TvB's Cash calls for ratings 'refinement' on eve of House hearing ................. 27

Guinness Stout beats American challengers as best tv commercial .................... 32

Baseball '63: Who, what, where and how much is being spent ......................... 66

Heated discussion on NAB's Collins marks state presidents' conference .............. 42

COMPLETE INDEX PAGE 7

Just one of the more than 300 great COLUMBIA POST-48's

DISTRIBUTED EXCLUSIVELY BY SCREEN GEMS, INC.
RUDY SCHRAGER, staff composer of Four Star Television, has created music for such television shows as Robert Taylor's "The Detectives," "The Rifleman" and many episodes of the Dick Powell Show. Prior to the Lloyd Bridges Show, for which he writes the background scores as well as the theme, Mr. Schrager had contributed the music for many hits in past seasons, including the "Lux Theatre" under Cecil B. DeMille.

and there are 104 other regular network programs which use BMI music.
St. Louis takes entertainment as a basic of good living. With a long tradition as one of the nation's entertainment innovators, the St. Louisan has an in-bred sophistication in his television selection. Meeting this taste-level is a challenge. Part of our response is:

The Steve Allen Show  
10:15 p.m. Mon.-Fri.  
and  
Total Information News  
6:00 p.m. Mon.-Fri.

Allen is entertainment for the sheer fun of it. Total Information News is for active viewing; news-films show the local stories. This selective programming blended with ABC's line-up, reaches the selective St. Louisan—eager to enjoy, ready to buy.

See what's on KTVI; the growing station buy in St. Louis!
From 4 to 6 pm in the Dallas-Fort Worth market, KRLD-TV, with 70,876° ADULTS per average quarter-hour in its viewing audience, leads its three competing outlets by substantial margins — 18,665 more adults than Station B, 25,508 more than Station C, and 52,363 more than Station D.

4:00-4:30 DECEMBER BRIDE
4:30-5:00 OUR MISS BROOKS
5:00-5:30 LOVE THAT BOB
5:30-6:00 LONE RANGER

Adult audiences are buying audiences. See your ADVERTISING TIME SALES representative for a Channel 4 schedule tailored specifically to your requirements.

*NSI Dec. 30 - Jan. 27 1963
The first family

Bound to make headlines if FCC approves vhf drop-ins in eight markets will be application of group headed by Harry W. Bennett Jr., New York agency and pr executive and father-in-law of Sen. Edward M. (Ted) Kennedy (D-Mass.) for ch. 10 in Jacksonville. Tip-off came in society page report in Jacksonville that Bennett family will move from Bronxville, N. Y., to Jacksonville "for business reasons." He's slated to become majority stockholder in group to apply for ch. 10, proposed to be dropped in, with other stockholders principally local citizens, including one Negro leader. Mr. Bennett is minority stockholder in Veterans Broadcasting Co. (WROC-AM-TV Rochester, KTV [TV] El Dorado, Ark.).

FCC did not consider eight-market drop-in proposals last week. Despite strong opposition to AMST by all as uhf interests, there's still feeling that sufficient majority can be mustered to approve third station in these two-station markets but with provision for ultimate switch to uhf—possibly in seven or eight years. Besides Jacksonville, markets include Baton Rouge, Birmingham, Charlotte, Dayton, Johnstown-Altoona, Knoxville and Oklahoma City.

Move against beer, tobacco

Rep. Morris K. Udall (D-Ariz.) intends to meet this week with NAB and other broadcast officials to discuss possibility of ban on beer, wine and tobacco commercials before 8 p.m. Rep. Udall polled constituents and found "strong interest" in ban. Tabulation of about 5,500 replies shows 55% favor, 35% oppose, 10% have no opinion. Question was included in 20 in January questionnaire on broad range of legislative subjects. Rep. Udall says he is unsure whether he would introduce ban bill, but says he thinks "straws in the wind show a lot of people are not particularly happy" with some advertising of this kind.

Blue chip testing

In its first year RAB's Radio Test Plan has had nine major advertiser participants (currently running or completed) spending total of about $1.3 million to test radio's sales punch. This is word RAB members are getting in report from headquarters, which places RTP test business and does proof-of-performance research for which it collects 10% of RTP billings. This advertiser group, representing more than the $30 million per year in potential new radio business which is RTP's objective, consists of Eastman Kodak, Swift & Co., Brillo

Mfg., Colgate-Palmolive, Continental Baking, Campbell Soup, Corn Products, P. Ballantine & Sons and Burnham & Merrill. They've been testing radio for brands that hadn't used it. Dozen other major brands reportedly are close to signing for try-outs representing estimated $1 million in test billings in next six months.

Writer's itch

Newton N. Minow is toying with proposals that he write book about his experiences as FCC chairman ("My Life and Times in the Wasteland"). One of several publishers that have expressed interest is Random House which is headed by Bennett Cerf, regular panelist on What's My Line? and chairman of judging committee that gave Mr. Minow Peabody Award last year. Mr. Minow has said he won't write book until he leaves FCC.

Color's extra kick

Fuller & Smith & Ross Inc., New York, is conducting long-range study of impact and effectiveness of commercials placed in color programs. Three surveys, with total sample of about 2,800 homes, have been conducted so far. One more, later this year, will complete study. Results based on samples already taken seem to indicate commercials in color programs deliver much more attentive audience, whether spot itself is both in color or in black-and-white.

NBC eyes Wolper series

Strong contender for Monday, 9:30-10, one of few slots open in NBC-TV's 1963-64 nighttime schedule, is new pilot produced for United Artists TV by David Wolper. It's based on two Wolper-produced specials on Hollywood movie stars telecast by NBC-TV recently. Series, as being considered by NBC-TV, would spotlight film stars "greatest" in categories, such as gangsters (Edward G. Robinson, George Raft, Humphrey Bogart), "vamps" (Clara Bow, Marilyn Monroe, Theda Bara) etc. NBC-TV's current thinking is Wolper series would be logical sequence to feature films now slated 7:30-9:30 (see story, page 63).

Out of the deep freeze

FCC staff has recommended license renewal for some 30 far west television stations whose applications have been deferred because of questions about local live programming in prime time (BROADCASTING, Dec. 3, 1961). Recommendation came up at commission meeting Friday, but no action was taken. Missing from staff's recommendation were some 70 other western stations whose renewals have been held up for same programming question. Inference is that staff feels these stations' performance requires further study. If commission goes along, these stations might receive additional letters of inquiry.

Stations recommended for renewal presumably made showing comparable to that of WKY-TV Oklahoma City and WFAA-TV Dallas. Both had been in trouble with staff because of alleged lack of local live programs in their schedule. However, their record convinced commission that policy of preempting prime-time slots for local programming could meet community needs.

Correspondence that curdles

FCC is about to learn that members of Congress resent getting FCC form letters signed "Ben F. Warpel, acting secretary." Congressmen have received such replies from FCC to their inquiries about Rev. Carl McIntire (BROADCASTING, Feb. 18). Several say they expect courtesy of reply by chairman and are indignant because form letters failed to discuss questions they had asked. Broadcast "sermons" of Rev. McIntire are being checked by FCC under "fairness doctrine.

Shooting for 50's

With signing of WCKY Cincinnati as basic affiliate, ABC Radio has increased its 50,000 w lineup to 13 stations and Robert Pauley, ABC Radio president, predicts affiliation of two additional 50 kilowatters in "near future." Network totals 426 affiliates.

Kraft's new night

There's strong possibility that in 1963-64 season Kraft Foods will move its NBC-TV prime weekly hour from Wednesdays at 9 p.m., where Perry Como has performed this season, to Thursdays at 10 p.m. No matter what period Kraft lands in, company will change its program format. Mr. Como will do dozen shows at most. In other weeks Kraft will present dramatic anthology series.

If Kraft does move to Thursday at 10-11 p.m., it'll mean revision of plans for Jack Paar show. Network had thought of moving Mr. Paar to that spot from Friday 10-11 p.m. period he now occupies and moving Joey Bishop (in up for same programming time (BROADCASTING, Dec. 3, 1961). Recommendation came up at commission meeting Friday, but no action was taken. Missing from staff's recommendation were some 70 other western stations whose renewals have been held up for same programming question. Inference is that staff feels these stations' performance requires further study. If commission goes along, these stations might receive additional letters of inquiry.

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ABC Owned Radio Stations communicate with millions of people in six of America's major markets.

Who knows best what radio listeners want to hear? Listeners themselves. That's why the six ABC Owned Radio Stations listen so attentively to their audiences. As a result of this unique station-listener communication, each station is constantly aware of the problems and needs of the community in which it performs a vital communication's service. Whether it's a newspaper strike in New York, a commuter problem in San Francisco, the need for driver training in Pittsburgh high schools, a furor over increased Blue Cross rates in Detroit, the effects Chicago's medical research facilities have on patient care, or a means of informing Los Angeles residents of a new industry project, the ABC Owned Radio Stations respond quickly and effectively in order to reach the very heart of each of their communities... the people. Why? Because ABC Owned Radio Stations just don't broadcast... they communicate!

ABC OWNED RADIO STATIONS

WABC NEW YORK  WLS CHICAGO  KGO SAN FRANCISCO  KQV PITTSBURGH  WXYZ DETROIT  KABC LOS ANGELES
On eve of congressional ratings hearings TVB’s Cash
calls for revisions in information and for refinements of
tools and methodology. Agency groups working on same
study, completion due soon. See...

BOMBED ON HEARING EVE... 27

TV’s gross time billings for network and spot in 1962
topped $1.52 billion. Network was up 12.2%; spot was up
17%, according to TVB estimates presenting year’s net-
work figures and fourth quarter spot business. See...

TV NET, SPOT BILLINGS UP... 36

Leadership of NAB is questioned during spirited dis-
cussion at state presidents’ meeting. Objectors claim the
association is not vigorous enough. Collins defended by
the staff and broadcasters. See...

CONTROVERSY OVER COLLINS... 42

Campbell-Mithun holds open house to show its new
offices in Minneapolis. Layout features “traffic loop”
design. Founder tells news conference “idea” is basis
for all advertising. See...

UNVEILS NEW OFFICES... 40

Make sure the TV critic “knows the score,” Danish tells
western broadcasters. If editors—and public—understand
how television works, they’ll be more understanding of
pluses and minuses. See...

CRITICAL UNDERSTANDING... 52

Minow passes chance to set record straight on his fu-
ture at FCC; ducks direct answer to Pastore question on
truth of speculation he is resigning. Chairman sees bright
future for etv, uhf. See...

MINOW SIDESTEPS ANSWER... 56

Cosmopolitanism of tv shown in award for best commer-
cial—an English advertisement, produced by a French
production firm. And best radio commercial was made in
Boston. Presentations by Hollywood Ad Club. See...

CREAM OF COMMERCIALS... 32

NBC-TV decides to stick with Monday night movies.
Network buys feature film packages from MGM and 20th
Century-Fox. Ratings and sales strength help network
make up mind. See...

NBC STICKS WITH MOVIES... 63

Baseball radio-tv rights add up to $13.1 million, which
is $325,000 over last season’s take. But plateau is seen
as having been reached. Billings inch up $1 million to
$84 million for 1963 season. See...

BASEBALL PICTURE LEVELS... 66

RCA sales and profits reach highest level since found-
ing of company in 1919. NBC accounts for 22% of $1.75
billion in gross sales. Net up 45%; sales, 13% in yearend
report. Color tv significant. See...

RCA NET UP 45% IN 1962... 71
YOU MAY NEVER SEE THE BIGGEST SHOVEL*

BUT... WKZO-TV Scoops Up The Most Homes in Greater Western Michigan!

If you’re digging for customers, you can unearth more of them with WKZO-TV than any other Michigan station outside Detroit. It’s this way every day, every night, and every week!

It’s all dredged up in NCS ‘61: WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. And there’s gold in these here diggin’s: SRDS credits the area with annual consumer spendable income of well over four billion dollars.

Get the complete scoop from Avery-Knodel. And if you want all the rest of outstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*A strip-mining shovel at Paradise, Ky., has a dipper with 115 cubic yards’ capacity.
NAB BOARD ELECTION
13 win 2-year terms, including 6 incumbents

Six NAB Radio Board incumbents have been re-elected for two-year terms beginning April 3. They were board members who were eligible and who sought re-election.

In seven instances, new members were chosen because incumbents either were ineligible or chose not to run. Election results, involving odd-numbered and at-large districts only, were announced by NAB Friday (losing candidates in parenthesis):

- **District 1—Carleton D. Brown, WTVL Waterville, Me., incumbent (Richard E. Adams, WKOX Framingham, Mass.).**
- **District 3—Cecil Woodland, WEJL Scranton, Pa., replacing John S. Booth, WCHA Chambersburg, Pa., ineligible (Roy E. Morgan, WILK Wilkes-Barre, Pa., and Mrs. Jason T. Pate, WASA Havre de Grace, Md.).**
- **District 5—Kenneth R. Giddens, WKRK Mobile, Ala., replacing James L. Bowe, WIRA Fort Pierce, Fla., not candidate (Hugh M. Smith, WCOV Montgomery, Ala.).**
- **District 7—Gene Trace, WBBW Youngstown, Ohio, replacing Hugh O. Potter, WOMI Owensboro, Ky., ineligible (Paul F. Braden, WPFB Middle-dleton, Ohio).**
- **District 9—Paul G. Frechette, WFHR Wisconsin Rapids, Wis., incumbent (Edward Allen Jr., WDOR Sturgeon Bay, Wis.).**
- **District 11—John H. Lemme, KLFT Little Falls, Minn., replacing Odim S. Ramsland, KDAL Duluth, Minn., ineligible (N. L. Benton, WLOL Minneapolis and Helen S. Duhamel, KOTA Rapid City, S. D.).**
- **District 13—John J. Coyle, KVIL Dallas, Tex., replacing A. Boyd Kelley, KRRV Sherman, Tex., ineligible (Bill Dahlsen, KAVA Waco, Wendell Mayes, KBWD Brownwood and David H. Morris, KNUZ Houston, all Texas).**
- **District 15—Hugh Turner, KTIM San Rafael, Calif., replacing B. Floyd Farr, KEEN San Jose, Calif., not candidate (Ellsworth Peck, KWIP Merced, and Ned Richardson, KPAY Chico both California).**
- **District 17—Ray Johnson, KMED Medford, Ore., incumbent (Lee Bishop, KORE Eugene, Ore.; Hale Bondurant, KIXI Seattle, Wash.; Lester M. Smith, KXL Portland, Ore.).**
- **Class A Markets—Jack Lee, WPRO Providence, R. I., replacing John S. Hayes, WTOP Washington, D. C., not candidate (Daniel W. Kops, WTRY Troy, N. Y.).**
- **Class B Markets—Willard Schroeder, WOOD Grand Rapids, Mich., incumbent (Merrill Lindsay, WSOY Decatur, Ill.).**
- **Class C Markets—Ben B. Sanders, KICD Spencer, Iowa, incumbent, (George J. Volger, KWPC Muscatine, Iowa).**
- **FM Stations—Ben Strouse, WWDG-FM Washington, D. C., incumbent (Nelson L. Goldberg, WYDD (FM) New Kensington, Pa.).**

$48 million in billings signed by NBC for fall

NBC-TV today (March 4) will announce business for next fall season representing more than $48.3 million in billing. Network said highlights include SRO for *The Virginian* and *Dr. Kildare* plus substantial orders for *Richard Boone Show, Jack Paar Show*, and buys in motion picture periods on both Saturday and Monday nights.

Sponsors include: Carnation, Procter & Gamble, Alberto-Culver, Miles Labs, Liggett & Myers, Bristol-Myers and Noxema in *Virginian*; all six current advertisers renewing *Dr. Kildare*; Reynolds Metals alternate-week in new *Richard Boone Show*: Miles Labs, Hertz Co., Speidel, Noxema and P. Lorillard in *Paar*; Brown & Williams, Warner Lambert and Scott Paper in *Eleventh Hour*; S&H Green Stamps for Andy Williams specials (BROADCASTING, Feb. 25) and R. J. Reynolds and Thomas Leeming Co. in movies.

Rep. O’Konski gets cp for ch. 12 in Hurley

FCC Friday (March 1) granted Rep. Alvin E. O’Konski (R-Wis.) construction permit for new tv station on ch. 12 in Hurley, Wis. Station will have proposed power of 1.7 kw.

Although Rep. O’Konski doesn’t have any broadcast station at present, he formerly owned WOSA Wausau and WLIN (FM) Merrill, both Wisconsin. He also held construction permit for WOSA-TV, which was later deleted.


Penalty ‘too drastic,’ revoked WLOV-FM pleads

WLOV-FM Cranston, R. I., asked FCC Friday to reconsider order revoking its license (BROADCASTING, Feb. 4). Station said punishment—for alleged misrepresentations, technical violations and financial irresponsibility—was too drastic. Statement also added it had ignored FCC decisions in similar cases in which stations had been dealt with more leniently.

Short-term license given to KTVU(TV)

KTVU (TV) Oakland, Calif., which has been operating on construction permit since 1958, was given one-year license by FCC Friday. Commission said decision to grant short-term renewal stemmed from agency’s dissatisfaction with KTVU’s promise-vs-performance record.

