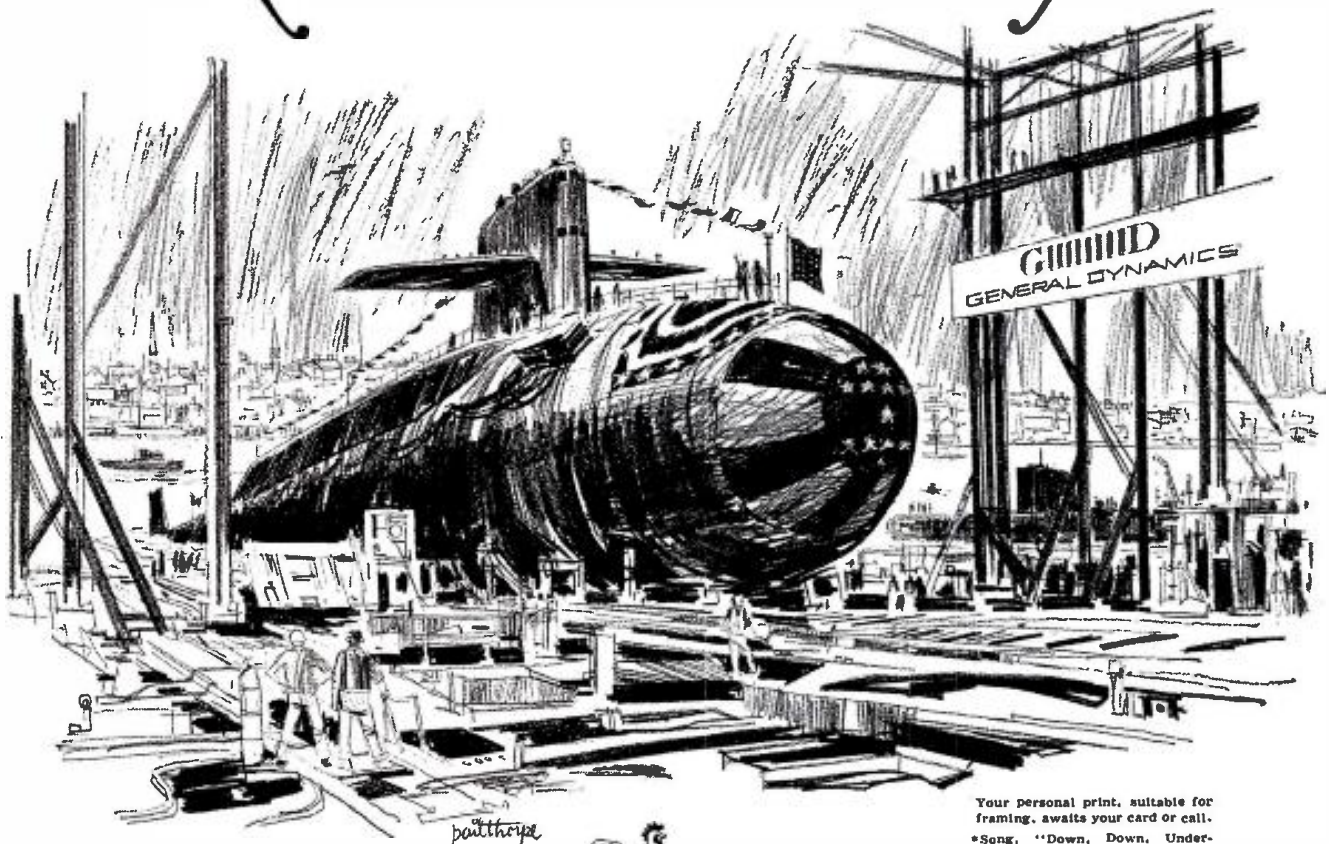
## "Take Her Down And Softly Glide..."\*

"Sure are slick, these Polaris subs. Imagine! Around the world one, two times, hardly comin' up to breathe . . . on a little lump of uranium. But these big fellas are old hat, to us.

Started right in Groton, Connecticut. Folks here've been buildin' underwater boats since they launched the first U. S. Navy submarine in 1900.

"Expensive business? In the hundreds of millions. But me, I'm glad we've got these beauties on our side. You know *one* of these subs packs a bigger wallop than *all* the bombs everybody dropped in World War II? That's *efficiency* for you!"

But then, efficiency is typical of the Providence consumer market, too. From Groton and New London in Connecticut . . . to Worcester and New Bedford in Massachusetts . . . it packs an outsized wallop in purchasing power. Of course Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print, suitable for framing, awaits your card or call.  
\*Song, "Down, Down, Underneath the Ocean"; by Captain William J. Ruhe and R. M. Wall; Copyright 1956.



sion must remain faithful to that goal in discharging its functions in the actual area of programing itself."

The decision was seen as an effort to ease fears that were stirred by the commission's 1962 action in refusing to renew the license of WDKD Kingstree, S. C., largely because of the barnyard humor of disk jockey Charlie Walker. That decision, which was attacked by some as censorship, has been appealed to the courts.

WDKD had argued that Charlie Walker broadcasts should not be considered by the commission in the renewal hearing unless the humor was found to be obscene or profane and, therefore, covered by specific statutes prohibiting such language over the air.

The American Civil Liberties Union also entered the case on the side of WDKD. It said the commission's standards of offensiveness in the Walker broadcasts were so vague as to constitute a violation of the licensee's constitutional guarantee of free speech.

**Key Difference** ■ The commission saw a fundamental difference between the two cases. The offensive humor on WDKD, the commission said was standard fare for years, while the five Pacifica programs involved didn't constitute a pattern of programing.

Furthermore, the commission said,

the licensee of WDKD, E. L. Robinson Jr., did not deny that the station's programing was vulgar and offensive. It also said he did not claim the programing "served the needs of his area or had any redeeming features."

But Pacifica, the commission noted, stated that in "its judgment" three of the five programs "served the public interests and specifically the needs and interests of its listening public. The three were *The Zoo Story*, a recording of the Edward Albee play; *Live and Let Live*, in which eight homosexuals discussed their attitudes and problems; and *The Kid*, which consisted of readings by Edward Pomerantz from his unfinished novel.

Pacifica conceded that it had erred in carrying the other two programs. These involved readings by Robert Creeley and Lawrence Ferlinghetti from their poetry. But the commission said these two "isolated errors," one occurring in 1959, the other in 1963, were not reasons for denying Pacifica's applications.

In discussing the other three programs, the commission conceded that "such provocative programing as here involved may offend some listeners. But this does not mean that those offended have the right, through the commission's licensing power, to rule such programing off the airwaves. Were this the case, only the wholly inoffensive, the bland, could gain access to the radio microphone or TV camera.

**Can't Agree** ■ "No such drastic curtailment can be countenanced under the Constitution or the Communications Act, or the commission's policy, which has consistently sought to insure the maintenance of radio and television as a medium of freedom of speech and freedom of expression for the people of the Nation as a whole."

The commission said its function "is not to pass on the merits of the program—to commend or to frown. Rather . . . it is the very limited one of assaying at the time of renewal, whether the licensee's programing, on an overall basis, has been in the public interest. . .

And Pacifica's judgments in carrying the programs under consideration "clearly fall within the very great discretion which the [Communications] Act wisely vests in the licensee," the commission said. It added that Pacifica considered the nature of the broadcast medium by scheduling the programs for the late evening hours, when the number of children listening would be at a minimum.

In dismissing complaints that Pacifica stations carry "far-left" programing, the commission noted foundation statements that its policy is to present the widest possible spectrum of political ideas. Such a policy, the commission said, is within the licensee's discretion—pro-

vided it is carried out in conformity with the fairness doctrine.

The commission's investigation of Communist infiltration of the Pacifica organization reportedly was not prompted solely by the Senate Internal Security Subcommittee's investigation. Commission officials say privately the hearing produced no new information.

The commission had asked Pacifica directors and station managers to fill out questionnaires on whether they are or had been Communist Party members. The Pacifica officials declined to comply, citing grounds of conscience. But they did submit a statement affirming their loyalty to the United States which apparently satisfied the commission.

**Communism Issue** ■ "On the basis of information obtained from government sources, the foundation, and our own inquiry," the decision said, "we do not find any evidence warranting further inquiry into the qualifications in this respect of the Pacifica Foundation."

**Third Issue** ■ The question of unauthorized transfer of control grew out of a change in 1961 in the organizational structure of Pacifica. The commission said the foundation should have applied for consent to a transfer of control in connection with the change, which involved the executive leadership of the organization. However, the commission concluded that Pacifica, which had reported the change to the agency, did not seek to conceal the facts and that the failure to file was an excusable error.

The only reservation in connection with the commission's action was expressed by Commissioner Robert E. Lee, who filed a concurring statement.

He said he "listened carefully and painfully" to a 1½-hour tape of the program on which the homosexuals appeared, and is convinced that it was "designed to be, and succeeded in being, contributory to nothing but sensationalism."

He said programs dealing with sexual aberrations are not necessarily in poor taste. He said a panel of doctors and sociologists discussing the subject might contribute something to the public interest.

"But a panel of eight homosexuals discussing their experiences and past history does not approach the treatment of a delicate subject one could expect by a responsible broadcaster."

## UA-TV releases 'Reissues'

United Artists Television last week announced its release of a seven-feature package titled *7 Premiere Reissues*.

Films in the group are "Along Came Jones," "The Woman in the Window," "The Stranger," "Tomorrow Is Forever," "Casanova Brown," "Belle of the Yukon" and "It's a Pleasure."

something  
new for the  
weekend

## SATURDAY

10:30 P.M.—Battleline  
(1st Run)

11:00 P.M.—Newsline

11:15 P.M.—Adult Theater

## SUNDAY

10:00 P.M.—Stoney Burke

11:00 P.M.—Newsline

11:10 P.M.—ABC News Report

11:40 P.M.—Late Show

Wonderful Florida Tele Vision

**WFTV**

ORLANDO, FLORIDA  
FOR AVAILABILITIES CALL  
BTA-BLAIR TELEVISION ASSOCIATES

# The big switch to Broadcast is on . . .

If your station is among the more than 300 listed on this page, you are already engaged in a sales effort which will result in converting nearly THREE QUARTERS OF A MILLION DOLLARS scheduled for Easter advertising in local newspapers, to local Radio-Television spot purchases. Here are BSI's "Big Bunny" stations as of 1/14/64

## ALABAMA

WRFS Alexander City  
WCTA Andalusia  
WHMA Anniston  
WCGN Birmingham  
WFMH Cullman  
WAJF Decatur  
WABF Fairhope  
WZOB Fort Payne  
WGAD Gadsden  
WGSV Guntersville  
WBHP Huntsville  
WWVB Jasper  
WSIM Mobile  
WLAY Muscle Shoals  
WWWR Russellville  
WROS Scottsboro  
WHBB Selma  
WNUZ Talladega  
WACT Tuscaloosa  
WETU Wetumpka

## ARIZONA

KSUN Bisbee  
KPIN Casa Grande  
KAWT Douglas  
KCLS Flagstaff  
KDJJ Holbrook  
KIKO Globe-Miami  
KALF Mesa  
KOOL Phoenix  
KYCA Prescott  
KATO Safford  
KTUC Tucson

## ARKANSAS

KVEE Conway  
KDMS El Dorado  
KFPW Fort Smith  
KZNG Hot Springs  
KVOM Morrilton  
KADL Pine Bluff

## CALIFORNIA

KYOR Blythe  
KROP Brawley  
KYNO Fresno  
KREO Indio  
KDES Palm Springs  
KPRO Riverside  
KSLY San Luis Obispo  
KHOM Turlock

## COLORADO

KRLN Canon City  
KREX Grand Junction  
KCUC Gunnison  
KUBC Montrose  
KCHF Pueblo  
KVRH Salida  
KOLR Sterling

## FLORIDA

WAVP Avon Park  
WWJB Brooksville  
WAZE Clearwater  
WDBF Delray Beach  
WMYR Fort Myers  
WARN Fort Pierce  
WFTW Fort Walton Beach  
WONN Lakeland  
WMEG Melbourne

WVGT Mount Dora  
WDLP Panama City  
WPRY Perry  
WJOE Port St. Joe  
WLCY St. Petersburg  
WSTU Stuart  
WMEN Tallahassee  
WALT Tampa  
WAXE Vero Beach  
WSIR Winter Haven

## GEORGIA

WQXI Atlanta  
WGAC Augusta  
WRFC Athens  
WQIG Brunswick  
WGRA Cairo  
WRBL Columbus  
WDMG Douglas  
WMLT Dublin  
WGGG Gainesville  
WKEU Griffin  
WLAG La Grange  
WNEX Macon  
WRGA Rome  
WSOK Savannah

## ILLINOIS

WRAJ Anna  
WLPO La Salle  
WMAY Springfield

## INDIANA

WIKY Evansville

## IOWA

WMT Cedar Rapids  
KSTT Davenport  
KSO Des Moines  
KQTV Fort Dodge  
KOEL Oelwein  
KMNS Sioux City

## KANSAS

KGNO Dodge City  
KIUL Garden City  
KLOE Goodland  
KVGB Great Bend  
KWBW Hutchinson  
KLWN Lawrence  
KLIB Liberal  
KSAL Salina  
WREN Topeka  
KWBB Wichita

## KENTUCKY

WGOH Grayson  
WOMI Owensboro  
WPAD Paducah

## LOUISIANA

KSYL Alexandria  
WIBO Baton Rouge  
WIKC Bogalusa  
KSIG Crowley  
KFRA Franklin  
KPFL Lafayette  
KLOU Lake Charles  
KNOE Monroe  
KMRC Morgan City  
KANE New Iberia  
WNOE New Orleans  
KRUS Ruston  
KTAL Shreveport

## MAINE

WJAB Westbrook

## MARYLAND

WITH Baltimore

## MISSISSIPPI

WVMI Biloxi  
WKDL Clarksdale  
WDSK Cleveland  
WCJU Columbia  
WCBI Columbus  
WGVN Greenville  
WHSY Hattiesburg  
WJQS Jackson  
WNSL Laurel  
WLSM Louisville  
WHNY McComb  
WOKK Meridian  
WRJW Picayune  
WSEL Pontotoc  
WSSO Starkville  
WELQ Tupelo  
WAZF Yazoo City

## MISSOURI

KDMO Carthage  
KRMO Monett  
KYRO Potosi  
KUSN St. Joseph  
WIL St. Louis  
KLPW Union

## NEBRASKA

KTTT Columbus  
KGRI Grand Island  
KIMB Kimball  
KFOR Lincoln  
KODY North Platte  
KNEB Scottsbluff

## NEW JERSEY

WOND Pleasantville

## NEW MEXICO

KRAC Alamogordo  
KRAZ Albuquerque  
KSVP Artesia  
KCLV Clovis  
KYVA Gallup  
KMIN Grants  
KRSN Las Alamos  
KGRT Las Cruces  
KLEA Lovington  
KGFL Roswell

## NEW YORK

WDOE Dunkirk  
WENY Elmira  
WJTN Jamestown  
WGGO Salamanca

## NORTH CAROLINA

WLOS Asheville  
WSOC Charlotte  
WDNC Durham  
WGTC Greenville  
WJNC Jacksonville  
WAGR Lumberton  
WCEC Rocky Mount

WRNB New Bern  
WSTP Salisbury  
WEEB Southern Pines  
WSIC Statesville  
WKLM Wilmington  
WTOB Winston-Salem

## OHIO

WHOT Youngstown

## OKLAHOMA

KADA Ada  
KWCO Chickasha  
KWPR Claremore  
KUSH Cushing  
KRHD Duncan  
KBK Elk City  
KHEN Henryetta  
KSWO Lawton  
KGLC Miami  
KMUS Muskogee  
WKY Oklahoma City  
KTOW Sand Springs  
KSPI Stillwater  
KWSH Wewoka

## SOUTH CAROLINA

WJMX Florence  
WEAC Gaffney  
WQOK Greenville  
WLBC Laurens  
WTYC Rock Hill  
WORD Spartanburg

## TENNESSEE

WDXB Chattanooga  
WKRK Columbia  
WTRO Dyersburg  
WHIN Gallatin  
WTVK Knoxville  
WLAF LaFollette  
WCOR Lebanon  
WKBJ Milan  
WMTS Murfreesboro  
WDBL Springfield

## TEXAS

KWKC Abilene  
KOPY Alice  
KVII Amarillo  
KACT Andrews  
KALT Atlanta  
KTBC Austin  
KRUN Ballinger  
KIOX Bay City  
KWBA Baytown  
KAYC Beaumont  
KIBL Beeville  
KBST Big Spring  
KBBB Borger  
KTFY Brownfield  
KBWD Brownwood  
WTAW Bryan  
KCAN Canyon  
KDET Center  
KCLE Cleburne  
KSTA Coleman  
KCOM Comanche  
KEYS Corrus Christi  
KBOX Dallas  
KDNT Denton  
KDHM Dimmit  
KDDD Dumas

KERC Eastland  
KURV Edinburg  
KROD El Paso  
KPSO Falfurrias  
KFLD Floydada  
KBRZ Freeport  
KGTN Georgetown  
KGAF Gainesville  
KGBG Galveston  
KEES Gladewater  
KCLW Hamilton  
KPAN Hereford  
KNUZ Houston  
KEBE Jacksonville  
KERB Kermit  
KERV Kerrville  
KLEN Killeen  
KINE Kingsville  
KPET Lamesa  
KVOZ Laredo  
KSEL Lubbock  
KTRE Lufkin  
KADO Marshall  
KCRS Midland  
KORC Mineral Wells  
KRAM Morton  
KEEE Nacogdoches  
KGNB New Braunfels  
KOSA Odessa  
KOGT Orange  
KHHH Pampa  
KNET Palestine  
KPLT Paris  
KIUN Pecos  
KEYE Perryton  
KVOP Plainview  
KOLE Port Arthur  
KOLJ Quanah  
KSOX Raymondville  
KCKL San Angelo  
KONO San Antonio  
KCNY San Marcos  
KBAL San Saba  
KWED Sequin  
KXII Sherman  
KCAS Slaton  
KXOX Sweetwater  
KTEM Temple  
KTF5 Texarkana  
KTBB Tyler  
KVOU Uvalde  
KVIC Victoria  
KAWA Waco  
KBEC Waxahachie  
KWFT Wichita Falls

## VERMONT

WVMP Burlington

## VIRGINIA

WBTM Danville  
WEVA Emporia  
WLVA Lynchburg  
WMVA Martinsville  
WGH Norfolk  
WDBJ Roanoke  
WTON Staunton

## WASHINGTON

KOL Seattle  
KHIT Walla Walla

## WYOMING

KLME Laramie

It has been said "BSI's 1963 Easter Sales Promotion was responsible for converting more local 'would be' newspaper \$'s into local Radio-Television \$'s than any other single nationwide sales event in the history of Broadcasting" . . . and "We'll get more in '64"!

## AN EXCLUSIVE FRANCHISE (JUST \$10.) MAY STILL BE AVAILABLE IN YOUR MARKET.

Easter is just a short 9 weeks away. To be effective you must act now. Pick up the phone and get all the exciting details from: Bill Crawford, Howard Fenton, or Bob Gennings. Direct Dial: Area Code 915, 683-2828 or 563-2828 or 683-2820.

## BROADCAST SALES, INC. Midland's Mart Bldg., 109 N. Main P. O. Box 5331, Midland, Texas

America's leading sales promotional organization serving Broadcasters from Coast to Coast!

# TV: now nation's primary news medium

## IT'S EDGED OUT NEWSPAPERS IN PUBLIC FAVOR, ROPER FINDS

Television, the No. 1 medium for entertainment, has become No. 1 for news as well, at the same time widening its lead over other media in terms of public confidence and preference.

These findings emerged last week from a study by Elmo Roper & Associates examining public attitudes toward television and other media and institutions. It was the third such study conducted by the Roper firm for the Television Information Office.

The latest findings, viewed in relation to the earlier studies in 1959 and 1961, add up to "a general and continued improvement in the public's already favorable attitude toward television," the nationally recognized research organization said in a summary sent to TIO.

Roy Danish, TIO director, disclosed the highlights in a speech Thursday to the New York chapter of the American Marketing Association. He also made public the text of Roper's summary memo.

The findings, Mr. Danish told the AMA, not only show television to be the dominant medium in the lives of Americans today, but indicate its role will become even more important in the future.

**TV Gains** ■ Although the Roper office detected "no sharp changes" in attitudes since the earlier surveys, it found that small gains by television and small losses by newspapers were enough, together, to put television into first place for the first time as the medium from which most people get most of their news.

Where newspapers led TV by five percentage points in 1961, the report showed, last November's study showed TV ahead by two points. Radio, magazines and "other people" all declined slightly as news sources (for details, see chart).

### TV is most believable news source

**Question:** If you got conflicting or different reports of the same news story from radio, television, the magazines, and the newspapers, which of the four versions would you be most inclined to believe—the one on radio, or television, or magazines, or newspapers?

	November 1963 %	November 1961 %	December 1959 %
Most believable			
Television	36	39	29
Newspapers	24	24	32
Radio	12	12	12
Magazines	10	10	10
Don't know	18	17	17

Television continued to hold what Roper called an "impressive" lead over other media as "the most believable news source," although the length of its lead was three points short of its 1961 margin (see table). Its rating as "least believable" also remained the best of all media, while newspapers extended their lead by two points as the least believable of all (table).

Roper considered the "overall relationships" more significant than these point changes, pointing out that "five times as many people described television as *most* believable. In contrast, more people described newspapers as *least* believable than described them as *most* believable."

**Newspapers Unchanged** ■ Television added two points to its lead as the medium people would prefer to keep if they could have only one, while newspapers held to their 1961 levels and other media declined slightly or did not change significantly (table). Said the

### Newspapers are least believable

**Question:** Which of the four versions would you be least inclined to believe—the one on radio, television, magazines, or newspapers?

	November 1963 %	November 1961 %	December 1959 %
Least believable			
Newspapers	30	28	24
Magazines	26	25	23
Radio	10	9	10
Television	7	7	9
Don't know	27	32	34

Roper report:

"Again, the changes are slight, but what change there is favors television. More significant, however, is the size of television's margin. Nearly as many people chose to keep television as chose all *three* other media."

### Public thinks TV is most desirable

**Question:** Suppose you could continue to have only *one* of the following—radio, television, newspapers or magazines—which one of the four would you *most* want to keep?

	November 1963 %	November 1961 %	December 1959 %
Want to keep			
Television	44	42	42
Newspapers	28	28	32
Radio	19	22	19
Magazines	5	4	4
Don't know	4	4	3

The fact that TV has gained a percentage point in ranking as a moral issue is not statistically significant, Roper said, but "it should be noted that [the trend] is in an adverse direction."

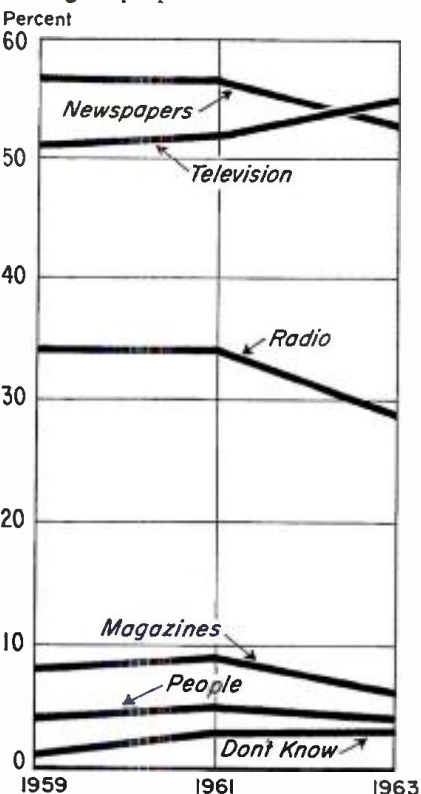
**New Questions** ■ This year two "moral" issues ranked below TV—government activity in birth control, and legalizing off-track betting—but Roper noted that these were questions not asked in earlier studies, so that "the significance of the fact that the TV item is no longer last is lost."

Television continued to rank low as a "serious moral problem" in the public mind. Among specific issues asked about in all three studies, the television question has been on the bottom all three times, substantially surpassed by such problems as juvenile delinquency, school segregation, disarmament, atomic bomb testing, false advertising claims and the elimination of prayers in public schools (see table).

Actually, two TV questions have been used in the studies. In 1959, the issue

### TV passes newspapers as news source

**Question:** Where do you get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?



## How four days improved the whole stature of TV

What effect did television's unprecedented, four-day coverage of President Kennedy's assassination have on public attitudes toward television?

The first research offering clues to the answer came to light last week. Although it wasn't regarded as conclusive, it indicated some substantial gains for TV's image—and for the public's reliance on the medium.

The research was a byproduct of a survey of public attitudes made by Elmo Roper & Associates for the Television Information Office (see this page). About three-fourths of the interviews had been conducted when President Kennedy was assassinated last Nov. 22. The rest were conducted afterward, and the Roper firm compared the "before" and "after" results to see whether and how they differed.

**Favorably Image** ■ The answers proved to be "generally similar," with few "statistically significant" differences. But, Roper noted:

"What differences did exist—both those that were statistically significant and those that weren't—were

in the direction of indicating a more favorable attitude toward television in 'after' interviews."

Biggest change came in answer to the question of where people usually get most of their news. In interviews held before the assassination, television led all other media by being named by 55% of the people. After the assassination it was named by 65%.

In the same way the number who considered television the "most believable" news source rose from 36% of those interviewed before to 43% of those afterward, and the number of people who would keep television rather than any other medium, if they could retain only one, went from 44% before to 51% afterward.

Roy Danish, director of TIO, said in reporting the findings to the American Marketing Association in New York last Thursday that a question about commercials also brought a rise in favorable responses from 55% before the assassination to 60% afterward, "perhaps as an expression of gratitude for the television coverage." This phase of the study was

not included in the text of the Roper report that was made public.

**Some Error** ■ The report stressed that the number of "after" interviews (496) was small enough to make the results "subject to a reasonable amount of statistical error." In addition, the "after" sample had to be weighted "fairly substantially" to bring it into line with U. S. census statistics, which "can amplify normal sampling error."

For these reasons, and also to avoid questions about the assassination "distorting" the findings, Roper's findings were based entirely on interviews held before the assassination occurred. But while disregarding the "after" results in compiling the basic report, the Roper firm did recognize that they "seem logical," even if not conclusive or necessarily permanent.

"More important from a research point of view," Roper concluded, "the differences in the before-after results are consistent in direction: on each of these three questions the after interviews were more favorable to television than the before interviews."

designated for the survey was "rigged quiz shows." After that scandal died down, the question of "the bad effects of TV on children" was substituted in 1961 and 1963.

As an aside, the Roper report called attention to the type of people who showed most concern about TV's effects on children. Ranked in order of their concern, these were, first, "people who either do not have television or do not

grade school [52%]"; and third, "people who have no children [49%]."

Conversely, the report continued, "the least concerned were those with children under six years old [34%] and the college-educated [36%]."

**Pass Newspapers** ■ Television moved ahead of newspapers to take second place, behind schools, among institutions rated as doing an "excellent" or "good" job. In 1961, 57% of the people rated TV's performance excellent or good, as against 59% for newspapers and 61% for schools (and 45% for local government). This year it came out 60% for TV, 55% for newspapers, and 61% again for schools (43% for local government).

The new study also found signs that public opinion is swinging toward less, rather than more, government control of television (chart). In both 1961 and 1963 (the question was not asked in 1959), the public appeared "basically satisfied" with the existing degree of control, but to the extent that there was sentiment for change it was for more control in 1961 but for less control in 1963.

In the same span, the number of people agreeing that television "serves the public interest" increased from 55% to 65%, while the number agreeing that television is "a vast wasteland" declined from 23% to 18%.

"The basic conclusion to be drawn

from this question," Roper said, "is that the public rejects the 'vast wasteland' position in favor of the 'serves the public interest' position. In fact, sentiment for this position has grown from 5-to-2 two years ago to 7-to-2 now."

**By Age Groups** ■ At TIO's request Roper also examined its findings according to age levels. The theory was that differences in attitudes between younger and older people might indicate the direction of things to come. On "most questions" Roper found no substantial differences, but on two—believability and the medium that people would most prefer to keep—"a significant pattern" was evident.

On both these questions, there appeared to be a clear correlation between age and attitudes, with TV scoring far above average among young adults.

In all, 36% of the total sample regarded TV as the believable medium. Among those in the 21-25 age group, however, television was ranked first by 50%, and in the 26-34 group, by 40%. Its score in the 35-49 group matched that for the total sample (36%), while its only below-average mark came in the 50-and-over group, where 32% voted it most believable.

The same pattern prevailed on the question of the most-wanted medium: 44% of the total sample (and of the 35-49 age group) voted for television, but TV was the choice of 57% of the

### How do you feel about controls?

**Question:** The government should exercise more control over what programs are on TV, or there is about the right amount of government control of TV programming now, or the government should have less control over what programs are on TV?

	November 1963 %	November 1961 %
The government should exercise more control over what programs are on TV	16	22
There is about the right amount of governmental control of TV programming	43	48
The government should have less control over what programs are on TV	27	17
Don't know	14	13

watch it [55%]"; second, "people whose education went no further than

21-25 age group and 45% of the 26-34 group, as opposed to 40% of the over-50 group.

In reporting these findings to the AMA, the TIO's Mr. Danish said: "because these young people are entering a period when their day-to-day need for goods and services is at its peak, these data should be a matter of prime interest to marketing people wanting to reach people who are setting up households and raising young children."

Mr. Danish also said he thought he detected some "cooling off" in public enthusiasm for pay television, but he

made plain that this conclusion depended partly on research pre-dating the Roper-TIO series.

He said the 1963 study (but not those in 1959 and 1961) asked people whether they would be interested in seeing Broadway plays and other possible pay-TV offerings at prices ranging from 50 cents to \$1.25 each, or \$10 to \$35 a month.

Although comparable data was not solicited in the 1959 and 1961 Roper-TIO studies, he said, an earlier and smaller Roper survey—done for CBS in 1955 in Columbus, Ohio—asked the

same question and got answers considerably more favorable to pay TV than was evident in 1963.

Where the 1955 study found 27% of the respondents interested and 62% uninterested, Mr. Danish reported, last year's study found 16% interested and 79% uninterested. (The rest in each survey, 11% in 1955 and 5% in 1963, had no opinion either way.)

Most of the interviews for the 1963 study were conducted before President Kennedy's assassination last November, but about one-fourth were done afterward. To gauge the impact of TV's assassination coverage, Roper compared the "before" and "after" findings. They were "generally similar"—but all of the differences reflected a more favorable attitude toward TV after the assassination (see page 71).

To avoid the possibility that the findings might be regarded as distorted, Roper's report was based solely on interviews conducted before the assassination.

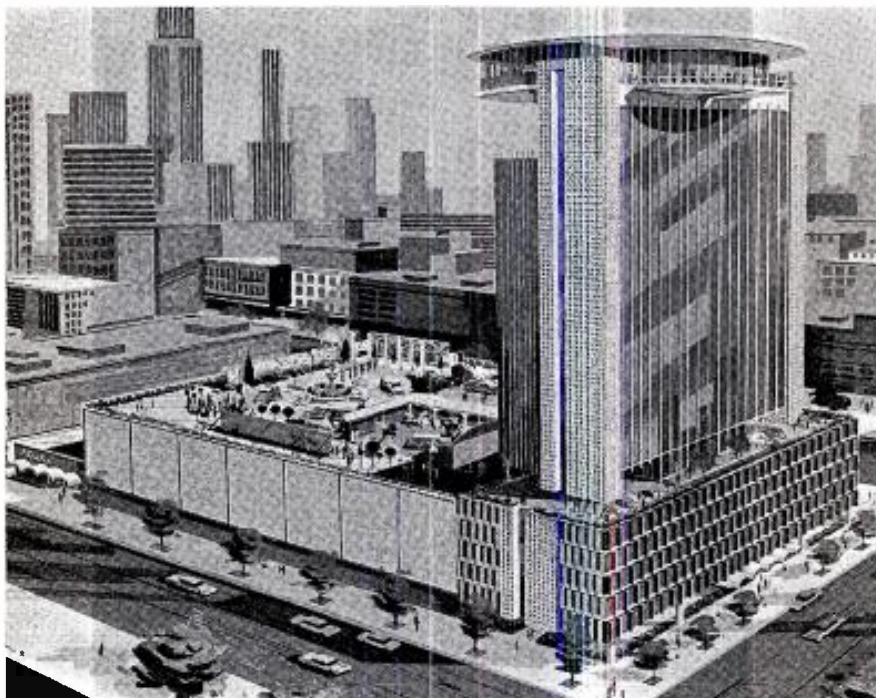
## 'Film City' planned for New York City

New York real estate developer Allan Haymes last week announced plans to build an extensive film production center in New York—a \$22 million project designed as part of an effort to attract more film activity to the city. The "Film City" complex will include 57 air-conditioned sound stages for motion picture and television production.

The project, expected to be started

Mr. Haymes said the production center will be available for rental by major companies in Hollywood and Europe as well as independent producers. He adds that renting negotiations are underway now with five film companies.

The Film City will occupy the eastern blockfront of 11th Avenue between 44th and 45th Streets, a 70,000 square foot area recently purchased by Mr.



Architect's drawing of Film City

late this year and completed in 1966, also will include a 270-seat theater; a cafeteria; a 150-car garage; supper club; swimming pool; screening rooms; 80,000 square feet of office space; carpentry shops; a 20-story tower; an acre of open space for outdoor film; and special sections for film processing, printing, editing and storage. The complex will have an entire floor devoted to overnight accommodations.

Haymes for more than \$2 million. The complex, intended as a convenient central location for film makers, was designed by the New York architectural firm of Herbst and Rusciano.

New York Mayor Robert Wagner, in a letter last week to Mr. Haymes, said: "The skyscraper Film City could become a strong generating force both to the film industry and to New York City."

## White Sox sign 4-year contract with WGN-TV

An exclusive four-year television contract for coverage of the Chicago White Sox games was announced last week by WGN-TV Chicago and the baseball club which has been covered by that station since WGN-TV took the air in 1948.

The new Sox TV contract runs through the 1967 season. Financial details of the agreement were not disclosed but it is believed the four-year deal will be more than \$1.5 million. WCFL Chicago handles radio coverage of the Sox.

WGN radio meanwhile has just signed a new three-year contract for radio coverage of the Chicago Cubs. WGN-TV's coverage of the Cubs is still in negotiation. WGN-TV will air 64 Sox games this year, the same number as last, with all home day games in color. The Cubs' radio-TV rights heretofore have been estimated to run about \$500,000 each year. Sox play-by-play on WGN-TV again will be handled by Jack Brickhouse and Vince Lloyd.

## Comstock: fairness has no objective definition

There are no easy solutions to the FCC's fairness doctrine according to Paul Comstock, National Association of Broadcasters vice president for government affairs. "I believe that almost every effort to spell out the doctrine of fairness in any detail is doomed to failure . . . [for it] is a word which has no objective definition."

Speaking on fairness, Mr. Comstock told the Oklahoma Broadcasters Association that there is hope that "Congress and the FCC will proceed with

great caution and restraint in this dangerous area."

Mr. Comstock, luncheon speaker at the OAB's mid-winter convention in Enid, Jan. 18, noted that no broadcaster can be told what to do in specific cases "because that is a matter of your judgment and of precise legal advice."

He said broadcasters must have the "legal" right to give anyone the microphone, but broadcasters also have a moral right not "to inflict trash and destructive propaganda upon the people in our communities."

Noting a difference in responsibilities; a minimal one to the government under the Communications Act and "a subjective responsibility never codified into law, but utterly supreme in character," Mr. Comstock said, "I have faith in broadcasters to discharge that responsibility. I believe the Congress and the majority of our fellow citizens share that faith."

## Four new programs added to TAC library

Television Affiliates Corp., New York, last week announced the addition of four new shows to its telefilm library available to TAC subscriber stations.

The shows are *Strange New Breed*, a 30-minute examination of surfing and the surf enthusiast, produced at KOGO-TV San Diego; *Operation S. A. R.*, a 30-minute film about the Civil Air Patrol and its search and rescue missions, produced by WBNS-TV Columbus, Ohio; *Operation Teen-ager: Crime and the Student*, a 30-minute program in which four inmates of the Texas state prison are interviewed, produced by KHOU-TV Houston, Tex., and *Skid Row*, a 30-minute show consisting of interviews with policemen, panhandlers, drunks and dope addicts produced by KRON-TV San Francisco.

## Film sales . . .

*Bold Journey* (Banner Films): Sold to WPTA-TV Fort Wayne, Ind., and WTCN-TV Minneapolis-St. Paul.

*I Search for Adventure* (Banner Films): Sold to KXLY-TV Spokane, Wash.

*Debbie Drake* (Banner Films): Sold to WPTV-TV Palm Beach, Fla.; WRAL-TV Raleigh, N.C. and WHIO-TV Dayton, Ohio.

*Amos 'n Andy* (CBS Films): Sold to WAVY-TV Portsmouth-Norfolk, Va.

*Have Gun, Will Travel* (CBS Films): Sold to WNDU-TV South Bend, Ind.; WEAR-TV Pensacola, Fla.; KGNS-TV Laredo, Tex.; KXII-TV Ardmore, Okla.-Sherman-Denison, Tex., and KPAR-TV Sweetwater, Tex.

*Heckle and Jeckle* (CBS Films): Sold to WAI-TV Atlanta.

*Phil Silvers* (CBS Films): Sold to WKCT-TV Miami.

*Whirlybirds* (CBS Films): Sold to KTLA-TV Los Angeles.

*Jungle 4* (ITC): Sold to WTCN-TV Minneapolis-St. Paul; KLZ-TV Denver; WKRC-TV Cincinnati; WHEN-TV Syracuse, N.Y.; WTIC-TV Hartford, Conn.; WCHS-TV Charleston, W. Va.; WBEN-TV Buffa-

## Seven Arts TV arm adds Hal Roach

Hal Roach Jr., who in 1949 entered the then brand new field of making films for television, has returned to that field as a general television executive of Seven Arts Associated Corp., New York-based company that is also active in all branches of entertainment, including Broadway stage and theatrical motion pictures. At Seven Arts, Mr. Roach is developing a number of TV series, "30-minute, 60-minute and 90-minute shows," he said, declining at this stage to divulge any other details.



In 1955, Mr. Roach became owner of the Hal Roach Studios in a \$10 million deal with his father. Three years later, Alexander Guterma, chairman of F. L. Jacobs Co., purchased the studios for Scranton Corp. (which Jacobs controlled) at price reported as \$15.5 million. Hal Roach Studios in turn became owner of Mutual Broadcasting System, with Mr. Roach as board chairman and Mr. Guterma as president; part of a series of deals which ended with Hal Roach Studios in bankruptcy and Mr. Guterma in federal prison.

lo; WHAS-TV Louisville, Ky.; KTBS-TV Shreveport, La.; KGNC-TV Amarillo, Tex.; KCHU-TV San Bernardino, Calif.; KZTV-TV Corpus Christi, Tex.; WDAM-TV Laurel-Hattiesburg, Miss.; KHVH-TV Honolulu; WPTV-TV West Palm Beach, Fla.; WMTW-TV Poland Spring, Me.; WTAF-TV Marion, Ind.; WTVD-TV Durham, N. C., and WTEV-TV New Bedford, Mass. Now in 58 markets.

## CBS Films surpassed 1963 predictions

CBS Films last week released a year-end report showing increases in domestic and overseas sales and in its licensing activities.

The report said domestic sales in 1963 exceeded predictions by 19%, an increase attributed largely to the release of 156 episodes of *Have Gun, Will Travel*, the production and distribution of a third year of *Deputy Dawg* and the sale of *The Hector Heathcote Show* to NBC-TV. According to the report, *Have Gun, Will Travel* has already chalked up more than \$2 million in sales.

Individual sales to overseas operations last year totalled more than 1,000—a new high representing a 32% increase over the year before. By the end of 1963, CBS Films was distributing 82 program series, dubbed in 15 different languages, to broadcasters in 70 nations. Last year programs were sold for the first time to operations in Cyprus, Kenya, Malta, Sierra Leone, Trinidad, Uganda, Formosa and Chile.

The licensing division of CBS Films expanded its activities in several areas, one of which concerned the distribution of products tied in with characters in such productions as *The Beverly Hillbillies* and *Terrytoon Cartoons*. In another area of licensing, publishing agreements were signed in connection with several CBS productions.

## Alexander gets U.S. rights

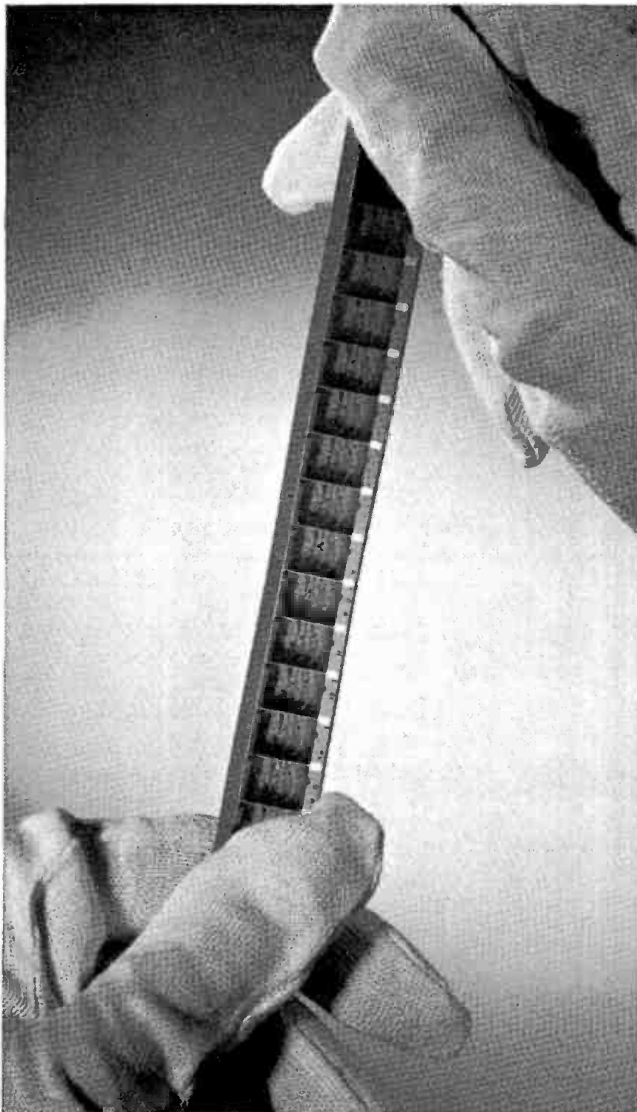
M & A Alexander Productions has acquired distribution rights to two TV series that were made in England and have been carried in that country. One is *Planet Patrol*, a juvenile half-hour science fiction series about an interplanetary police force in the 21st century, using marionettes. This series made its American debut on WPX-TV New York in the 5:30-6 p.m. Sunday period, sponsored by Drake Bakeries through Young & Rubicam.

The second British series is *The Pursuers*, starring Louis Hayward as a Scotland Yard investigator. This half-hour series, filmed largely on location throughout the London area, is produced by Donald Hyde for Crestview Productions. *Planet Patrol* and *The Pursuers* are 39-episode series.

# Now...Go non-stop from with the new EASTMAN

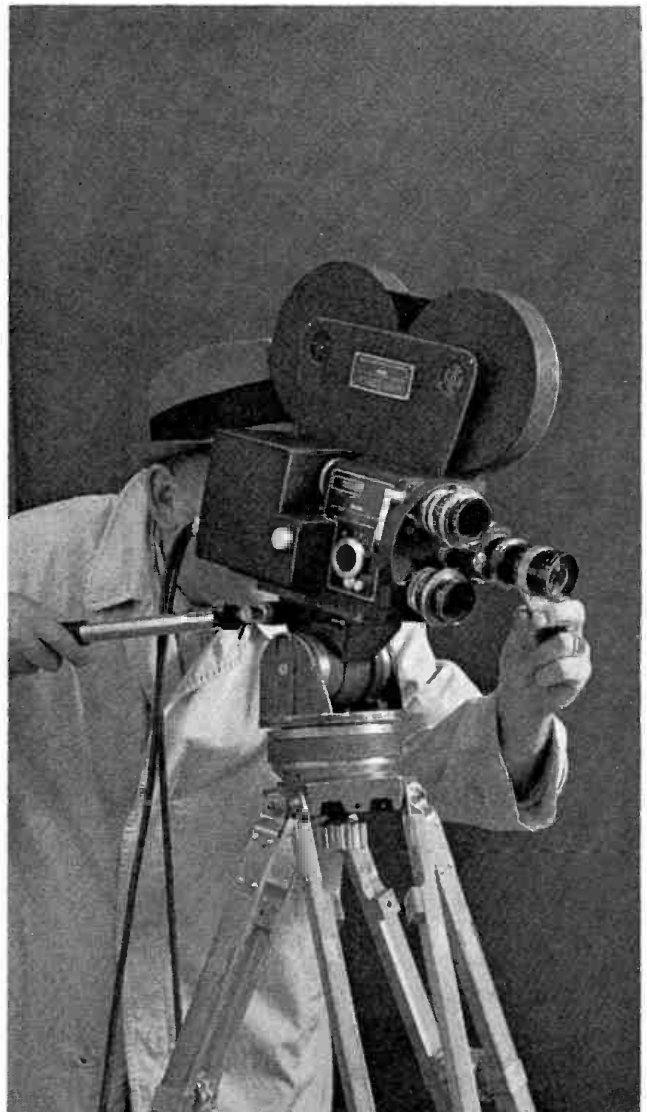
## 1. LOAD with EASTMAN RP Panchromatic Negative Film, Type 7229 (prestriped)...

This new prestriped film is designed for studio and outdoor use, making it ideal for news, sports, documentation. Created specifically for rapid, high-temperature Eastman Viscomat processing, it can also be processed by any commercial laboratory.



## 2. SHOOT with the KODAK Reflex Special Camera...

Designed with single-system recording unit, for location shooting and studio use. Precision reflex viewing with ground-glass focusing provides exact framing necessary for critical situations. 3-lens turret and variable shutter assure top versatility.



For further information, write or phone for special descriptive Brochure SI-4 . . .

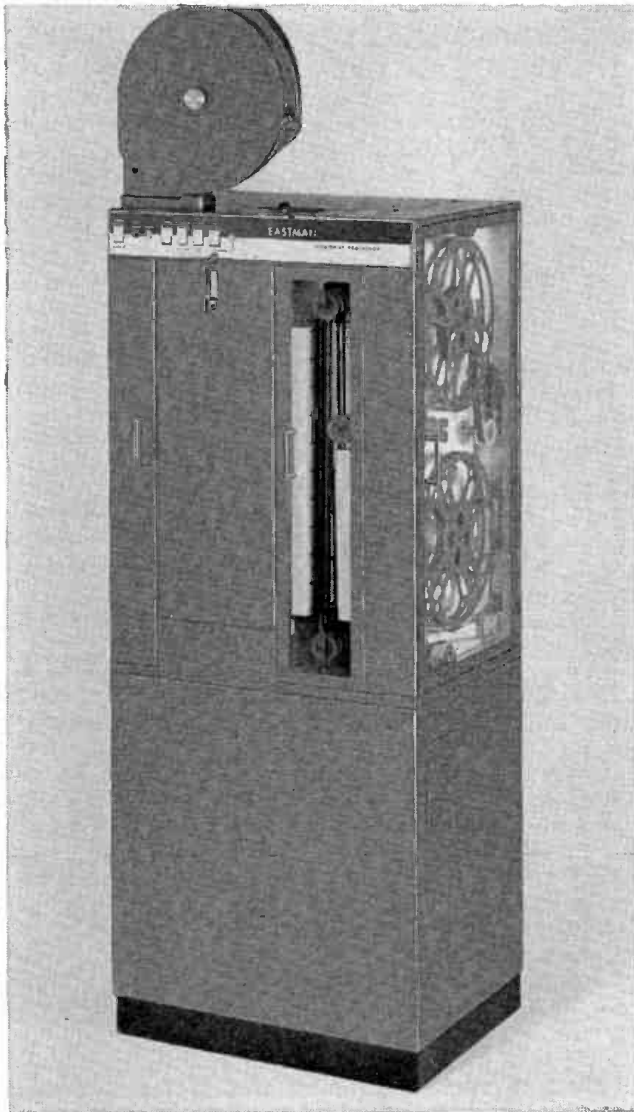
**Motion Picture Products Sales Department •**



# “On-the-spot” to “On-the-screen” 16 mm sound film system!

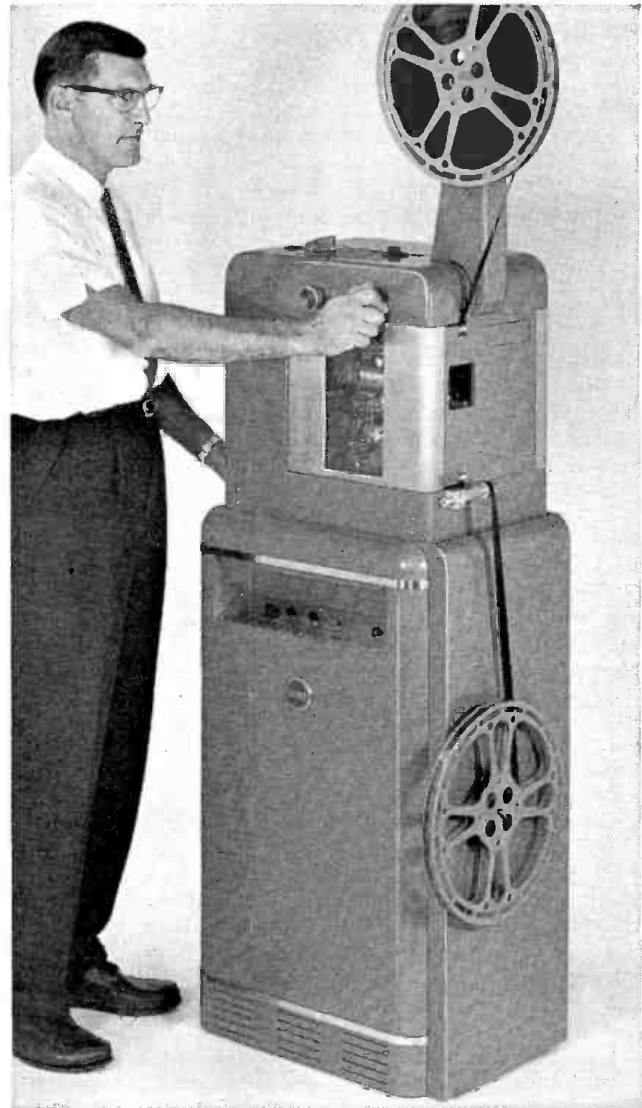
## 3. PROCESS with the EASTMAN VISCOMAT Processor . . .

Processes film in minutes. In addition to negative prestriped film, TV recording, sound recording and positive print film may also be processed. Compact; easily, quickly installed. Completely automatic—no chemicals to mix or replenish.



## 4. PLAYBACK with the EASTMAN 16mm Television Projector, Model 275 . . .

Special heavy-duty construction offers rugged, reliable performance. Shock-forces are isolated by complete separation of intermittent and film transport mechanisms. Sealed, dirt-free lubrication. Easily adapted for magnetic sound playback.



**EASTMAN KODAK COMPANY Rochester, N.Y. 14650**

# NOW IT'S RADIO'S TURN

## Proposed program reporting form due this week is simpler than TV form, but just as demanding

The FCC will issue this week a proposed program reporting form for AM and FM radio that places major emphasis on questions about news and public affairs programs and commercial practices.

The commission, by a unanimous vote last week, asked for industry comments on the rulemaking, which has been in preparation for several months.

The document follows by a month the issuance of a proposed reporting form for television (BROADCASTING, Dec. 23, 1963). As in the case of that rulemaking, the commission decided to hold an oral proceeding on the radio form rather than follow the usual method of inviting written comments.

The agency set April 23 as the date for the hearing, which will be held before the commission en banc. Those who cannot attend may file written comments for the record. The deadline is April 1.

As it stands, the radio form—Section IV of the broadcast application form—is far less complex than that proposed

for television stations. However, it would require radio station operators to make a thorough survey of their communities.

**Homework** ■ The applicant would be asked what efforts he made to determine the needs and interests of their audiences. He would also have to list the names of those to whom he talked and the groups they represent, the programming ideas they offered, his evaluation of those ideas, and the programs that were carried to meet area needs.

Unlike the proposed TV form, however, the radio form doesn't require detailed information on all programs carried. Rather, it concentrates on news, weather and market reports, public affairs and political programs, and commercial practices (CLOSED CIRCUIT, Jan. 6).

The document reflects the commission's continuing interest in closely watching stations' commercial policies. The section of the report on commercials would have to be filed annually (by Nov. 15), while everything else

would be submitted triennially, along with the rest of the application form. The entire TV reporting form would be filed annually.

In addition, the composite and typical weeks would be retained only for commercials. The applicant would have to indicate the amount of time devoted to commercials, in both hours and minutes and percentages of broadcast time. He would also be asked to list the number of 60-minute segments in his schedule containing commercial material ranging from no minutes to more than 18 minutes.