FCC released copy of letter to ch. 2 station which noted that commission, on Jan. 26, 1960, had questioned station about its performance compared to promises it made in comparative hearing. Letter also recalled that KTVU later amended its application to indicate it had “upgraded” its programming.

Quoting its decision in KORD Pasco, Wash., case (BROADCASTING, July 17, 1961), FCC said “licensee cannot disregard his proposals in the hope that he will simply be permitted to ‘upgrade’ when called to account.” FCC added, however, that since KTVU’s license application was filed three years before KORD decision, Oakland station should be treated in same manner KORD was—that is, be given short-term grant.

One of top officials of KTVU is William D. Pabst, chairman of NAB TV

Sweeney goes out selling

Kevin Sweeney, who in nine years as RAB president earned reputation as 24-hour-a-day salesman, did nothing to tarnish that image in his exit from job.

Officially leaving as close of business last Friday, he scheduled final appointment to make major radio presentation late Friday afternoon—to Leonard Lavin, president of big-tv-spender Alberto-Culver. Lateness of hour made it inevitable his last pitch would run well past normal business hours.

Mr. Sweeney, who gave notice almost year ago that he planned to leave RAB presidency on Feb. 28, plans to spend next few weeks at his home in California before announcing new plans.
WEEK'S HEADLINERS

Leo D. Welch, chairman of Standard Oil Co. (New Jersey), and Dr. Joseph V. Charyk, undersecretary of Air Force, appointed chairman-chief executive officer and president, respectively, of Communications Satellite Corp. (story, page 62).

Dan Seymour, senior vp, director and member of executive committee of J. Walter Thompson Co., New York, elected to newly created post of chairman of executive committee. He'll work directly with Norman H. Strouse, who continues as president and chief executive officer. Mr. Seymour, former top radio announcer and TV commercial pioneer who started in radio in 1935, joined JWT in 1955 as vp-director of radio-TV after service with Young & Rubicam for six years as plans board member and vp in charge of radio-TV.

Mike Wallace, formerly with Westinghouse Broadcasting Co., joins staff of CBS News, New York, effective March 25, as special correspondent. He will work on various radio-TV assignments for CBS News exclusively, except narration of Biography TV series. Previously, Mr. Wallace was with WNTA-TV (now WNDT) and WNEW-TV, both New York, and WMAG Chicago. In addition, he had done news and public affairs programs for ABC-TV and CBS Radio and CBS-TV.

Donald A. Wells, vp in charge of marketing, media and research operations for BBDO, New York, elected to agency's executive committee. Edmund Burke, vp and management supervisor at BBDO, New York, and W. M. Starkey, vp and manager of agency's Los Angeles office, elected to BBDO's board of directors.

Hubert M. Tibbetts, senior vp and executive in charge of Corn Products Co.'s Best Foods Division account at Lennen & Newell, New York, joins Borden Foods Co., that city, as vp in charge of marketing. In his new post, Mr. Tibbetts will be responsible for supervising Borden Foods' marketing managers and its market research, sales promotion and advertising activities. Previously, he had been group product manager for Lever Bros. and a vp and general manager of Salada Foods.

AFA to NAB delegates: come to Chicago early

Early birds in Chicago for NAB's March 31-April 3 convention will have chance to meet with agency- advertiser prospects at spring conference of Sixth District of Advertising Federation of America which is meeting at Sheraton-Chicago Hotel there March 29-30. Welcome mat to broadcasters was extended Friday by host, Chicago Federated Advertising Club.

AFA Sixth District includes Illinois, Indiana and Michigan. Speakers list includes AFA Board Chairman George Head, National Cash Register Co.; and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

RCA common, preferred dividends increase

Increase in regular quarterly dividend from 25 to 35 cents per share on common stock was announced by RCA Friday (March 1). It is payable to stockholders of record March 18, 1963, on April 29.

Increase said to result from acceleration in earnings in first quarter of this year following record profit year in 1962 (see page 71). First preferred stockholders were voted dividend of 87½ cents per share on stock of record June 21, payable July 1.

UPI asks stay in raise of long line rates

UPI requested last Friday that FCC stay its May 1 effective date for new 20% raise in rates for users of private, leased telegraphic services of AT&T and Western Union until commission makes decision on requests for reconsideration (BROADCASTING, Feb. 25). UPI said that rate hike is not only hard blow to newspapers, but "radio and TV stations ... will also be deprived of services which are important to their news coverage."

News directors praise Harris bid for access

William G. Garry, president of Radio Television News Directors Assn., and news director, WBBM-TV Chicago, wired Rep. Oren Harris (D-Ark.) Friday (March 1) to "applaud your introduction of H. Res. 263 to open the House of Representatives committee hearings to radio-TV news coverage."

Adoption would be "great step forward," Mr. Garry said, enabling broadcast news to "give the American people a greater understanding of House Committee hearings and the important role they play in legislation."

House Rules Committee will hear Rep. Harris on proposed rules change Tuesday (March 5) at 10:30 a.m.

For other personnel changes of the week see FATES & FORTUNES

Code Review Board. He is executive vp-general manager of station.

Commission vote on action was 5-1. Chairman Newton N. Minow abstained, and Commissioner Rosel H. Hyde voted for regular license and opposed letter.

Minow added as witness on equal time, ratings

Last-minute changes in lineup of witnesses to appear at broadcast rating and equal time suspension hearings of House Commerce Committee subcommittees were announced Friday. FCC Chairman Newton N. Minow and NAB President Leroi Collins are scheduled for appearances in early days of both hearings.

Mr. Minow was added to Monday list of witnesses before Communications Subcommittee's equal time hearing (see page 62). NBC Chairman Robert Sarnoff and CBS President Dr. Frank Stanton will testify ahead of Chairman Minow. Hearings will be re-cised at end of Monday session until Wednesday (March 6) when Mr. Collins is scheduled to appear.

Ratings probe still begins Tuesday with Mr. Collins, but Chairman Minow has been added as witness for afternoon of same day (see page 27).

Burnett keeps close tab on Kellogg radio drive

Although its too early to tell actual impact, initial feed-back Friday at Leo Burnett Co., Chicago, to first week's national exposure of "Homer & Jethro" corny commercial radio campaign for Kellogg flakes is no laughing matter.

Station level reception is "enthusiastic," comparable to tests last fall in Philadelphia, Cincinnati, Boston, Baltimore and Washington. Kellogg saturation drive is said to be significant for radio as "tv-size money" is being spent, with wide merchandising and results closely measured. Eight-week drive includes CBS, NBC and local spot.

10 BROADCASTING, March 4, 1963
WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.

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

His Excellency Dr. Pedro Theotónio Pereira, Ambassador of Portugal to the United States, and Mr. and Mrs. Carlos Marques de Sousa, daughter and son-in-law of the Ambassador, in the entrance of the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.
Universal TV Tape Recorder
The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

STUDIO AND MOBILE MODELS. The studio model is available in a single (3-rack) cabinet 70” wide, 84” high, and 24” deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66” high, 24” deep, and 50” wide. Both models are designed for adding color.

ACCESSORIES. The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

Outstanding Features
- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories

RCA The Most Trusted Name in Television
DATEBOOK

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

*Indicates first or revised listing

MARCH

*March 4—House Communications and Power Subcommittee opens hearings on partial suspension of Sec. 315 in 1964 general elections.

*March 4—Hollywood Ad Club, Hollywood Roosevelt Hotel, Gail Smith, director of advertising and market research, General Motors, will speak on "Advertising in the Total Market Scheme."

*March 5—New York State Broadcasters Assn. annual dinner, Sheraton Ten Eyck Hotel, Albany. Dr. Frank Stanton, CBS Inc. president, is featured speaker.

*March 5—Start of Special House Subcommittee on Investigations hearings into radio and television rating services.


March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assoc. Hotel Plaza, New York.

March 7—California Broadcasters Assn., Mark Hopkins Hotel, San Francisco. FCC Commissioner Robert E. Lee to speak on "The Washington Scene—or-How to Keep Your License"; NAB General Counsel Doug Anello to discuss editorializing and CBA Legislative Counsel Judge James Garibaldi will report on the California legislature.

March 8-10—Annual Radio-Tv Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wastewski.

March 9—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.

March 11—Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

*March 11—Florida Assn. of Broadcasters' fifth annual Broadcasting Day, U. of Florida, Gainesville. "Let Me Speak to The Manager" panel program at 2:30 p.m. at McCarthy Auditorium. Out-of-state participants are: Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Dr. Sydney Rosow, president of The Pulse Inc., New York; Melvin A. Goldberg, NAB vice president in charge of research, New York; William R. McDaniel, executive vice president of NBC Radio, New York; Robert C. Hitchins, director of sales planning for NBC, New York; Mike Shapiro, vice president and general manager of WFAM-FM-TV Dallas, Tex.; Harold L. Krolewski, president of Plough Broadcasting Stations, Memphis, Tenn.; and Sol Taishoff, editor and publisher of Broadcasting, Washington.

*March 12—Organizational meeting of newly formed government-industry "Committee for the Full Development of Uhf Broadcasting." Meeting will be held in Depart-

WCBS RADIO

cordially invites the trade to hear the new

BILL RANDLE SHOW

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An outstanding sales showcase with

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On Location · Comedy Closeup
Voices of Our Times · The Magic Word
Tonite in New York · The Million Sellers
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THE BILL RANDLE SHOW

Producer-Director: Martin Seling
Technical Director: Frank Dolls

RSVP WCBS
Plaza 1-2345

880 AM 101.1 FM
CBS in NEW YORK

United Press International news produces!
an informed electorate is WHLI's business

L.I. Station Is Victor In Fight to Crumble Equal Access Bars

Another important victory has been scored in the equal access fight, being waged with increased force by the broadcasting industry, with the editorial backing of Radio-TV Daily.

In Nassau County, Long Island, the seven-man Board of Supervisors yesterday reversed its policy of barring all radio, broadcast and recording equipment from public hearings. In December, Bill Nelson of WHLI, Hempstead, was banned from recording the proceedings of the public hearing on the proposed '63 Nassau County budget.

At that time, station president and general manager, Paul Godofsky attacked the board for what he termed "a blatant disservice to the public and a denial of the people's right to know!"

In reviewing their earlier decision yesterday, the board stated unanimously that broadcasts of its proceedings would be allowed in terms of giving the public full and complete information on activities of the county government through all media.

Reprinted from Radio-TV Daily, Jan. 29, 1963
Here is superior television drama, the generously humorous, sometimes explosive stories of an impulsive, forceful lawyer dedicated to the principal that the law is the foundation of our freedom. His concern is more for justice than for a lucrative corporate law practice. Joining the regular cast of Janet DeGore and Conlan Carter are distinguished guest stars like Otto Kruger, Dick Powell, Lyle Bettger, Jean Hagen, Hugh Marlowe, Robert Middleton, Arthur Franz and others. This series was so popular that when it was taken off the ABC network more than 400,000 letters of protest caused its return to complete its network run...an unprecedented event in the annals of TV history.

NOW AVAILABLE ON AN INDIVIDUAL MARKET BASIS 45 HALF-HOUR EPISODES OF THE LAW AND MR. JONES
OPEN MIKE

No time for modesty

EDITOR: Hats off to Marshall Hawks who criticized the way New York radio and tv stations worshipped the struck newspapers (OPEN MIKE, Feb. 18). The situation is no better in Cleveland where few reports were aired about the fact that the Cleveland auto dealers had the biggest January in history, despite the newspaper strike. Few reports were heard about the Cleveland Boat Show (a newspaper promotion) drawing the biggest crowds in its history in the middle of the newspaper strike.

Let broadcasters forget the papers, take the newspaper columnists off the air and promote radio—Joel Rose, program director, WCUE Akron, Ohio.

(Story on how radio-tv rescued the Cleveland Boat Show was carried in that same Feb. 18 issue.)

A case for radio drama

EDITOR: Maybe I'm living in the past, but I'm still looking forward to the day when I might turn on the radio and find a bit of drama. Drama is not out of place on radio if programmed in the right time period.

I talked with local merchants. Of 15 interviewed, 14 indicated a desire to advertise with prestige radio that offered drama.

Although each now spends most of his money in tv, they said they would turn more to radio if offered what they wanted. One would like to buy a 15-minute drama in the late evening for second-shift workers. Another indicated a desire to buy radio drama after midnight when 'tv is off.'

These business men were not from the old school. One didn't even remember The Shadow on radio. Even so he spends a large part of his ad dollars in radio.

What about ratings? ... Soap operas in early afternoon would definitely draw the housewife who doesn't have time to watch tv. The children's program on Sunday morning is not to be forgotten. Sunday evening is a good place for radio drama.

Program it right and I say it will pay.
—John Stolz, Peoria, Ill.

'Wallace' still thriving

EDITOR: Your otherwise fine Our Re- sights on Robert William Dillon in the Feb. 25 issue was marred by reference to the "passing" of Wallace's Farmer during the depression. This fine farm publication was founded in 1885 and has been going strong ever since. George R. Cook, for many years with WLS Chicago, is now president of Wallace's Farmer.—Harold E. Flint, president, Harold E. Flint & Assoc., Fargo, N.D.
GREAT INSTITUTIONS
...characterized by creativity

THE ART INSTITUTE OF CHICAGO

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
"We must view with profound respect the infinite capacity of the human mind to resist the introduction of useful knowledge."

THOMAS RAYNESFORD LOUNSBURY
(American scholar and educator, 1838-1915)

Well, maybe.

But a lot depends on how that useful knowledge is introduced. For instance, during the last quarter of 1962, NBC News specials presented in evening time covered such diverse actualities as the Cuban crisis, the Berlin Wall, and the world of William Shakespeare. These programs attracted an average audience of 7,800,000 families—an audience virtually as large* as the average audience for all regularly scheduled nighttime programs.

It is clear that people today do not "resist the introduction of useful knowledge"—at least when it comes to them by way of special programs produced by NBC News.

It has been the custom to boast that factual programs attract small but select audiences. These audiences are still select, but for NBC they are no longer small. Potential sponsors may take note that more such special programs are taking shape at the network. For unlike Mr. Lounsbury, we at NBC "...view with profound respect the infinite capacity of the human mind." Period.

*Less than one rating point apart.
The computer is a tool—not a system

The computer is the hottest tool in the advertising business. But like so many other things, everybody thinks it can do everything under the sun.

The truth is that in advertising, the computer is losing its perspective as a tool and is being talked about as a system—and it is not a system! It is a tool to be incorporated in systems.

And in conjunction with this, it's often asked in advertising whether or not computers can select the media combination for a most effective use of available advertising dollars, or is this process still a matter of judgment and experience.

This is an active area in simulation (simulations are a process in which an actual market situation is set up that simulates or gives a representation of the types of people to whom the advertising seeks to talk). A specific formula can be followed, as for example, x number of people of x characteristics, read Life. You know their income, where they live, the kind of clothing they buy and their general habits, and other details available in terms of media statistics.

Also let's assume that on the Dick Clark Show there's x number of people of a certain sex, in certain age brackets, who have certain disposable income, and who have certain interests, hobbies, etc. If one knows all these characteristics, one should be able to pump into a computer one's objectives for advertising, pump into that same computer all the demographic characteristics for Life and the Dick Clark Show.

And then one should come out with an answer as to whether it should be one-page black-and-white in Life vs. three spots on Dick Clark, etc.

Or it might be to use the show for the first three months, then cut it off; use Life for the next four months, cut that off, or use the show exclusively, or even not use either.

But: you can't do it! Why?

No Comparisons = There are no comparable media statistics to give you an answer in black and white. Comparable media statistics can be analyzed today—and various data of this type has existed for almost 20 years—usually by a media analyst who throws in that undeniable factor known as judgment.

But computers can be programmed with judgment. Two advertising agencies are programming in a judgment factor, meaning they are nearly putting a media analyst into the machine. His judgment, along with characteristics of a combination of media selection, is being put into the computer and the output is supposed to give the magic answer.

It isn't quite that simple, and even the agencies attempting the process stress the inherent limitations and the limited adaptability.

The furthest one can go with a computer is to eliminate "overlap and duplication" characteristics in the different media.

Obvious things, such as a high dollar expenditure for a low per-thousand relationship, can be eliminated, but beyond that the judgment factor becomes too highly subjective and the computer an inefficient tool for this relationship.

Where does Kudner fit in with the computer? Though some other advertising agencies have made substantial investments in computers in recent months, Kudner is not expected to.

At the present, we use the IBM Service Corp. and Simulmatics Corp. on a service fee basis.

We could not rent, nor could other of my agencies colleagues, the number of models and facilities IBM Service, for example, already has made available to us. We can use any bank of computers, set of programmers at any time on the fee basis arrangement.

We have been using computers at the Kudner Agency for three-and-a-half years in making media analysis, modified market simulation, and special market tests.

We have used computers extensively in media analysis and market analysis for some clients, for others we have never used them.

The particular clients for whom we used computers had intrinsic problems, and also the basic research data required to make the computer an effective tool.

There are certain functions which computers can perform, and others they cannot. But how about the future—what can we expect from computers?