The proposed TV form asks similar questions about commercials. And with the data thus provided, the commission would be in a better position than it is now to consider overcommercialization on a case-by-case basis. The present form asks only about the number of spots carried.

The commission said it would take the case-by-case approach when it killed its proposal to limit commercials by rule (BROADCASTING, Jan. 13). In that order, the commission said it would instruct the staff to bring up for review those renewal applications showing the greatest amount of commercialization.

**News Shows** ■ The proposed form asks the amount of time regularly devoted each week to news, weather and market reports, public affairs and political programs and other, nonentertainment programs in the preceding license period. It also asks the minimum time that will be devoted to these programs in the coming period.

In addition, the applicant would have to describe his news, weather and market report programs in terms of their source, frequency, length and time slot. He would also have to report on the staff and facilities that are used to produce these programs, and to estimate the time devoted to local and regional news.

In seeking information on public affairs and political programming, the form asks the applicant to list the issues of greatest importance in his area and to describe what programs, if any, he has broadcast on them. He is also asked to list the public service announcements he has carried.

Two questions represent a sharp departure from those contained in the present form. One asks whether the station carries specialized programming, such as "Top 40" broadcasts. If so, the applicant is asked to state how it relates to the needs of the area.

The other deals with the applicant's service in relation to that provided by his competition. He is asked to list the other radio stations in his area, to describe the kind of programming they offer and to state how it differs from his.

**Anything Helpful** ■ The applicant is also invited to supply any other infor-

### 'TV Bingo': a hot item getting hotter

Snowballing sales of *Television Bingo* in well over 100 markets will jump gross revenues of the program's packager, Idea Research and Development Corp., Santa Rosa, Calif., to a record total of \$4 million this year, it was predicted Thursday (Jan. 23) by the firm's executive vice president, R. Anthony Bell.

Founded in December 1961, Idea Research did only \$97,000 gross during its first year, 1962, but now claims to have the largest sales staff of any syndication firm in the business—24 salesmen plus supervisory executives. The firm's entire staff totals 42. President is Larry Laby, former owner of KPOD Crescent City, Calif.

Mr. Bell, in Chicago last week for Idea Research's second annual sales meeting, reported that the syndicator had total sales of \$1.7 million in fiscal 1963 which ended last Oct. 31. For November, December and the first half of January this year, he said, the company already has written \$1.2 million worth of *Television Bingo* orders.

The five-weekly, live half-hour daytime game program is presold in each market before it goes on the air, chiefly to supermarkets and oil firms. It runs in 26-week cycles. House-

wives must go to the participating store and ask for a new bingo card to play the game each week. To date more than 280 million bingo cards have been "played," representing actual in-store traffic, Idea Research claims.

R. A. Bryant, marketing vice president of Idea Research, said 11 more stations have gone on the air with the show so far this month for a total of 104 markets sold in the U.S. and Canada. Today (Jan. 27) four more join the on-air list and a dozen more are scheduled to go on the air within a few weeks. Today's starters are KRIS-TV Corpus Christi, Tex.; WIMA-TV Lima, Ohio; WTAF (TV) Marion, Ind., and WYTV (TV) Youngstown, Ohio.

Idea Research officials expect that sales of the *Television Bingo* markets will be about saturated before the end of this year. There are three other live format packages ready to follow, one of which already has been test marketed. The three are based on the store traffic-building and merchandising principle. The company emphasized, however, that no new property will be introduced in any market as long as another is going there and only one new program will be sold at a time.

**This is the  
California station  
that switched to UHF  
and gained coverage.**



KERO-TV, Bakersfield, Calif., has a unique case history. In mid-1963 under FCC ruling, the station switched from VHF to UHF, and gained overall market coverage.

On Channel 10, KERO-TV enjoyed leading coverage of the rich southern San Joaquin Valley market. The prospect was not bright that UHF could maintain this coverage.

The station management and station owners, Transcontinent Television Corporation, determined to hold the KERO-TV market with advanced new equipment never before used in commercial broadcasting. The decision: become the first user of the new General Electric UHF Zig-Zag Panel Antenna and new G-E 25 KW Klystron Transmitter.

Results: the UHF installation has met or exceeded all specifications. To the north, the new UHF signal sends KERO-TV Grade A coverage 88 miles away and into Fresno County for the first time. Grade B coverage seems limited only by the horizon. Overall coverage exceeds that of the previous VHF signal.

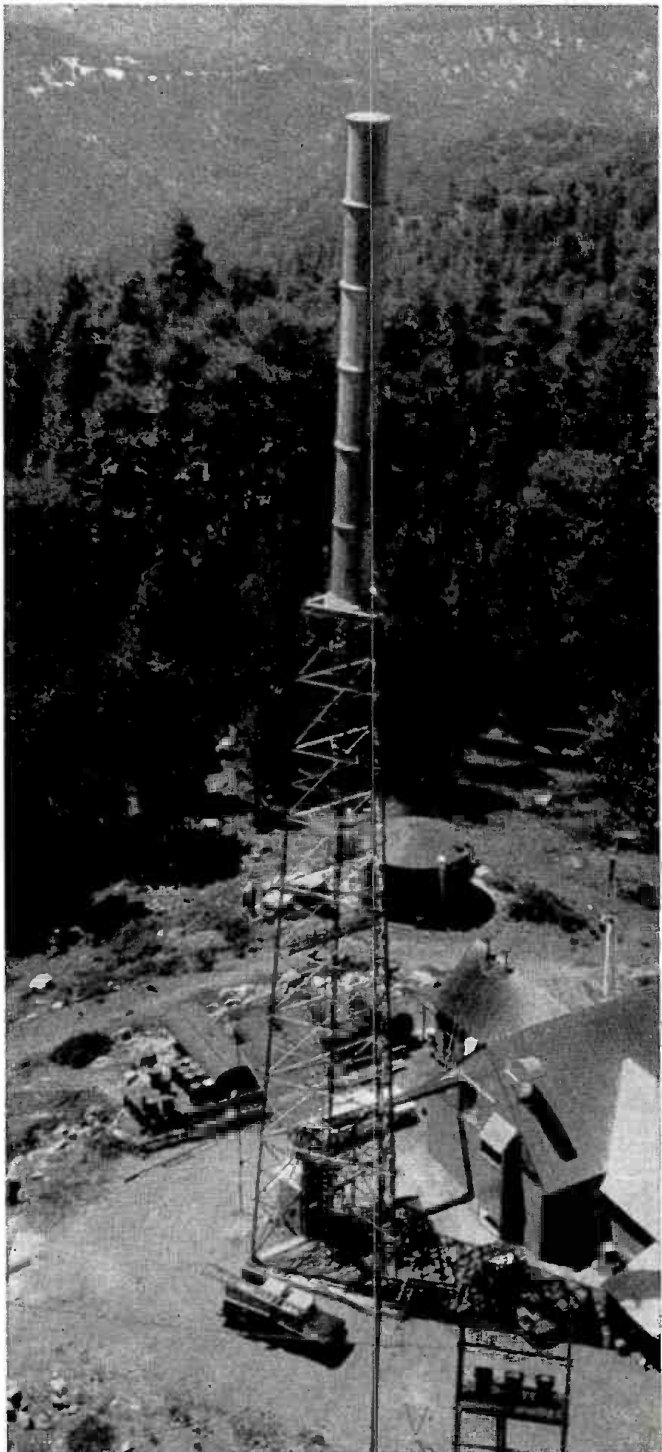
The new G-E 25 KW UHF transmitter offers the broadcaster new compactness, stability, ease of installation, simplified operation, and a minimum of maintenance.

The new G-E Zig-Zag Panel UHF Antenna at KERO-TV is housed in a fiber glass cylinder to protect it from the unusually severe rime icing conditions at the transmitter site atop Mt. Breckenridge, 7,622 feet above sea level. Its unusual directional capabilities result from the versatility of its computer-plotted pattern design, combined with both electrical and mechanical tilt. Its power gain is 74.4, for the highest Effective Radiated Power (1.76 Megawatts) of any U.S. UHF television station.

If you have UHF plans, this General Electric transmitter-antenna combination will provide you maximum ERP in desired directions and depression angles.

Contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communication Products, 212 West Division Street, Syracuse, New York 13204.

**This is the  
new G-E UHF  
equipment that  
did it.**



**GENERAL  ELECTRIC**



You'd know the secret to a crisp and succulent salad lies in the dressing, as any famous chef or proud homemaker will tell you. That special ingredient is the key to fame. To farmers and ranchers of the Southwest, Murray Cox has that special touch. Dean of Southwest Farm Directors, Cox has been with WFAA for 16 years, traveling over 35,000 miles annually to provide first hand reports for his 15-minute programs twice daily Monday-Saturday, and three times on Sundays. Honorary member of almost every farm organization in the Southwest, Murray Cox has received virtually all recognitions open to his profession. He provides that tasteful dressing which makes WFAA's farm programming the prize salad of the Southwest. The real Quality Touch. Want Some? Call Petry.

**WFAA**  
**820 RADIO**  
 THE SOUND OF  
 THE SOUTHWEST

WFAA — AM-FM-TV  
 Communications Center — Dallas  
 / Broadcast services of the Dallas  
 Morning News / Represented by  
 Edward Petry & Co., Inc.

mation concerning his operation he thinks would be helpful and, if his product differed from what he proposed, to explain why.

Although all seven commissioners voted to adopt the proposed form as the basis for a rulemaking, most had some reservations about various aspects of it. However, as in the case of the proposed TV form, they were all anxious to get "something out" for comments.

The form is designed as an interim measure. Most commissioners feel that a thorough study of modern radio—how its role has changed as a result of television—must be made before a definitive form can be created. However, they also feel that the existing form is so thoroughly outdated that the agency should attempt some improvements now, without waiting for the completion of a study.

## CBS-TV schedules 21 election specials

CBS-TV has scheduled 21 special programs, all but one in prime viewing time, focused on the 1964 election campaign—the candidates, the issues—and the histories of past campaigns.

Richard S. Salant, president of CBS News, said the network will go "far beyond the customary coverage of an election year. We are going to explore the entire fabric and history of the American political system during the next nine months . . . and take the approach that the national campaigns are an integral, continuing part of American life, and our programming will cover every aspect of their impact on our politics, economy and history."

The first special will be an analysis of the results of the nation's first primary, in New Hampshire, scheduled for Tuesday, March 10, 9:30-10 p.m. EST. The CBS News election unit will produce the program, as well as most of the other specials. Executive producer of the unit is CBS News correspondent Bill Leonard.

Later, as the national conventions

draw near, CBS-TV will present four programs dealing with past significant Democratic and Republican conventions and the prospects of what will happen at the coming ones. After the conventions, special half-hour interviews will be conducted with the presidential and vice-presidential candidates of both major parties.

Other programs will deal with such aspects as the possible makeup of the next Congress, a study of past and present minority parties, anthologies of past smear campaigns in presidential elections as well as humorous incidents that have occurred along the campaign trails, a look at the nature of the office of the presidency and a review of the several instances when problems arose because the incumbent President had become incapacitated.

The final two programs will consist of analyses of the campaigns by CBS reporters two days before the election and an analysis of the results the day after the election.

## Sports Network slates 11 major events

Eleven major sports attractions will be telecast by Sports Network between Feb. 9 and April 4.

Heading the list is the regional and final playoffs of the National Collegiate Athletic Association basketball championship games on March 14 and 21. Other NCAA contests to be telecast are the skiing championships at Hanover, N. H., March 8, the swimming championships at New Haven, Conn., March 28 and the East-West College All-Star basketball game at Lexington, Ky., also March 28.

Other events Sports Network will carry are the National indoor tennis tournament at Salisbury, Md., Feb. 23; the world jai-alai championship at Dania, Fla.; the \$100,000 Florida Derby for three-year-olds on April 4; and three major golf tournaments: the Phoenix Open Feb. 9, the Greater New Orleans Open Feb. 29 and March 1 and the Doral Open at Miami March 21-22.

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# BROADCASTING'S HELP TO THE CLERGY

## Religious broadcasters appraise status of radio-TV

The present and future roles of broadcasting in spreading the gospel, and the government's attitude toward such programming were focused on at the first International Christian Broadcasters convention in Washington last week. The ICB convention combined the annual meeting of National Religious Broadcasters with the triennial World Conference on Missionary Communications.

Dr. Eugene R. Bertermann, president of NRB and co-chairman of ICB, presented his annual summation in the convention's major address Tuesday (Jan. 21). Other speakers during the three-day meeting included James H. Hulbert, assistant to President LeRoy Collins of the National Association of Broadcasters, and from the FCC, Chairman E. William Henry and Commissioner Robert E. Lee.

Dr. Bertermann reiterated the group's backing of the broadcasting industry in its struggle against increased government control, opposing the recommendations of the National Council of Churches' proposals for tighter reins on the electronic media (BROADCASTING, June 17, 1963). The "tyranny of ratings" also drew Dr. Bertermann's fire. "Religious broadcasters," he said, "should be particularly concerned about the question of ratings because such audience measurement surveys have, in our opinion, frequently been misused to the detriment of religious programming generally." The idea of ratings is fine and research should be continued, he stated, but numbers should not be an excuse for abuse.

**Both Radio And TV** ■ While Dr. Bertermann defended the continued strength and influence of radio, he also praised television as a medium for spreading the gospel. "Despite admitted limitations, despite the acknowledged high cost, religious broadcasters must continue to explore and expand television opportunities for the programs of the saving gospel," he said. "The religious broadcasters of America will do well to consider seriously the claims of television upon their interest and their broadcasting budget."

Mr. Hulbert spoke to the group Wednesday (Jan. 22) in place of Governor Collins, who was attending the

NAB TV code board meeting in Miami (story page 34). Mr. Hulbert thanked the religious broadcasters for their support on the question of government control and emphasized that the increased missionary possibilities opened up by radio-TV also meant increased responsibility.

The FCC's policy on religious programming was the theme of the Wednesday luncheon address of Chairman Henry. As far as the commission is concerned, he said, broadcasters need only "seek in good faith to serve the needs of the various faiths of their communities, as one need among others." Mr. Henry warned, however, that religious groups who hold broadcast licenses must prove to the FCC that they are not discriminatory.

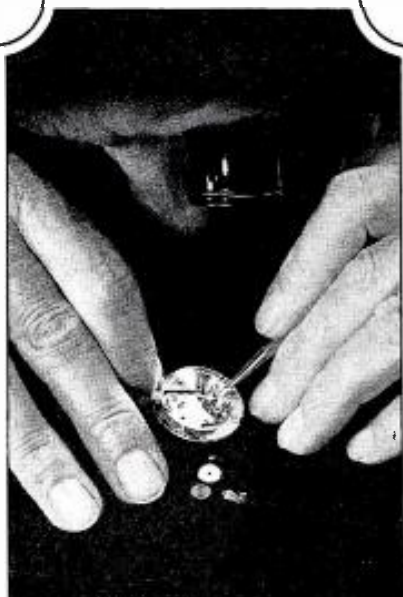
Commissioner Lee defended the commission's fairness doctrine, though he said he favored adding clarifying language to the 1949 document in order to make it clear where the present commission stands. Only one commissioner, Rosel H. Hyde, was with the agency when the paper was written.

**Commissioner Moses** ■ Mr. Lee, attempting to explain the FCC's position, related to the religious broadcasters his own set of 10 commandments for broadcasters: (1) know thy community as thyself; (2) serve thy community as it deserves; (3) keep faith with the commission and the FCC will place its faith in thee; (4) practice the use of discretion, judgment and good taste; (5) foul not the airwaves; (6) place not your faith in ratings—thou art a better judge; (7) turn away from payola; (8) remember the sanctity of the fairness doctrine; (9) minimize contests and promotions—they reflect thy character; (10) remember to keep holy the NAB codes.

### Corinthian award to WISH-TV

A 30-minute documentary by WISH-TV Indianapolis, dramatizing the inadequacy of facilities for mental health patients at the state hospital there, last week was named winner of Corinthian Broadcasting Corp.'s third annual public service programming award.

A pair of one-act original plays presented by KHOU-TV Houston was given honorable mention in the contest, conducted among Corinthian stations to stimulate interest and skills in the production of community service programming. C. Wrede Petersmeyer, president of Corinthian, said in announcing the winners that this year's competition "stimulated the presentation of more than 50 public affairs specials on the five Corinthian stations."



*If you had the  
Quality  
touch*

You'd appreciate the great value of time. You'd know that precision metals and precious jewels are important... but it takes the master watchmaker to create a perfect blending of balance and motion. So it is with our news department—each man is a craftsman, aware of his responsibility to provide authoritative information first and first hand. He takes the time to care about his news and the audience he serves. He is concerned because the Southwest has come to depend upon WFAA Radio for reliable reporting. Actualities from the scene... beeper reports from persons involved... and the many other means by which the Sound of the Southwest becomes the Sound of Now. Time is vital. So are the facts. It takes the Quality Touch to achieve this precision blend. Put this precision and Quality Touch to work for you. Call Petry!

**WFAA**  
**820 RADIO**  
THE SOUND OF  
THE SOUTHWEST

WFAA — AM-FM-TV  
Communications Center — Dallas  
Broadcast services of the Dallas  
Morning News / Represented by  
Edward Petry & Co., Inc.



Now available for local purchase. **CHARLES MICHELSON, INC.**  
45 West 45th St., New York 36 • PLaza 7-0695

## Top agencies to get ratings rundown

Four Star Distribution Corp. said last week that it will furnish market-by-market ratings data on Four Star off-network series to media, research and timebuyer executives at the top 50 advertising agencies.

Four Star noted that it has been sending this material—as have other film syndication companies—to stations and station representatives in the past but that the direct contact with agency people would aim also for the people making spot buying decisions.

The firm distributes off-network series such as *Rifleman*, *Dick Powell Theatre*, *The Tom Ewell Show*, *The Detectives*, *Zane Grey Theatre*, *Stagecoach West*, *Target: The Corruptors* and *The Law and Mr. Jones*. Len Firestone, Four Star's vice president and general manager, said that most of the series are relatively new in syndication and have only the past network track record available to advertisers and agencies.

## Second symphony series set by Seven Arts

Seven Arts Associated has contracted with the Boston Symphony Orchestra for a second series of 13 one-hour concerts that will be offered internationally to TV stations for showing after Feb. 15.

Metropolitan Broadcasting's WNEW-

TV New York and WTTG-TV Washington made special arrangements with Seven Arts to begin telecasting the first of the series Feb. 2 (9-10 p.m.). Metropolitan's KTTV-TV Los Angeles also has signed a contract but a starting date has not been announced.

Erich Leinsdorf, who conducted two of the 13 concerts in the first series, will conduct all 13 in the second series. (The first program presented by the 104-piece symphony features Wagner's Good Friday Spell from the opera "Parsifal" and Richard Strauss's "Don Quixote.")

Seven Arts also announced that the original 13 programs, which were bought by some 40 stations in the U. S. and Canada on a single showing basis, now are available for use as multiple telecasts.

## ABC emphasizes separate radio-TV news staffs

ABC News last week reported a further emphasis on separating its TV and radio news functions.

Elmer W. Lower, president of ABC News, Special Events and Public Affairs, referred to the recent establishment of radio news departments in the Midwest and on the West Coast as further assurance that ABC News will provide independent news coverage and will not depend upon simulcasts. He said that in the event of an important news break, ABC would expand its news staff rather than bolstering one at

the expense of the other.

Mr. Lower noted, however, that ABC News would maintain its cooperative radio-TV news operation in Washington and overseas where "at the moment, it would be impractical to separate our staffs. . ."

He added that in 1964 and 1965 a much greater number of radio documentaries could be expected.

## Mars producing new soap operas

The resurgent interest in radio drama has prompted Mars Broadcasting Inc., Stamford, Conn., to plan a number of new soap operas. The company is announcing today (Jan. 27) that pilots for two of the daily serials will be ready on March 1 and 15.

*The Colonel's Lady* depicts the trials and tribulations of an astronaut's family and *Dangerous Dream* is the story of a husband-and-wife team of psychiatrists. Both will be produced by Phil Nolan, executive producer of Mars.

Two more soap operas will go into production in late March and early April, Mars said, and another two series are planned.

## Universal prints sold

Three ABC-owned stations have signed for 215 feature films from the Seven Arts Associated library. The Universal post-1950 features have been licensed to KABC-TV Los Angeles; KGO-TV San Francisco and WXYZ-TV Detroit.

## INTERNATIONAL

## ITA TO KEEP TABS ON COMMERCIALS

### Gets watchdog role in wake of 14 contractors' renewals

All commercials for Britain's commercial network will be previewed by the Independent Television Authority; the ITA will have watchdogs sitting in on company program planning sessions, and a general advisory council drawn from the viewing public will keep programs under review and advise on general pattern and content.

That's the basic set-up for British commercial television for the next three years.

The 14 current TV companies have had their ITA broadcast contracts renewed for three years despite applications from eight would-be new operators (BROADCASTING, Jan. 13).

Interviews with applicant groups and companies took place in December and a final round of interviews were held Jan. 2.

ITA chairman, Lord Hill, announcing the decision, said that every application had received the closest scrutiny by the

authority. Included among the eight new applicants were some whose approach to TV the ITA had found "fresh and attractive."

**Tough Task** ■ The responsibility placed on the ITA, commented Lord Hill, was a very heavy one. It was not easy to compare the achievements of an established contractor with the promise of a new applicant.

Lord Hill said that in no case was the ITA persuaded that the appointment of one of the new applicants would improve programing.

None of the new applicants had been encouraged in their hopes of a contract if, and when, there was a second ITA network. New conditions might exist then and they couldn't be anticipated, Lord Hill said.

He added that one of the new applicants had withdrawn because it felt that it wasn't quite ready to go ahead.

Although all the present companies

retain their current areas and segments of the week, six companies have agreed to alter their structure or management.

In Scottish Television Ltd., the company largely owned by newly ennobled Roy Thomson, there will be new directors on the board and ownership of non-voting shares will be extended. Several leading Scots will be added to the board. They will buy voting shares. Later a big proportion of nonvoting shares will be offered by the Thomson organization to investors with preference to residents of Scotland.

**Larger Boards** ■ Four other companies, Associated Television, ABC Television, Television Wales and West, and Southern Television will expand their boards of directors with representatives from the areas they cover. Border Television is appointing an additional director for the Isle of Man.

Associated Television Ltd., which has other show business interests, will also reorganize its internal structure to separate television from its other activities.

Lord Hill also announced that all commercials would be viewed by the

## UAR seeks salesman

Time salesmen with a predilection for exotic surroundings may hear the knock of unusual opportunity in a letter received by the service trades division of the U. S. Department of Commerce.

The United Arab Republic needs a sales representative for a new commercial radio station in Mansoura, near Port Said, Egypt. The 500 kw station, scheduled to go on the air in March, hopes to corral the bulk of its advertising from British and American exporters. The UAR says the all-Arabic language programs will also cover Lebanon, Jordan, Syria, Saudi Arabia, Iraq, Libya, Kuwait and Bahrein. Advertising is expected to hit \$700,000 within two years.

Bids for the job should be addressed to General Organization for Cinema, Broadcasting and Television, 1133 Corniche el Nil Street, Cairo, UAR.

ITA before transmission and that there would be "closer and earlier supervision" of all programs and the setting up of a programs policy committee. Another new committee under ITA chairmanship will make decisions on all doubtful commercials. In other words, ITA is increasing its control on content of commercials.

ITA's advertising advisory committee has been reconstituted with an independent chairman, Professor Tom Jack, chairman of the Air Transport Licensing Board, and the representation of consumers has been strengthened.

The independent television code of advertising standards and practice has been revised and is now being considered by the postmaster general.

Increased supervision of programing is provided for by a programs policy committee meeting under ITA chairmanship on which all companies will be represented, and where the ITA's views will be expressed to them on "all major questions of program policy." This new body will work alongside of the already existing standing consultative committee which will continue to discuss all matters other than programing, affecting the companies and ITA.

**Direct Supervision** - Companies' program schedules will be drawn up in consultation with the ITA and for the first time ITA representatives will sit in with company program planners. This means that ITA will be able to directly supervise programing from the very beginning of a program idea.

ITA is to strengthen its own capabilities for program production by

making new appointments, as yet undisclosed, to its Program Services Division.

A new system and scale of charges for networked programs has been worked out by ITA. Smaller companies will benefit by paying less for programs they carry. Purchase of programs from other than the "big four" companies is made easier and prices for programs networked by the smaller companies will be set by the ITA.

Independent Television News, the commercial network's news unit, which is owned and directed by the first six companies to be given contracts, will be reconstituted with representation of the smaller companies on the board. ITA has approved a scale of investments in ITN by all the participating companies.

A general advisory council has been appointed, with most members from the general viewing public. It will "keep programs under review" and "advise in general pattern and content."

Lord Hill has said that the ITA would pay "close attention" to the opinions of the committee whose first meeting is Feb. 4.

The ITA has set up a new section to carry out audience research. This section together with those handling press relations and publications will be under the direction of a head of information and research, a new post. ITA has appointed Sir Harold Evans, public relations adviser to Harold MacMillan when he was prime minister, to this post. He will begin work Feb. 17.

## Cotton urges approval of Geneva space pact

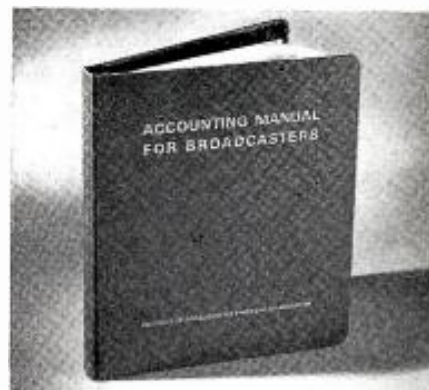
The Senate Foreign Relations Committee was urged Wednesday (Jan. 22) to begin consideration of an international treaty on radio communications that was signed after a 70-nation conference in Geneva last fall.

Senator Norris Cotton (N.H.), senior Republican on the Senate Commerce Committee and a congressional adviser to the United States delegation to Geneva, said "approval of the treaty by the Senate would be very much in the best interests of the U. S." It provides for the allocation of specific frequencies in the radio spectrum for communications satellites, among other space uses.

In a letter to Senator William Fulbright (D-Ark.), chairman of the Foreign Relations Committee, Senator Cotton warned that "any delay in our action may cast doubt on the intentions of the U. S. and make it more difficult to secure the foreign agreements required for the communications satellite system."

Earlier this month Representative

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Oren Harris (D-Ark.), chairman of the House Commerce Committee, called on domestic communications firms to give their fullest cooperation to the Communications Satellite Corp. (BROADCASTING, Jan. 13).

### Foreign film competitions

The Council on International Non-theatrical Events, a group that screens and coordinates U. S. nontheatrical films for entry in contests around the world, has announced that it is accepting applications for 1964 competitions.

CINE noted that the deadline for the submission of such pictures is March 2. The films must have been made in 1963 or the first two months of 1964. Inquiries should be sent to CINE 1201 16th Street, N. W., Washington.

### General Foods agency switch

General Foods Ltd., Toronto, has ended association with Baker Advertising Ltd., Toronto, after 42 years. The \$2.5 million in annual billings has been split between McKim Advertising Ltd., Toronto (Instant Maxwell House cof-

fee, Jell-O desserts, and D-Zerta gelatins and puddings), McConnell Eastman & Co., Toronto (Sun-Up breakfast drinks), and Young & Rubicam Ltd., Toronto (Post cereals and Baker chocolate). McKim and McConnell Eastman had previously handled some of the General Foods accounts, and some from McConnell Eastman went to Young & Rubicam in the switch.

### Ontario, Quebec lead Canadian TV households

Ninety-four percent of Canadian households had television receivers as of November 1963, according to a survey made by the Bureau of Broadcast Measurement, Toronto, the industry's cooperative research organization. There were 4,487,500 TV households in the 4,787,800 households with a population of 19,015,300.

Ontario accounted for 1,649,700 TV households, or 96% of the province. Quebec had 1,239,000 TV households, 98% of all households in the province. British Columbia with 429,500 TV households or 89%; Alberta 331,500

TV households or 88%; Manitoba 226,800 TV households, 91%; Saskatchewan 219,900 TV households, 88%; Nova Scotia 173,200 TV households, 95%; New Brunswick 127,700 TV households, 93%; Newfoundland 68,900 TV households, 74%; and Prince Edward Island 21,300 TV households, 86%.

### Sale applications heard

Sale of CJCS Stratford, Ont., for \$199,997 to Countryside Holdings Ltd., Toronto, was heard before the Board of Broadcast Governors at its Jan. 14 meeting at Ottawa. Countryside Holdings Ltd., is a newly formed company whose principals own CKAR Huntsville, CKAR-1 Parry Sound and CKMP Midland, all Ontario. One of the principals, Allan D. Rogers, Toronto lawyer, also has interests in CKLW-AM-FM-TV Windsor-Detroit and CKOC Hamilton, Ont.

CHOK Sarnia, Ont., applied for permission to be sold for \$450,000 to William Andrew McKenzie, president of Kraft Tapes Ltd., London, Ont. and the weekly *Leamington* (Ont.) *Post and News*.

## FINANCIAL REPORTS

### NGC announces executive salaries

Eugene V. Klein, president and board chairman, National General Corp., Los Angeles, received \$90,000 in aggregate remuneration from NGC during the fiscal year ended Sept. 24, 1963, according to a proxy statement sent to stockholders last week, together with a notice of the annual meeting, to be held Feb. 18.

Irving H. Levin, executive vice president of NGC, received \$57,200; Alan May, vice president and treasurer, \$46,800; Robert W. Selig, vice president in charge of theater operations, \$46,100 and M. E. Hersch, senior vice president and president of the NGC subsidiary Mobile Rentals Corp., \$34,346 (he has a contract for an annual salary of \$57,000 from MRC, which NGC acquired on Feb. 8, 1963).

In addition to the more than 200 theaters owned and operated by NGC, and Mobile Rentals Corp., the company is active in real estate, vending machines and last fall became owner of Mission Pak Co., packager-seller of fresh and processed fruits. NGC also, owns "approximately 32% of the issued and outstanding stock of National Telefilm Associates Inc. However, if a tender of its stock made by NTA in settlement of an outstanding note due from NTA to the company [NGC] is valid, which tender the company has rejected claiming the same to be improper, the com-

pany would then be the owner of approximately 46% of the issued and outstanding stock of NTA.

"Supat Industries Inc. (Supat), a corporation of which Mr. Samuel Schulman [president of Mission Pak Co. and a director of NGC] is the sole stockholder, has purchased from NTA certain television program material consisting of film negatives and licenses. The minimum purchase price is \$600,000, payable in semiannual installments of not less than \$50,000 each. Supat's obligation to make such minimum payments is guaranteed by Mr. Schulman. Payments in excess of the minimum, if any, are dependent upon future distribution receipts. Supat has entered into an exclusive 10-year distribution with NTA which provides for minimum payments to Supat of amounts equal to the minimum purchase payments."

### Sierra Capital buys into Visual Electronics

Visual Electronics Corp., New York, equipment producer and distributor to the radio-TV industry, last week announced that Sierra Capital Co., San Francisco, had invested \$350,000 in the form of six-year debentures in Visual. The funds will be used for new product development and an expanded sales effort.

Concurrent with the purchase of debentures is an agreement that Sierra Capital will have rights to purchase as much as 20% ownership in the private-

ly held company. The \$350,000 investment represents 20% of Visual's equity.

Debentures bought by American Broadcasting-Paramount Theaters in Visual Electronics several years ago and worth \$300,000 are now convertible to \$350,000 in the electronics firm's stock, or another 20% of the company's equity.

A large portion of the newly acquired capital will be put into production and promotion of a new fully transistorized image orthicon camera.

### Storer to register 15% gain in net income

George B. Storer Jr., president of Storer Broadcasting Co., Miami, last week told the New York Society of Security Analysts his company will record a 15% gain in net income for 1963. This will be before a nonrecurring loss of \$250,000.

Income reported in 1962 included a \$900,000 nonrecurring gain.

Mr. Storer reported the overall financial condition of the company as continuing favorably. Although net earnings for the group owner will be down by approximately \$353,000 to \$6 million, earnings per share will rise from \$2.61 to \$2.80 reflecting a reduction in the number of outstanding shares.

The company's year-end financial statement is expected within the next month.

Inviting investment, Mr. Storer referred to federal regulation as "perhaps



the greatest deterrent to investing in broadcasting stocks." He said "most proposals for additional regulation which make headlines generally are just that—proposals."

Mr. Storer said the company has every intention of expanding its community-antenna TV operations as fast as possible. It currently owns 80% of the Southern California Television Corp. (Thousand Oaks and Ojai Valley, both California).

## NBC report cites new profit peak

An NBC annual report to be issued today (Jan. 27) by Board Chairman Robert Sarnoff and Robert E. Kintner, president, said the company had reached a new profit peak in 1963 with all operating divisions contributing to the record.

The report stated that the television network registered record breaking profits in each of the four quarters, the owned stations division attained record sales and earnings and the radio network enjoyed its highest profits since 1950.

In addition it said NBC Enterprises Division has expanded the number of foreign countries to which it supplies TV programming and services by 40% over 1962 to a record high of 69 countries and had the highest operating profits in its history.

New sales records for NBC-TV were based on billings from 270 advertisers during the 1963 calendar year. The 270 advertisers were mentioned in the report as more than had bought time on any other network.

The NBC statement noted that the radio network "operated at growing profits for the fourth consecutive year," and that it had been 80% sold out for the year. Four-fifths of the network's programming consisted of news and information during the year according to the report.

## TV-g geared cosmetic firm again splits stock

Alberto-Culver Co., Chicago, hair products manufacturer which has acknowledged it owes its success to TV advertising, has announced its second stock split within a year.

The latest is a three for two stock split at the same time it announced the regular 5 cents a share dividend.

The stock split will be paid March 6 to stockholders of record Feb. 10. The cash dividend is payable Feb. 1 to stockholders of record Jan. 15.

On March 5, Alberto-Culver stockholders will vote whether to retain the regular 5-cents-a-share quarterly dividend rate on the increased shares.

Last April, the company authorized

a two-for-one stock split and at the same time increased its common shares from 1.2 million to 2.2 million, with 2 million shares outstanding.

In 1963, Alberto-Culver paid 15 cents a share in dividends. Alberto-Culver Co.'s net earnings in 1963 jumped 45.6% to more than \$3.35 million, the hair products firm's annual report disclosed last week. Consolidated net sales for the fiscal year ended Nov. 30, 1963, were up 32% to a new high of over \$80.2 million. In fiscal 1963 Alberto-Culver spent over \$49.3 million for advertising, selling and general and administrative expenses, up nearly \$11.3 million over 1962. TV alone reaped over \$30 million last year. Cost of goods sold in 1963 was booked at not quite \$22.2 million.

## Taft earnings off in 3rd quarter

A slight decline in revenues and profits for the third quarter of its fiscal year was reported last week by Taft Broadcasting Co. with earnings per share down from 54 cents to 44 cents.

Hulbert Taft Jr., chairman of Taft, blamed the setback in large part to the absence of income during the four days of the Kennedy assassination and funeral.

The board also declared a quarterly dividend of 15 cents a share and a 2½% stock dividend payable March 12 to stockholders of record Feb. 14.

Nine months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$ 1.01	\$ 1.15
Net revenues	9,433,627	9,329,843
Operating profit before depreciation	4,155,352	4,410,989
Profit before federal income tax	3,436,382	3,840,842
Federal income tax	1,818,366	2,013,463
Net income	1,618,016	1,827,379

\*Based on 1,594,772 shares outstanding as of Dec. 31, 1963.

## Republic's earnings up

Republic Corp.'s film processing division, Consolidated Film Industries, made a substantial contribution to the corporation's earnings in fiscal 1963 ended Oct. 26, 1963, Victor M. Carter, chairman and president, reported last week. The outlook for CFI in the year ahead is bright, he said. Major credit for the 9% earnings increase was given to expanded operations of Gaffers & Sattler, Republic subsidiary which manufactures ranges, water heaters and other household appliances.

12 months ended Oct. 26, 1963:

	1963	1962
Earned per share*	\$0.62	\$0.56
Gross revenues	\$47,682,000	\$43,286,000
Net income (after provision for federal income taxes)	1,920,000	1,764,314

\*Based on 2,452,954 shares outstanding in 1963, and 2,443,448 in 1962.



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## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Christian



Mr. Howard

**Hibbard Christian** and **Clive Howard** elected VP's of Young & Rubicam Inc., New York. Both will continue to operate in public relations department where they had been account executives. A former Chicago newspaperman, Mr. Christian joined Y&R in 1943, was named supervisor in 1951 and appointed manager of publicity and public relations department in 1957. Mr. Howard,

former freelance magazine writer for such publications as *Saturday Evening Post*, *Woman's Home Companion* and *Reader's Digest*, joined Y&R's publicity department in 1954. He was transferred to contact department in 1956, returning to publicity in 1962 in executive capacity.

**Barrett Welch**, senior VP and member of plans board of Sullivan, Stauffer, Colwell & Bayles, joins McCann-Erickson, New York, as senior VP and chairman of plans review board. Before joining SSC&B in 1951, Mr. Welch was director of market research at Foote, Cone & Belding, New York.

**Fred Irwin**, media director of Geer, DuBois & Co., New York advertising agency, elected vice president.

**Chuck Blore** and **Milton H. Klein**, one-time associates of Crowell-Collier Broadcasting Corp., have formed Chuck Blore Creative Services to create and produce radio commercials for advertising agencies. New company will also offer program and promotion counseling to broadcasters. Mr. Blore was for five years programing VP of C-CBC. Mr.

### Stone dines dearly

**Peggy Stone**, president of Stone Representatives Inc., New York, reported last week that recent trip to Federal Communications Bar Association banquet in Washington cost her about \$5,000.

Mrs. Stone said that while she was attending banquet, her room at hotel was "cleaned out." She lost mink coat, clock radio, pearl necklace with diamond clasp, perfume, clothes and other items.

**Kline**, until recently general manager of KHJ Los Angeles, previously served as sales manager of KFVB Los Angeles and general manager of KEWB San Francisco. KFVB and KEWB are Crowell-Collier stations. Offices of Chuck Blore Creative Services are at 10439 Valley Spring Lane, North Hollywood, Calif. Telephone is 761-9844.

**Paul LaGasse**, member of sales staff of wwj Detroit, joins McGavren-Guild Co., national radio sales representative firm, as Detroit sales manager. Mr. LaGasse replaces **Harvey Glor**, who transfers to organization's New York office as research director.

**Robert D. Nathan**, VP of Curtis Adv., New York, elected VP in charge of radio-TV production at Shaller-Rubin Co., advertising agency, that city.

**Harry Kinzie**, senior VP and creative director of MacFarland, Aveyard & Co., Chicago, elected agency's president, succeeding **David Guerrant**, who has resigned. Mr. Kinzie, who assumed additional duties last year as chairman of Chicago agency's marketing committee and as member of executive committee, previously served with Needham, Louis & Brorby as VP-account supervisor and plans board mem-

ber. He was also with Tatham-Laird as chairman of creative review committee and member of plans board.

**Andrew A. Lynn**, president of Jacqueline Cochran Inc., New York, since joining cosmetic firm in 1961 from Chesebrough-Pond's, elected to additional office of board chairman and will continue as chief executive officer of company. **William G. Ohme**, director of finance and operations at Cochran's plant in Newark, N. J., elected executive VP of parent company and member of board of directors. **Raymond L. George**, executive VP, elected president of newly organized cosmetics franchise division. He has been Cochran director since joining company early in 1963.

**Frank McGinity**, formerly administrative assistant to VP and general manager of industrial products division of International Telephone & Telegraph Corp., San Fernando, Calif., joins Grey Adv., Beverly Hills, Calif., as controller for western operations.



Mr. Bachman



Mr. Peterson

**M. S. (Tony) Bachman**, since 1959 promotion manager of KXTV(TV) Sacramento, Calif., and before that assistant promotion manager of former wxix(TV) and WISN-TV, both Milwaukee, joins ABC-owned WBKB(TV) Chicago, effective Feb. 3, in newly created position of advertising and promotion manager. **Donald H. Peterson**, director of advertising, promotion and press information at WBKB, promoted to director of press information and publicity for both WBKB(TV) and central division of ABC Radio and ABC-TV.

**Tully Pleaser** joins Erwin Wasey, Ruthrauff & Ryan, New York, as VP and director of marketing. Mr. Pleaser formerly was VP for marketing services at Fuller & Smith & Ross, that city. **Edward W. Karthaus** elected senior VP and manager of EWR&R's Chicago office. He formerly was managing director of Canadian operation. He is succeeded in Canada by **Jack T. Fry**, VP.

**Bennett Ades**, account supervisor at Sander Rodkin Adv., Chicago, assumes added duties as VP in charge of radio-TV production. **John R. Price**, VP-marketing and research, promoted to VP and director of client services.

**Frank McKibbin**, VP and account supervisor at Fuller & Smith & Ross,

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Los Angeles, named manager of agency branch. He succeeds **Norval LaVene**, who has resigned to become active in developing Club Mismaloya, Mexican resort community near Puerto Vallarta, where motion picture "Night of the Iguana" was filmed.

**Shirley McWilliams Shannon**, former VP-advertising and public relations for Rose Marie Reid of California, joins Ben Sackheim Inc., advertising agency, New York, as group copy chief.



Mr. Cohen

**Norman Cohen**, senior partner in Mogul, Williams & Saylor, New York, since 1960, elected senior VP and treasurer. Mr. Cohen, who was elected to agency's board of directors in 1957, will be assigned expanded duties in financial and administrative areas of operation.

**Lillian Mappus** retires from Benton & Bowles, New York, after 32 years of service. She was television estimator on General Foods account.

**Mark Moran**, account executive at BBDO, Pittsburgh, elected VP. He will headquarter in BBDO's Detroit office.

**Roger D. Levinsohn**, formerly merchandising promotion manager of *Popular Mechanics* magazine, joins Kenyon & Eckhardt, New York, as copywriter.

**Robert Chambers**, manager of station clearance for ABC Radio, New York, promoted to account executive for radio network. **Paul Pearson**, member of station clearance staff, succeeds Mr. Chambers as manager. **Richard Wozniak** appointed ABC Radio account executive in new sales office opened in Detroit. He had been with sales staff of ABC-owned wxyz Detroit.

**Ethel Sell**, sales and advertising director of Sell Electric Co., Kansas City, Mo., firm she operated in association with her husband, joins KCJC(FM), that city, as sales manager, responsible for all sales and promotion activities.



Mr. Eastling

**Wendell Eastling**, media director of Knox Reeves Adv., Minneapolis, elected VP-media director. During 10 years with agency Mr. Eastling has served also as radio-TV timebuyer and account executive.

**C. R. Smith**, president of American Airlines Inc., New York, since 1934, elected board chairman and chief executive officer. **Marion Sadler**, VP and general manager since 1959, elected president and chief operating officer. **William J. Hogan** continues as execu-



## Butler, Van Erk win 'Colonel of the Year' awards

Peters, Griffin, Woodward, New York-based station representative firm, last week presented its "Colonel of the Year" awards to two of company's salesmen for "growth in their positions and contributions to the stations, advertisers and agencies served by PGW."

Receiving awards (checks and scrolls) were **John C. Butler**, eastern sales manager-radio, of PGW New

York office, and **Theodore D. Van Erk**, TV account executive with representation firm since 1959, also of New York headquarters.

Shown above at presentation (l-r): **Lloyd Griffin**, PGW president-television; **Ted Van Erk**, TV colonel of the year; **John Butler**, radio colonel of the year; **Ray M. Stanfield**, PGW vice president-radio, and **H. Preston Peters**, PGW president.

tive VP, chairman of finance committee and chief financial officer. Three departments that previously reported to Mr. Smith—legal, public relations and advertising, and public affairs—will now report to Mr. Sadler.

**Harold S. Rieff**, founder-president of The Frederick-Clinton Co., New York advertising agency, joins New York office of Grant Adv., Chicago, as vice president and management account supervisor. Among other advertising campaigns, Mr. Rieff is known for his introduction of marketing theme for Chock Full 'O' Nuts coffee, a broadcast account.



Mr. Rieff

**Allen Winston**, VP of Ken Freeman Realty Co. and former executive VP of Warren Adler Adv., Washington, has formed his own advertising, public relations and sales promotion agency, with offices at 2607 Connecticut Ave., N.W., Washington. New agency will represent Freeman Realty in advertising and PR.

**Robert L. Cornish**, account supervisor on Vicks Formula 44 and Tri-Span products at Morse International, New York, elected VP.

**Karl E. Irvin**, senior account representative at Wilson, Haight & Welch, Boston, and **Walter B. Haase**, former principal of WDRC Hartford, Conn., have formed Karl Irvin Inc., advertising, marketing and public relations firm,

with offices at Ten Crossroads Plaza, West Hartford, Conn. Also associated with new firm is **John H. Henderson**, advertising and PR manager of Satan's Ridge Ski Area in New Hartford.

**Henry M. Stevens** promoted to newly created post of director of advertising services for Campbell Soup Co., Camden, N. J. **William P. MacFarland** promoted to Mr. Stevens' former position of product marketing manager, and **William Culp** was promoted from product advertising manager for frozen foods to Mr. MacFarland's former post of product marketing manager for Campbell's beans products, V-8 and tomato juices and institutional products.

**James S. Riemenschneider**, formerly account executive with Edward H. Weiss & Co., Chicago, joins Lilienfeld & Co., that city, in same capacity.

**Charles F. Fleischmann**, advertising manager of The Nestlé Co., White Plains, N. Y., for past five months, promoted to director of advertising and sales promotion, succeeding **Horace W. R. Barry**, who has



Mr. Fleischmann

been appointed general manager of food manufacturer's chocolate marketing division. Before joining Nestlé, Mr. Fleischmann worked in advertising and sales capacities with Young & Rubicam, Penick & Ford Ltd. and Philip Morris.

**John H. Lockhart Jr.** named assistant advertising manager for consumer prod-

## Paul H. Raymer Co. expands and realigns staff

Expansion and realignment of executive staff of Paul H. Raymer Co., New York-based station representation firm, was announced last week by Paul H. Raymer, president, to increase depth of company's service to both stations and agencies.

**Frank A. Browne**, veteran broadcast sales executive, was named assistant to president, with immediate assignments in television division. He joined Raymer organization Jan. 2 from Metro TV Sales. Mr. Browne formerly directed New York and Chicago national sales offices of KTTV(TV) Los Angeles, moving to Metro when its parent organization, Metromedia's Metropolitan Broadcasting, acquired KTTV early in 1963.

**Robert M. Richmond**, a Raymer vice president, has been promoted to manager of radio division. He succeeds **Mitchell DeGroot**, who resigned several weeks ago.

**Jeff Parker**, with CBS-TV network since 1955, and **Keith Andre**, for three years with Radio Advertis-



Mr. Browne

Mr. Richmond

ing Bureau and also associated with Triangle Program Sales, have joined Raymer sales staff. Mr. Parker is responsible for client contact in Philadelphia and New York. Mr. Andre is in radio sales division.

**Warren Bodow** has been appointed director of research and development, new position. He has been market analyst in sales promotion for Hearst Newspapers, and also was with KDKA Pittsburgh and WONO (FM) Syracuse, N. Y.

ucts division of Calgon Corp., Pittsburgh. Prior to joining Calgon in 1961, Mr. Lockhart was advertising assistant at Ketchum, MacLeod & Grove there.

**Robert Beban** joins sales staff of KGBS Los Angeles as account executive.



Mr. Buker

**John C. Buker**, former manager of San Francisco office of Fletcher Richards, Calkins & Holden, appointed manager of Campbell-Ewald Co.'s newly expanded San Francisco office at 58 Sutter St. On Jan. 1 Campbell-Ewald acquired both San Francisco and Los Angeles offices of Fletcher Richards (BROADCASTING, Nov. 18, 1963). Before joining Fletcher Richards in 1962, Mr. Buker was executive VP of Botsford, Constantine & Gardner, San Francisco.

**William Whiting**, for past three years with Campbell-Ewald Co., Detroit, assigned to Chevrolet truck account, promoted to associate creative director on Chevrolet account.

**M. C. (Mel) Baker**, marketing manager of Post division of General Foods Corp., White Plains, N. Y., appointed to newly created post of assistant general manager of that division. Succeeding Mr. Baker as Post marketing manager is **James W. Andrews**, formerly Jell-O division marketing manager. **Halbert E. (Hal) Payne**, formerly Jell-O

advertising and merchandising manager, named marketing manager for that division, replacing Mr. Andrews. In other Jell-O division changes, **George H. Blake**, formerly national sales manager, becomes advertising and merchandising manager, and **Alex N. Brainard**, western region sales manager, becomes national sales manager.

**Tom Corniea**, sales manager of KDTH Dubuque, Iowa, appointed manager of sales development for Black Hawk Radio Stations: KWVL Waterloo, KLWW Cedar Rapids, both Iowa, and KAUS Austin, Minn.

**Richard Vazzana** appointed regional sales manager of WTRY Troy, N. Y.



Mr. Knight

in 1954 at WCLG Morgantown, W. Va., moving to WTRF in 1957.

**Joan Stockhaus**, since 1956 time-buyer in Cleveland office of McCann-Marschalk, joins Byer & Bowman Adv., Columbus, as radio-TV timebuyer.

**Al Westermann**, account executive at The Katz Agency, New York, joins WFBM-TV Indianapolis, Ind., in same

capacity. **Eugene Vaughn**, senior account executive at WFBM-TV, promoted to administrative sales assistant for WFBM-AM-FM-TV. In new post, Mr. Vaughn will counsel and advise all account executives as well as direct new sales development programs.

**Richard Kline**, previously station manager of KVON Napa, Calif., joins sales staff of KRAK Sacramento, Calif.

**Andrew F. Kops** joins Kudner Agency, New York, as manager of production, traffic and forwarding. Mr. Kops formerly was with Erwin Wasey, Ruthrauff & Ryan there in same capacity.

**Fredric Gadette**, freelance producer-director and former head of his own production company, joins Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as radio-TV producer-director.

**Joseph J. Lutzke**, formerly with WMAQ-WNBQ(TV) Chicago, joins sales staff of WGN-TV, that city.

**Richard Moran**, assistant sales manager at WHEN-TV Syracuse, N. Y., joins sales staff of WIND Chicago. Previously Mr. Moran had been with CBS Film Sales and D'Arcy Adv., St. Louis.

**Robert R. Mills**, former sales manager of WKKO Cocoa, Fla., joins sales staff of WFTV(TV) Orlando, Fla.

**F. J. (Bud) McGirney**, formerly in sports promotion field in Philadelphia, joins sales staff of WDVR(FM), that city.

**John Aitken**, manager of northern California division of Dennis Merchandising Corp., joins KGO-AM-FM San Francisco as sales development and merchandising director.

## THE MEDIA

**P. Scott McLean**, VP in charge of eastern TV sales for Crosley Broadcasting Corp., Cincinnati, with headquarters at company's New York sales office, appointed VP and general manager of Crosley's Indianapolis outlet, WLWI(TV). He succeeds **John B. Babcock**, who resigned earlier this month (BROADCASTING, Jan. 6), to join Park Broadcasting Inc., Ithaca, N. Y. Mr. McLean has been with Crosley organization since 1950.



Mr. McLean

**Harry J. Ockershausen**, member of Washington law firm of Dempsey & Koplovitz, appointed general counsel and executive secretary of Maryland-D.C.-Delaware Broadcasters Association. He replaces **John C. Doerfer**, who resigned to become associated with Storer Broadcasting Co. Mr. Ockershausen served as administrative assistant to general counsel of FCC before

entering private law practice in 1945.

**Van C. Newkirk**, president of Broadcast Advertising, Beverly Hills agency, elected temporary chairman of new Los Angeles chapter of Broadcast Pioneers. Other temporary officers, who will serve until June, are: 1st vice chairman, **Lyle Sheldon**, Los Angeles County Fair; second vice chairman, **Walter Bunker**, Young & Rubicam; treasurer, **Glenn Dahlberg**, BMI (retired); secretary, **Georgia Fuller**, KMPC Los Angeles.



Mr. Hamby

**James E. Hamby**, sales manager of K TSA San Antonio, Tex., since 1958, elected VP and general manager, replacing **Jack Fiedler**, who recently was appointed general manager of WYNR Chicago (BROADCASTING, Jan. 13). Both stations are owned and operated by McLendon Corp.

**Ethan P. Bernstein**, sales manager at KFRE Fresno, Calif., promoted to station manager. Mr. Bernstein, before joining KFRE in July 1963, for five years owned and operated KBIF, that city.

**Irwin C. Cowper**, **N. Thomas Eaton**, **Daniel M. Duffield** and **Kenneth R. Lee** have been elected to board of directors of Travelers Broadcasting Service Corp., licensee of WTIC-AM-FM-TV Hartford, Conn. Mr. Cowper is vice president in charge of TV sales; Mr. Eaton, VP-news; Mr. Duffield is VP of parent Travelers Insurance Cos. and assistant treasurer of Travelers Broadcasting, and Mr. Lee is second VP of Travelers Insurance Cos.