Needed Information = If we can get the following data we then through simulation could develop a marketing program by which we should be able to accurately determine media mix.

The information: Demographic media characteristics that are objective and upon which the whole industry can agree. The agreement must be among radio, television, billboard, magazine, newspaper advertising people.

And these statistics must be uniform and must describe the audience characteristics and all other necessary information that's involved.

It should then be possible to program a computer with full media data, marketing and advertising objects and budget.

As a result, one can develop the best possible combination.

I personally think this development is about 10 years away.

When it does come, it isn't going to be accepted rapidly. This is obvious. Somebody is going to get hurt in any one of these combinations.

Objectivity is going to be questioned. Marketing data, media data and advertising objectives—the objectives of the whole mix—will be questioned.

But question as they may, this is the path of the future. Rough or smooth, this is the road, the direction toward which we are now moving.

The computer is a tool that is going to become more important in advertising as each day passes.

It is a tool that we're going to get a lot more mileage out of, but this is a tool and not a system. Its major limitation is the subjectivity in advertising. But we are getting more objective about our subjectivity!
FAVORITE THROUGHOUT MARYLAND  THE BALTIMORE SYMPHONY ORCHESTRA

WBAL-RADIO 1090 \[\text{WB} \] BALTIMORE MARYLAND'S ONLY 50,000 WATT STATION

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

BROADCASTING, March 4, 1963
WESTERN ELECTRIC AND ITS BELL SYSTEM TEAMMATES

To help the Bell telephone companies serve their vast number of subscribers, Western Electric has major manufacturing locations in 13 cities, distribution centers in 34 cities, 17 installation areas and 4 systems equipment engineering headquarters. People? A total of over 140,000 men and women.

But it takes more than physical and human resources to do our job. It takes the Bell System's special kind of teamwork.

Western Electric works closely with the American Telephone & Telegraph Company and the Bell telephone companies so that we can keep in constant touch with the changing needs of their customers.

We also work with the engineers of Bell Telephone Laboratories—who design and develop many of the products we make—to assure the high quality and manufacturability of these products.

Together, these Bell System teammates are constantly working toward their common goal of providing America with the best possible communications at the lowest possible cost.

We work best because we work together.

At Western Electric's Allentown Works, W.E. engineer Dave Ports (left) and William Moberg of Bell Laboratories examine a greatly magnified thin film circuit. This product is the result of Western Electric—Bell Laboratories teamwork...will help bring further miniaturization and more economical manufacture of telephone components.
"Operation Cutover" at Southern Bell Telephone Company is the culmination of months of cooperative work involving Southern Bell and Western Electric installers and engineers. These recently expanded facilities in Atlanta, Ga., will help serve the growing communications needs of the Southeast.

Bell Telephone Laboratories and Western Electric engineers worked together in perfecting this new cordless switchboard console which gives modern push-button convenience in a compact shape. A new console is examined by W.E. Planning Engineer Harold Haynes (right) and B.T.L. Design Engineer Robert Wirsching at Western Electric's Indianapolis Works.

Research and Development on new products and techniques for the Bell System must progress at a rapid pace to keep up with America's communications needs. To help achieve this goal, W. E. operates three Graduate Engineering Training Centers. Here, in a class at the New York Coliseum, instructor Frank Doyle discusses new developments in telephone circuitry.
movers and shapers of the
DYNAMIC TWIN CITIES

Roy W. Larsen, president of the half-billion-dollar Twin City Federal Savings and Loan Association . . .
Edwin William Rawlings, former 4-star Air Force general and now head of General Mills . . . Allen S. King,
president of the Northern States Power Company . . . These dynamic leaders, and dozens like them,
have moved and shaped the vital Twin Cities of Minneapolis/St. Paul into a vibrant marketplace on-the-go.
They make it move; they make it prosper. Instantly communicating with the moving and prospering
Minneapolis/St. Paul audience are the Time-Life Broadcast stations, WTCN Radio and WTCN Television.

TIME-LIFE BROADCAST, INC.—KLZ Radio-TV, Denver; WOOD Radio-TV, Grand Rapids; WFBM Radio-TV, Indianapolis; WTCN Radio-TV, Minneapolis; KOGO Radio-TV, San Diego
RESEARCH BOMBED ON HEARING EVE

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- ARF chimes in with wholehearted endorsement of re-examination
- Harris committee waits in wings for hearings starting Tuesday

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RESEARCH BOMBED ON HEARING EVE continued

ices to determine:

1. What basic refinements in sampling and survey techniques must be made now to have more sensitive (research) tools.

2. What specifically is needed in the way of audience characteristics and what sample sizes will be required to meet the need.

3. What it will all cost.

Mr. Cash added: "If these or similar steps are not taken before any additional audience-characteristic data are supplied by the rating services, who can possibly recognize the computers' demand for this type of information?"

ARF Agrees & The Advertising Research Foundation was quick to agree with the TVB chief. A statement by ARF chairman Lyndon O. Brown, of Dancer-Fitzgerald-Sample, and ARF President Al W. Lehman said the foundation "agrees with Mr. Cash that 'refinement of tv research tools and methodology is overdue' and welcomes his suggestion wholeheartedly."

The ARF leaders said a number of their committees had stressed the need for basic research and reported "a real need for a re-examination on an industry-wide basis of the determination and reporting of demographic characteristics." They added:

"ARF would be glad to have an opportunity to participate since it recognizes its responsibility in this area. As the organization which has had the most experience in mobilizing impartial research experts, it is prepared to play an important role in any impartial research the industry desires."

Most of the agency, network, and other radio-tv research authorities queried also indicated willingness to participate in a joint project of the sort prescribed by Mr. Cash. But some were more enthusiastic than others, while a few expressed doubts about the productivity of such an undertaking and one went so far as to suggest that TVB seemed to be "grandstanding for headlines."

The principal hesitancy among agencies centered around a belief that the two projects currently underway, both inside and outside the AAAA, shortly will solve one of the major problems cited by Mr. Cash. They felt that his plan is not untimely but expressed a wish that he had held off a little while, until one or both of these projects is completed.

AAAA Study & The AAAA study is being conducted by the association's research committee, headed by Donald Kanter of Tatham-Laird, Chicago, and a media research subcommittee under Bill Weilbacher of Dancer-Fitzgerald-Sample, New York.

One major agency executive took the position that the need is not for "new" information but for an understanding of "how to use what we already have."

He said several agencies were participating in the so-called "mystery group" project and have made "copious progress." TVB, he charged, has been turning "a tin ear" to what this group is doing.

Some broadcast station representatives contended, however, that agencies have shown little response to their pleas as to TV. Of Mr. Cash's statement he said: "This is all just great, but what we need is action. If TVB can spearhead a conference such as this, we will be happy to participate."

It was reliably reported that SRA has been quietly but methodically seeking some sort of agreement on computer-era research needs. Mr. Webb declined to confirm these reports, however.

There also have been other approaches to some of the goals singled out by Mr. Cash. It is known, for instance, that NAB research vice president Melvin Goldberg has conferred with research authorities of the networks and with leading rating services on the question of improving the services' methodology. A report on these activities may be given in this week's congressional hearing.

Among network experts, reactions to the Cash statement uniformly favored participation in any such cooperative study, but there was considerable concern about "what the agencies are going to do with all this audience data when they get it." There was also some concern about "what they're doing with what they already have."

These reservations related to fears that agencies will overlook—or are overlooking—essential subjective knowledge "in their haste to fill these big machines with figures"; that they may "throw in everything they can get" without stopping to analyze what it means; or that they may otherwise sacrifice quality for quantity in computerizing mountainous piles of data.

There was a feeling, too, that the broadcast media already furnish more data about themselves than other media.

Some broadcast authorities questioned the extent to which some of the rating services break down their demographic information without increasing sample sizes. They felt that a sample that may be adequate to show total audiences and some audience-composition characteristics is not necessarily adequate—and may be inadequate—to show finer shadings of demographic information.

"I'm afraid," one expert said, "that the services have tended to over-step their resources in order to supply all the information the agencies are asking for."

A spokesman for A. C. Nielsen Co., one of the leading rating services, offered this reaction to the TVB plan:

"We haven't seen the actual TVB proposal, but it sounds like an interesting and constructive idea. Any plan which can help us to provide the industry with better local research, or make the industry more certain and articulate about its own research needs, deserves a try."

Mr. Cash offered the services of TVB's television research standards & practices committee to help implement
It’s no accident that the shortest distance between the sell and the sale is the station your prospects believe in. Take over 40 years’ broadcasting experience, add management and personnel with a keen sense of civic responsibility and you have one more reason why WFAA-TV is closest to the Dallas, Ft.Worth market.
Harper wants effect on buying measured

The subject of advertising research was approached from another direction last week by Marion Harper, board chairman-president of Interpublic Inc., who urged support by all media for a study in the field of advertising accountability.

Accountability, as used by Mr. Harper, refers to the determination of an advertising campaign's impact, not only in terms of numbers and types of people reached but also of its effect on the buying habits of those reached.

Over the past few years, Mr. Harper said, "the collective effort in this area is quite meager indeed." He noted that agencies have been reluctant to make commitments for such analytical measurements.

He discounted the school of thought which passes off the "accountability" thesis as a passing "fad." He suggested that more advertisers are aware of the need for more subtle measurement techniques but many still remain content with the measurement figures that the media and agencies offer them. Accountability, which is currently viewed as a "research cost," must achieve the status of an "advertising cost," Mr. Harper asserted.

Advertising, in general, will be less subject to skepticism, he said, when accountability research proves itself and the pinpointing of the effectiveness of an ad budget becomes an accepted reality.

Refinement of such methods will lead to new theories of advertising compensation, he predicted. One result which Mr. Harper envisions is that the rewards of advertising agencies will be commensurate with the success of their campaigns.

his plan. The committee is under the chairmanship of Martin L. Nierman of Edward Petry & Co.

Last summer the committee, then under the chairmanship of Don L. Kearney of Corinthian Broadcasting, got into an open squabble with ARB over ARB's plans to add audience age data to its local TV market reports (Broadcasting, June 18, July 2, 1962). ARB said its move was intended to meet "a growing demand" from advertisers and agencies, but the TVB group claimed it had found no widespread demand among agencies, at least not for this specific information prepared in this specific form.

The TVB committee then said it had found agreement among agencies on the need for more demographic data—but no agreement on what kinds of data are most needed.

In the statement last week TVB was again talking about local audience research, not national.

Agency and advertiser reliance on electronic-data processing equipment in reaching local marketing and advertising decisions, Mr. Cash said, has "greatly heightened demand for new research data." He continued:

"The computers are hungry for information, and agency requests for TV research data—of all sorts on a market-by-market basis—has mushroomed in recent months. The agencies are already being given a great deal of information, not available from other local media, on television's audiences, time spent, its reach among men, among women, among teen-agers, among children, etc.

"But they now want and ask for, individually rather than collectively, more demographic data such as income, family size, educational levels, number of children in the household, age breakdowns of individuals, even product consumption among television's audiences."

"Television has always led other media in meeting the needs of advertisers. It is a medium without peer among media in the scope and dimensions of its self-examination, its in-depth research. And television is well-searched for good reason. The more advertisers know about television, we have shown, the more they will use it."

In proposing an industry-wide study to sharpen the data-gathering process he said: "despite the scope and dimensions of television research . . . there comes a time when the research tools the agencies—and the industry—are using are just not fine enough."

Media men get reminder of radio story need

Edmund C. Bunker, who officially became president of Radio Advertising Bureau March 1, reminded media people last week of the "great comparative story" to be told about the "effectiveness of radio against other media." In support of his argument he pointed to the more than 200 million radio sets now in the U.S.

In a speech before the Jacksonville Advertising Club, Mr. Bunker iterated many of his plans for RAB which he had outlined earlier in a special interview (Broadcasting Feb. 18).

Essential elements of RAB policy emphasized by Mr. Bunker are: continued attention to "computer-consci-
The South's pioneer station extends deep and sincere appreciation to the Broadcast Pioneers and the entire industry for this distinguished award in recognition of WSB’s forty-one years of broadcasting service.
THE CREAM OF THE COMMERCIALS

Guinness Stout entry from England the best in tv, Boston ice cream commercial tops in radio, say IBA judges

The best tv commercial produced anywhere in the world during 1962 came from an English advertising agency and a French production firm, according to the judges of the third International Broadcasting Awards competition of the Hollywood Advertising Club. And the world’s best radio commercial was produced in Boston.

An animated spot for Guinness Stout with S. H. Benson Ltd. of London, the advertising agency, and Les Cineastes Associes, the production company, was given the IBA sweepstakes award as the world’s best tv commercial Tuesday (Feb. 26) at the IBA banquet. And a radio spot for Hood Banana Split ice cream, with Kenyon & Eckhardt, Boston, the agency, and Ace Recording of that city the production house, was adjudged the best radio commercial of the year.

In the individual tv category awards, Spain surprisingly took three, all produced by Estudios Moro, Madrid. The “Galeria” commercial for Caldo Potax, whose agency is Publicidad Ruescas, Madrid, won the IBA trophy as the best animated spot of less than 60 seconds. The same agency’s spot for Cigarrillos Camel was voted the best combination live action and animation commercial, and a commercial for Sherry Tio Pepe de Gonzales Byass, whose agency is Publicidad Rasco, won top honors in the stop motion class.

Other foreign entries to win IBA trophies were the Guinness spot (best animation of 60 seconds or over) and a commercial for Maxeans toothpaste, which got a special technical award for the best black-and-white photography. The agency was S. H. Benson Ltd., London; the production company, Guild Television Service Ltd., London.

Award-winning tv commercials created and produced in the U.S. were:

- Live action 60 seconds: Laura Scudder, a subsidiary of Pet Milk Co., for Guinness Stout

- Gravy Train

- Chemstrand’s Cumuloft Carpet

- Laura Scudder
Laura Scudder potato chips. Agency, Doyle Dane Bernbach, New York; production company, Elliot Unger Elliot, New York.


Radio Awards • All eight radio award-winners were American. In addition to the ice cream sweepstakes winner, which also was honored as the best humorous commercial of 60 seconds or over, the top radio spots were:


Great Western Savings

Ford Motor's 'Peanuts'

Red Ball Tennis Shoes

Olin Mathieson Research
Fuller paint. Agency, Fletcher, Richards, Calkins & Holden; production firm, Universal Recorders, Chicago.


"The world of broadcasting and advertising can carry a powerful message to the people, spurring on the limitless potentials immediately ahead." Henry J. Kaiser, chairman-founder of Kaiser Industries, told IBA awards banquet. "The prospects are as limitless as the minds and hearts of men, yet as real as the bold imagination, the faith, the love and the will to work that men can unleash."

In a speech of acceptance for the first IBA free enterprise award, Mr. Kaiser cited forecasts of governmental and private researchers of the tremendous increases in population, income and production in the remainder of the 20th century, providing a challenge to advertising and the communications media to help the world "find the needs for tomorrow—to make life fuller, richer, more meaningful, more satisfying to the inner individual."

The award, a specially sculptured bronze "flame of freedom," was presented to Mr. Kaiser by Thomas W. Sarnoff, IBA general chairman, on behalf of IBA and the Hollywood Ad Club. In his own introductory remarks to the more than 1,000 members of the Hollywood advertising-broadcasting community attending the dinner, Mr. Sarnoff pointed out that "in the largest sense, the influence of advertising on broadcasting is expansive and not restrictive, because it makes possible the resources for all we do, sponsored or unsponsored."

Mr. Sarnoff, West Coast vice president of NBC, stated: "Whatever may be the specific goal of the advertiser and whatever vehicle he may choose to reach it, he must make certain that his message is directed there with optimum effectiveness consistent with good taste. The International Broadcasting Awards competition was devised to give proper recognition to this principle."

Art Linkletter served as master of ceremonies for the presentation dinner at which a dozen or more Hollywood celebrities, including Danny Kaye, Laraine Day and Robert Young did the presenting. Don Fedderson and Fred Brogger co-produced the program, with entertainment by Pat Buttram, Gisle McKenzie, John Conte, Randy Sparks and the New Christy Minstrels, with Paul Weston and his orchestra.

Agency appointments...

- National Oil Fuel Institute has appointed Fuller & Smith & Ross, New York, to handle national and regional advertising. Account, which has never had an agency before, will bill $500,000 annually. Media strategy has not yet been decided.
- Anderson, Clayton & Co. Foods Div., Dallas, has appointed Benton & Bowles Inc. as advertising agency for Seven Seas salad dressings, currently marketed in Chicago and Cleveland.

TVB 'Selectroniscope' to aid spot tv buyers

Agencies and advertisers may have their spot tv buying problems considerably lessened this spring with the publication of Television Bureau of Advertising's "Selectroniscope 1001," an audit of the audiences and costs of spot tv.

Selectroniscope is designed to give the marketer information on timing of seasonal campaigns, heavy saturation campaigns, bolstering weak markets, launching new products, pre-testing national campaigns, concentrating on special audiences, counteracting competitors' efforts and building local dealer cooperation.

TVB is accepting orders for the Selectroniscope, successor to the "Television Sampler" published five years ago by the organization. The Selectroniscope, with the "Rapid Computer," costs $10 and can be ordered through TVB, 1 Rockefeller Plaza, New York 20, N. Y.