**Thomas M. Weaver**, sales manager of KRGV-TV (Brownsville-Harlingen) Weslaco, Tex., joins KVDO-TV Corpus Christi, Tex., as station manager. KVDO-TV, owned by South Texas Telecasting Co. (Clinton D. McKinnon, 80% owner), has spring target date and will be affiliated with ABC-TV network. Mr. Weaver formerly was associated with KFDX-TV Wichita Falls, Tex.



Mr. Weaver

**Arthur Hill Hayes**, president of CBS Radio, named national radio chairman for 31st annual Brotherhood Week, to be held Feb. 16-23.

**Robert L. Owens**, **Robert N. Ridgway** and **F. J. Froeschle** elected VP's of North Dakota Broadcasting Co., licensee of KXGO-AM-FM Fargo, KXMC(TV) Minot (47.5%), KXJB-TV Valley City, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D. Mr. Owens is general manager of KXJB-TV and KXGO-AM-FM and in charge of na-

## McGannon honored

**Donald H. McGannon**, president Westinghouse Broadcasting (Group W), on Feb. 2 will receive honorary Papal Order of Knights of Saint Gregory at Saint Augustine Cathedral in Bridgeport, Conn. Honor is bestowed by Pope to reward those distinguished for notable civic and/or military accomplishments. His Excellency The Most Reverend **Walter W. Curtis**, S. T. D., bishop of Bridgeport, will confer Papal honor upon Mr. McGannon.

tional sales; Mr. Ridgway is technical director of group; Mr. Froeschle is group's news director. **Louis Marget**, formerly with MCA-TV and WDAY-TV Fargo, joins North Dakota Broadcasting as promotion manager.

**David A. Greacen**, general manager of WBOO Owego, N. Y., appointed station manager of WNBC New Haven, Conn., effective Feb. 3. He replaces **Stanley E. Edwards**, who resigned.

**John Fergie**, VP of Springfield Television Broadcasting Corp. and general manager of WRLP(TV) (Keene, N.H.-Brattleboro, Vt.) Greenfield, Mass., appointed station manager of organization's newly purchased WONE-TV Dayton, Ohio. **James O. Marlowe**, program director of WRLP, promoted to station manager, replacing Mr. Fergie.

**Fin Hollinger**, president, and **Ron Jacobs**, VP, of Colgreene Broadcasting Co. (KPOI-AM-FM Honolulu; KMEN San Bernardino and KMAK Fresno, both California, and WHUC Hudson, N. Y.), have shifted headquarters, with Mr. Hollinger now operating out of California, and Mr. Jacobs making Honolulu station his headquarters. Mr. Jacobs, who will continue to be responsible for programing and promotion for group's stations, also will resume *Ron Jacobs Show* on KPOI. **Jim Markham**

has been elected VP in charge of engineering for company, and **Dave Evans** was appointed chief engineer of KPOI-AM-FM. **Lynn Bryson** becomes host of all-night show at KMEN.

**Harry C. Perkins**, account executive at KMNS Sioux City, Iowa, promoted to general manager.

**William N. Farlie Jr.**, formerly with legal department of Westinghouse Electric Corp., Pittsburgh, appointed director of management development for Westinghouse Broadcasting Co. (Group W), New York, effective immediately.

## PROGRAMING

**Mickey R. Dubin** joins **Robert H. Klaeger Associates**, film producers, New York, as vice president in charge of sales. Mr. Dubin resigned in December 1963 from his post of vice president in charge of sales and administration at Sarra Inc., that city.

**George E. Resing Jr.**, since 1954 producer-director of Crosley Broadcasting Corp.'s *Ruth Lyons 50-50 Club* which is colorcast over five Crosley stations, promoted to program director of Crosley's Dayton, Ohio, outlet, WLWD(TV). He joined Crosley organization in 1951.



Mr. Resing

**Stanley J. Parnas**, former government sales manager for Fairchild Camera & Instrument Co. in Washington, joins MGM Telestudios, New York, as manager of special projects division. He will handle world-wide sales and distribution of MGM's Gemini equipment. **Robert L. Fierman**, sales manager of MGM Telestudios, last week resigned from that post. His immediate plans include trip to Tokyo where he will scout locations for video coverage of Olympic games to be held there.

**Ben Greer**, former commercial manager of WMRB Greenville, S. C., ap-



## Rowan to replace Murrow as USIA director

Carl T. Rowan was named by President Lyndon Johnson last week to succeed Edward R. Murrow as director of U. S. Information Agency. Mr. Murrow, ex-CBS VP and commentator, resigned to recover through rest from operation which removed cancerous lung (CLOSED CIRCUIT, Oct. 28, 1963, et seq.).

CBS last week said that Mr. Murrow may return to network, though definite decision won't be made until after convalescence.

Mr. Rowan, 38, was U. S. ambassador to Finland until appointed to USIA job. He is now highest-ranking Negro in government service and first of his race to attend meetings of cabinet and National Security Council.

A native of Tennessee, Mr. Rowan was reporter for *Minneapolis Tribune* for 13 years until being named deputy assistant secretary of state for public affairs in 1961. Two years later President Kennedy appointed him ambassador to Finland.

In announcing appointment of Mr. Rowan to \$21,000-a-year USIA directorship, President Johnson called him "the man most eminently qualified to supervise this vital program of telling America's story abroad," and said he is "young and dynamic and he has had a breadth of private and governmental experiences that are especially valuable



Mr. Murrow



Mr. Rowan

qualifications for this job." Mr. Rowan is married and has two boys, 10 and nine.

Mr. Murrow's letter of resignation, dated Dec. 19, 1963, said he expected to recover fully from his operation but that he had to resign as USIA director because it would be some months before he could work fulltime. President Johnson said he accepted resignation with "the greatest reluctance" and promised that he would call on Mr. Murrow for special advice and assistance in future.

Senate confirmation of Mr. Rowan's appointment is expected to be swift. Senate Foreign Relations Committee must first approve Mr. Rowan's qualifications, and that group's chairman, Senator J. William Fulbright (D-Ark.), last week said Mr. Rowan appears to be "extremely well qualified for this appointment."

pointed national sales and promotion manager of Poole Productions of the Southeast Inc., that city.

**Charles Pratt** appointed program director of WDSU-AM-FM New Orleans. Mr. Pratt has been with WDSU for seven years, serving as staff announcer, sportscaster, and assistant program director.

**J. Harlen Rook**, formerly of KTLN Denver, appointed program director of KQV-AM-FM Pittsburgh.

**Merle Harmon**, new radio voice of Milwaukee Braves and formerly announcer of Kansas City Athletics, has been signed as sports director of WEMP Milwaukee. He will assume daily sportscasts and play-by-play now handled by **Earl Gillespie**, who leaves soon to become sports director of WITI-TV, that city. Mr. Harmon will continue his weekly sports show on ABC-TV.

**Yale Udoff**, manager of eastern nighttime sales service for ABC-TV, New York, promoted to eastern script supervisor in ABC-TV network programing department. In new position, Mr. Udoff will be closely concerned with scripts for current nighttime filmed pro-

grams and will work with ABC-TV program supervisors in Hollywood.

**Tom Williams**, air personality at WJOB Hammond, Ind., assumes added duties as program director.

**George Taylor**, chief announcer at WANE Fort Wayne, Ind., joins WBEC Pittsfield, Mass., as program director, replacing **Barry Stigers**, who becomes account executive and manager of station's sales service department.

**James Garner**, who became well known for his performances in title role of long-run TV series *Maverick*, has been appointed host of 90-minute special, *Inside the Movie Kingdom—1964*, which will be presented on NBC-TV network Friday, March 20 (9:30-11 p.m. EST). Special will be produced by Sextant Inc., in association with editors of *Life* magazine.

**Doug China**, 12-year broadcast veteran, named eastern sales representative of PAMS Syndicated Productions, Dallas, with headquarters at Hartford, Conn.

**John Mackey**, member of Baltimore

Colts football club, joins sports and public relations staff of WEBB Baltimore. Mr. Mackey will concentrate mainly on college and high school sports activities and present daily report and analysis of sports scene.

**Marshall Jamison**, producer-co-director of NBC-TV's *That Was The Week That Was* (Fridays 9:30-10 p.m. EST) named producer-director. **Norman Paris** named music director.

**Charles Benedict** joins staff of KLAC-AM-FM Los Angeles to handle Saturday sports desk.

**Douglas R. Johnson**, film editor at WCKT(TV) Miami, joins WLBW-TV, that city, as film director.

**Dave Wolford**, formerly of WMAJ State College, Pa., joins WPBS Philadelphia as air personality.

**Edward A. Hansen**, organist for Seattle Symphony Orchestra, joins music staff of *Wunda Wunda*, half-hour children's program at KING-TV Seattle.

**Edward Giller**, program manager of WBNF-AM-FM Binghamton, N. Y., since February 1962, promoted to program director, replacing **Thomas Whalen**, who has resigned to join staff of WAVY Norfolk, Va. Mr. Giller joined WBNF in July 1959 as TV director. Previously, he served in programing and news capacities at WINS New York.



Mr. Giller

**Robert G. Kyle**, production supervisor at KAKE-TV Wichita, Kan., promoted to program manager, replacing **Robert C. Payne**, former program-promotion manager, who has resigned.

**David Commons**, veteran producer-director of television commercials, joins DePatie-Freleng Enterprises as live action producer-director. **Eric Pomerance** named eastern sales representative for commercial production firm, whose headquarters are in Warner Brothers Studios at Burbank, Calif.

**Al Becker**, formerly of WHYY-TV (educational ch. 12) Wilmington, Del., resigns to accept position as producer-director at WNYC-TV New York.

**Leo Durocher**, coach of Los Angeles Dodgers, has become sports commentator on KHJ Los Angeles, with two five-minute programs each weekday, at 8:35-8:40 a.m. and 5:35-5:40 p.m. Shows will be done live except when Dodgers are playing out of town, when they will be taped or telephoned in.

**Leon G. Benschoter**, operations director of KMTV(TV) Omaha, appointed to station's special projects unit, responsible for production supervision of news

and special feature programs. **Jack A. Fansher** and **W. Glen English** named to KMTV's production department as producer-director and associate producer-director, respectively.

**Alan Jay**, newsman-sportscaster at WPEN-AM-FM Philadelphia, assumes added duties with station's Sunday night comedy DJ show.

**Tommy Tyler**, formerly of WWIN Baltimore, joins programming staff of WKCO Cocoa, Fla., replacing **Jack Gale**, who has joined WMEX Boston as air personality. **Bob Norris**, formerly of WCOP Boston and WABY Albany, N. Y., joins WKCO as air personality.

## NEWS

**Douglas Edwards**, CBS News correspondent, elected president of Association of Radio-Television News Analysts, New York. Association, founded in 1942 and comprising broadcast news reporters and analysts, was established to promote high standards of analytical news broadcasting, to maintain professional code of ethics and to promote international understanding.

**Bryan Anderson** joins news staff of ABC-owned KGO-TV San Francisco as cameraman, replacing **Ralph Mayher**, who has been promoted to West Coast television cameraman for ABC News in Hollywood.

**Charles Murphy**, formerly of news staff of WBAP-AM-TV Fort Worth-Dallas, joins NBC News as correspondent for NBC-owned WRC-AM-FM-TV Washington. Mr. Murphy joined WBAP in 1957.

**Robert Richards** appointed news director of WDIA Memphis, Tenn., replacing **Marie Wathen**, who resigned.

**Dan Rather**, CBS News southern correspondent, succeeds **George Herman** as White House correspondent, effective Feb. 15. Mr. Rather has been with CBS News since 1961.

**John Babcock**, formerly of KMPC and KLAC, both Los Angeles, joins staff of KFWB, that city, as political editor.

**Mike Rogers** joins WCTW-AM-FM New Castle, Ind., as news director.

**John Frasca**, former news secretary for Governor David L. Lawrence (D-Pa.), joins news department of WPEN-AM-FM Philadelphia as news and special features writer.

**Don Saynor** joins news department of WTAF-TV Marion, Ind. **Robert Speaks**, WTAF-TV personality, joins news staff of WSBT-TV South Bend, Ind.

**Larry Parker**, who recently was elected to Louisiana state legislature from Rapides parish, has joined news staff of KALB-AM-FM Alexandria, La. During regular legislative sessions, he will be

## H-T Radio elects 4 VP's

Four station managers affiliated with Herald-Tribune Radio Network have been elected president of their respective stations. They are **Jean Ensign**, WVIP-AM-FM Mt. Kisco, **Harry M. Thayer**, WGHQ Kingston, **Donald E. MacFarlane**, WVOX-AM-FM New Rochelle, and **John S. Brubaker**, WFYI Mineola, all New York.

relieved of all his duties at KALB to devote full time to his state responsibilities.

**Richard A. Howell**, formerly of WBNS-TV Columbus, Ohio, joins news department of WLWC(TV), that city, as reporter-photographer.

**Lowell Fletcher**, previously associated with WPNF Brevard, joins staff of WLOS-TV Asheville, both North Carolina, as news editor.

**Ed Harrill**, formerly with wwok Charlotte, N. C., joins news department of WITN-TV Washington, N. C., for on-air announcing and news research.

**Mike Chamberlain**, formerly with WSJV-TV South Bend, Ind., and **Jim Burris** join news department of WFTV (TV) Orlando, Fla., as news editor and news assignment editor, respectively.

**Edward Hanna**, news writer-producer for ABC Radio, New York, named weekend editor and commentator for radio network's *Flair Reports*.

## INTERNATIONAL

**Charles Woram**, formerly assistant to president of RKO Pictures, specializing in foreign marketing, and executive VP of both Noble Adv. and McCann-Erickson of Mexico, joins Smith & Dorian Inc., New York-based advertising agency, as VP in charge of international division. He will be responsible for all of agency's overseas activities as well as foreign language and ethnic markets in U. S.



Mr. Woram

**George K. Mitchell**, creative director on Cadillac account at MacManus, John & Adams, Detroit, joins McCann-Erickson Corp. (International) as VP and coordinator of automotive accounts in Europe. Mr. Mitchell will begin his European assignment in Rotterdam, the Netherlands, about Feb. 1.

**Justin de Blank**, for past five years account executive with J. Walter Thompson's London office, appointed manager of agency's Paris office, succeeding **Kevin Farrell**, who is taking

leave of absence for reasons of health. Before joining JWT, Mr. de Blank held marketing positions with Unilever companies in Britain and Belgium.

**Terry Yarwood** rejoins Southern Television Ltd., London, as senior program director. Previously senior floor manager with Associated Television, Mr. Terry first joined Southern as trainee director prior to beginning of company's operations in August 1959. He was promoted to program director that year, and in December 1962, resigned to join BBC-TV's current affairs program, *Tonight*.

**Michael Alexander**, newscaster and staff producer with Southern Television Ltd., London, joins Thomson Television (International) Ltd. as program director at organization's Gibraltar station.

**Ian Hall**, account executive at CFTO-TV Toronto, to national sales manager.

**R. F. Boag** appointed advertising and public relations manager of John Inglis Co. Ltd., electrical appliance equipment manufacturer, Toronto.

**Robert Lundquist**, **David L. Gray** and **Carl E. Rust** have been added to management team NBC International has provided Nigerian government in staff training program for Nigerian Television Service, in accordance with agreement made in 1961. Mr. Lundquist,

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former general sales manager of WICU-TV Erie, Pa., will advise NTS on sales management problems; Mr. Gray, former production coordinator at WNBQ (TV) Chicago, will supervise in production management, and Mr. Rust, previously with North American Aviation, will handle maintenance engineering.

**John Duncanson**, graduate of Edinburgh College of Speech and Drama and who has worked in repertory theaters in London, Dundee, St. Andrews, Glasgow and Edinburgh, joins Border Television, London, as announcer.

## ALLIED FIELDS

**Glenn A. Mitchell**, trial attorney with bureau of restraint of trade at Federal Trade Commission, has resigned to join Washington communications law firm of Welch, Mott & Morgan. Mr. Mitchell, who is 1961 graduate of Georgetown University School of Law, joined trial staff of FTC in July of that year. His responsibilities included trial and appeal within commission of cases involving Clayton Act and Federal Trade Commission Act.

**Barry Ostrow**, television news film writer-producer-director for public information office of Fort Carson, Colo., assigned to Armed Forces Korean Network, Seoul, as TV production specialist. Before entering military service, Mr. Ostrow was assistant staff director at WTOP-TV Washington.



Mr. Froke

**Marlowe D. Froke**, associate professor of journalism for past four years at Pennsylvania State University, University City, Pa., appointed director of broadcasting. Mr. Froke will direct broadcasting activities of university's proposed educational TV station (channel 3, Clearfield), application for which is pending before FCC. Before joining Penn State, Mr. Froke served as supervisor of TV news broadcast and news courses at University of Illinois, Urbana, and prior to that was news editor at WGN-AM-TV Chicago.

**Clayton L. Edwards**, former director of news and public affairs for WTAR-AM-FM-TV Norfolk, Va., and **James G. Cast**, previously producer-director with Army's TV division at Fort Monmouth, N. J., join staff of educational TV and radio office at National Aeronautics and Space Administration, Washington, D.C. **Walter E. Whitaker** recently was appointed director of that office.

## EQUIPMENT & ENGINEERING

**Robert S. Bell**, president, board

## Presidential exception

Former President **Herbert Hoover** has accepted post of honorary chairman of radio and television section of Hollywood Museum. **Carl Haverlin**, retired president of Broadcast Music Inc., New York, has been named broadcasting coordinator of museum, and **Ward Quaal**, executive VP and general manager of WGN-AM-TV Chicago, has become honorary consultant to museum's radio and TV section.

In accepting his appointment, former President Hoover said: "I have recently felt it necessary for obvious reasons of health to make it a rule to decline such invitations as yours. . . . However, because of my early association with the development of radio when I was secretary of commerce, I have decided to make an exception. It is with great pleasure that I accept your invitation. . . ."

chairman and chief executive officer of Packard-Bell Electronics Corp., Los Angeles, relinquishes post of president to concentrate on long-range growth and development efforts of company. He remains as chief executive officer. **Wendell B. Sell**, executive VP, elected president and chief operating officer. Mr. Sell has been president and board chairman of electronics firm since 1961. He joined company in 1948 as assistant to president.

**King Baldwin**, regional advertising manager, promoted to national advertising manager of Roberts Electronics, Los Angeles manufacturer and distributor of tape recorders and associated audio products.

**Harold L. Brokaw**, chief engineer of wowo Fort Wayne, Ind., joins WINS New York in same capacity. Mr. Brokaw replaces **Paul von Kunits**, who will supervise renovation of WINS's transmitter facilities.

**Arthur C. Davis**, design engineer and manufacturer and until recently manager of Langevin division of Sonotec Inc., appointed director of new audio controls division of Altec-Lansing Corp., Anaheim, Calif.

**William V. Hargreaves Jr.**, chief engineer, Polytronics Laboratories, West Caldwell, N. J., has been elected VP-engineering. **Charles Weyble**, manager of materials, has assumed additional duty of treasurer of company.

Three regional sales managers for RCA Sales Corp. were promoted last

week. They are **Elmer D. Eades**, manager of commercial relations, Atlanta region; **Fred E. Folsom**, manager of commercial relations, San Francisco region, and **William L. Rothenberger**, manager of commercial relations, New York region.

**John E. Borg**, marketing and general sales manager of Technical Associates (nuclear instrumentation products), Burbank, Calif., named western region sales manager for Reeves Soundcraft division of Reeves Industries, Danbury, Conn. Mr. Borg will be responsible for sales of all Reeves Soundcraft magnetic recording products to government, industry and consumer markets.

**Joseph W. Alinsky**, formerly manager of Dage division of Thompson Ramo Wooldridge, appointed to newly created post of manager of engineering, video products, for GPL division of General Precision Inc., Pleasantville, N. Y.



Mr. Alinsky

Mr. Alinsky will have technical responsibility for GPL Precision television line, expanding video and video-related controls for industry, and investigating aerospace TV designs using microelectronic techniques.

**Joseph K. Mann**, manager of vacuum development for Kane Engineering Labs, Palo Alto, Calif., joins Eitel-McCullough Inc., San Carlos, Calif., as senior project engineer in company's high power microwave laboratory.

**Thomas D. Sege**, manager of power grid tube division of Eitel-McCullough Inc., San Carlos, Calif., appointed to newly created post of manager of operations, responsible for activities of company's five operating divisions. **Luther E. Cisne**, manager of Eimac's microwave tube division, named assistant for planning, also newly created position. Both Messrs. Sege and Cisne will report to Richard T. Orth, VP and general manager of electron power tube manufacturer. **Robert Herdman** appointed acting manager of power grid division, and **Murray Disman** to acting manager of microwave tube division.

**Roger Damm** appointed marketing services manager for semiconductor products division, Motorola Inc., Phoenix, Ariz.

**Roger S. Gurley** joins Raytheon Co., Dallas, as senior sales engineer with firm's semiconductor division.

**William C. Sullivan**, formerly with Ravenswood Corp., Annapolis, Md., and National Record Mart, Pittsburgh, appointed sales training manager of Sylvania Home & Commercial Elec-



tronics Corp., marketing subsidiary of Sylvania Electric Products, Batavia, N. Y. He will be responsible for development of TV, stereophonic phonograph and radio sales training programs for division.

## FANFARE

**Bernard Ruttenberg**, assistant to VP for public relations at corporate headquarters of Metromedia Inc., New York, appointed director of publicity, responsible for all publicity, public relations, and exploitation at Metromedia-owned WNEW New York. Mr. Ruttenberg is former WNEW-TV news editor.

**Grace Black**, formerly radio-TV director of Goldsmith-Tregar Co., Providence, R. I., advertising agency, appointed promotion manager of WJAR, that city.

**Jerry Shilan**, general reporter and music columnist for *Hollywood* (Calif.) *Citizen News*, joins staff of United Public Relations, Los Angeles.

**Ronald E. Williams**, in charge of on-air promotion at KAKE-TV Wichita, Kan., named promotion manager.

**Jim Collier**, formerly on-air promotion manager at KTLA (TV) Los Angeles, joins KHJ-TV there in same capacity.

## Andrews strikes gold

**Eamonn Andrews**, 41, one of British Broadcasting Corp.'s leading radio and TV personalities for 14 years, has signed exclusive three-year contract for \$940,800 with ABC Television Ltd., one of Britain's major TV companies. Contract, which begins in September, gives ABC his exclusive TV services, but allows Mr. Andrews to broadcast for BBC radio, except for weekends. ABC transmits only on weekends. Mr. Andrews, who will continue as chairman of Telefis Eirean, Irish TV network, will appear in ABC programs for 39 weeks of year.

**Zeke Rose**, ABC press information magazine contact, resigns to join PR firm of Harshe-Rotman & Druck, Los Angeles, as account executive.

## DEATHS

**Nona Kirby**, head of her own regional radio-TV sales representative firm, Nona Kirby Co., Boston, died Jan. 20 at her home in Cambridge,

Mass. Mrs. Kirby, 30-year veteran of broadcast field, started her career as manager of artists bureau at WCOP Boston, later becoming general sales manager of former WLAW-AM-FM Lawrence, Mass., before organizing her own firm. She was founder of Broadcasting Executives Club of New England.

**John E. Hopkinson**, 54, president of WTEL Philadelphia, died Jan. 19 of heart attack in that city. Mr. Hopkinson, who at one time worked for WJJD, WIND and WGN, all Chicago, acquired WTEL in 1959. He formerly owned WKAB Mobile, Ala.

**Roger Morris Courtney**, 25, promotion manager of KCRA-TV Sacramento, Calif., was killed Jan. 15 in automobile accident.

**Harry E. Austin**, VP for Pacific Coast activities of RCA, New York, died Jan. 20 while vacationing in Mexico. Mr. Austin's posts during his 36 years with company included radio operator, commercial representative and district manager. He was elected VP in 1950.

**Christie R. Bohnsack**, 82, former director of WNYC New York from 1924, when municipal broadcast station went on air, until 1938, died Jan. 20 at Manhattan State Hospital, that city.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 16 through Jan. 22 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 station

##### APPLICATION

\*Appleton, Minn.—Twin City Area Educational Television Corp. and West Central Minnesota Educational Television Co. VHF channel 10 (192-198 mc); ERP 316 kw vis., 110 kw aur. Ant. height above average terrain 473 feet, above ground 499 feet. P. O. address c/o Dr. John C. Schwarzwald, 1640 Como Avenue, St. Paul. Estimated construction cost \$228,436; first year operating cost \$32,000. Studio and trans. locations both Appleton. Geographic coordinates 45° 10' 04" north latitude, 95° 59' 54" west longitude. Type trans. Standard Electronics TH-634, type ant. Alford 1046-Q. Legal counsel Ruagro & Benson, Minneapolis; consulting engineer W. A. Mayer, St. Paul. Principals: trustees and directors of two corporations. Ann. Jan. 22.

#### Existing AM stations

##### ACTIONS BY FCC

WLIB New York—Granted increased power from 1 kw to 10 kw, with DA, continued operation on 1190 kc, limited to WOWO on that frequency in Ft. Wayne, Ind.; conditions.

WETC Wendell-Zebulon, N. C.—Granted increased power from 250 w to 5 kw, with DA, continued operation on 540 kc, D; conditions.

##### APPLICATION

KRNS Burns, Ore.—CP to increase daytime power from 250 w to 1 kw and install new trans.

#### New FM stations

##### ACTIONS BY FCC

Milton, Fla.—Mapoles Broadcasting Co. Granted CP for new FM on 102.3 mc, chan-

nel 272, 3 kw. Ant. height above average terrain 145 feet. P. O. address 111 Orange Street, Milton. Estimated construction cost \$10,763; first year operating cost \$10,000; revenue \$15,000. H. Byrd Mapoles, sole owner, is manager of WEBY Milton. Action Jan. 16.

Logansport, Ind.—Logansport Broadcasting Corp. Granted CP for new FM on 102.3 mc, 3 kw. Ant. height above average terrain 105 feet. P. O. address Box 399, Logansport. Estimated construction cost \$15,910; first year operating cost and revenue to be figured with AM operation. Principals: Glenn L. Miller, Robert M. Booth Jr., and Elizabeth N. Bingham (each 1/3). Logansport Broadcasting is licensee of WSAJ Logansport, and Mr. Booth Jr. owns 10% of WELL Battle Creek, Mich. Action Jan. 15.

Moss Point, Miss.—Coastal Cities Broadcasting Inc. Granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 165 feet. P. O. address Box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost \$22,169; first year operating cost \$35,000; revenue \$38,000. Coastal Cities is also applicant for new AM

## EDWIN TORNBURG & COMPANY, INC.

### Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



in Moss Point. Action Jan. 21.

Cambridge, Ohio—Land O'Lakes Broadcasting Corp. Granted CP for new FM on 96.7 mc, channel 244A, 1.4 kw. Ant. height above average terrain 420 feet. P. O. address c/o Howard A. Donahoe, 917 Beatty Avenue, Cambridge. Estimated construction cost \$18,336; first year operating cost \$12,000; revenue \$14,000. Land O'Lakes is licensee of WILE Cambridge. Action Jan. 20.

Myrtle Beach, S. C.—Golden Strand Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 148 feet. P. O. address c/o Wade H. Alley, Box 1497, Myrtle Beach. Estimated construction cost \$13,680; first year operating cost \$2,000; no revenue. Golden Broadcasting is licensee of WMYB Myrtle Beach. Action Jan. 15.

**APPLICATIONS**

Albany—Richard O'Connor, 106.5 mc, channel 293, 34.74 kw. Ant. height above average terrain 524.4 feet. P. O. address 17 Duncan Drive, Latham. Estimated construction cost \$4,785; first year operating cost \$3,000; revenue \$3,000. Mr. O'Connor, sole owner, is announcer and engineer for WCRB Boston. Ann. Jan. 22.

Nowata, Okla.—Nowata Communications Inc. 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain 284 feet. P. O. address c/o Weston C. Wells, 110 North Maple, Nowata. Estimated construction cost \$8,188; first year operating cost \$18,000; revenue \$21,000. Principals: Bryan L. Lee, C. Pat DeLozier, Weston C. Wells, W. E. Maddux, John R. Reid Jr., Bill G. Brown, Richard G. Allen, Lynn C. Barns Jr. (each 12.5%). All are local businessmen. Ann. Jan. 17.

**Ownership changes**

**ACTIONS BY FCC**

WKRK-AM-FM-TV Mobile, Ala.—Granted transfer of negative control of Giddens TV Inc. (intermediate holding company of licensee corporation, WKRK-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. Action Jan. 17.

WJRD Tuscaloosa, Ala.—Granted transfer of control of licensee corporation, Cooper Radio Inc., from John C. Cooper Jr. (100%) to James W. Harris (100%). Consideration cancellation of \$36,472 liability. Mr. Harris is attorney. Action Jan. 20.

KINY-AM-TV Juneau, Alaska—Granted transfer of control of licensee corporation, Juneau Broadcasters Inc., from Elton E. Engstrom, deceased, and other original stockholders, to Elton E. Engstrom Jr. and Allen A. Engstrom, co-executors of estate of Elton E. Engstrom, deceased, et al. No financial consideration involved. Action Jan. 17.

KRPL Moscow, Idaho—Granted transfer of control of licensee corporation, KRPL Inc., from Gale L. Mix II and wife, Shirley Mix

(51% together), and Gale L. Mix and wife, Doris Mix (49% together), to John P. Mix II and wife, Shirley Mix (60% together), and Tom Neal and wife, Marilyn C. Neal (40% together). Consideration \$90,320. Action Jan. 16.

WADM Decatur, Ind.—Granted acquisition of negative control (50%) of permittee corporation, Airon Inc., by WFYC Inc. (Wayne C. Harris [40%], David W. Somerville [31.11%], H. B. Gase [13.33%], Gilbert E. and Betty M. Thomas [3.88% and 6.66% respectively]), from Robert Colman and Ralph J. Henry (each 50%), tr/as Airon Inc. Messrs. Colman and Henry will retain each 25% ownership of WADM. Consideration \$2,000. WFYC Inc. is licensee of WFYC Alma, Mich. Action Jan. 16.

KLIC Monroe, La.—Granted assignment of license from Frank P. Cerniglia, deceased, to KLIC Inc., owned by Dr. Cerniglia's widow and children. No financial consideration involved. Action Jan. 16.

WACE Chicopee, Mass.—Granted assignment of license from Commonwealth Broadcasting Corp., owned by Lazar Emanuel (17.11%), Blair Walliser, Paul Smalen (each 16.88%) and others, to Tele-Measurements Inc., owned by Jack R. (40%), June, Pauline and Lorraine (each 15%) Poppele and William E. Endres (15%). Consideration \$155,000. Applicant is electronic equipment company. Action Jan. 20.

WEAL Greensboro, N. C.—Granted assignment of license from Charlotte Radio and Television Corp. to subsidiary, WEAL Inc. No financial consideration involved. Action Jan. 20.

KWTV(TV) Oklahoma City—Granted assignment of license from Oklahoma Television Corp., owned by KATV Inc. (50%) Luther T. Dulany and Roy J. Turner (each 25%), to KATV Inc., licensee of KATV(TV) Little Rock, Ark. Consideration is all technical equipment involved in operation of KWTV, KATV, and KTUL-TV Tulsa, Okla. Also see KTUL-TV grant below. Action Jan. 20.

KTUL-TV Tulsa, Okla.—Granted assignment of license from Tulsa Broadcasting Co. to KATV Inc.; two corporations had approximately same ownership. For other information see KWTV(TV) Oklahoma City grant above. Action Jan. 20.

WHOL Allentown, Pa.—Granted assignment of license from Allentown Broadcasting Corp., owned by Victor C. Diehm (44.8%), Kathryn E. Kahler (23%), Harry L. Magee (16.7%) and Howard Isaacs (15.5%), to Empire Broadcasting Inc., owned by Ray M. Schacht and James A. Herbert (each 50%). Consideration \$104,000 and assumption of liabilities. Mr. Schacht is general manager of WESA Charleroi, Pa.; Mr. Herbert is chief engineer of WAMO Pittsburgh. Action Jan. 16.

KFMN(FM) Abilene, Tex.—Granted assignment of license from Lowell G. Perry (90%) and Earline Perry (10%), d/b as Fine Music Enterprises, to Fine Music Enterprises Inc., 100% owned by Mr. Perry. No financial consideration involved. Action Jan. 20.

KVDO-TV Corpus Christi, Tex.—Granted

transfer of positive control of licensee corporation, South Texas Telecasting Inc., from Dr. J. A. Garcia (23.1% before transfer, 4.7% after) and others to Clinton D. McKinnon (77.7% after, 3.8% before). Consideration \$48,000. Action Jan. 17.

WDAR Darlington, S. C.—Granted assignment of license from D. Carl Cook, receiver, to Mid-Carolina Broadcasting Co., licensee of WTIK Durham, and WSAT Salisbury, both North Carolina. Consideration \$65,000. Action Jan. 17.

WPEM-AM-FM Martinsburg, W. Va.—Granted assignment of license from C. M. Zinn and C. Leslie Golliday (each 50%), d/b as Martinsburg Broadcasting Co., to Mr. Golliday (100%). Consideration \$35,000. Action Jan. 21.

WRON Ronceverte, W. Va.—Granted assignment of license from Betty Ann Sanders, d/b as Blake Broadcasting Co., to Nash L. Tatum Jr., tr/as Greenbrier Broadcasting Inc. Consideration \$99,000. Mr. Tatum is director of broadcast media for Richmond, Va., advertising agency. Action Jan. 15.

**APPLICATIONS**

WTOC-AM-FM-TV Savannah, Ga.—Seeks relinquishment of positive control of licensee corporation, Savannah Broadcasting Co., by William T. Knight Jr. (44.3% after transfer, 50.2% before) through transfer of stock to William T. Knight III, Stuart G. Knight, F. Schley Knight, and Courtney K. Gaines (each 8.1% after, 6.7% before). Transferees are children of transferor. No financial consideration involved. Ann. Jan. 16.

WKKD-AM-FM Aurora, Ill.—Seeks assignment of license from Russell G. Salter to Salter Broadcasting Corp., owned by Mr. Salter (100%). No financial consideration involved. Ann. Jan. 20.

KSO Des Moines, Iowa—Seeks assignment of license from KSO Inc. to Des Moines Broadcasting Co., owned by Whitehall Stations Inc. (100%); N. L. Benton is president of KSO Inc.; Lorin E. Milner is president of Des Moines Broadcasting. Consideration \$375,000 plus \$60,000 for real estate. Whitehall Stations Inc. is licensee of WTAC Flint, Mich. Ann. Jan. 17.

KWEB Rochester, Minn.—Seeks assignment of license from Northland Radio Corp., owned by Kingsley H. Murphy Jr. and Carroll E. Crawford (each 50%) to Northland Broadcasting Corp., owned by same persons in same percentages. No financial consideration involved. Ann. Jan. 20.

WBFM(FM) New York—Seeks assignment of license, SCA and CP from Wrather Corp., J. D. Wrather Jr., president, to WPIX Inc., wholly owned by News Syndicate Inc., licensee of WPIX(TV) New York; Leavitt J. Pope is vice president of WPIX Inc. Consideration \$400,000. Ann. Jan. 20.

KACI The Dalles, Ore.—Seeks assignment of license from Radio Mid-Columbia Inc. (whose president is Mervin V. Ling), wholly owned by Inland Broadcasting Co., to William E. Neumann. Consideration \$40,000. Mr. Neumann is regional sales engineer for International Good Music Inc. Ann. Jan. 21.

**Hearing cases**

**INITIAL DECISION**

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward denying application of Albert John Williams for change of operation of KTYM Inglewood, Calif., on 1460 kc from 5 kw, DA, D, to 500 w-N, 5 kw-LS, DA-2. Action Jan. 16.

**DESIGNATED FOR HEARING**

Floyd Byler, Charles H. Chamberlain, The Brown Publishing Co., all Urbana, Ohio, Paul Dean Ford and J. T. Winchester, London, Ohio—Designated for consolidated hearing applications for new class A FM stations on 101.7 mc—Byler, with 840 w, ant. height 158 feet; Chamberlain, 3 kw, 234 feet; Brown, 3 kw, ant. height 300 feet, and Ford and Winchester, 3 kw, ant. height 62 feet. Issues include determination of unauthorized construction and operation of FM by Byler as well as comparative considerations. Action Jan. 15.

■ By order, commission designated for hearing applications of WMEN Inc. (wholly owned by B. F. J. Timm) for renewal of license of WMEN Tallahassee, Fla., and of B. F. J. Timm for new AM on 970 kc, 1 kw, DA, D, in Jacksonville, Fla., in consolidation with proceedings on revocation of license of Radio Station WTIF Inc. (of which

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C. N. Todd is majority stockholder), for WTFIF Tifton, Ga., and renewal of license of WDMG Inc. (owned by Timm), for WDMG Douglas, Ga., in Docs. 15176-7. Commissioner Cox not participating. Action Jan. 15.

#### OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Chambersburg Broadcasting Co. (WCHA-AM-FM), Chambersburg, Pa., for reconsideration of Sept. 25, 1963, grant of application of Reese Broadcasting Corp. for change of operation of WCBG Chambersburg on 1590 kc from 5 kw-D, to 1 kw-N, 5 kw-LS, DA-N. Action Jan. 22.

■ By order, authorized two additional classifications of subscribers for trial subscription operations of RKO General Phone-Viewision Co.'s WHCT(TV) (ch. 18) Hartford, Conn. Both would be for service to local hotels, motels, etc.—one for hostilities utilizing 25 or more decoders in guest rooms, and other for those using lesser number. Action Jan. 16.

■ By memorandum opinion and order, commission (1) removed stay which was imposed April 17, 1963, pending submission of programing information concerning new predicted service area, and reinstated Dec. 18, 1962, grant to KTBS Inc. for mod. of CP to increase ant. height of KTBS-TV (ch. 3) Shreveport, La., additional 200 feet to 1,780 feet, and (2) denied petition by KCMC Inc. (KTAL-TV [ch. 6]) Texarkana, Tex., for reconsideration of April 17, 1963, memorandum opinion which, among other things, dismissed earlier protest petition and denied request for hearing on KTBS-TV application. Commissioner Cox dissented. Action Jan. 15.

■ By order, commission scheduled oral argument on March 26 in proceeding involving NBC, RKO General Inc. and Philco Broadcasting Co.; allowed parties 30 minutes each for argument (Philco had requested 50 minutes for each party). Commissioners Cox and Loevinger not participating. Action Jan. 15.

■ By order, commission granted joint motion by L. B. Wilson Inc. (WLBW-TV), Civic Television Inc. and Miami Television Corp. to extent of extending time to Feb. 6 to file exceptions to initial decision in Miami TV channel 10 proceeding. Commissioner Cox not participating. Action Jan. 15.

■ By order, commission rescheduled oral argument from March 27 to March 26 in proceeding on application of Avoyelles Broadcasting Corp. for new AM in New Roads, La. Commissioner Cox not participating. Action Jan. 15.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, respectively, both Texas, granted petition by Woodland to extent of enlarging issues to determine whether Felix and James Joynt, d/b as KWEN Broadcasting Co., are financially qualified to construct, own and operate proposed station. Member Nelson dissented. Action Jan. 20.

■ Granted petition by Wide Water Broadcasting Inc. to extent of extending to Jan. 27 time to file exceptions to initial decision and supplemental initial decision in proceeding on application for new AM in East Syracuse, and that of Radio Voice of Central New York Inc., Syracuse, both New York. Member Nelson not participating. Action Jan. 17.

■ Granted petition by WHDH Inc. and waived Sect. 1.594 of rules insofar as that section requires filing of affidavit of broadcast of local notice of hearing within seven days of last day of broadcast in Boston TV channel 5 proceeding. Board Member Nelson not participating. Action Jan. 17.

■ Granted petition by Boardman Broadcasting Inc. and waived Sect. 1.594 of rules insofar as that section requires local notice of hearing to be published for two weeks immediately following designation order in proceeding on application for new AM in Boardman and that of Daniel Enterprises Inc., Warren, Ohio. Action Jan. 17.

■ By memorandum opinion and order in proceeding on applications of Sunbeam Television Corp. for renewal of license of WCKT(TV) (ch. 7) and Community Broadcasting Corp. for new station on channel,

both Miami, in Docs. 15185-6, (1) granted motion by Community for leave to file errata to opposition to Sunbeam's petition to enlarge issues; and (2) granted petition by Sunbeam to submit additional information, but denied petition to enlarge issues. Board Member Nelson concurred and issued statement. Action Jan. 16.

■ Members Berkemeyer, Slone and Nelson adopted decision denying application of James R. Williams for new AM on 540 kc, 250 w-D, in Anadarko, Okla. Member Nelson dissented and issued statement. June 4, 1963, initial decision looked toward grant. Action Jan. 15.

■ By memorandum opinion and order in consolidated proceeding on applications of Calhio Broadcasters, Salem Broadcasting Co. and Tele-Sonics Inc. for new AM stations in Seven Hills, Salem, and Parma, respectively, all Ohio, in Docs. 14973-5, (1) held in abeyance joint request by Calhio, Salem and Tele-Sonics for approval of dismissal agreement whereby Salem's application would be dismissed, and in consideration therefor, Calhio and Tele-Sonics would reimburse Salem amount not to exceed \$13,280.97 for expenses incurred; (2) afforded Salem 30 days to supplement showing as to expenses incurred; and (3) directed Salem to comply with Sect. 1.525(b) of publication rules to afford other persons opportunity to apply for facilities specified in application. Member Berkemeyer concurred and issued statement; Member Slone dissented and issued statement. Action Jan. 15.

■ Granted petition by the Broadcast Bureau to extend time to Jan. 30 to file exceptions to initial decision in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action Jan. 15.

#### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on FM applications of Floyd Byler, Urbana, Ohio, et al., scheduled prehearing conference for Feb. 24 and hearing for March 16. Action Jan. 20.

■ Ordered that Examiner David I. Kraushaar, in lieu of Herbert Sharfman, will serve as presiding officer in Paterson, N. J., TV comparative proceeding. Action Jan. 16.

By Hearing Examiner Basil P. Cooper

■ In proceeding on application of Camellia City Telecasters for new TV on channel 40 in Sacramento, Calif., granted applicant's petition for leave to amend to reflect minor change in manner in which partners intend to finance construction and initial operation of proposed station; and by separate order, granted petition by Broadcast Bureau to continue Jan. 20 hearing to Jan. 27. Action Jan. 17.

By Hearing Examiner Charles J. Frederick

■ Continued hearing scheduled for Jan. 29 in Tifton, Ga., to March 24, in same city, in matter of revocation of license of WTFIF Inc. for WTFIF Tifton, et al. Action Jan. 17.

■ In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV stations on channel 19 in Cleveland, granted with certain mod. petition to continue certain procedural dates and reschedule Feb. 17 hearing for March 30. Action Jan. 16.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif., scheduled dates for submission of engineering exhibits, superseding dates previously established, and scheduled hearing for March 2. Action Jan. 14.

By Hearing Examiner Annie Neal Hunting

■ In Rochester, N. Y., TV channel 13 comparative proceeding, reopened record, granted petition by Star Television Inc. for leave to amend application to reflect information necessitated by death of one of stockholders, and again closed record. Action Jan. 16.

■ In proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM stations in Newton and Dedham, respectively, both Massachusetts, reopened record, granted petition by Newton to make certain corrections to transcript, and again closed record. Action Jan. 14.

By Hearing Examiner H. Gifford Irion

■ Granted request by KWEN Broadcasting Co. to extend time from Jan. 13 to Jan. 27 for exchange of exhibits, Jan. 24 to Feb. 7 for further hearing conference, and Feb. 4 to Feb. 25 for hearing in proceeding on its application and that of Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, respectively, both Texas. Action Jan. 16.

By Hearing Examiner Forest L. McClenning

■ In proceeding on AM applications of Ponce Broadcasting Corp., Cayey, P. R., and Abacoa Radio Corp. (WMIA), Arecibo, P. R., granted petition by Broadcast Bureau insofar as extending time for filing proposed findings from Dec. 30, 1963, to Jan. 6, 1964, and accepted findings made on latter date; also granted requests for extension of time to Jan. 17 for filing reply findings. Action Jan. 16.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on application of Moberly Broadcasting Co. for CP to make changes in ant. and ground systems of KNCM Moberly, Mo., granted applicant's motion to extent of extending time to Jan. 13 for preliminary exchange of exhibits, with no change in other procedural dates. Action Jan. 20.

■ In consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., and Hentron Broadcasting Co. and The Mountaineer Corp., Hendersonville, N. C., granted motion by Piedmont to continue Jan. 17 hearing to date to be fixed by further order to be issued within 10 days after release of order disposing of pleadings before Review Board. Action Jan. 16.

■ In proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz., granted request by Broadcast Bureau to extend time from Jan. 15 to Jan. 30 to file response to Eastside's reply to Broadcast Bureau's proposed findings. Action Jan. 15.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of United Artists Broadcasting Inc., Cleveland Telecasting Corp. and The Superior Broadcasting Corp. for new TV stations on channel 65 in Cleveland, granted request by Broadcast Bureau to extend time to Jan. 28 to respond to Jan. 10 petition by Superior for leave to amend application. Action Jan. 20.

■ Issued order following Jan. 17 further prehearing conference in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston and, among other things, scheduled hearing for March 30. Action Jan. 17.

#### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of Jan. 21

KSLT(FM) Tyler, Tex.—Granted SCA on subcarrier frequency of 67 kc.

WCIT Lima, Ohio—Granted license and correct geographic coordinates.

WNIL Niles, Mich.—Granted CP to make changes in ant. system (increase height and delete top-loading); condition.

WCOP Boston—Granted CP to make changes in ant. system (decrease height).

WDEC Americus, Ga.—Granted CP to make changes in ant. system (increase height); condition.

WGMR-FM Tyrone, Pa.—Granted CP to install new ant., increase ERP to 7 kw, and decrease ant. height to 960 feet.

KJRG-FM Newton, Kan.—Granted CP to install new trans. and new ant. and increase ERP to 100 kw; conditions.

WGMR-FM Tyrone, Pa.—Granted CP to install new aux. trans. and aux. ant., decrease ERP to 390 w and ant. height to 940 feet; remote control permitted.

WAVQ(FM) Atlanta—Granted CP to install new ant.

KWKY Cathedral City, Calif.—Granted mod. of CP to change ant.-trans. site, studio location to site to be determined, and type trans.; remote control permitted.

KJSK-FM Columbus, Neb.—Granted mod. of CP to change type trans., and type ant., and increase ERP to 100 kw.

WRSJ-FM Bayamon, P. R.—Granted mod. of CP to increase ant. height to 155 feet and change type trans. and type ant.; condition.

WMSH-FM Elizabethton, Pa.—Granted mod. of CP to make changes in ant. system (locate vertical polarization ant. below hori-

zontal polarization ant.).

KJSK-FM Columbus, Neb.—Granted extension of completion date to Feb. 21.

**Actions of Jan. 17**

Community Broadcasting Inc., Mortimer and Vivian Eliza Hendrickson, both Vine-land, N. J.—Designated for consolidated hearing applications for new FM stations on 92.1 mc. with 3 kw.—Community with ant. height of 175 feet and Hendrickson with ant. height of 180 feet.

■ Granted renewal of licenses for following: WJAR Darlington, S. C.; WHTN-TV Huntington and WSAZ-TV Huntington, both West Virginia.

KCMT(TV) Alexandria, Minn.—Granted license covering changes for TV station.

WGTC Greenville, N. C.—Granted request to cancel CP and mod. to make changes in ant. system.

■ Granted renewal of licenses for the following stations: WALT Tampa; WARM Fort Pierce; WBIL Leesburg; WBSR Pensacola; WDBF Delray Beach; WDVH Gainesville; WFOY St. Augustine; WGTO Cypress Gardens; WINK Fort Myers; WJBS DeLand; WKIZ Key West; WKOS Ocala; WLIZ Lake Worth; WMEG Eau Gallie; WOWY Clewis-ton, all Florida; WAPA San Juan, P. R.; WAUC Wauchula; WBRD Bradenton; WCNH Quincy; WDBO Orlando; WEAT West Palm Beach; WGRO Lake City; WHBO Tampa; WILZ St. Petersburg Beach; WINT Winter Haven; WJCM Sebring, all Florida; WKJB Mayaguez, P. R.; WKXY Sarasota; WMAF Madison; WOKB Winter Garden; WPDQ Jacksonville; WPIN St. Petersburg; WRHC Jacksonville, all Florida; WRSJ Bayamon, P. R.; WSIR Winter Haven; WSUN St. Petersburg; WTAN-AM-FM Clearwater; WWAB Lakeland; WXIV Wintermere; WDBO-FM Orlando; WFTL-FM Fort Lau-derdale; WOOO-FM Orlando; WNDB-FM Daytona Beach; WVCG-FM Coral Gables; WWOS(FM) Palm Beach; \*WTHS(FM) Miami, all Florida; WFRP Ponce, P. R.; WRMF Titusville; WRUF-AM-FM Gaines-ville; WSLC Clermont; WSUZ Palatka; WSWN Belle Glade; WVCG Coral Gables; WWPB Palatka; WARM-FM Fort Pierce; WFLA-FM Tampa; WGNB(FM) St. Peters-burg, all Florida; \*WIPR-FM San Juan, P. R.; WPKM(FM) Tampa; WXBR(FM) Cocoa Beach; WWPB(FM) Miami, all Flori-da.

**Actions of Jan. 16**

K04AL Decker, Mont.—Granted license covering operation of VHF TV translator on channel 4.

KMEN San Bernardino, Calif.—Granted renewal of license.

K07BL, K09BA, K11BF, Randolph and Farm Area north of Randolph, Utah—Granted licenses covering changes for VHF TV translator stations.

KNBE Lincoln, Neb.—Granted mod. of CP to change ant.-trans. location to Grant Precinct, Neb., specify studio location same as trans., change type trans. and make changes in DA system, ant. system (decrease height) and in ground system; condition.

WYLO Jackson, Wis.—Granted mod. of CP to move ant.-trans. and studio site 155 feet east and make changes in ground system; condition.

\*WIPR-FM San Juan, P. R.—Granted mod. of CP to increase ERP to 550 kc, change type trans. and type ant., change transmission line, and make changes in ant. system (increase height); ant. height 780 feet; condition.

KRPM(FM) San Jose, Calif.—Granted mod. of CP to change ant.-trans. and main studio location. change type ant., decrease ERP to 500 w, increase ant. height to 880 feet, and make changes in ant. system (increase height).

KLIR-FM Denver—Granted mod. of CP to increase ERP to 100 kw, and install new trans. and new ant.; conditions.

WETT Ocean City, Md.—Granted extension of authority to operate with sign-off at 7 p.m., except for special events, for period ending April 1.

KPGE Page, Ariz.—Granted authority to operate from 6 a.m. to 6 p.m., for period ending April 1.

■ Granted licenses for following VHF TV translator stations: K08CT, K10DE, K12DL, Duchesne City, Duchesne City and Strawberry River Area, both Utah; K02BQ, K04BO, K09FX, K11FZ, Piute County, Marysvale and Circleville, all Utah; K04CK, Kanab Lions TV, Kanab, Utah; W04AE,

**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING, Jan. 22

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	82	108	290
FM	1,115	31	111	257
TV	522 <sup>1</sup>	60	79	121

**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING, Jan. 22

	VHF	UHF	TOTAL TV
Commercial	477	95 <sup>2</sup>	572 <sup>1</sup>
Noncommercial	53	29	82

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, Dec. 31

	AM	FM	TV
Licensed (all on air)	3,854	1,115	522
CP's on air (new stations)	83	31	60
CP's not on air (new stations)	102	103	79
Total authorized stations	4,039	1,249	661
Applications for new stations (not in hearing)	179	245	60
Applications for new stations (in hearing)	109	11	58
Total applications for new stations	288	256	118
Applications for major changes (not in hearing)	218	77	42
Applications for major changes (in hearing)	45	2	8
Total applications for major changes	263	79	50
Licenses deleted	1	0	0
CP's deleted	0	0	1

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

<sup>2</sup>Includes three noncommercial stations operating on commercial channels.

Capital Cities Broadcasting Corp., Herkimer, N. Y.; K12EB, K10ES, K08EI, Wendover City, Wendover, Utah.

■ Following stations were granted extensions of completion dates as shown: KNBE Lincoln, Neb., to July 1; WYLO Jackson, Wis., to May 15; WADM Decatur, Ind., to June 1.

**Actions of Jan. 15**

WCEN-FM Mt. Pleasant, Mich.—Granted SCA on subcarrier frequency of 67 kc.

■ Granted renewal of licenses for following: WRON Ronceverte, W. Va.; WNEP-TV Scranton, Pa.

■ Granted CP's for following new UHF TV translator stations: KTIV Television Co. on channel 77, Norfolk, Neb., to rebroadcast programs of KTIV(TV) (ch. 4) Sioux City, Iowa; Peoples Broadcasting Corp. on channel 74, Norfolk, Neb., KVTV(TV) (ch. 9) Sioux City.

KWBG Boone, Iowa—Granted CP to increase height of north tower (correct height).