Funny, man!
The Steve Allen Show is now seen in the following markets

Baltimore WJZ-TV
Boston WBZ-TV
Chicago WBBK
Cleveland KYW-TV
Columbus (Ohio) WTVN-TV
Dallas KRLD-TV
Des Moines KRNT-TV
Detroit WJBK-TV
Evansville WTVV
Grand Rapids WZZM-TV
Honolulu KGMB-TV
Indianapolis WLW-TV
Kansas City KMBC-TV
Los Angeles KTLA
Minneapolis/St. Paul WCCO-TV
New Haven WNHC-TV
New York WPIX
Palm Beach WPTV
Phoenix KOOL-TV
Pittsburgh KDKA-TV
Portland, (Me.) WGAN-TV
Portland, (Ore.) KATU-TV
St. Louis KTVI
San Antonio KENS-TV
San Diego KFMB-TV
San Francisco KPIX
Seattle KIRO-TV
Springfield (Mass.) WHYN-TV
Syracuse WNNYS-TV
Tucson KOLD-TV
Washington WTOP-TV
Youngstown WKST-TV

WBC PROGRAM SALES, INC.
122 E. 42nd Street, New York 17, N. Y.
Murray Hill 7-0808
FUNNY, MAN!

And television's funniest program is really packing them in! ARB data shows The Steve Allen Show in first place, or tied for first, in markets like: Los Angeles (5 rating, 33% share in 7-station market) Pittsburgh, Kansas City (10 rating, 39% share in 3-station market), Boston (7 rating, 41% share in 3-station market), Baltimore, Washington (5 rating, 33% share in 4-station market) and Cleveland!

In fifteen markets surveyed by ARB in October and again in November, the average market showed a 30% increase in rating and a 21% increase in share of audience for The Steve Allen Show in a month's time!

Let us show you a sample of the series which Cecil Smith of the Los Angeles Times called: "wild, uninhibited fun"; fill you in on its outstanding rating performance; and present several other succinct reasons why The Steve Allen Show should be on your station. Interested? Get in touch with Al Sussman.

Source: ARB Reports, October and November, 1962. Average 1/4-hr. rating in Steve Allen time period.
1962 tv billings topped $1.5 billion

TVB REPORTS SPOT WAS UP 17% AND NETWORK INCREASED 12.2%

Gross time billings in television network and spot totaled more than $1.52 billion in 1962, according to Television Bureau of Advertising.

Network totals, compiled by individual networks for the year, were released last week. TVB also announced fourth quarter spot totals and breakdown. An earlier report (BROADCASTING, Feb. 18) by TVB had placed spot billing for 1962 at $712,212,000, an increase of 17% over the $617,398,000 in time billings in 1961. The network increase was 12.2%.

Spot tv gross time billings in the fourth quarter of 1962: $197,759,000. This represents an 11.2% increase over the previous like period on basis of dollar volume, and a 9.5% gain according to an analysis of the 313 stations reporting in both the fourth quarter 1962 and 1961.

Of the networks, CBS-TV recorded the greatest annual gain (16%). NBC-TV was next with 11.5% and ABC-TV had 7.7% more. The billing figures for both network and spot:

**Network**

<table>
<thead>
<tr>
<th>Month</th>
<th>Network TV Gross Time Billings</th>
<th>January-December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 1962</td>
<td>15,572,900</td>
<td>$18,296,385</td>
</tr>
<tr>
<td>Feb 1963</td>
<td>19,061,140</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>Mar 1963</td>
<td>31,578,579</td>
<td>$37,745,000</td>
</tr>
<tr>
<td>Apr 1963</td>
<td>25,528,518</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>May 1963</td>
<td>15,572,900</td>
<td>$18,296,385</td>
</tr>
<tr>
<td>June 1963</td>
<td>21,600,000</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>July 1963</td>
<td>26,528,518</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>Aug 1963</td>
<td>24,528,518</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>Sep 1963</td>
<td>23,528,518</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>Oct 1963</td>
<td>22,528,518</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>Nov 1963</td>
<td>21,528,518</td>
<td>$25,528,518</td>
</tr>
<tr>
<td>Dec 1963</td>
<td>20,528,518</td>
<td>$25,528,518</td>
</tr>
</tbody>
</table>

**Spots**

**Fourth Quarter 1962**

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Spot Billings by Day Parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcements</td>
<td>$143,698,000</td>
</tr>
<tr>
<td>ID's</td>
<td>$15,482,000</td>
</tr>
<tr>
<td>Programs</td>
<td>18,467,000</td>
</tr>
<tr>
<td>Total</td>
<td>$177,827,000</td>
</tr>
</tbody>
</table>

**Top 10 Spot TV Advertisers**

1. Procter & Gamble $14,065,400
2. General Foods $6,499,500
3. Colgate Palmolive $5,473,800
4. Bristol-Myers $3,260,100
5. Lever Broth $4,645,500
6. William Wrigley Jr. $3,528,800
7. Alberto-Culver $3,082,500
8. Coca-Cola (bottlers) $2,968,800
9. American Home Products $2,900,800
10. General Mills $2,530,900

**Continued on page 38**
"Carroll...it really works!" WFMY-TV's Women's Director and her friend discover there's plenty of life...and water...left in the old pump yet, one of the many picturesque tourist attractions in the Moravian settlement of Old Salem, located near the center of modern Winston-Salem. From this early-day village, founded almost two centuries ago, came the beginning for today's vibrant Winston-Salem, North Carolina's third-largest city and the world's largest producer of tobacco products, with a record 10-year payroll increase of 147%. WFMY-TV is now in its 14th year of bringing CBS and aggressive local programming to the Winston-Salem, Greensboro and High Point area, the largest metropolitan TV market in the Carolinas and the heart of our 51-county coverage area. WFMY-TV...it really works, too.
Gift Stars starts radio-tv test

Gift Stars Inc., Minneapolis, will start a test-market advertising campaign on radio and tv stations in 10 western states on April 1, to introduce its new gift coupon program.

Schedules on 62 radio and 21 tv stations will run for 10 weeks, 2 for a one-year, all-media test. Howard Wilson, advertising director of Gift Stars, said the new gift stamp program would invest about $500,000 in all media for the first two months of the one-year test. Gift Stars expects to spend a total of $20 million in introductory advertising over a period of time (BROADCASTING, Oct. 22, 1962).

Gift Stars operates this way: housewives will buy products of manufacturers participating in the program. The shopper will save the coupons, which will be packed with the product, until she trades them in for free gifts.

Curtis L. Carlson, president of Gift Stars, noted the coupons do not compete with trading stamps. The coupons are designed to foster product allegiance rather than store loyalty, as in the case of trading stamps.

Gift Stars' introductory schedule, according to Mr. Wilson, is placed in a "controlled" test area: 2.1% of the total U.S. It covers all of Colorado and Utah, and parts of eight other states.

The schedule calls for a radio campaign of 30-60 spots per week per station, consisting of ID's and minutes. The tv drive in major markets will consist of 20-25 spots per week total. Minor tv markets will have 12-15 spots total per week. In tv, minutes, 20s and ID's will be used.

Only one manufacturer in each product category will be accepted for participation in the new Gift Stars broadcast program.


ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS

<table>
<thead>
<tr>
<th>PRODUCT CLASSIFICATION</th>
<th>FOURTH QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1962</td>
</tr>
<tr>
<td>Agriculture</td>
<td>$264,000</td>
</tr>
<tr>
<td>Ale, beer &amp; wine</td>
<td>14,768,000</td>
</tr>
<tr>
<td>Amusements, entertainment</td>
<td>443,000</td>
</tr>
<tr>
<td>Automotive</td>
<td>6,592,000</td>
</tr>
<tr>
<td>Building material, equipment, fixtures, paints</td>
<td>469,000</td>
</tr>
<tr>
<td>Clothing, furnishings, accessories</td>
<td>4,821,000</td>
</tr>
<tr>
<td>Confections &amp; soft drinks</td>
<td>13,977,000</td>
</tr>
<tr>
<td>Consumer services</td>
<td>6,457,000</td>
</tr>
<tr>
<td>Cosmetics &amp; toiletries</td>
<td>20,781,000</td>
</tr>
<tr>
<td>Dental products</td>
<td>3,529,000</td>
</tr>
<tr>
<td>Drug products</td>
<td>18,933,000</td>
</tr>
<tr>
<td>Food &amp; grocery products</td>
<td>51,942,000</td>
</tr>
<tr>
<td>Garden supplies &amp; equipment</td>
<td>49,000</td>
</tr>
<tr>
<td>Gasoline &amp; lubricants</td>
<td>5,046,000</td>
</tr>
<tr>
<td>Hotels, resorts, restaurants</td>
<td>229,000</td>
</tr>
<tr>
<td>Household cleaners, cleansers, polishes, waxes</td>
<td>4,982,000</td>
</tr>
<tr>
<td>Household equipment, appliances</td>
<td>1,909,000</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>592,000</td>
</tr>
<tr>
<td>Household laundry products</td>
<td>13,979,000</td>
</tr>
<tr>
<td>Household paper products</td>
<td>2,850,000</td>
</tr>
<tr>
<td>Household, general</td>
<td>1,390,000</td>
</tr>
<tr>
<td>Notions</td>
<td>113,000</td>
</tr>
<tr>
<td>Pet products</td>
<td>2,976,000</td>
</tr>
<tr>
<td>Publications</td>
<td>475,000</td>
</tr>
<tr>
<td>Sporting goods, bicycles, toys</td>
<td>7,731,000</td>
</tr>
<tr>
<td>Stationery, office equipment</td>
<td>61,000</td>
</tr>
<tr>
<td>Television, radio, phonograph, musical instruments</td>
<td>366,000</td>
</tr>
<tr>
<td>Tobacco products &amp; supplies</td>
<td>7,309,000</td>
</tr>
<tr>
<td>Transportation &amp; travel</td>
<td>1,407,000</td>
</tr>
<tr>
<td>Watches, jewelry, cameras</td>
<td>1,579,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,745,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$197,759,000</td>
</tr>
</tbody>
</table>

Package designers should keep television in mind

Closer cooperation between tv commercial producers, advertising agencies and designers of product packages was urged by a panel of speakers during a meeting of the eastern chapter of the Package Designers Council in New York last week.

This suggestion was raised by John Lanigan, executive vice president, Videotape Productions of New York, and was echoed by other speakers. Mr. Lanigan claimed that many advertisers, though pleased with their commercial generally, often believe that their package "looks terrible" on tv. He urged package designers to consult with the commercial producers, to test the package on a tv monitor during exploratory and trial stages so that a maximum effect can be achieved.

Other panelists expressed a similar view and claimed they did their best to make packages entertaining on tv. The panel also included William Duffy, senior art director, McCann-Erickson; Carroll Martin, art director, J. Walter Thompson; Lee Savage, art director, Elektra Productions, and John Muirha, Sandgren & Muntha.

Storm Adv. acquires Padco

Storm Adv. Inc. of Rochester, N. Y., and St. Louis has acquired the Padco Adv. Agency also in St. Louis. The Storm company said that Padco President Paul D. Kranzberg and Louis H. Enkelmann, vice president, will both become vice presidents of the Storm agency.

Storm said that other Padco personnel will also join Storm offices in St. Louis under the direction of Gerald P. Deppe, executive vice president. Office space in St. Louis has been expanded to handle new personnel, the agency said.

Also in advertising . . .

Rep firm moves • Spot Time Sales, New York, has moved to larger quarters at 444 Madison Ave., zone 22. The telephone number, Plaza 3-3337, remains the same. Spot Time Sales also announced that Bert Chance will represent the firm in San Francisco, at 41 Sutter St. Telephone is Yukon 1-1199.

Rep firm moves • The Devney Organization Inc., and its subsidiary D-O Sales Service, have moved to 347 Madison Ave., New York 17. New telephone is Murray Hill 3-5830.

MPO staffs move • All management, sales, accounting and editing personnel of MPO Videotronics Inc., New York, have moved to its new 'communications center' at 222 E. 44 St. MPO is operating studios and production facilities in Long Island City, N. Y., until completion, scheduled for April, of the production center in MPO's new building in Manhattan.

38 (BROADCAST ADVERTISING)
TAKE ADVANTAGE OF NEW FCC RULING ON REQUIRED READINGS WITH A LOW-COST MODULAR SYSTEM

AUTOLOG features the lowest cost modular system with four to nine channels available for local or remote use. Why spend extra money on an elaborate system when AUTOLOG maintains legally and technically correct logs?

Ready for delivery.

YOU HAVE SEEN AUTOLOG IN ACTION
- First demonstrated at 1962 NAB Show, Chicago, Ill., April, 1962
- Florida Association of Broadcasters, Tampa, Fla., June, 1962
- IRE Annual Broadcast Symposium, Washington, D.C., Sept., 1962
- Seven NAB Regional Conferences Oct.-Nov., 1962

Please send me AUTOLOG information for my station.
Transmitter Make and Model
Present Remote Control Make and Model
Number of Towers Frequency Monitor Make
Name Title
Station Address City State
Campbell-Mithun unveils new offices

NEW MINNEAPOLIS LAYOUT FEATURES ‘TRAFFIC-LOOP’ SPACE DESIGN

Campbell-Mithun Inc. held open house in Minneapolis last week to show off its new custom-designed agency headquarters in the city’s equally-new Northstar Center, a $25-million office-hotel-shopping complex that is part of a vast downtown redevelopment program. Campbell-Mithun is part owner-investor in Northstar Center.

The agency has two-plus floors in the center with the office layout featuring an unusual traffic-loop design. With Campbell-Mithun spending nearly one-half of its more than $50 million annual billings in the broadcast media (11% radio, 36% television, of which more than half is local spot), a key highlight of the new headquarters is the agency’s tv-radio production facilities, audition theatre and closed-circuit tv system.

Broadcast clients include Hamm’s beer, Chun King, Northwest Orient Airlines, Pillsbury, Malt-o-Meal, Bubble-Up and American Dairy Assn. among others.

Dubbed Campbell-Mithun’s “first” news conference since the agency’s founding 30 years ago, the open house event Monday represented the only time that insiders could recall that Raymond O. Mithun, co-founder and board chairman, has disclosed publicly the basic operating philosophy of the agency. Mr. Mithun emphasized that the most powerful force in the world of advertising and marketing is an idea. For this reason, he explained, computers or machine technology could never replace creative talents or substitute for human judgment.

Albert R. Whitman, Campbell-Mithun president, pointed out that while computers will assist in cutting down work detail, the “answers” that come out of the machines can never be any better that the quality of the data that is fed into them. The human judgment factor is constantly involved in evaluating this data, he noted.

An executive committee of the agency has been studying the application of computers to media selection and buying for more than a year. The computer center in the new headquarters presently is devoted chiefly to streamlining internal paperwork and administrative functions, but starting in April it will be used for experimental media application. New York consultant Ira Rubel is assisting the agency in development of computer uses, Mr. Mithun said.

Campbell-Mithun “has found great reward in working with tough-minded but fair clients,” Mr. Mithun said. The demanding client keeps both his people and those of the agency “on their toes,” he added. Their chief goal: helping clients grow. The result has been a sixfold growth in billing volume for the agency during the past decade, with 70% of this coming from clients already served.

“No one is going to make intelligent progress in our agency unless he has great innate desire,” Mr. Mithun said. The agency has long used an industrial psychologist to test employees’ qualifications, he said, but the one quality that can’t be measured “is the depth of fire in a man—the desire to win for a client.” While Campbell-Mithun demands this zeal of its people, it must be disciplined and in line with the “golden rule,” he explained.

Campbell-Mithun also believes in “pioneer ideas” which are joined together in a total marketing program to produce “cog wheel power,” Mr. Mithun said. As an example he cited how the basic theme of Hamm’s beer is expressed and reinforced throughout all major media as well as labels, trucks, point-of-purchase, menus, napkins, etc.

“We start with the creative idea decision first,” he explained, “and then we find the media.” However, Northwest Orient Airlines highly successful venture into saturation radio in 1958 with its “gong” commercial was an application of the pioneer idea to media, he indicated. Before that the airlines believed newspapers were the only way they could advertise effectively, he recalled, but the “gong” and radio combined to give Northwest high consumer

New Minneapolis office of Campbell-Mithun is in block-square $25 million Northstar Center. Parking space occupies building’s lower floors, topped by restaurants, hotel, bank, swimming pool, office space and other facilities.

Among key features of Campbell-Mithun’s new custom-planned headquarters are the agency’s closed-circuit system, television theatre and radio studio facilities. Art Lund, tv-radio director, is seated at master control for a commercial audition observed by (l-r) Scott Park, tv creative director; Dick Stevens, tv-radio production manager; Bob Riemenschneider, assistant media director, and Ken Oeschiager, C-M creative director.

BROADCASTING, March 4, 1963
BUY

That very highly survey-rated*,
CBS affiliated,
Personality activated,
Civic-minded motivated,
Sales results premeditated,
Cowles station in Des Moines

NOW!

*See Oct.-Nov. Nielsen
and Nov.-Dec. ARB
for the highest ratings
we've ever received.