■ Granted licenses for following VHF TV translator stations: K05BV, Silver Peak Television District, Silver Peak, Nev.; W08AK, Crystal Falls Translator TV Co., Crystal Falls, Alpha and Amasa, all Michigan; K13EN, Quinn River Television Maintenance District, Orovada, Nev., and specify type trans.; K03BW, K12DS, K12DT, Hurschel C. McKenzie, Rainer Mesa and area 12., and Mercury, Nev.; K06DN, K09FJ, K09FK, K09FL, Lincoln County TV District No. 1, Panaca, Pioche, Ursine and Caliente, all Nevada.

**Actions of Jan. 13**

GBAZ Television Inc., Grand Rapids, Minn.—Granted CP's for new UHF TV translator stations on channels 72 and 76 to rebroadcast programs of KDAL-TV (ch. 3) Duluth, Minn., and WDSM-TV (ch. 6) Superior, Wis., respectively.

**Rulemakings**

**TERMINATED**

■ By report and order, commission terminated proceeding concerning possible rules to limit commercial material broadcast by

AM, FM and TV stations, but emphasized that it will continue to give close attention to commercialization by broadcast stations and applicants on case-by-case basis. Action Jan. 15.

**PETITION FOR RULEMAKING DENIED**

■ Community Broadcasters Association Inc., Marion, Ohio—Denied request for amendment of rules governing maximum permissible nighttime power for class IV AM's to permit such station on local channels, operating with daytime power of 500 w or 1 kw, to employ same power during nighttime hours in lieu of present maximum for local channels. Action Jan. 10.

**AMENDED PETITION FOR RULEMAKING**

■ \*WSU-TV Carbondale, Ill.—Requests amendment of rules to delete request to allocate and reserve for noncommercial educational use channel 16 at Newton, Ill., and at same time substitute channel 55 for 16 at Olney; in lieu thereof, requests commission reserve for educational use existing channel 16 at Olney. Received Dec. 24, 1963.

**PETITIONS FOR RULEMAKING FILED**

■ KCLE-FM Dallas—Requests amendment of rules to amend table of assignments as follows: Dallas: delete channel 238, add 295; Durant, Okla.: delete 296A, add 285A; Madill, Okla.: delete 285A, add 297; Fort Worth, delete 298, add 300; Wichita Falls, Tex.: delete 236, add 237A; Austin, Tex.: delete 234, add 280A. Received Jan. 10.

■ Educational Broadcasting Corp., New York—Requests institution of rulemaking proceeding looking towards (1) assignment of channel 14 to New York-New Jersey-Connecticut metropolitan area, with main studio in New York City and trans. at Empire State building, (2) reservation of channel for noncommercial educational use, and (3) to permit location of ant. on Empire State building, 152.5 miles from WWOR-TV (ch. 14) Worcester, Mass., which is two-and-one-half miles less than required separation. Pending outcome of rulemaking proceeding, requests waiver of 73.607(a) of commission rules to permit filing of application. Received Jan. 13.

# CLASSIFIED ADVERTISEMENTS

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

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

## RADIO—Help Wanted

### Management

Sales manager—midwest, medium market, net affiliate. Excellent guarantee for proven salesman and plenty of room to grow with this group operation. Only professionals need apply. Box A-6, BROADCASTING.

Sales manager to work with Negro programmed station, not a chain operation. Station rated No. 2 general, No. 1 Negro by wide margin. Doubled 62 gross in '63. Experience in Negro programmed operation not essential. Station located in Georgia metropolitan market. Excellent starting salary plus commissions. Our salesmen know of this ad. Reason for ad is that we plan to expand to other markets in future. Box A-124, BROADCASTING.

Sales manager, small market, ticket, announcing helpful. Box A-186, BROADCASTING.

Ohio daytimer needs station manager who knows all phases of small radio station. First phone ticket desirable but not essential. Box A-220, BROADCASTING.

Need capable and experienced manager who will promote, direct a small sales staff and be a working part in sales as well as manage a medium market daytime operation located along Eastern seaboard. Good salary incentive arrangements with a future. Send detailed resume, references and record of your past income along with a photo to Box A-270, BROADCASTING.

Management plus ownership participation desired by responsible, successful California broadcaster. Box A-273, BROADCASTING.

Executive salesman, management experience radio-TV. Fulltime travel, territory residence required. Immediate openings; New England, N. Y., Pa., Southeast. Send resume, pix, personal interview arranged. Salary, commission earnings unlimited. Bess Gilmore, Community Club Awards, Inc., Westport, Conn.

### Sales

Large East Coast market. Chain operation. Intelligence, hard work at adult programmed station will provide decent living. Apply in confidence. Box P-292, BROADCASTING.

Madison, Wis. number one rated station has immediate, outstanding sales opportunity for young creative type. We pay biggest guarantee, biggest commissions in market. WISM.

If you need more in '64 join the rapidly expanding sales department of WLEE radio—No. 1 in the rich Richmond market. Call or write Dick Pyles, commercial sales manager, radio station WLEE, Richmond, Virginia.

New station accepting applications for all positions. Send complete resume, tape. References to WMIR, Lake Geneva, Wisconsin.

Opening for salesman or salesman-announcer. Will train if qualified. Jim Rivers, WMJM, Cordele, Ga.

### Announcers

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, 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.

## RADIO—Help Wanted

### Announcers—(Cont'd)

Housewife announcer for western Pennsylvania metropolitan station. Forward tape, resume and photo. Box A-20, 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.

1st phone. No prima donna. Excellent living area and working conditions. Nicest manager in the business. Photo, tape & resume to Box A-89, BROADCASTING.

Attention Southwest area first phones. All night stint at major open soon. Adhere to format and programmed music. No maintenance required. Announcing takes priority. Send tape including news, resumes to Box A-102, BROADCASTING.

Major Southwest opportunity for morning man to run, warm, good music format sound with polished pro delivery. Submit tape and resume to Box A-103, BROADCASTING.

Better jobs passing you by? Formula program man, top 15 market will critique half hour air checks, wrongs and rights, \$10.00. Confidential, tapes returned. Box A-118, BROADCASTING.

East coast, near Baltimore, experienced announcer with first phone. Full resume and tape. Box A-121, BROADCASTING.

Good place for real swinger for morning or afternoon time block. Top rated station for several years in Southern market. Box A-169, BROADCASTING.

Beginning dj with 1st phone, Midwest. Fast paced top 40 format. No maintenance. Box A-171, BROADCASTING.

Where is a good format dj? We need one for a station just going format. Metro-multiple-Midwest market. Real opportunity. New equipment. Send tape and complete resume including salaries earned to Box A-176, BROADCASTING.

Immediate opening for experienced morning man. Good pay and opportunity in Pennsylvania station of long standing. Send tape, references, experience and salary expected in first correspondence. Box A-179, BROADCASTING.

East Coast major market top rated top 40 modern format station has opening for experienced personality who is "tight" and "bright." Good salary and fringe benefits. Send tape and resume to Box A-199, BROADCASTING.

We are looking for competent newsman. We are a medium size market with top ratings. The man we want must be able to handle mobile news work as well as writing and airing news. Excellent opportunity for a bright, well versed newsman. Starting salary \$6,000. Box A-211, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then lets get together. We're loaded with employee benefits, the markets a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box A-213, BROADCASTING.

Morning man for East coast adult music station. Experience required for well established station. Must have good air voice and commercial delivery. Employee benefits. Box A-242, BROADCASTING.

## RADIO—Help Wanted

### Announcers—(Cont'd)

Immediate opening for reliable experienced announcer. Must furnish complete resume, tape, photo, references to KCLU radio, Box 325, Rolla, Mo.

Immediate opening for top-flight personality dj. Sweet music format with top 40 type production. State salary and send tape to KLIN radio, 404 South 13th, Lincoln, Nebraska. 68508

Colorado 5 kw has opening for announcer with good voice, experience and production know-how. Good programming on well established station. First phone necessary. Write or call Kent Roberts, KLMR, Lamar, Colorado.

Experienced announcer, good voice, third phone, permanent position, kilowatt network station. Rush audition tape, resume, photo, references. KSIB, Creston, Iowa.

Excellent top announcer with production and news experience. Premium salary for right man. Resume photo and audition to: William Fogg, KKJK, Forrest City, Ark. No calls, please.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

News announcer for Negro oriented station. Must have interest and ability to collect and rewrite news. Some dj experience. Opportunity for dedicated man. Send tape and resume. Zenas Sears, WAOK radio station, 110 Edgewood Avenue, Atlanta, Ga.

We need an announcer who can run a morning show on a classical music station. This man must be able to pull his own show. He must be able to sell on the air. And he must be able to pronounce the names involved in classical music professionally. Here is a wonderful opportunity for a brighter than average man to work in one of America's most successful classical music AM/FM stereo operations. Write or phone Program Director, WGMS, Hotel Harrington, Washington, D. C.

Immediate opening: Sober dj . . . top 40 small market—South Carolina coast—no prima donnas or floaters—send tape, resume and references at once. WGOO, Georgetown, South Carolina.

Combo man to act as chief engineer. Primary concern engineering. Announcing ability appreciated. Immediate opening. WITY, Box 142, Danville, Ill.

New station accepting applications for all positions. Send complete resume, tape. References to WMIR, Lake Geneva, Wisconsin.

Immediate openings modern format full-timer. Combination first phone announcer, strong on news, also salesman-copywriter. Good market, good pay. No collect calls. Send resume, tape, picture, expected pay. WNUE, Box 400, Ft. Walton Beach, Fla.

Negro disc jockey to do r & r show. Must be experienced and no screamer. Willing to work late night shift if necessary. First ticket preferred but not essential. Must be able to read well. You will be working for one of Georgia's leading Negro oriented stations. Salary commensurate with experience. Send tape and resume to WOKS radio, P. O. Box 1998, Columbus, Georgia.

Opening now for strong morning man with news ability for Western Pennsylvania day-timer. Need steady, reliable, mature broadcaster with checkable references. Audition, resume, photo, recent earnings to program director, WPIC, Box 211, Sharon, Penna.

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**RADIO—Help Wanted**

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**Announcers—(Cont'd)**

Announcer wanted for general staff duties. Please furnish complete details and references first letter, also photo to Ed Damron, manager, WSSC, Sumter, S. C.

Announcer, first phone, mature voice, experience with good music programming, contact Oscar Baker, WPTW, Piqua, Ohio, I-513-733-3513.

**Technical**

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.

5 kw adult sound regional wants 2 willing, reliable 1st phone combo—news, sports helpful. \$380 to start. Tape, resume, references. Box A-197, BROADCASTING.

Wanted . . . a rare combination. A fully qualified chief engineer capable of complete maintenance of daytime directional. Must also have pleasing air voice, as you will be working a board shift. An excellent opportunity with a good salary for the right man. Please send complete resume, with 7½ ips tape, picture, work history, educational background, references. Box A-208, BROADCASTING.

Experienced engineer—first class ticket, AM & FM Southern New England station—operates remote control—no announcing. Write Box A-223, BROADCASTING.

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.

First phone who can also announce for small station. Contact KREN radio, Red Lodge, Montana.

Chief engineer for 5 kw directional and 1 kw sister station. Need experienced man who can assume responsibility for both studio and transmitter maintenance. Top scale. No announcing. Contact: E. M. Tink, Vice Pres. Engineering, KWWL-TV, Waterloo, Iowa.

Experienced combination engineer-announcer. First phone. Eight weeks employment only. Starting February 1. Apply WKAZ, Charleston, W. Va.

New station accepting applications for all positions. Send complete resume, tape, references to WMIR, Lake Geneva, Wisconsin.

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**

Assistant P. D. needed in major Northeast market by dominant 50 kw station. Should be program manager at present, looking for advancement to hard work. Air shift required. Send picture, tape, resume to Box A-88, BROADCASTING.

Newsman . . . who can get it . . . write it . . . on network station in Southeast. Start at \$90.00 a week. If you have a good voice, news experience and a car . . . send tape and resume to Box A-156, BROADCASTING.

Program director-announcer, large Midwest market, thoroughly experienced and responsibility conscious. Box A-161, BROADCASTING.

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**RADIO—Help Wanted**

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**Production—Programing, Others****Continued**

Intelligent beginner for diverse duties. Continuity, production, news, board shift, traffic. Midwest, modern format. Box A-172, BROADCASTING.

Program director, experienced. Supervise announcers, programs, production, news, handle routine details of station operation. Announcing desirable, not necessary. Salary \$5000-7000 per year, depending on ability and prior experience. Box A-184, BROADCASTING.

Newsman, gather, write, deliver local news for network affiliate clear channel. Mobile cruiser plus equipment for top news reporting. Work in one of Wisconsin's finest radio facilities. Tape, resume to Manager, WDUX, Waupaca, Wisconsin.

At once! Experienced copywriter. Professional, punch copy for wide-awake radio! Immediate opening . . . good pay. Forward background, experience, etc. Paul Parket, WLAS, Jacksonville, N. C.

New station accepting applications for all positions. Send complete resume, tape. References to WMIR, Lake Geneva, Wisconsin.

Negro or white production and program manager with first ticket. Must be able to write and cut production spots, edit tape and do simple maintenance on nondirectional system. Station located in Georgia metropolitan market. Station rated No. 2 general, No. 1 Negro by 8 to 1. Salary commensurate with experience. Write WOKS radio, P. O. Box 1998, Columbus, Georgia.

Wisconsin independent seeking industrious newsman with ability to gather, write, air local news. Complete resume references audition tape to WSWW, Platteville, Wis.

Young newsman for Midwest aggressive news operation. Local news gathering, writing and reporting for radio & TV. Send tape, resume and photo to Sam Hall, WTRC, Elkhart, Ind.

Real opportunities for announcers, salesmen, operation directors . . . with the Stuart radio stations. Send resume and tape right away to: Orv Koch, Box 391, Lincoln, Nebraska.

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**RADIO—Situations Wanted**

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**Management**

\$15,000 a year buys a real pro. Thirty years experience, all phases. Currently sales manager in top 12 market with top-rated station. Impressive background & ability. Aggressive. Write Box A-193, BROADCASTING.

Experienced radio station manager wishes to operate a station in Southern California. Over 20 years experience, strong on all phases. For information write Box A-198, BROADCASTING.

General manager. Successful career in engineering, programing and sales. General manager ten years present location. Experienced planning, construction and administration. Desire opportunity in larger market or association with station group. Box A-203, BROADCASTING.

Check these qualifications. Seventeen years in radio. Nine as manager, P.D., news director, talent. Successful operator local and national sales, programing and promotion. Box A-206, BROADCASTING.

Southeast states. Manager or assistant manager. Presently operations manager. Experience in all phases. Ten years experience. University degree in field. Box A-222, BROADCASTING.

Want management or asst. management slot in small or medium market. 25, B.S. in marketing. First phone & engineering. Presently air personality at major 50 kw. Box A-225, BROADCASTING.

Man and wife team, experienced radio-TV, currently operating successful single, desire climate change. Reply Box A-227, BROADCASTING.

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**RADIO—Situations Wanted**

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**Management—(Cont'd)**

Attention absentee owners! 20 years experience as manager, sales manager, program director, staff and sports announcer. Thoroughly understand creating, writing, producing and selling programs and spot campaigns. Specialty selling, but handle well every station job. Excellent references. Primarily interested small station South, Florida, Southwest, California. Available two weeks. Will phone or write details every inquiry. Phone 268-9062 Jacksonville, Florida or write Box A-236, BROADCASTING.

10 years sales experience in small and medium market. Desire management in medium market in Midwest. Able to invest. Presently employed station manager. Box A-240, BROADCASTING.

Available only to attractive proposition: One-man combination station manager, engineer, salesman, copywriter, community-relations man, program director, bookkeeper and if necessary, announcer. Sober, dependable, family man. College education, 13 years in radio, veteran and still under 30. Will require personal interview . . . in no hurry, but looking. Box A-246, BROADCASTING.

General management wanted in small or medium market. Know all phases, especially sales. Box A-252, BROADCASTING.

Attention new grants—general manager with proven record wants permanency—well qualified—best references . . . Box A-261, BROADCASTING.

Veteran broadcaster looking for new challenge. Loads of experience and know-how to abstain adult audience. Currently PD-personality for one of nation's top regionals. If your station seeking energetic management or PD-personality? Box A-262, BROADCASTING.

**Sales**

Presently employed 26th market, sales. Wife said move to Fla. Highly experienced radio sales, management, announcing, Gen. Mgr., (market 100M), 1st phone. Will start with you for living wage any position and move up. Move me and I'm yours immediately. Box A-132, BROADCASTING.

Salesman-announcer experienced all phases, wants management opportunity. Top billing salesman market 350,000. No. 1 ratings on air past ten years. Currently ¾ share of audience. Box A-165, BROADCASTING.

Will represent your radio station in N. Y. City visiting radio department of National Advertising agencies to close business for you at \$15.00 per one hours work. Have been in radio advertising for 35 years. Box A-191, BROADCASTING.

**Announcers**

Young experienced announcer with news and sports experience available immediately. Box R-26, BROADCASTING.

DJ, tight board, strong news, sell commercial record hop vet. Box A-99, BROADCASTING.

Combo—1st phone. Like to relocate to N.Y., N.E. area. 6 years broadcasting experience, approx. 1 year combo work. Presently in Pa. Box A-118, BROADCASTING.

Top rated drive-home time dj with 7 years experience in major markets. Desire position with top notch station with a future. Am dependable, efficient, can handle top 40 or middle of road formats equally well. Also experienced in news gathering, writing, and reporting. Now with one of the best known top 40's in business. Available immediately. Box A-170, BROADCASTING.

Experienced Los Angeles air personality looking for P.D. position or top 40 air work. 3rd class. Box A-177, BROADCASTING.

DJ/announcer, announcer/dj. Air personality. Announcer, newscaster. Experienced. Box A-178, BROADCASTING.

**RADIO—Situations Wanted****Announcers—(Cont'd)**

5 years experience. DJ announcer, mature voice, family man, desire East Coast. Box A-192, BROADCASTING.

Experienced, mature man desires permanent position in Florida. 10 years experience—all phases. News and sports a specialty. Box A-195, BROADCASTING.

First phone announcers. Broadcast school plus other college. Short on experience but long on ability. Box A-202, BROADCASTING.

Young experienced announcer-newsman desires progressive top 40's station. 2 years college, draft exempt, will travel. Have knowledge of programing and journalism along with some sales. Box A-210, BROADCASTING.

Immediately—crack newsman/director, versatile dj. Bright, tight, creative. Experienced all phases. All replies answered. Box A-212, BROADCASTING.

Experienced, 25, married, tight production, sales, sports, news. Mature middle of road voice. Have done production and editing. Prefer Northeast area—will consider others. Dependable, available immediately. Uncle Sam used for two years on radio in NYC. How about you. Box A-215, BROADCASTING.

DJ/announcer. Family man. Not a prima donna or floater. Dependable. Box A-216, BROADCASTING.

Negro 1st phone. Swinging dj—all shows. Good selling voice. Married, will relocate. Will help station. Box A-217, BROADCASTING.

Experienced dj/announcer—bright sound. Top 40—middle of road. Tight board. Fast production-news. Married—want permanent position. Will relocate. Tape and resume on request. Box A-218, BROADCASTING.

Sports announcer, single, 2 years at AFRS-N. Y. Experienced in play-by-play, interviews, news. College graduate. Prefer East. Top references from N. Y. area. Box A-219, BROADCASTING.

Ex-McLendon dj now available. No. 1 evening traffic man in market of 2½ million. Six years experience. Excellent references. Will relocate to major market top 40 as staff announcer, or to medium market as program director. Box A-232, BROADCASTING.

Experienced newscaster, all phases of Broadcasting including mobile unit, news rewrite. Worked three years in New York city. Good references. Desire television. Box A-235, BROADCASTING.

Excellent mature voice and delivery. Experienced announcer - programer - musician. Prefer large market. Now at medium market net affiliate. College grad., 26, married. Box A-244, BROADCASTING.

Well experienced. Wish to remain in good size medium or large market. Top 40. Prefer Midwest or East. Box A-245, BROADCASTING.

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box A-247, BROADCASTING.

DJ-announcer: Bright air personality, authoritative newscaster, dependable, tight board, not a floater, N. Y. area, professional attitude. Box A-251, BROADCASTING.

Hire a parrot for your swinging format station cause that kind of radio is for the birds. If your clients and listeners demand something better, try good talk. Try me! Chicago style philosophical talk jockey. Fine air salesman, great for night show. An image builder with a personal reputation that can stand tough investigation. Can't move now. Want to get acquainted with creative, progressive operators who aren't afraid to be different. Box A-258, BROADCASTING.

**RADIO—Situations Wanted****Announcers—(Cont'd)**

Real pro . . . tape and references will prove it! Twelve years experience. Family man wants something stable in major or medium market. Outstanding play-by-play. Box A-260, BROADCASTING.

Announcer, newsman, currently with 50 kw station seeks opportunity elsewhere. 15 years experience. Prefer Northeast but will consider other areas. Box A-269, BROADCASTING.

Announcer—veteran, aged 40, W.W. II, mature, married, five children, graduate Northwest schools, Portland, Oregon. Natural ability, desires job as announcer, dj, etc. Southwest or West preferred. Contact David Winslow, 11808 West Bobolink Ave., Milwaukee 18, Wisconsin.

Versatile dj. Strong on news, crisp mature voice, have worked morning-afternoon slots in small market. Will start at low wage for fast placement on East Coast, particularly N. J., Md., Pa. area. Top 40 onlee. Call me anytime at 603-883-7840.

Help . . . Yourself—to an experienced air personality with happy humor, charm, rating building know-how, heavy copy and production background—and a first class ticket too! Mature family man. All markets considered. Phone 312-328-7650.

First phone, two years experience, like top hundred. Phone Johnny Bowles. 606-987-2847.

I recommend my best man! My top announcer, morning man for me for 10 years, has outgrown the station and finds himself "locked-in" because of corporate structure thus preventing further advancement. I want to find him the best possible situation as a P.D in another medium market of a staff job in a major one. His preference is a middle-of-the-road music operation in the Northeast. He is 36 with more than 15 years experience in all phases of radio announcing and programing. Excellent newscaster, can handle all announcing and interviewing situations, is personable and has a keen sense of humor. He is loyal, stable, a responsible family man and community minded. For an audition tape write or wire: Richard Dwelley, VP & GM, WKIP AM, FM, Box 889, Poughkeepsie, N. Y.

Announcer—11 years experience. Radio. Recently resigned on own from small mkt. TV. Experienced news, weather, sports. Live commercial & shows. Can locate anywhere. Phone Nashville, Tenn. CA 7-4994.

College grad., married, vet. 25, wants SW. No screamer. Interesting format, exp. includes sports. Available now. Kelly, 347 Harden, Antioch, Ill.

Negro announcer and dj, with tight production, good voice and speed. Willing to relocate: Write Jerry MacTyler, 1306 Project Drive, Springfield, Tennessee.

For great top 40 production and air work Dave Cooper, 415-589-8747.

**Technical**

Looking for dependable, experienced chief engineer? Send for my resume. Box A-180, BROADCASTING.

First phone, Grantham graduate, thirteen years electronic experience, no broadcasting experience. Married, four children. Available immediately. Box A-188, BROADCASTING.

Chief engineer: Capable and reliable in the very sense of the word. Am aggressive chain station administrator with managerial background. Desire change to a growing organization that needs a man to chop down the technical expense overhead. Know how ability backed up by well known references. Box A-189, BROADCASTING.

Chief engineer. Experienced in station design-construction-operation. Directional antenna systems—power to 50 kw. Single—Now in Washington—Will relocate. Box A-194, BROADCASTING.

Now ready to move up to \$550 per month. Am now working as chief engineer of a small AM-FM station. Have first phone, hard working and competent, with good references. For details write Box A-205, BROADCASTING.

**RADIO—Situations Wanted****Technical—(Cont'd)**

First phone engineer, 13 years experience AM-FM directional. Chief 3 years. Construction, maintenance, production. Box A-209, BROADCASTING.

Ex chief, now in TV, wants back in radio. Dir. exp. Midwest only. Box A-230, BROADCASTING.

FM chief—construction, proofs, maintenance. Full responsibility. Mature, AM-TV experience. Box A-237, BROADCASTING.

Responsible, reliable, white, male, experienced chief, directional, first phone over fifteen years, want job with future. All offers acknowledged. Box A-256, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box A-263, BROADCASTING.

AMFM Microwave technician. 1st phone over 10 years experience. No announcing. Doug Slough, Wytheville, Virginia, phone 228-4487 after 6 p.m.

**Production, Programing & Others**

Experienced news, sports director for radio and television. Married, reliable. Box A-153, BROADCASTING.

News director, varied radio-television experience, client building airwork, wants move to major market. Prefer N. Y., D. C., Phil., Baltimore areas. Interested director, staffer, solid station with future. Box A-190, BROADCASTING.

Public affairs - producer - director - writer. Totally experienced. Presently employed top station, major market, salary in five figures. Seeks only high caliber opportunity with operation that wants to say something important. Box A-196, BROADCASTING.

Check this! 22 years old. Single. B.S. degree in social studies. Six years fulltime commercial broadcasting experience including morning show on leading 5 kw Northeastern format station since March of '61. Solid background in jock work, production, continuity, management, news presentation, public relations, and promotion. A top 40 specialist. Ambitious, creative, dedicated and dependable. Energy unlimited. Looking for an opportunity to move up. Tape and resume on request. Excellent references. Box A-201, BROADCASTING.

Young man directing at small market station seeks larger market station as director or floor manager. Three and a half years production experience. B.A. degree. Married and exempt from military. Salary open. Resume available upon request. Box A-204, BROADCASTING.

Trained newsman, 24, with masters degree in radio-TV news from Big Ten journalism school. News coverage and air experience on school station. Prefer Midwest. Box A-239, BROADCASTING.

Local newsman, employed (no rush), seeks permanent advancement. College grad., reputable, versatile, qualified, worker. Box A-250, BROADCASTING.

Sharpen your continuity with new, improved writer. For free samples write Box A-257, BROADCASTING.

Experienced copywriter and/or announcer. Quality copy and good commercial-news voice. Currently employed. Box A-259, BROADCASTING.

Broadcast trade editor with wide knowledge of biz seeks secure publicity-sls. promo. spot with station or rep. in NYC, Phila. or Miami. Answer immed. For Miami interview—will be there Feb. 1-5. Reply c/o Broadcasting Magazine, 444 Madison Ave., New York 22, N. Y.

Newscaster/interviewer. Seeking permanent position with future in news department of professional operation. 2 years varied broadcasting experience. B. A. radio speech. Call evenings: 609 UL 8-1609. Write: George Kertmenian, 108 E. Coulter Avenue, Colingswood, New Jersey.



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**TELEVISION—Help Wanted**

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**Management**

Manager—Midwest television station major market. Should have broad TV, AM, FM experience preferably heavy in sales. Apply in confidence to Box A-248, BROADCASTING.