KRNT-TV

"One of the great news stations in the nation"

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.
Represented By The Katz Agency
Alvis H. Temple (l), WKCT Bowling Green and secretary-treasurer of the Kentucky Broadcasters Assn., explains a radio problem at the NAB conference to Rep. Walter Rogers (c) (D-Tex.), chairman of the House Communications Subcommittee, and FCC Commissioner Rosel H. Hyde.

FCC reaching for broadcasting's NAB's ways are changing, some Minneapolis employes are inside windows. All lobby office off difference in

When products like bread and Mithun -Mithun occupies 10th floor problem is 16th -Mithun's theatre, studio, tv facilities. These are studied for ideas to incorporate in the tv theatre, studio, control and closed-circuit tv facilities. Since the agency "product" is ideas, the office layout pattern involves "loops" flowing out from and back to a central hub. In the 11th floor creative department, for example, specific projects move from the single traffic-and-production center through the appropriate creative team and back again to traffic-production which is responsible for seeing that the work is done on time.

Another highlight of the "loop" involves placement of the research department next to the creative department since all ideas must begin with facts. This arrangement allows the idea flow to run from research through into task force, back to research for pre-testing and back again for post testing, the agency explained.

Campbell-Mithun's tv theatre seats 50 and includes both monochrome and color monitors. The closed circuit tv system feeds the theatre and six other locations within the agency. The master control center was custom built by Illinois Electronic Systems Inc., Chicago, midwest representative for General Precision Labs.

In one sub-level of Northstar Center the agency houses its library, data processing center, duplicating and mail services, telephone-teletypewriter center, creative kitchen and employe lunchroom.

Campbell-Mithun also has offices in Chicago, Hollywood and Baltimore and employs approximately 500 people to service the agency's diversified list of 42 different clients.

THE MEDIA

NAB's record questioned at conference

STATE PRESIDENTS ROAM WIDE AREAS DURING 2-DAY NAB MEETING

What kind of leadership is the NAB providing for radio and tv stations? Is the NAB effectively working to improve broadcasting's public image; fighting an FCC reaching for more and more power; coordinating activities of state associations? Is the NAB too weak? Does it actively and effectively stand up for the broadcasting industry?

These were questions raised from the floor and discussed spiritedly by delegates to the NAB's 8th Annual Conference of State Assn. Presidents in Washington's Shoreham Hotel last Tuesday and Wednesday (Feb. 26-27).

The controversial discussion centering around NAB President LeRoy Collins was put to the floor during a Wednesday morning roundtable discussion open to any subject. Over a dozen state presidents—some not members of NAB—spoke up, with pro and anti-Collins views about equally divided among those who entered the discussion.

Many, while defending Gov. Collins, asked the NAB for closer liaison with state groups and for action in specific areas.

Gov. Collins was not present and made no comment on the debate. He and the NAB were defended by panel moderator Vincent Wasilewski, NAB executive vice president; Howard Bell, NAB vice president for planning and development and conference coordinator, as well as several broadcasters.

C. Van Haaften, of KTUC Tucson, and president of the Arizona Broadcasters Assn., broached the subject with an attack on the NAB's alleged lack of leadership without mentioning Gov. Collins by name. He charged the NAB leadership is weak and must be made stronger. It does not help individual stations and state associations and the NAB's public relations activities are unsatisfactory, Mr. Van Haaften, whose station is not a member of the NAB,
'We deliver!'

"Yes, we deliver," say Tom Garten¹ and John Sinclair².
"We deliver Charleston, Huntington and 72 counties!"

Supermarket Station WSAZ-TV delivers all of Supermarket (conveniently listed in data books as the Charleston-Huntington Market). Including its four-state four-billion-dollar payroll; its 2,302,000* consumers; its 495,700** TV homes; and its $2,011,372,000* in retail sales!

What’s more, WSAZ-TV is the only station that delivers Supermarket!

WSAZ-TV has the tallest tower and the lowest channel number. A perfect combination for reaching over giant mountain tops to TV antennas tucked deep in valley towns...to reach all of Supermarket all at one time.

And Supermarket TV fans are so loyal to WSAZ-TV. You see, with twin studios in Charleston and Huntington and correspondents in cities all over Supermarket, WSAZ-TV really serves the area.

Now that you know how we deliver—and how much—how long can you afford to put off a chat with your Katz Agency man?

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

¹SRO (July, 1962) ²ARB Coverage Study (Fall, 1960)
charged. He said later that he did not know a reporter was present when he made his remarks.

NAB Reply * Mr. Wasilewski immediately answered the Arizona broadcaster and expressed regret that Gov. Collins was not present to personally reply. The No. 2 man at the NAB strongly defended the approach and activities of the association—which he said is faced with a changing government ever trying to exert more control over radio-tv. He maintained the NAB is fighting as vigorously as possible. “We have done our best to fight these government inroads,” he said.

Later in the discussion and in answer to another critic of the NAB, Mr. Wasilewski said: “I’ll be damned if I’ll say that our staff isn’t as good as the personnel at any trade association.” The quality of the NAB’s personnel is “the highest and all are dedicated to their jobs,” he said.

Morton Henkin, KSOO Sioux Falls and president of South Dakota broadcasters, and Florida President Joseph H. Field Jr., WIRK West Palm Beach, both entered strong defenses of the NAB and its president. “We should decide what we can do for NAB and not what NAB can do for us,” Mr. Field said.

Mr. Henkin took the same position in criticizing state associations for not helping the national association more. “Before we complain about the leadership of the NAB, we should examine our own positions,” he said. Answering earlier statements from state presidents that they had picked up nothing worthwhile from the conference to take home, Mr. Henkin said “I’m taking a whole lot of information back....” to South Dakota.

Not Wanted * Colorado President Bob Martin, KMOR Littleton (non-NAB member), said that he was instructed by his association not to invite anybody from the NAB to speak at the Colorado convention in June because “they are not interested in anything the NAB has to say.” He charged that Gov. Collins is ineffective because he is not a broadcaster, never has been and never will be.

“He is going in one direction and we are going in another,” Mr. Martin said. “I go home with the feeling that Gov. Collins is one of the nicest guys in Washington but if I sat down and talked to him, he wouldn’t know me very well and I wouldn’t know him when we finished talking.”

Mr. Wasilewski invited Mr. Martin to meet with the NAB president, expressing confidence that afterward the Coloradoan would change his opinion.

The New Jersey president, Fred M. Wood of WMV Millville, agreed with Mr. Van Haaften’s criticism.

Sam J. Slate, New York state presi-
FOR BLACK-and-WHITE TV

RCA FIELD-MESH IMAGE ORTHICONS

IMPROVED MANUFACTURING TECHNIQUES
RCA-7293A, 7295A and 8093A Image Orthicons for black-and-white television now produce significant signal output and signal-to-noise improvements.

An approximate 30 per cent improvement in signal output and as much as a 30 per cent improvement in signal-to-noise ratio can be attributed to improved manufacturing techniques. Each tube type also offers improvements in fine detail response, background quality and reduced microphonics.

RCA-7293A, 7295A and 8093A are but three of RCA's broad family of Image Orthicons. For fast delivery of these and others in the line, see your Authorized RCA Distributor of Broadcast Tubes.

RCA's Family of 3" Diameter Image Orthicons for Black-and-White TV programming includes:

RCA-5820A—Exceptional all purpose type for studio and remote telecasting; features extremely uniform and reliable performance due to very tight quality-control standards.

RCA-7293A—Field mesh type utilizing special anti-ghost design; recognized for its reduced edge effects and corner focus features.

RCA-8093A—Field mesh, anti-ghost type with wide dynamic range and high signal-to-noise ratio, making it ideal for tape recording with TV cameras designed for 3-inch diameter image orthicons.

RCA-4401V1—Sensitive, high-performance tube for low-light-level broadcast quality black-and-white pickup where scene illumination is less than 10 footcandles and depth of focus conditions require operating the lens at f/8 or higher.

FOR FAST SERVICE ON THESE TYPES CALL YOUR RCA DISTRIBUTOR OF BROADCAST TUBES

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

RCA® The Most Trusted Name in Television
Sen. Hartke wants Sec. 315 'straitjacket' removed

The grown-up, affluent and responsible broadcasting industry has "had long enough to learn its obligations in the straitjacket of regulation and ought now be turned as loose as possible," Sen. Vance Hartke (D-Ind.) told the NAB's State President's Conference in Washington last week (see page 42).

Sen. Hartke made his remarks in promising to push for repeal of Sec. 315 of the Communications Act which requires broadcasters to provide equal time for all political candidates. However, he tempered his plea for freedom with a proposal for "continuous study" of broadcasting operations without Sec. 315; closer government scrutiny of license renewal applications, and endorsement of the often-expressed position that the licensee holds a "valuable commodity" which belongs to the people and which he only borrows.

There is no reason why broadcasting laws should "shackle coverage of any campaign or any news for that matter," the member of the Senate Commerce Committee and its Communications Subcommittee said. "The final decisions on news value and coverage should be left to the experts in the newsrooms."

Noting that Sec. 315 was suspended in 1960 for the presidential campaign, Sen. Hartke said it's obvious that a law which "needs to be lifted in whole or part from time to time is not a good law. I think if the suspension can be afforded in the contest for the highest office in the land, it can be for all contests for all offices."

Sen. Hartke announced that he planned to reintroduce a bill sponsored in the last Congress calling for the repeal of Sec. 315. Hearings begin today (Monday) before the House Communications Subcommittee on a bill to suspend equal time requirements during the 1964 campaign (see page 62).

Too Many Specialists • The senator said that too many radio stations are turning toward specialization in one type of programming to the exclusion of all other program varieties. "I certainly don't think it is necessary for a station to cater exclusively to devotees of rock-and-roll, long-hair music or anything else," Sen. Hartke said. "I prefer my news and public affairs to be varied with entertainment of various kinds."

No hard and fast rules should be passed on specialization, he said, in conceding it may be desirable in certain markets.

Sen. Hartke put in a kind word in the fight of daytime stations to get minimum hours of 6 a.m. to 6 p.m. If a high-powered station is going to claim "some kind of squatter's rights over a vast territory, it ought to be prepared to serve that vast territory and not just with entertainment or even news of national interest," he said. "I think the public service obligations grows with the size of the area."

In his opening remarks, Sen. Hartke had high praise for the leadership provided broadcasting by NAB President LeRoy Collins. "The NAB is fortunate to have Gov. Collins as president," he said. "Everyone on Capitol Hill respects him and he has brought a lot of prestige to the industry."

Senator Hartke

by Cleatus O. Brazzell, South Carolina president from WELP Easley. He said the national association has an able leader and that the industry is in a "state of confusion" because of heavy pressures from government. The state groups are not using the leadership offered by NAB, Mr. Brazzell said, and the states should take the lead in fighting government controls.

Hamilton Shea, WSVA Harrisonburg and president of Virginia broadcasters, had a different complaint. He said that the conference of state presidents had been unproductive as far as giving the state associations a common project to work for. "I don't have much to really take home and put the boys to work on," he said. He suggested the NAB, in future conferences, select three or four major projects and let the delegates select one or two for all states to push collectively during the year.

This brought several comments on what had been the major project discussed at last week's sessions. Mr. Bell said it was the mandate to work for freedom of information on the state level. Robert H. Williams, Pennsyl-
If you could choose the slot where your tax money goes...

you would probably pick defense, or space exploration, or some other vital government job. It isn't likely that you'd pick a job for which there is no need for government to spend your tax money.

Yet some people keep urging the federal government to pour a lot of your tax money into federally owned electric power plants and lines, where 5½ billion dollars are already invested.

There's not the slightest need for this kind of spending. The nation's more than 300 investor-owned electric light and power companies can supply all the additional power a growing America will need.

Needless spending of your tax money would be senseless at any time, but it's downright dangerous today when so many billions are needed for essential jobs only the federal government can do.

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Sponsors' names on request through this magazine
Virginia president from WHLMt Blomsburg, said he fully agreed with Mr. Shea and thought the major crusade should be to get a broadcaster on the FCC—"come hell or high water" (see box, page 50).

Several state presidents, including Bob Thomas, WJAG Norfolk, Neb., and Don Sullivan, KVTV (TV) Sioux City, Iowa, wanted the NAB to keep state associations better informed of the activities of other state groups and to coordinate them for more effective combined efforts. Mr. Thomas pointed out that broadcasters in Kansas did not know what their colleagues in Nebraska were doing nor did Nebraska know what Kansas was up to.

Both Messrs. Wasilewski and Bell pledged that the NAB would do better in this area. Mr. Bell pointed out that a regular NAB publication, Stateside, was dropped because of a lack of demand and that not a single broadcaster complained. "We are willing to do the job if you want us to do it," Mr. Bell said.

Aggressive War • Gov. Collins opened the conference of 75 broadcasters from 49 states and Puerto Rico with a pledge that NAB will conduct an "active and aggressive war" against government interference with the freedom of broadcasting.

The best way to fight government encroachments is for the industry to be constantly striving to improve its own product "in every way we can," he said. In every step toward self-improvement "we are indeed fortifying our freedom of broadcasting," the NAB president stressed.

He called for the continued strengthening of state associations as the "bulwark" of NAB's effectiveness. "The stronger our state associations are, the stronger the NAB can be," he said.

Conference Chairman Joseph W. Goodfellow, vice president-general manager of WRC-AM-FM-TV Washington and president of the Maryland-D. C. Broadcasters Assn., urged a closer relationship between state broadcaster groups and the NAB.

Four key NAB staff executives reported to the delegates on "The Washington Outlook" with Mr. Wasilewski moderator. Paul B. Comstock, vice president for government affairs, said that the NAB has "pressed unrelentingly" for radio-tv access to committee meetings of the House. He urged individual state associations to ask their congressional delegations to introduce resolutions calling for removal of the ban.

Mr. Comstock also discussed several other industry matters pending before Congress, such as Sec. 315 of the Communications Act, community antenna regulation, freedom of information hearings, the ratings investigation and hearings beginning next week before the House Antitrust Subcommittee on concentration of ownership in news media.

General Counsel Douglas Anello discussed the FCC actions "disturbing" encroachments into the freedom of broadcasting. He said the FCC made 2,366 inspections of radio stations in 1962, the highest number on record. During a question-and-answer session which followed, several complaints were made against FCC inspectors' actions at individual stations.

These were directed primarily against one alleged demand by an FCC field man for a station's checkbook, and inspections on Sundays. (The FCC said later the checkbook incident involved a request for check stubs to determine if the station employed full-time a first class engineer.)

Mr. Bell said that freedom of the press usually means freedom from government restrictions. He said the NAB has taken the lead in the fight for equal access because the public relies more on broadcasting for news and information than any other medium. He reported on the upcoming news media confer-

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Changing hands...

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

- WCCM, WGHJ (FM) Lawrence, Mass.: Sold by Mrs. Eileen M. Jaspert to Curt Gowdy for $325,000. Mr. Gowdy is a nationally known sportscaster, having broadcast the Boston Red Sox baseball games since 1951, and the NCAA Game of the week and AFL football over ABC-TV last season. He lives in Wellesley Hills, Mass. WCCM, founded in 1947 by the late George H. Jaspert, operates daytime only on 800 kc with 1 kw. WGHJ operates on 93.7 mc with 1.35 kw. Broker was Hamilton-Landis & Assoc.

- WBBR-AM-FM East St. Louis, Ill.: Sold by Larry Picus to Paul Adams for $317,000. Mr. Adams is chief engineer of WCOP-TV Cincinnati. Mr. Picus owns WOBS Jacksonville, Fla. WBBR is a fulltime station on 1490 kc with 500 w daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

- KENO Las Vegas, Nev.: Sold by Maxwell Hurst and associates to VRA Enterprises for $275,000. VRA Enterprises is headed by M. D. Buchen, who is president of KNEZ Lompo and KAVR Apple Valley, and is general manager of KRKD Los Angeles, all California. KENO operates fulltime on...
ence with White House officials on freedom of information (see page 60).

Mr. Bell detailed the NAB's six-year fight against the American Bar Assn.'s Canon 35 barring cameras and microphones from the courtroom. He charged the ABA has not given broadcasting a "fair trial" and urged the state groups to take up the fight. He outlined a program to be waged by broadcasters on the local level to remove radio-tv from "second-class citizenship" in news gathering.

Successful Programs • During the Tuesday afternoon session, five presidents of state associations presented reports on successful projects in their states. Thomas C. Bostic, KIMA Yakima and president of the Washington State Assn. of Broadcasters, detailed successful efforts to win some of the state's legal advertising for radio-tv. He said $70,000 in 1962 had been channelled to radio-tv for advertising proposed amendments to the state constitution—money that formerly went into newspapers.

Jack Starnes, WBAG Burlington and president of the North Carolina association, said his association "gained stature and prestige" through the establishment of a permanent office in Raleigh, the state capital. He explained many benefits through closer liaison with the state government and said that members' dues were raised from $15 to $100 to finance the NCAAB activities.