**Announcers**

Weatherman-announcer. Opening for professional performer to do nightly weather show and with proven versatility either in news gathering or commercial announcing. WSAV-TV, Savannah, Ga.

**Technical**

Florida Gulf Coast AM-FM-TV needs maintenance man. Must be experienced. Please submit letter. Box A-143, BROADCASTING.

University in Northwest with accredited journalism and broadcasting degree programs is seeking an instructor or assistant professor to teach broadcast news and photography courses starting Fall, 1964. A minimum of a master's degree and satisfactory professional experience required. Send resume to Box A-224, BROADCASTING.

Attn. Minneapolis, St. Paul, engineers. Lets swap jobs. Metropolitan TV. S. Central State. Box A-231, BROADCASTING.

Chief engineer—Major market, Midwest. Broad technical experience and management capabilities. Should have experience with UHF, VHF, FM-AM, microwave, and video taping. Apply in confidence. Box A-249, BROADCASTING.

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 of Chief engineer, WENH-TV, Box Z, Durham, N. H.

Electronics engineer—New VHF educational TV station is planned by The Pennsylvania State University. Here is a fine opportunity for someone interested in planning, designing and engineering such a station. Once the station is operational, the engineer will be partially reassigned to other planning and designing of electronics learning resources, including further expansion of an already extensive closed-circuit instructional television system, language laboratories, data retrieval systems, microwave interconnections with branch campuses and a television system for a new medical college. Bachelors degree required. Many liberal benefits including educational privileges for you and your family, excellent vacation program, paid holidays, retirement plan and group insurances. Write, Employment Division, 304 Old Main Building, The Pennsylvania State University, University Park, State College, Pa. An equal opportunity employer.

**Production—Programing, Others**

Experienced program manager for NBC affiliated station in the west. Must know programing, production, and promotion. Must have ability to supervise station operations. Box A-144, BROADCASTING.

Promotion director—VHF-AM-FM operation in major Southern top 40 market. Job requires experience in radio and television station audience and sales promotion. Ability to create ideas, knowledge of advertising publicity, public relations. Airmail summary of experience, photograph. We will reply by telephone with employment details. Contact with you confidential. Box A-183, BROADCASTING.

Experienced fulltime male copywriter by March 1 for the second market in Illinois. Send resume, sample copy and salary requirements to program director, WQAD-TV, Moline, Illinois.

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**TELEVISION—Situations Wanted**

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**Management**

Sales manager—television—16 years broadcasting experience—top industry references. Box A-241, BROADCASTING.

Responsible individual seeks position on the executive staff of progressive media or public relations organization, where sound training and broad practical experience in time sales, media co-ordination and public relations techniques will be thoroughly challenged for mutual and corporate growth. Box A-287, BROADCASTING.

**Sales**

34 year old Ohio resident (willing to relocate) desires position with organization selling to radio-TV station. 13 years experience traveling the 48 states selling promotion, jingles, contests, etc., with excellent results. Hard worker, married, 3 children. Available Feb. 1, Box 27092, Columbus, Ohio.

**Announcers**

TV personality available. Presently employed. Producing—hosting documentaries, educational childrens show. Excellent commercial work. Formerly: News and sports director, weatherman. Need: higher salary—better working conditions. Box A-133, BROADCASTING.

50 kw major air personality wants to make TV. College degree, first phone & engineering. Ambitious. Box A-226, BROADCASTING.

TV announcer . . . Help! Box A-233, BROADCASTING.

**Technical**

Engineer first phone. 4 years experience. Know studio production, film, art, on camera announcing, strong background, college crafts trade school, young, references, resume. Box A-90, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planning, construction. Box A-160, BROADCASTING.

First phone, Grantham graduate, thirteen years electronic experience, no broadcasting experience. Married four children. Available immediately. Box A-187, BROADCASTING.

Transmitter engineer—mature, full power transmitters heavy on maintenance. Manufacturing, radio DA construction experience. Presently working. Box A-238, BROADCASTING.

Engineer, first phone, 3 years radio. Desires change to television, studio and transmitter. Prefer East. Box A-264, BROADCASTING.

**Production Programing & Others**

Operations manager of top thirty markets eastern station desires similar position with station in mid-west or west. Full time administrator thoroughly versed in all areas of programing, sales and production. Box A-141, BROADCASTING.

Offer wide experience, radio-TV newsman-announcer; degree. Employed major market TV—50 kw radio. Box A-151, BROADCASTING.

Production director-performer. Proven top quality creative ability, versatility in all phases television production. Audience pleasing "selling" air personality. 11 years experience. Competent administrator. Family man. Prefer California, Southwest, Florida. Box A-207, BROADCASTING.

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**TELEVISION—Situations Wanted**

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**Production—Programing, Others****Continued**

Creative young woman receiving college degree in June seeks position in educational programing in Southern California. Genuine professional interest. Box A-243, BROADCASTING.

News director—TV/AM. Reporter, writer, newscaster, department supervision. High caliber person and performance. Minimum \$800. Box A-268, BROADCASTING.

Singing entertainer—guitar—Western, seeks larger market. Ten years leading childrens series. Records, personal appearances. Proven winner. Carl Cliff, S. 515 Granite Dr., Spokane 63, Washington.

Television producer, seven years experience, two years college, first phone, trained in accounting, would like position as production manager or administrative assist. Write or call Bob Ford, WCSH-TV, Portland, Maine.

**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 used equipment to automate daytimer. Reply with details to Box A-126, BROADCASTING.

Wanted: FM exciter 10-50 watts adaptable to stereo. WMRI-FM, No. 47396—Marion, Indiana, Blair Weicht.

Wanted: 100 and 1000 watt FM transmitter for educational purposes. Ronald Veigl, Physics Dept., St. Bernard, Ala.

Used Kilowatt transmitter for standby. State price, condition. WAXU, Box 759, Lexington, Kentucky.

Wanted: Sound on film 16mm camera. Auricon preferred, will consider any type. Must have 400 ft. capacity or larger. Lense and tripod not necessary but will consider. News department, KQTV, Fort Dodge, Iowa.

**FOR SALE****Equipment**

Two (2) Stancil-Hoffman mintape 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, microwave, tubes, audio, monitors. Electrofind. 140 Columbus Ave., N.Y.C.

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

For Sale: Collins type 21A 5 kw AM transmitter. In good condition. \$4500. WHMA, Anniston, Alabama.

Ampex 351—7 1/2"—15, full track. New. Paid \$1800. Best offer over \$1400. Never been used. Write PCN, 7403 Oakland Station, Pittsburgh, Pa.

## FOR SALE

### Equipment—(Cont'd)

A wide variety of demonstration lenses—C-mount, S-mount, and zoom. Specify size, speed, and mount (and make if preferred). Box A-181, BROADCASTING.

18' broadcast trailer, year old—like new. Air conditioning, gas heat, carpet, lighted sign, glass 3 sides. In Michigan—\$1,450 for best offer. Box A-185, BROADCASTING.

5 channel McKenzie playback with McKenzie recorder plus many tape cartridges. Excellent working condition. Cheap. Joe Brandt, radio station KXIV, Phoenix, Ariz.

For sale 5 kw RCA transmitter type No. RCA 5 DX. \$1,500.00 FOB San Juan. Completely operational. Contact Carpenter, radio station WUNO, Box Q, Hatorey, Puerto Rico.

Ampex 350-U, 7½-15. \$900.00, Ampex 350-C, 7½-15 \$950.00. Good condition. Write Chief Engineer, Back To The Bible Studios, Lincoln, Neb.

For sale: One 4-bay Andrews FM antenna—\$750.00. Presently in use but will be dismantled January 27, 1964. New 6-bay antenna replacing it for higher power. About 400 feet of rigid coaxial will be priced separately. Contact WKIC, Hazard, Ky.

250 ft. self-supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting, 114 Cakeside, Seattle, Washington.

RCA cartridge tape system, complete: three BT-7A playbacks, one RT-7A record unit, two years old. Excellent condition, \$900.00. WBVP, Box 719, Beaver Falls, Pa. 15010

Tape recorders—Ampex model 601, new. Choice of speeds, half or full track—\$450.00. Stereo model—\$575.00. Contact Mr. D. J. Cook at Shrader Sound, Inc., 2803 M St. N.W., Washington, D. C. Phone 202-965-1300.

Two Ampex 351 reproducers, used about 800 hours. Full-track heads, 7½ ips, vertical rack mount. Both with rack, \$1250.00 or \$650 each, FOB North Texas. Box A-228, BROADCASTING.

Two Magnecord PT-6. Complete. One has PT-63 amplifier. Berlant BRX-1 broadcast tape recorder. Gates ST-101 spot tape, overhauled, new tape belt. First \$1000 takes all, or sell piecemeal. Operations manager, KRCB, Council Bluffs, Iowa.

210 B&W audio oscillator and 410 Distortion meter, new never used, cost over \$350, first check Southeast for \$300 takes them. Box A-229, BROADCASTING.

## MISCELLANEOUS

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

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

"Broadcast Comedy" a free booklet available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

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.

## MISCELLANEOUS—(Cont'd)

First aid for ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New Jokes! Fresh program material! Low cost! Protected area! For sample write The Weekly Prompter, Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

Small market operators: Programs, customized commercials, jingles, IDs produced, priced right. Six Twenty Nine Productions, Pensacola, Fla.

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

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, May 18 and July 20. Lab training and advanced electronics available after first phone course, to those who wish to continue. For free brochure, write: Dept. 4-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.

## INSTRUCTIONS—(Cont'd)

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

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

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.

Broadcasting school: Train on KWSK; announcing controls, news, copy, tapes, remotes, logs, traffic, sales, FCC rules, study third ticket. We know our business. We'll teach you (five weeks). Clem Morgan, Owner/Mgr., KWSK, Pratt, Kansas.

## RADIO—Help Wanted

### Production—Programming, Others

#### WHERE FUTURE BEGINS

Growing East Coast large market chain has genuine opportunities for hard working, talented, productive pros. If you're young and energetic but responsible and mature, you may qualify for a good job now with a chance for the future. Key men openings for manager, strong on local sales, sales manager, program and production directors. Also salesmen, modern personality DJs, newsmen, Combo engineer—DJ, girl Friday. A challenge for tomorrow. Send photo, details, tape in confidence.

Box A-265, BROADCASTING

#### WANTED! NEWS DIRECTOR

50 kw, No. 1 Pulse and Hooper rated WNOE, needs dedicated, working news-director, capable to supervise department of hard hitting, aggressive newsmen. Send tape, resume and salary requirements to Cleve J. Brien, 529 Bienville St., New Orleans, La.

#### MAJOR RADIO STATION

... has two great opportunities for the right men.

First looking for top air newsmen who is a reporter, writer and tape editor. Must have good voice and delivery—and be ready for "a shot at the top." Five figure Salary to start.

Second opening for news editor and writer. Off-the-air man to cover hard news stories and write air material.

Qualified applicants ready for advancement send resume and tape in confidence to:

Box A-214, BROADCASTING

## RADIO—Situations Wanted

### Announcers

#### GIRL DJ-ANNOUNCER

WITH OR WITHOUT SMALL CAPITAL TO INVEST

seeks position NYC area. Resume, etc. upon request.

Phone JE 8-5657, Write 7B,  
1375 Grand Concourse, NYC 52.

## 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 programming. Person meeting all qualifications will have promising future. Salary negotiable.

Box R-20, BROADCASTING

#### TOP FLIGHT TELEVISION STATION MANAGER

in S.W. Market. Send resume of Experience & Salary expected to  
Box A-174, BROADCASTING

### Announcers

#### FLORIDA

Florida metropolitan VHF station needs strong air personalities for commercials and/or news. This is an unlimited opportunity for an experienced, seasoned TV personality. Please do not apply unless you are experienced and GOOD.

Box P-296, BROADCASTING

#### 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.

### Technical

#### CHIEF ENGINEER FOR SINGLE TV STATION MARKET IN S.W.

Send resume of Background and Salary wanted.

Box A-175, BROADCASTING.

#### Television/Field Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in Midwest and West. Send resume to: Mr. J. N. Thayer, RCA Service Company, 1322 S. Wabash Ave., Chicago 5, Ill.

An Equal Opportunity Employer

## TELEVISION—Help Wanted

### Production—Programing, Others

#### PROMOTION DIRECTOR.

VHF-AM-FM operation in major Southern top 40 market. Job requires experience in radio and Television station audience and sales promotion. Ability to create ideas, knowledge of advertising publicity, public relations. Airmail summary of experience, photograph. We will reply by telephone with employment details. Contact with you confidential.

Box A-182, BROADCASTING

#### TV PROMOTION MANAGER WANTED

There is an immediate opening in a major midwest market, network-affiliated station. Starting salary in five figures. Send complete resume to:

Box A-272, BROADCASTING

## TELEVISION—Situations Wanted

### Production Programing & Others

#### NEWS & PUBLIC AFFAIRS SPECIALIST WANTS LATIN AMERICAN ASSIGNMENT

Reporter, writer, cinematographer, broadcaster. 12 successful years in radio-TV news. Many network appearances-excellent references. Currently heading 15 man Washington, D.C. bureau for international news organization. Working knowledge Spanish.

Box A-266, BROADCASTING

### EMPLOYMENT SERVICE

The leading company for the recruitment and placement of:

#### BROADCAST PERSONNEL

Agency  
527 Madison Ave.  
New York City 10022  
SHERLEE BARISH, Director

### BUSINESS OPPORTUNITY

#### STATION FOR SALE

1000 watt daytime station serving three counties in Upper Midwest. Ideal man-wife operation. Grossed \$45,000 last year. Priced at \$55,000. Qualified buyers write

Box A-200, BROADCASTING

### FOR SALE—Stations

#### FULL TIME HIGH POWER

Florida Station. 1963 gross approx. \$200,000. Principals only; financially qualified to handle \$425,000 deal with 29% down.

Box A-139, BROADCASTING

#### 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:

Box P-268, BROADCASTING

## FOR SALE

### Stations (Cont'd)

#### CENTRAL FLORIDA FULLTIME

Combo studio transmitter building, real estate included. Excellent opportunity for experienced owner-manager. Asking \$60,000, terms.

Box A-271, BROADCASTING

### FOR SALE

Central Minnesota radio station. Good power—good dial position—highly profitable for many years! Manager desires a larger market. Write

Box A-234, BROADCASTING

#### THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.  
1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

### 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.

#### WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800  
864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact:

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

### STATIONS FOR SALE

CALIFORNIA. Exclusive. Priced at \$150,000. Terms.

SOUTHWEST. Exclusive. Priced at \$90,000. Terms.

SOUTHEAST. Daytime. \$15,000 down.

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

N.Y.	single	daytime	\$125M	terms
Pa.	suburb	daytime	95M	terms
Ky.	medium	fulltime	195M	35M
Ga.	metro	race	275M	29%
S.E.	Top 50	Spanish	237M	29%

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2045 PEACHTREE RD., ATLANTA, GA. 30309



**SOCIAL  
SECURITY  
IN  
ACTION**

■ **CAN'T FIT A 15 MINUTE SHOW INTO YOUR SCHEDULE? DON'T YOU BELIEVE IT!** . . . because 150 TV stations are doing it. And a public service show, at that! Ever since these programs were made available nationally—over five years ago—station acceptance of **SOCIAL SECURITY IN ACTION** has been growing by leaps and bounds. ■ . . . because 150 TV stations approve of these personality-interview shows enough to schedule them continuously, week after week, we are now making available four series of 13 shows each year. 52 shows a year **FEATURING PEOPLE YOU KNOW**—famous names and faces from the field of entertainment. ■ You'd be surprised how little most people really know about Social Security . . . things they should be aware of . . . things like how much in monthly benefits a widow will receive . . . what a husband and his family can get if he's permanently disabled . . . who's entitled to retirement benefits, when and how much? This kind of question is answered in the 3-minute "message" segment of each program. ■ If you would like to schedule **SOCIAL SECURITY IN ACTION**, phone your local social security office for details. Available on VIDEOTAPE or FILM. Produced by the Social Security Administration in cooperation with station KCOP in Hollywood.

**ENTERTAINMENT WITH A PURPOSE**

Space contributed by this magazine in the public interest.

**“W**e don't let things happen; we make them happen.” That's what Egmont Sonderling says, and he's been proving it for more than 35 years.

Mr. Sonderling is president of the Los Angeles-based Sonderling Group, which owns and operates five radio stations, all but one of them specializing in Negro-oriented and foreign language programming. The group's latest acquisition, WWRL New York, was completed this month when Mr. Sonderling presented a check for \$2.1 million to the Long Island Broadcasting Corp. Mr. Sonderling says this was the largest amount ever paid for a Negro market station. Is he satisfied to keep his organization at five stations? Certainly not, he answers: “We are interested in new Negro market operations to make a quota of seven stations.”

**In To Stay** ■ Mr. Sonderling is strongly dedicated to Negro-oriented and foreign language broadcasting. He notes with pride that one of his stations, WOPA-AM-FM Oak Park, Ill., brings the Chicago metropolitan area broadcasts in up to 15 different languages—and has been doing this for a decade.

A native of Germany, Mr. Sonderling feels deeply the growing need for programming aimed at an audience made up of people whose first language is not English. He also believes that the expanding Negro population in the United States represents a challenge and a prime responsibility for broadcasting. He says Negro listening habits have changed greatly following the start of the integration movement in this country, and adds, “the Negro has become aware of contemporary programming as it is being done around the world. This is a major change in attitude from a year ago.” According to Mr. Sonderling, this rising awareness in Negro listeners demands better broadcasting service—more personalized programming aimed directly at the Negro audience.

Mr. Sonderling is adamant in his opinion that a successful station or group, especially in the Negro market, must have skilled and loyal staff members at all levels. He claims his group leads all others in total Negro audience, and he says, “our strength comes from the fact that the people with us are dedicated.”

He also points out that most of the personnel at Sonderling stations have been with the group for many years. One of his broadcasting principles is to get the right man for the job and keep him with one outlet, if possible, to become firmly associated with the station's public image. Mr. Sonderling says his organization tries to establish itself within a community in an effort to gain confidence for a new station. Station staff members live and work closely with community residents and leaders. The goal? Says Mr. Sonderling, “We

## The ethnic way to build a station group

want an operation where the Negro will say proudly 'This is my station.'”

**How It Began** ■ Mr. Sonderling's colorful career has touched every phase of radio broadcasting. It is a study in persistent drive—a success story marked by a basic realization of the need to understand one's market.

He came to the U.S. from Hamburg, Germany in 1923. It took him only five years to find his calling and jump in with both feet. He moved to Chicago, and in 1928 became a partner in what was then the only foreign-language program in the nation, *Germania Broadcast*. The program, featuring German and Swedish announcers, started on WBO and later shifted to several other Chicago area stations, such as WIND and WCFL. While working with the program, Mr. Sonderling became involved in all aspects of radio, from announcing to writing. The show prospered, and in the late thirties he expanded by producing several soap operas in Polish.

These special programs, some produced for Procter & Gamble, were placed in several markets by Mr. Son-

derling's new organization, called then the United Broadcasting Co. He was the manager of the company and one of its two stockholders.

Mr. Sonderling later gave up program production to go into advertising. He worked for about 10 years with a Chicago agency, Klein & Associates, which dealt heavily in radio commercials. In 1939, he entered the recording business by becoming a partner and general manager of United Film and Recording Studios in Chicago. He notes, as a sidelight, that in 1944 his very successful firm took over the Chicago studios of the World Broadcasting Co. In 1953 he sold his interest in it.

**The Group Starts** ■ His long-awaited entry into station ownership came in 1950 with the acquisition of WOPA. The Oak Park station started as a suburban operation, but that type of local programming “failed to make the grade.” Mr. Sonderling says there was one month when WOPA did not make money, and he adds: “That was the only month in my career when I didn't.”

In 1952 the station's programming was changed to an ethnic approach aimed at foreign language and Negro listeners in the Chicago area. WOPA prospered almost immediately. And in 1953 Mr. Sonderling brought in two associates, Richard Goodman and Mason A. Loundy, who are still with him. Says Mr. Sonderling, “that was the foundation of the group.”

The Sonderling Group, as yet unnamed, was expanded rapidly in an aura of highly successful pioneering efforts in programming. In 1955 he acquired KXEL Waterloo, Iowa. That station was later sold, and in 1957 WDIA Memphis was bought. This 50 kw outlet was the first fulltime Negro operation in the U. S., and, according to Mr. Sonderling, remains the best of its kind. In 1959 Mr. Sonderling's organization bought a somewhat faltering operation, KWBR Oakland, Calif., and renamed it KDIA. That station is now a fulltime Negro operation.

The group grew to four in 1961 when it acquired KFOX-AM-FM Long Beach, Calif., for \$1 million. Mr. Sonderling says that station has become a leading country and western programming outlet in the Los Angeles area. Now, with WWRL, there are five stations under Mr. Sonderling's control.

He has special plans for WWRL. “We will be serving the Negro community within the framework of a sound professional broadcasting operation,” he says. He notes that the station's programming will be changed to give it a new, more direct slant toward the more than 1.6 million Negroes in the New York area.

His programming concept is a driving, living thing. In his words: “We're very serious about this thing. To us it's a way of life.”

### WEEK'S PROFILE



Egmont Sonderling—President, Sonderling Group, headquartered in Los Angeles; b. Feb. 27, 1906, Berlin, Germany; moved at early age to Hamburg, where he grew up and was educated; traveled to U.S. in 1923 and settled in Chicago area; m. Kay Fischer, Chicago, Oct. 23, 1935; children—Roy J., 24, Harvard Law School; associations—former president Chicago chapter of B'nai B'rith, member Covenant Club of Chicago.

No. 1 for news

**T**HE latest Elmo Roper report on public attitudes toward television is a document that TV broadcasters can accept with satisfaction, newspapers can view with genuine alarm, and advertisers and agencies can study with profit.

The survey, commissioned by the Television Information Office and reported elsewhere in this issue, didn't find any big changes from what earlier studies had shown. Yet some of the small changes add up to astonishing findings—as, for example, that television has edged out newspapers as the leading source of news. This has to be astonishing because it means that newspapers are being beaten at the only game they know how to play, with the No. 1 entertainment medium now the No. 1 news medium as well.

This finding alone should help to break down further the reluctance of many advertisers to sponsor television news and information programs. But other findings may have even greater long-range significance.

A study of attitudes by age groups, for instance, showed that believability in television news and preference for television as a medium were highest in the young-adult group. Television led at all age levels, but among people who grew up with television it scored significantly higher than among those first indoctrinated in other media. The younger they were when TV came along, the higher their preference for it now.

As the TIO director, Roy Danish, pointed out, this ought to say something special to advertisers with products to sell to young adults and growing families. It may also say something about future trends in media attitudes. After all, nobody can reach maturity from now on without having grown up with television—all the way from babyhood. No medium can start indoctrinating them younger than that.

A little light in the dark

**I**F the FCC sticks by the policy it enunciated last week in disposing of its case against the Pacifica Foundation, a licensee that had been charged with Communist infiltration and with broadcasting programs in bad taste, the whole atmosphere of broadcast regulation will be purified.

As reported in detail elsewhere in this issue, five Pacifica programs had been challenged by listeners who found them offensive. The foundation itself had been subjected to hearings before the Senate International Security Subcommittee which, despairing of producing any clear-cut case of its own, asked the FCC to carry on an investigation into alleged Communist affiliations of some Pacifica executives.

Last week the FCC absolved the foundation of the Communist allegations and found that the programs in question were not obscene and did not constitute a pattern of irresponsibility. Some of the commission's language is worth repeating here:

"We recognize that . . . provocative programing as here involved may offend some listeners. But this does not mean that those offended have the right, through the commission's licensing power, to rule such programing off the airwaves. Were this the case, only the wholly inoffensive, the bland, could gain access to the radio microphone or TV camera. . . ."

"Our function, we stress, is not to pass on the merits of the program—to commend or to frown. Rather . . . it is the very limited one of assaying, at the time of renewal, whether the licensee's programing, on an over-all basis, has been in the public interest."

The interests of the First Amendment would have been better served if the FCC had omitted the reference to its authority to appraise over-all programing, but despite that defect, its Pacifica statement must be regarded as a distinct

improvement over most of its recent utterings on the subject of program control.

In the more than four years since its first license was set for renewal, the Pacifica Foundation has had an uphill fight against bureaucratic inaction at the FCC and trial by innuendo before the Senate subcommittee. Broadcasters everywhere ought to be glad that Pacifica persisted and won.

There still ought to be a law

**T**HE FCC gave up the hard way on its proposal to adopt a rule limiting the time that broadcasters could devote to advertising. As reported here last week, the commission abandoned its rulemaking, but said it would continue to consider "overcommercialization" on a case-by-case basis.

The risk that broadcasters now run, of course, is that of the unexpected letter accusing them of excesses that nobody can define. For a rule the FCC has substituted a system with the built-in guarantee of harrassment.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, has announced his intention of seeking passage of his bill to prohibit the commission from limiting commercials. The introduction of the bill served to kill the FCC's rulemaking. Its passage would kill the case-by-case approach that the commission settled for. Mr. Rogers deserves all the support that broadcasters can give him.

Excising the excise

**T**O encourage development of the "living theater," the Senate Finance Committee has approved elimination of the 10% excise tax on theater tickets, and prospects are good for its enactment.

We are delighted to see this, because the living theater, which includes opera, concerts and stage productions of all kinds, should be encouraged, even though it may cost the treasury a few million in lost revenue.

Now that this step has been taken, efforts should be redoubled to eliminate the 10% excise tax on the manufacture of all-channel television receivers. If this is done, the cost to the consumer for the new mandatory all-channel set should be no greater than the single VHF-band receiver. Moreover it was Congress that decreed that the all-channel set be produced after April 30, thus adding to the cost.

Television has an infinitely stronger case than the live theater, for television reaches infinitely more people than can crowd into all the theaters in the land.



Drawn for BROADCASTING by Sid Hix  
 "Won't need make-up today . . . had a fight with the wife!"



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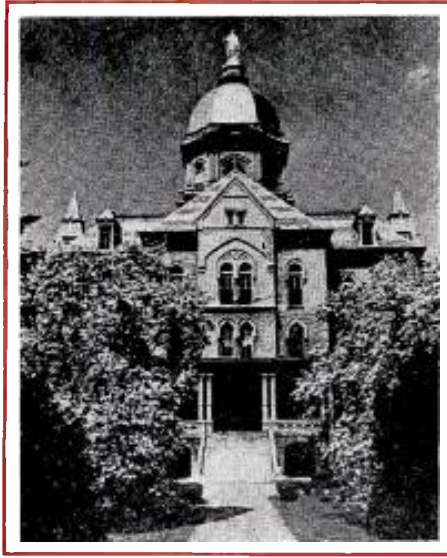
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