NAB Radio Board Chairman Willard Schroeder (WOOD Grand Rapids), who also is president of the Michigan association, explained a college training program to be started in his state next month. College students from three state universities will spend 10 weeks at participating stations, he said, to work in all phases of radio-tv operations. The students will be paid $50 weekly and will receive college credits while detailed to the stations. Emphasis will be placed on management spending considerable time with the students, Mr. Schroeder said, and they "will not be used as mimeograph operators or janitors." He said the student program was started because of a feeling that top college students were not turning to broadcasting for careers and that those that did were not properly trained.

Don C. Dailey of KGBX Springfield and president of the Missouri Broadcasters Assn., said that broadcasters in his state had tapped $100,000 in advertising from non-profit groups by establishment of a central billing system. Through this system, for the past 10 years Missouri stations have received revenues normally devoted to print media, he said. MBA will not place advertising for regular commercial accounts and retains the regular 15% commission for its services to stations, he said.

He said the association employs a full-time lawyer and legislative expert in addition to an executive secretary and started charging members dues only last year, operating for nine years on commissions from the non-profit advertising.

Jack C. Michael, president of the Tennessee Assn. of Broadcasters from WREC Memphis, explained three successful state-wide promotions of TAB. These included scholarships, high school speech and drama leagues and a 1962 campaign on behalf of state parks. The latter drive resulted in an increase for 1962 of 900,000 in attendance at state parks, he said.

Who Makes Rules? • Charles Stone, manager for the NAB Radio Code, urged the state association heads to join and support self-regulatory efforts with this warning: "help make the rules or be ruled" by government.

"The industry must become convinced that lashing itself to the wheel of its own ship to avoid being washed away by the force of outside elements" makes good sense, Mr. Stone said. The tenets of the code were conceived for the betterment of radio, he said, and

1460 kc with 1 kw. Broker was Wilt Gunzenhöfer & Assoc.

• KAVE-AM-TV Carlsbad, N. M.: Sold by Ed Talbott and associates to John Dome for $250,000. Mr. Dome owns WINF Hartford, Conn. Mr. Talbott and group retain ownership of KROD-TV El Paso, Tex. KAVE is a fulltimer on 1240 kc with 250 w. KAVE-TV operates on ch. 6 with 11.7 kw. Broker was Hamilton-Landis.

• WKLC St. Albans, W. Va.: Sold by Raymond J. Kandel to D. L. Rike & Co. for $191,000. Rike company is an investment house in Toledo, Ohio, and owns WOHF Belleville, Ohio. John J. Cote is president of the buying group. WKLC is a daytimer on 1300 kc with 1 kw. Broker was R. C. Crisler & Co.

• KILE Galveston, Tex.: Sold by David Nathan and associates to Radio Galveston Inc. for $165,000. Radio Galveston is headed by Frank Junell of Lubbock, Tex. KILE is a fulltimer 250 watter on 1400 kc. Broker was Hamilton-Landis & Assoc.

• WARN-AM-FM Fort Pierre, Fla.: Sold by Ranulf Compton and group to Charles Amory for $375,000. Mr. Amory is with Wesley Assoc., New York advertising agency. Mr. Compton's group retains WDKN Camden, N. J. WARN operates fulltime on 1330 kc with 1 kw day and 500 w night. WARN-FM is on 98.7 me with 1.3 kw. Broker was Hamilton-Landis.

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#### EAST COAST—Network affiliated VHF-TV station operating in the black. Good physical facilities. Total price of $650,000.00 on terms to be negotiated.

#### FAR WEST—Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Crossing $7-8,000.00 monthly and capable of doing much better. Priced at $175,000.00 with $50,000.00 down and balance over ten years.

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**WASHINGTON • AMC APPRAISALS • FINANCING OF CHOICE PROPERTIES**

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<td>Ray V. Hamilton 1737 DeSales St., N.W. Executive 3-3456</td>
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<td>Chicago</td>
<td>Richard A. Shaheen John D. Stephenson Tribune Tower Delaware 7-2754</td>
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<td>Dallas</td>
<td>Donald Landis Joe A. Oswald 111 Bryan St. Riverdale 8-1175</td>
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**America's Most Experienced Media Brokers**
'Qualified broadcaster' wanted on FCC

Appointment of a "qualified broadcaster" to the next available vacancy on the FCC was urged last week in a petition to President Kennedy adopted unanimously by the delegates to the NAB-sponsored Conference of State Broadcasters' Association Presidents.

The resolution was entered into the Congressional Record by Sen. Jennings Randolph (D-W.Va.) and sent to members of Congress in addition to the President. It states: "The undersigned representatives of State Broadcasters' Associations gathered at the Eighth Annual Conference of State Association Presidents of State Broadcasters' Associations that voluntary associations of trade and professional groups must stir from their lethargy. "It's about time that we stood up on our hind legs and started talking about the things we're doing to lift the level of living in America," he said. "I think we've been sleeping too long."

The conference concluded Wednesday afternoon with a meeting of state association executive secretaries presided over by Jack Williams of the Georgia Assn. of Broadcasters.

Over half the states indicated that they now have fulltime executive secretaries and many of the remainder announced plans to obtain secretaries in the future.

Highlight of the conference was a Tuesday evening reception and buffet supper hosted by Gov. Collins and the NAB. Among the guests were 25 U.S. senators, 60 congressmen and six members of the FCC. Sen. Vance Hartke (D-Ind.) urged repeal of Sec. 315 of the Communications Act in a luncheon address (see page 46).

COLOR ON BLACK-AND-WHITE SETS

Stations use special systems giving tint illusion

Television viewers in six major markets are seeing color on their black and white sets. It's not a gag, it's true.

A method of impressing an illusion of color on monochrome receivers is being used on all five of the stations owned by Storer Broadcasting Co. (Atlanta, Cleveland, Detroit, Toledo and Milwaukee) and by Taft's WKRC-TV Cincinnati.

The system, which makes use of a special complex preparation of video tape, shows up as pulsating diagonal lines covering about one-third of the TV screen. In the center third of the screen a regular black and white commercial is used. The outer third of the screen remains in a "black" condition.

Both Storer and Taft, with other stations and advertising agencies evincing serious interest, are using an Austrian invention licensed in the United States to General Television Network, Ferndale, Mich.

General Television Network is a subsidiary of Melink Steel Safe Co., Toledo, Ohio. Melink, one of the largest steel safe makers in the country, also manufacturers large screen TV projectors. General Television Network was established five years ago to handle commercial and program production and closed circuit production. It is one of the largest TV production service organizations in the Midwest, according to sales manager John Mayer.

Not Color TV * General Television, Storer and Taft emphasize that the "color effect" process is not a substitute for regular color TV. This is stressed in all on-the-air and newspaper announcements.

Theoretically it is possible to use the system in a slide series, for commercials or for cartoons, Mr. Mayer says.

Noting that the process is being used now as an attention getter only, Bill Michaels, Storer vice president, added: "I personally don't think it will develop much beyond the slide or limited animation use for quite some time, if ever."

But, he added, the color effect may stimulate viewers to think about regular, full-scale color TV.

Viewers are urged to use normal lighting in their viewing rooms, and to increase contrast and reduce brightness. This makes the color effect more vivid, it is said.

Users must submit their art work to General Television Network, Mr. Mayer said. It is then transferred to TV tape using the unidentified patented process.

GEL offers 'Autolog' to stations

A new system for the automatic recording of transmitter data has been introduced by General Electronic Labs Inc., Cambridge, Mass. The "Autolog" system appears to meet the new ruling by the FCC allowing automatic logging of transmitter readings, according to GEL (Broadcasting, Feb. 25).

Four to nine strip-chart recording channels are available for remote or local use. Recording of parameters for plate voltage, plate current, antenna current and carrier frequency are provided for on 31-day strip chart rolls.

A working Autolog system was first demonstrated by GEL at the 1962 NAB convention.

Accident delays KAIT-TV

There has been a "slight delay" in getting KAIT-TV Jonesboro, Ark. on the air.

The $25,000 antenna for the new Ch. 8 television station fell to the ground as workmen were positioning it atop the station's 300-foot tower. No one was injured and station manager, Rubin Masters, said the delay would be slight. KAIT-TV is expected to begin telecasting within 60 days.
Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There’s the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high quality tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex “Four Star” one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.
Do the critics understand television?

TIO'S DANISH CALLS FOR MORE KNOWLEDGE OF MEDIUM

The nature of criticism directed against television, the shape of television itself and perhaps the future of the American people may be determined by the extent to which the critics and public understand how television works.

This view was advanced by Roy Danish, director of the Television Information Office, in a speech urging participants in the Western Radio & Television Conference, held Feb. 21-23 at Los Angeles, "to join forces with the broadcaster to improve people's understanding of the medium—of all mass media, for that matter."

"I would like, in fact, to enlist you as staff members of TIO," Mr. Danish said. "Your assignment is to ferret out the hard-core critic who would rather be vehement than informed, and to convince him that his first obligation is to know the score, and his second is to attempt, at least, to make a positive contribution if he expects to be taken seriously."

Talk of "improving television," he said, must take into account television's nature as a mass medium, its need for mass audiences in order to survive and, in order to reach them with programs of the type demanded by people "who are concerned with raising the sights of our society."

"The state of television in the future," Mr. Danish said, "may well be determined by the extent to which its viewers understand the medium and demonstrate that understanding through discriminating use and thoughtful, helpful criticism."

"The other half of the equation concerns the viewer, not the medium, and is perhaps even more significant. It says that much of what we learn and think about and feel comes to us by means other than the printed word and that the uses we learn to make of television, the shape we help it assume, may well determine what in the long run will become of us—as individuals and as a people."

No Drop • There would be no let-
down in public service programming on the commercial TV stations of Los Angeles, should an educational TV station enter the area, a panel of station managers and program directors told the conference.

The broadcasters reported on the variety of public affairs programming they are already presenting and asked the educators in the audience to let them know what they'd be interested in seeing that is not now on the air. Somewhat bitterly, they cited the research finding that the intellectuals who criticize TV are mostly usually those who watch it least and urged parents, teachers, ministers and newspaper critics, anyone who can influence the viewing of others, to support the good programs as well as condemning those they do not like.

Panel members included the managers of the three Los Angeles network-owned stations: Bob Wood, KNXT (TV); Tom McCravy, KNBC (TV); Elton Rule, KABC-TV; Mal Klein, manager of KJLJ-TV, with no network affiliation; Jack Brembeck, public affairs director, ABC-TV; Howard Sturm, public affairs manager, KNBC; Leon Drew, program director, KNX, and a lone representative of radio, Harfield Weedin, program director, KNX.

IOWA STATE NETWORK FORMED

WOI Ames, Iowa, owned by Iowa State U., has formed a 19-station statewide radio network—the Iowa State University Radio Concert Network. The programs aired by the network, which will broadcast on a twice-a-month basis until July 1, will consist of concerts by Iowa State organizations taped on campus.

The first concert, featuring the symphonic band, has been distributed for broadcast at the convenience of member stations. Stations in the new network are: KFGQ Boone, KBUR Burlington, KFJB Marshalltown, KSIB Creston, KDPS (FM) Des Moines, KWMT Ft. Dodge, KCHE Cherokee, KWBG Boone, KROS Clinton, KMCD Fairfield, KGLO Mason City, KCIM Carroll, KCU1 Pella, KRIB Mason City, KWQF (FM) Waverly, KCFD Ft. Dodge, KWWL Waterloo, and KDSN Denison.

New CBS Radio Spot Office

CBS Radio Spot Sales is opening a new office in Philadelphia today (March 4) to be headed by Gene Myers, sales manager. It is located at City and Monument Avenues, Philadelphia 31. Telephone number is Tennyson 9-7000. Mr. Myers has been with CBS Radio Spot Sales for 10 years in Chicago, St. Louis and New York. In his new post, he will cover the Philadelphia-Baltimore-Washington areas.
IT'S JUST AROUND THE CORNER, NOW...

To paraphrase the old “Don’t-look-now,—BUT” admonition, urgency compels us to say: DO look—BECAUSE this year’s NAB Convention is almost at hand! March 31-April 3.

As always, it will attract an attendance from all segments of the broadcast advertising business . . . and an attention from TV and radio executives in every corner of the nation.

As always, too, Broadcasting Magazine will serve this widespread interest with three of the most heavily-read issues it publishes each year: (1) pre-Convention on March 25; (2) during the Convention, April 1; and (3) post-Convention, April 8, rounding up everything that made news.

To accomplish this with the authoritative completeness that only Broadcasting can, a full-scale news room is being set up in Chicago—staffed with a dozen of Broadcasting’s most experienced editors, equipped with direct lines to the Broadcasting headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure Broadcasting readers of thorough reports on every meeting, every committee session, every social affair. They’ll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB’s 1963 conclave anywhere—and indispensable as a guide to what’s happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that’s aimed at TV-&-radio’s busiest decision-makers. You get the year’s biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven’t reserved your space yet, this is the hour to get cracking! It’s only days to deadlines—so wire or phone the nearest Broadcasting office today. 27,000 circulation.
Kennedy congratulates WSB on 'Golden Mike'

WSB Atlanta received the Mike Award, a golden-plated ribbon microphone, and radio-tv got a tribute from the President of the U.S. last week.

The award was presented at a banquet in New York at which FCC members and prominent broadcast executives helped make up a total attendance of more than 1,000.

Station executives honored included James M. Cox Jr., board chairman of James M. Cox Stations, and J. Leonard Reinsch, executive director; Frank Gaither, WSB general manager, and Marcus Bartlett, WSB-TV general manager. Cox stations also include WHIO-AM-FM-TV Dayton; WSOAC-AM-FM-TV Charlotte, and WCKR-WIOD-FM Miami.

The Broadcasters' Foundation presented the award under auspices of the Broadcast Pioneers of which Ward L. Quaal, WGN-TV Chicago, is president. Arthur Simon is president of the foundation.

In a wire of congratulations, President Kennedy said that WSB merited the award "on numerous counts," noting that he was "personally acquainted with its distinguished record" for leadership of projects "for the public good" in the South and nationally. He singled out for praise WSB's role in providing radio facilities for Voice of America broadcasts during the Cuban crisis.

Said Mr. Kennedy: "This event transcends tribute to one station. It be-tokens the vast contribution to the public good made by the broadcast arts—television along with radio—in keeping the American public the best informed in the world."

The Atlanta outlet became the first station in the South to receive the award which honors pioneer stations contributing most to the tradition of the broadcasting industry. Previous winners: WLW Cincinnati in 1961, and WGN Chicago in 1962.

FCC Commissioners present were Robert E. Lee, E. William Henry, Frederick W. Ford, Kenneth Cox, Robert T. Bartley, and Rosel Hyde. The foundation benefits those in the industry in need of financial help because of illness or other emergency.

The award acknowledges "dedicated adherence to quality, integrity and responsibility in programming and management."

WCKY is joining ABC Radio network

WCKY Cincinnati, which has operated without a network affiliation for 15 years, has joined ABC Radio.

The 50 kw station, whose last network association was with CBS Radio, has been an independent station since 1948. The station is owned and operated by L. B. Wilson Inc., of which C. H. Topmiller is president.

The affiliation of WCKY with ABC Radio is being announced jointly today (March 4) by Robert R. Pauley, ABC Radio president, and Mrs. Jeanette Heineze, vice president and general manager of the station. Mrs. Heineze said that WCKY will carry ABC Radio programs exclusively in the Cincinnati market "not later than Jan. 1" and would begin to broadcast some network program offerings within the next few weeks.

Mr. Pauley said WCKY will replace WLW as the network's affiliate in Cincinnati. WLW had carried both ABC and NBC programs. Mr. Pauley noted the affiliation marks the first time in almost seven years that ABC Radio will have an exclusive outlet in the Cincinnati area.

WCKY is the second 50 kw to join ABC Radio in two weeks and the seventh within the past year. Two weeks ago ABC Radio announced the signing of 50 kw WHAS Louisville as a network affiliate (BROADCASTING, Feb. 18).

WCKY operates on 1530 kc. L. B. Wilson Inc. also is licensee of WLWB-TV Miami (ch. 10).

After an absence of 15 years from network affiliation, WCKY joins ABC Radio. Signing the affiliation agreement is Mrs. Jeanette Heineze, vice president and general manager of the 50-kw station. Earl Mullin (l), ABC vice president in charge of station relations for the radio network, and Paul Miller, WCKY station manager, participate in the signing ceremony.

BROADCASTING, March 4, 1963
SPORTS NETWORK

Presents

THE 1963 NCAA

BASKETBALL TOURNAMENT

Sports Network, Incorporated will televise all games of the 1963 Tournament, starting with the first round on March 9 and continuing through the championship game of March 23. The games will be televised on a regional basis to suit the various sections of the country. THE CHAMPIONSHIP GAME ON MARCH 23 WILL BE TELEVISIONED NATIONALLY.

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FCC Chairman Newton N. Minow passed up a ripe opportunity last week to short circuit what he calls "wishful thinking" that he will resign his post later this year.

Instead, his carefully chosen words seemed to add to speculation that published reports (BROADCASTING, Feb. 11) of his impending departure are accurate.

Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, welcomed Mr. Minow to a hearing Wednesday which was intended to bring the subcommittee up to date on FCC activities (also see story below).

Noting that Chairman Minow had just returned from conferences in Switzerland, Sen. Pastore told the chairman, then seated as a subcommittee witness, it might be appropriate to get the facts "straight from the horse's mouth."

"I assure you," Mr. Minow replied, "that when I've made any decision about my future you will learn it from me and not have to get it from the trade press."

"Said like a true statesman," Sen. Pastore said, and added with a sweep of his hand "—but not responsive!"

"The fact of the matter is," Chairman Minow said deliberately, "that I've made no decision."

Sen. Pastore and other subcommittee members praised the FCC chairman and his work and said they hoped he would continue to serve the commission.

A Similar Tune • Last week's colloquy was not the first time Mr. Minow had failed to be completely responsive in telling the Senate about his commission plans.

During his nomination hearing before the Commerce Committee Feb. 8, 1961, Mr. Minow was told by Sen. Warren G. Magnuson, committee chairman, that since the passage of a resolution in 1960 the Senate has asked each person nominated to a regulatory commission by the President to indicate whether he intends to serve a full term.

"Is that your intention?" Mr. Minow was asked.

"It is, Mr. Chairman. I think I would be happy to serve as long as President Kennedy wants me."

Chairman Magnuson said, "We understand that there are some rare, special circumstances, maybe of health or something like that; but not to go down to the agency and serve a while, get the experience and then go out in the industry. That has been abused in the past."

"That is not my intention," Mr. Minow answered.

FCC HEAD SEES UPBEAT FOR UHF, ETV

Also tells Senate group about his Geneva trip

The FCC told a Senate hearing last week that the agency is optimistic about increased growth of educational television and uhf which has been spurred by enactment of assisting legislation in both fields last year.

Chairman Newton N. Minow, accompanied by five fellow commissioners and a team of bureau chiefs, concluded testimony Wednesday (Feb. 27) before the Senate Communications Subcommittee on etv, all-channel tv sets and telephone rates. The hearings were continued from the week before when Commissioner Rosel H. Hyde appeared for Chairman Minow who attended scientific conferences in Geneva (BROADCASTING, Feb. 25).

Chairman Minow did not deny reports he would be leaving the commission for a job with Encyclopaedia Britannica later this year (see story above and BROADCASTING, Feb. 18, 11). He and the commission were praised by the subcommittee for the manner in which the agency has administered the Communications Act.

Since November, when technical standards for all-channel tv sets and an April 30, 1964 compliance deadline were set (BROADCASTING, Nov. 26, 1962), there have been signs the set manufacturers are "moving ahead in advance of that deadline," Chairman Minow reported.

No Etv Money • Congress failed to provide the money for federal grants to states authorized by Public Law 87-477, but regulations subsequently have been worked out for the processing of fund applications in anticipation the money is forthcoming, the chairman said. A special office for liaison between the agency, educators and the Dept. of Health, Education & Welfare (which will dispense the etv funds) has been set up by the FCC.

Pointing to new interest in uhf since the all-channel law, Mr. Minow said the number of authorized uhf stations increased from 134 in December 1961 to 153 a year later. The number of operating stations went up from 85 to 91 in the same period and the number of pending uhf applications increased from 17 to 29, with a definite upturn in the last couple of months, he said.

On etv, he said, the number of authorized etv stations has jumped from 80 to 95 in two years, and the number of those in operation increased from
Now, a solid-state video distribution amplifier with four outputs at less than the price previously paid for two outputs. The new VDA4-S is a compact plug-in module that is completely solid state—with resulting long life, high reliability and low power consumption. Drawing only 3½ watts of power, the VDA4-S features less than 1° differential phase and less than 1% differential gain. Frequency response is within ±0.5 db to 10 mc. Each unit has an adjustable gain control on the front panel. Yet, eight of these amplifiers, each with its own built-in power supply and supplied with their own mounting frame, require only 3½” of standard 19” rack space.

With all these features the new VDA4-S saves you money—in original price and in maintenance and operating costs. Compared to most tube type amplifiers the multiple savings of the VDA4-S enables it to actually pay for itself within a year.

Also available is the new PAT-4, a four output pulse regenerating distribution amplifier with the same basic features as the VDA4-S.

Find out for yourself—write now for complete details.
House keepers tighten committee budgets

House committees, including those which handle legislation affecting broadcasting, will operate under new reform regulations in the 88th Congress.

Complaints of loose spending and overseas junkets brought demands for changes on all committees. All will operate with one-year budgets instead of the usual two-year appropriations.

The House Administration Committee will keep a tight check on committee expenditures and will rule on investigation proposals to prevent overlap and duplication.

62 to 76 with a total of 324 channels reserved for etv.

Chairman Minow also reported on his trip to Geneva with FCC Chief Engineer Edward W. Allen where they met with delegates to the International Telegraphic Union for discussions of U.S. technical recommendations for allocations for space communications systems. The chairman said he was presently optimistic that U.S. recommendations on permanent allocations may be adopted at an October conference. He did not say whether the Soviet Union was in agreement with U.S. proposals.

Leased Wire Rates • Asked about the FCC's approval of increased rates for users of private, leased telegraphic services of AT&T and Western Union, Chairman Minow said the FCC would be sympathetic to petitions from broadcasters and newspaper owners that the rate hikes be held up.

"It may be that the press should have a special rate, a preferential rate," he said. "This is an open decision. It is not yet finally determined."

Deadline for filings is April 1, Mr. Minow noted.

"However, our initial decision found no cost justification for a specially low press rate," he said.

Poller perjury indictment dropped by government

A perjury indictment against Lou Poller, former Milwaukee television broadcaster, has been dismissed on motion of the Dept. of Justice.

A federal judge in Washington granted the motion after the government moved for dismissal on the ground that Mr. Poller had, "purged himself of the perjury voluntarily." This means, it was explained, that Mr. Poller had voluntarily appeared again before a federal grand jury and testified about a meeting between officials of a Florida bank (of which Mr. Poller was an officer) and Teamsters Union executives. The indictment was based on Mr. Poller's claim that he could not recall the meeting (BROADCASTING, Aug. 6, 1962). The grand jury is investigating loans made by the Teamsters pension fund.

Mr. Poller still holds a permit for ch. 24 WCAN-TV Milwaukee. He has also filed a $4.3 million treble damage suit against CBS Inc. This involves the 1954 purchase by CBS of ch. 19 WOKY-TV in Milwaukee and the equipment and studios of Mr. Poller's WCAN-TV.

COX NOMINATION

Committee ready to confirm but Thurmond has questions

The Senate Commerce Committee is ready to confirm Kenneth A. Cox, FCC Broadcast Bureau chief, as a commissioner, Chairman Warren G. Magnuson (D-Wash.) said last week.

But a request by Sen. Strom Thurmond (D-S.C.) for an executive session is holding up approval.

The committee will meet tomorrow (Tuesday) to organize itself and it is likely Mr. Thurmond may tell members what he wants to ask Mr. Cox. Asked about his questions by a reporter Thursday (Feb. 28), Sen. Thurmond said he had not yet spoken about them to Chairman Magnuson, who has been out of town.

Sen. Thurmond would not say whether he opposed Mr. Cox's nomination, nor would he say what questions he had for Mr. Cox.

Other committee members present at the nomination hearing Jan. 31 spoke favorably of the nominee, but a vote has been held up for Sen. Thurmond's inquiry (BROADCASTING, Feb. 4).

Other committee business Thursday may include reassignment of some members to subcommittees, especially the communications unit, headed by Sen. John O. Pastore (D-R.I). Two new Democratic and a new Republican member of the full committee must be assigned to subcommittee posts. A Republican vacancy exists on the communications group (left by Sen. Kenneth B. Keating [R-N.Y.]), and a new ratio of Democrats to Republicans (was 11:6, now 12:5) is certain to have an effect on subcommittee size.

The committee also may consider whether to continue its special Freedom of Communications Subcommittee which reported last year on 1960's suspension of equal time provisions for the presidential campaign.

The full committee is scheduled to hear nominations of incorporators of the Communications Satellite Corp. March 11, at which time further questions may be raised about federal spending on experimental communications satellites which benefits the to-be-privately-held firm (BROADCASTING, Feb. 25).

Two new incorporators were nominated by President Kennedy last week (see page 62).

New York requests 17 etv channels

The Board of Regents of New York requested last week that the FCC institute a rulemaking that would reallocate and reserve 17 uhf channels for noncommercial educational use for a statewide etv network.

New York state presently has six channels granted for noncommercial educational tv—in Binghamton, Buffalo, Ithaca, New York, Rochester, and Syracuse. The Board of Regents said these channels are not being used because of a lack of funds for construction.

According to the Board of Regents, the requested channels are designed to serve about 100 colleges and universities, secondary schools and rural areas with educational television. Work on the development of the statewide network would begin in Hudson and Mohawk River valley communities. The second phase of the plan would be aimed at areas where the population is relatively heavy and educational needs are pressing. The final stage of the plan would cover the remaining populous areas.

Use of Channels • The Board of Regents said the state's proposal calls for 500 kw for the future stations with as much as 1,000 kw in heavily populated areas. The following is the sequence in which the channels would be activated according to the three-part plan.

• Part one: Chs. 13 and 15 in New

BROADCASTING, March 4, 1963
York; ch. 53 in Hempstead; ch. 21 in Poughkeepsie; ch. 17 in Albany; ch. 25 in Utica; ch. 43 in Syracuse; ch. 21 in Rochester; and chs. 17 and 23 in Buffalo.

- Part two: ch. 52 in Amsterdam-Gloversville; ch. 46 in Binghamton; ch. 30 in Corning-Elmira; ch. 58 in Jamestown; ch. 75 in Patchogue-Riverhead; ch. 28 in Plattsburg; and ch. 20 in Watertown.

- Part three: ch. 23 in Albany-Schenectady-Troy; ch. 79 in Batavia; ch. 56 in Boonville-Lowville; ch. 46 in Dunkirk; ch. 39 in Glens Falls; ch. 50 in Hornell; ch. 14 in Ithaca; ch. 18 in Saranac Lake-Lake Placid; ch. 66 in Malone; ch. 14 in Massena; ch. 24 in Ogdensburg; ch. 54 in Olean; and ch. 42 in Oneonta.

In addition there are 18 other communities which will ultimately have tv.

The Board of Regents said that production facilities already existing in New York, Albany-Schenectady-Troy and Buffalo could provide sufficient programming for the beginning of the network. The board also said that more production studios are planned for cities in parts one and two of the plan.

The channels must be reserved now, according to the Board of Regents, for future use. Present funds do not allow their immediate use but the channels will be needed.

HARRIS PROPOSES TO LIFT HOUSE BAN
Resolution would allow radio-tv in committee hearings

Rep. Oren Harris (D-Ark.) has thrown his support behind broadcaster efforts to air House committee sessions.

A resolution to change the rules was introduced by Rep. Harris on Monday (Feb. 25). It has been endorsed as a proper approach by Speaker John W. McCormack (D-Mass.) and other members of the House leadership team.

Rules Committee Chairman Howard W. Smith (D-Va.), a key man in any change of House procedures, has scheduled a hearing on Rep. Harris’ proposal for tomorrow (Tuesday) at 10:30 a.m.

House rules have been interpreted under Democratic Speakers McCormack and Rayburn as prohibiting broadcasts, and both men refused to alter that interpretation without a mandate from the House membership.

Earlier access proposals by other members of Congress have been unsuccessful. Reps. George Meader (R-Mich.) and Mrs. Martha W. Griffiths (D-Mich.) have bills pending in this session (BROADCASTING, Jan. 14).

Here is what Rep. Harris’ H. Res. 263 would provide:

1. That any committee may by its own majority vote “permit the broadcasting and telecasting of public hearings conducted by it or any of its subcommittees, or the recording thereof for later broadcasting and telecasting.”

2. “No witness may be required, against his will, to give evidence or testimony” during live broadcasts or during recordings for later use.

3. These broadcasts may not be used for commercial purposes, but this would not prevent “the broadcasting or telecasting of any such hearing in connection with a bona fide news cast, bona fide news documentary, or on-the-spot coverage of any such hearing as a bona fide news event.”

4. Committee chairmen would be responsible for supervision of all broadcasts and recordings.

Cleared At The Top - Rep. Harris, who had not offered access legislation in the past, said Thursday (Feb. 28) he had explored the subject with broadcasters, the Speaker, the House parliamentarian and other members of Congress “and came up with this approach in order that there be no delusion and uncertainty” about access limitations and protection for witnesses.

Rep. Harris, who is chairman of the Commerce Committee, which handles...
Broadcasters accept news meeting invitation

Top broadcasting newsmen have agreed to attend an administration-sponsored weekend conference next month to talk over beeps by newsmen, particularly the allegation that the Kennedy administration is "managing" the news.

The invitations, issued two weeks ago by Pierre Salinger, presidential news secretary (Broadcasting, Feb. 25), have been accepted by radio-tv organizations and by some of the other media organizations invited to send representatives.

In the broadcasting field, the following executives will represent their organizations:

NAB, Frank Fogarty, WOW-AM-TV Omaha, Neb., chairman of the NAB's Freedom of Information Committee; Howard H. Bell, NAB vice president.


Radio-Television Correspondents Assn., William B. Monroe Jr., NBC, and Robert Fleming, ABC.

Other representatives already announced:

Sigma Delta Chi, Ted Koop, CBS vice president (Washington).


Other organizations invited to nominate a delegate to the meeting, but which have not yet chosen their representative are: White House Correspondents Assn., State Dept. Correspondents Assn., American Society of Newspaper Editors, National Editorial Assn.

Warrenton Weekend • The meeting is to be held April 5-6 at Airlie House, a private retreat near Warrenton, Va. The proposal for such a meeting was suggested to Mr. Salinger last October by the NAB's Freedom of Information Committee.

Mr. Salinger will be joined by administration public relations executives, including Robert J. Manning, State Dept.; Arthur Sylvester, Defense Dept., Dixon Donnelly, Treasury; Edwin O. Guthman, Justice Dept. and George Reedy from the office of the Vice President.

Meanwhile, Mr. Salinger defended withholding news when national security is involved. Appearing Wednesday night on CBS-TV's Self Portrait, Mr. Salinger said:

"I've always held to the theory that the news should go out as it happens. And in most cases that's exactly what we do." But, he added, when the national security is involved, "you don't."

He called news management charges against the White House "greatly overworked."

A QUESTION ABOUT DEPRECIATION

Westinghouse takes affiliation

A 9½-year-old tax case involving the question of whether network affiliation contracts can be depreciated is before the U. S. Supreme Court.

The case is the Westinghouse Broadcasting Co. attack on the contention of the Internal Revenue Service that it cannot amortize $5 million allocated to network affiliation in 1953 when WBC bought ch. 3 WPTZ (TV) Philadelphia from the Philco Corp. for a total of $86.5 million.

WBC has lost its claim in the U. S. Tax Court and in the U. S. Court of Appeals. It has asked the Supreme Court to review the case.

The WBC petition for certiorari is opposed by the Dept of Justice in behalf of the Internal Revenue Service.

If Westinghouse fails to prevail it will have to pay almost $1 million in taxes for the disputed years. This amounts to $363,371.93 for 1953, and $622,410.13 for 1954.

The major point of contention between Westinghouse and IRS is whether network affiliation contracts have a "determinable" length. WBC claims that such contracts cannot be made for longer than two-year terms, under FCC regulations. It stresses that there is no reasonable certainty that such contracts will be renewed, and points out that between 1953 and 1960 a total of 266 affiliation agreements were not renewed. It stresses that business prudence requires that a broadcaster must not count on more than two renewals.

No End • IRS insists that affiliation contracts almost always are renewed and therefore there is no way of telling when they come to an end. A tax court ruling was upheld by an appeals court last October (Broadcasting, Oct. 22, 1962).

While WBC owned WPTZ, the affiliation with NBC was renewed once, to expire Jan. 1, 1956. At that time, however, WBC and NBC exchanged stations; the network's Cleveland outlets for WBC's Philadelphia properties plus $3 million to WBC.

In its federal income tax returns for 1953 and 1954, WBC assumed a 55-month useful life for the affiliation—seven months of the contract originally signed with Philco in 1952 plus an assumed two renewals of 24 months each. After the WBC-NBC transaction, WBC scaled this down to a 31-month useful life which was the actual life of the contracts enjoyed by WBC.

There are six other tax cases involving network depreciation which are being held in abeyance in the U. S. Tax Court and/or the U. S. Court of Claims awaiting a final decision in the Westinghouse matter. Those involved include Time-Life, Corinthian, Meredith, Triangle, Cowles and Northern Pacific TV Corp.
NO ANSWER YET ON VHF DROP-INS

Minow hopes for compromise solution to break deadlock

The tension held last week for actual and would-be broadcasters who have been waiting 19 months for the FCC to decide whether to drop vhf channels at substandard spacing in eight two-station markets.

The commission had been scheduled to consider the matter at its meeting last week. But it had to cancel that meeting to keep a date on Capitol Hill (see story page 56), and the proposal was not expected to be taken up at an abbreviated session Friday (March 1).

The proposal, first offered as a proposed rulemaking in July 1961 (Broadcasting, July 31, 1961), has split the commission. Indications are that the vote will be 4-3, whichever way it goes.

FCC Chairman Newton N. Minow hopes a compromise can be reached that would be acceptable to a more substantial majority. But so far no such compromise is in sight.

Chairman Minow has suggested, as a possible solution, that the drop-ins be approved, with the proviso that those who are granted the channels be required to surrender them in return for uhf facilities after a certain number of years (Broadcasting, Feb. 18).

Under another possible compromise being discussed within the commission, the proposal would be adopted, but with the express understanding that no future drop-ins would be approved.

Neither proposal, however, appears to have attracted much support.

Those favoring the drop-in proposal see it as providing an urgently needed third vhf network (ABC) service to the eight markets. Those opposing it fear it would set back the development of uhf television—at a time when Congress, through enactment of the all-channel-receiver act, and the FCC itself are attempting to foster uhf television's growth.

ABC Urges Drop-ins • Last week, ABC and potential applicants for the vhf drop-ins filed 10 petitions in a last-ditch effort to nudge the commission into approval of the proposal. All urged the FCC to disregard pleadings of the Assn. for Competitive Television, a uhf group which asked for additional time to comment on the drop-in proposal, and Taft Broadcasting Co., which said it would apply for a uhf channel in Dayton, Ohio, if a third vhf is not added there, as proposed (Broadcasting, Feb. 18). Taft last week filed for ch. 44 in that city.

The pro-drop-in petitions struck at the argument that the all-channel-set legislation—by increasing the sale of sets capable of receiving uhf signals—will enable uhf stations to survive and provide the needed service.

ABC, which hopes to gain uhf affiliates if the drop-in proposal is adopted, said the act can't provide the answer to the "urgent need" for service in the eight markets or improve the opportunities for more effective network competition on a national basis.

The network also said those who think it would switch its programs from the vhf stations, where it shares time with the other networks, to a new uhf facility are mistaken. ABC said it is already suffering from a lack of vhf outlets and added, "It would be unfair to expect ABC and its advertisers to add to this burden."

Eight Markets • The eight markets marked for drop-ins are Baton Rouge, La.; Birmingham, Ala.; Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa.; and Oklahoma City (a shift of ch. 5 from Enid).

The potential applicants who filed petitions last week are Alabama Telecasting Corp., Birmingham TV Corp.

Harry Mopp, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city Golden Triangle ... Winston-Salem, Greensboro, High Point ... No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population ... and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club—provided our official hat can fit onto your tousled wig.
and Magic City TV Corp., all interested in filing for the proposed Birmingham drop-in, Peninsula Life Broadcasting Co. and John H. Perry Jr. (principal owner of WESH-TV Daytona Beach, Fla.), interested in the Jacksonville facility; Penn Traffic Co., which wants to apply for the Johnstown drop-in; Walter Hussman, (principal owner of KAMD Camden, Ark., and KCMC, KTAL-FM-TV, all Texarkana, Tex.), who is interested in the Baton Rouge drop-in; and Megacity TV Inc., which wants to apply for the vhf proposed for Dayton.

House group to hear Stanton, Sarnoff

Two leading opponents of equal broadcast time for political candidates will be leadoff witnesses today (Monday) at hearings on legislation to suspend equal time provisions for the presidential and vice presidential elections in 1964 (Broadcasting, Feb. 25).

Dr. Frank Stanton, president of CBS Inc., and Robert Sarnoff, chairman of the board of NBC, will be the first witnesses to testify before the House Communications Subcommittee, headed by Chairman Walter E. Rogers (D-Tex.).

The bill, introduced by Rep. Oren Harris (D-Ark.), would set up the same ground rules for political broadcasts as the Congress established in 1960.

FCC Chairman Newton N. Minow is scheduled to testify Tuesday. NAB President LeRoy Collins will follow on Wednesday.

Messrs. Stanton and Sarnoff have urged Congress to eliminate the equal time section of the Communications Act, and have pointed to broadcasters' performance in 1960 as evidence they would operate responsibly if the section were removed.

Boston archdiocese applies for ch. 38

A corporation owned by the Catholic Archdiocese of Boston and directed by an attorney and six priests, one of whom is Richard Cardinal Cushing, last week applied at the FCC for a new commercial television station in Boston. Principals of the applicant, Boston Catholic Television Center Inc., have been producing their own shows for eight years, and their goal now is to have their own station on ch. 38 in Boston.


Most of the proposed programming will be of a religious nature.

Scientist Made Head of Comsat

Group establishes $5 million line of credit with banks

A 42-year-old scientist has been elected principal operating head of the Communications Satellite Corp., the space age communications company.

Dr. Joseph V. Charyk, undersecretary of the Air Force and an expert in high speed aerodynamics and jet propulsion, was elected president of Comsat last Thursday (Closed Circuit, Jan. 28).

The board of incorporators also chose Leo D. Welch, chairman of Standard Oil Co. (New Jersey), to be chairman and chief executive officer of the corporation.

Dr. Charyk's salary will be $80,000 yearly, and Mr. Welch's $125,000, it was understood.

President Kennedy nominated the two to be incorporators of the space communications firm the same day. They will join the 12 present incorporators as the first board of the company until stockholders elect their own directors in about a year.

The Comsat board also announced last week that it had established a $5 million line of credit with 10 banks to meet financial requirements prior to the initial public issue of stock by the company. First borrowing is expected to be $500,000.

Canadian born, but now an American citizen, Dr. Charyk acquired an engineering degree from the U. of Alberta in 1942, a master of science degree in 1943 and a Ph.D magna cum laude in 1946 from the California Institute of Technology. He was a professor of aeronautics at Princeton U. from 1946 to 1955.

In 1955 he became director of the aerophysics and chemistry laboratory of Lockheed Aircraft's missile systems division, and later general manager of the Ford Motor Co.'s space technology division.

President Eisenhower appointed Dr. Charyk to be assistant secretary of the Air Force in charge of research and development in 1959, and undersecretary in 1960. He was retained in this position by President Kennedy.

Banker-Oilman - A native of Rochester, N. Y., Mr. Welch was graduated from the U. of Rochester in 1919 and joined the First National City Bank of New York, becoming supervisor of branches in Chile, Argentina and Uruguay and later vice president in charge of the bank's Caribbean area operations.

He joined Standard Oil as treasurer in 1944, became a vice president in 1956, executive vice president and member of the executive committee in 1958 and chairman of the board in 1960. He is a trustee of the Committee on Economic Development at the U. of Rochester and a director and treasurer of the Commonwealth Fund.

Dr. Charyk has already resigned his government post. Mr. Welch will be retired from Standard Oil March 31; he is also resigning as a director of International Telephone & Telegraph Co.

Loan Agreement - The loan agreement between Comsat and the banks provides repayment on Feb. 28, 1964 or after the corporation receives the proceeds of the public sale of stock.

The loans will bear 4 1/2% interest from the date of each loan. Banks participating in the agreement: Continental Illinois National Bank & Trust Co. and First National Bank, Chicago; Bank of America National Trust & Savings Assn. and Wells Fargo Bank, both San Francisco, Bankers Trust Co., Chase Manhattan Bank, Chemical Bank-New York Trust Co., First National City Bank, Manufacturers-Hanover Trust Co. and Morgan Guaranty Trust Co., all New York.

Telstar Not Telling

Satellite again silent; radiation believed villain

Telstar, AT&T's space relay satellite, once again has fallen silent. For the past week, Bell Telephone Labs' scientists said, the communications satellite has failed to respond to commands. They expressed belief that transistors were being affected by higher intensities of radiation as the satellite moves into the heavier concentrations of the Van Allen Belt.

The same problem occurred last October when the satellite was inoperative for 40 days. Communications were restored on Jan. 3. This may mean, the AT&T scientists said, that such failures may be expected every three months since the satellite's orbit takes it into heavy radiation concentrations every 90 days.

4 more d60's get renewals

The FCC last week granted renewal of the licenses of four network-owned stations—NBC's WRC-AM-FM-TV Washington and CBS-TV's KMOX-TV—bringing to 27 the owned station licenses renewed within the last fortnight (Broadcasting, Feb. 25).

All the renewals had been held up since 1960. Last week's actions brought the total renewals to 17 for CBS, 7 for NBC and 3 for ABC. Renewal for 23 other network-owned stations is still being held up.
PROGRAMMING

NBC-TV STICKS WITH MOVIES

Signs for new MGM, 20thCentury-Fox packages for use on present Saturday, Monday slots

NBC-TV will program motion pictures on both Saturday and Monday nights next season.

The move comes close to filling the full nighttime schedule on NBC-TV for 1963-64.

The network made its decision by closing deals with Metro-Goldwyn-Mayer and 20th Century-Fox for 30 movies from each. An announcement from NBC-TV's Walter D. Scott, executive vice president, described the arrangement as "long-term, multi-million dollar." Other sources, however, indicated that the MGM and 20th Century-Fox deals involve a commitment of some $12-13 million. The MGM pact has the customary provision of options for another 30 pictures to be run in the following season.

As yet, the network has not indicated in which night each of the packages will be inserted. The Monday hours are 7:30-9:30 p.m. and on Saturday, 9-11 p.m.

Initially, the network had maintained that its current Monday run of motion picture telecasts, which started on Feb. 4, would be discontinued after September and the start of the new season in the fall of 1963.

But early ratings and sales strength of the Monday movie block soon changed the mind of network executives, despite some apparent early misgivings of programming additional motion pictures on the NBC-TV schedule (CLOSED CIRCUIT, Feb. 25).

Most in Color - Most of the new feature films were released to theaters from 1955 to 1960 and the majority of them are in color.

Mr. Scott said the films represent "the finest group ever assembled for showing on television." 20th Century-Fox had supplied NBC-TV with motion pictures for the Saturday night run this season and in the year before. This is MGM's first release-to-network of any of its features.

The MGM selection is impressive. Titles released follow (though both MGM and NBC-TV stressed that these are representative, indicating that a selection will be made that will include only some):

Movie Titles - "Adams Rib" (Spencer Tracy, Katherine Hepburn, Tom Ewell, Judy Holliday); "Annie Get Your Gun" (Betty Hutton); "The Brothers Karamazov" (Yul Brynner, Maria Schell);

"Bad Day at Black Rock" (Spencer Tracy, Robert Ryan, Walter Brennan); "Battleground" (Van Johnson, John Hodiak, George Murphy) and "Tunnel of Love" (Doris Day).

The 20th Century-Fox films will be selected from among such pictures as:

"Daddy Longlegs" (Fred Astaire, Terry Moore, Leslie Caron); "The Rains of Ranchipur" (Lana Turner, Richard Burton); "Seven-Year Itch" (Marilyn Monroe, Tom Ewell); "The Diary of Anne Frank" (Joseph Schildkraut, Millie Perkins); "Wild River" (Montgomery Clift, Lee Remick); "Rally Round the Flag, Boys" (Paul Newman, Joanne Woodward, Joan Collins); "The Tall Man" (Clark Gable, Robert Ryan); "We're Not Married" (Marilyn Monroe).

Audience Figures - Mr. Scott cited what he called "dramatic evidence" of the "prestige" film appeal on the Monday showings, claiming an "unprecedented shift" in audience on Feb. 4, the first night the motion pictures were scheduled.

He noted that when "The Enemy Below" was presented on Feb. 4, six million more homes (compared to Jan. 28) tuned in to NBC-TV during the two-hour period starting at 7:30 p.m., an audience share increase of 130%.

This material was based on first national Nielsen ratings, and comes from a study of the figures by NBC's researchers. Their study had indicated that "The Enemy Below" was on 140 stations compared to 189 outlets that were carrying the Lucy show (8:30-9 p.m.) on CBS-TV.

The figures: on Jan. 28, NBC's Man's World and Saints & Sinners (7:30-9:30) rated 9.3 in average audience, but on Feb. 4 NBC-TV had increased to 21.3; CBS-TV at 29.6 went to 25.9, and ABC-TV at 21.3 went to 16.5. Shares of audience: NBC-TV went up from 13.7 to 30.9; CBS-TV down from 43.5 to 37.5. and ABC-TV, from 31.3 to 23.9.

'Watchdog' group to keep eye on AP broadcast wire

Formation of a "watchdog committee" to survey the "coverage and presentation" of the Associated Press broadcast wire was announced in New York last week by Dwight Martin, president of the news service's radio

What do you have to lose?

Her Majesty Marie Antoinette. A lady who had everything to lose—and did. In the early days of kinescope, producers also had quite a bit to lose, due to poor quality process and transfer work of their productions. Today, the trick is not to lose everything, but to keep loss of original quality to a minimum. At Acme Film Laboratories, it is possible to obtain "live" film quality due to Acme's revolutionary techniques and technological advances. For complete information and prices, write: Acme Film Laboratories, 1161 No. Highland Ave., Hollywood 38, Calif.
and television association.

Mr. Martin, vice president, WDSU-TV New Orleans, appointed Dave Kelly, tv news director KDKA-TV Pittsburgh, as chairman of the committee. Other newsmen named to the group are Clayton Edwards, WTAR-AM-FM-TV Norfolk; Lee White, WKRS Clinton, Iowa; Carroll McGaughey, WSCC-TV Charlotte; Al Hansen, WDFD Flint, Mich.; Dave Davis, WRRS Waukegan, Ill.; George Brown, WOR-AM-TV New York and Carl Sisskind, WIBW-AM-TV Topeka, Kan.

Mr. Martin also announced the formation of a subcommittee to support the watchdog group. Under the direction of Robert Gamble, news director WFBM-AM-TV Indianapolis, the subcommittee will conduct research to determine the effectiveness of AP's broadcast wire in meeting the needs of broadcasters.

VICTORY AND DEFEAT

Newsmen win hearing in one case; slapped in another

Television newsmen won a partial victory and suffered a partial defeat last week in their long-drawn battle for equal access to public hearings for them and their electronic gear with newspaper reporters and their pads and pencils. Both concerned California state agency hearings. Both occurred in Los Angeles.

The partial victory was an agreement by the California Public Utilities Commission to listen to argument on changing its present policy of not admitting cameras and microphones into its hearings. George C. Grover, commission president, said that argument on the question of opening the commission's administrative hearings to tv and radio would be held in San Francisco shortly, with the date to be announced. With this promise, the tv newsman on Wednesday kept their equipment outside the room in which the PUC was hearing a Pacific Telephone & Telegraph rate case. Their presence at an earlier hearing had caused it to be recessed (Broadcasting, Feb. 4).

The partial defeat came Monday, when Judge Macklin Fleming of the Los Angeles Superior Court granted California Corporations Commissioner John G. Sobieski a preliminary injunction barring cameras and microphones from the commission's hearing on a controversial harbor oil case. As with the PUC, several tv news crews set up their cameras in the hearing room and refused to leave when ordered to do so, with a postponement of the hearing resulting (Broadcasting, Feb. 4).

Judge Fleming, in his decision to grant a temporary injunction, made it plain that he was ruling on the particular case only and not issuing a blanket injunction to bar tv cameras from all hearings of California administrative agencies.

Counsel for the Los Angeles broadcasters included Robert P. Myers, representing KABC-TV; Harry Warner, for KTLA (TV); Bruce Baumeister, for KTTV (TV), and Robert Neeb for the individual newsman (through the Radio-Television News Directors Assn.). NAB had filed a brief as a friend of the court (Broadcasting, Feb. 25).

Film sales...

606 cartoons from Out of the Inkwell, Warner Bros. Cartoons and Popeye (all dubbed in French) (Seven Arts Assoc.) Sold to CJPM-TV Chicoutimi, Quebec.

506 cartoons from Popeye and Warner Bros. Cartoons (all dubbed in French) (Seven Arts Assoc.) Sold to CFCM-TV Quebec City.

Seven Arts' Volumes 1, 2 and 3 (Seven Arts Assoc.) Sold to CKSO-TV Sudbury, Ont.

48 Warner Bros. features (Seven Arts Assoc.) Sold to CHLT-TV Sherbrooke, Que.

48 Bowery Boys features (Seven Arts Assoc.) Sold to CHCH-TV Hamilton, Ont.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.) Sold to KRGV-TV Weslaco, Tex.; KHVH-TV Honolulu; WRAL-TV Raleigh, N. C. and KNTV (TV) San Jose, Calif. Now sold in 60 markets.

41 Seven Arts Volume 3 Features (Seven Arts Assoc.) Sold to KNTV (TV) San Jose, Calif.

14 Seven Arts' Special Features (Seven Arts Assoc.) Sold to WRAL-TV Raleigh, N. C.


The Lone Ranger (Telesynd) Sold to KPRC-TV Houston; KORK-TV Las Vegas; WSLTV Roanoke, Va.; WGNN-TV Portland, Me.; KOOL-TV Phoenix and KOLD-TV Tucson. Now in 86 markets.


More Freedoms awards

Editorials by Jim Klash, WDAS Philadelphia, and John G. Dunn, WCRB Dunn, N. C., earned George Washington Honor Medals, according to the Freedoms Foundation, Valley Forge, Pa. Top award for an economic education program was made to CBS-TV's Money Talk. The three awards were not included in the list of winners published last issue (Broadcasting, Feb. 28).

$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIFICATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money." IGM SIMPLIFICATION, P. O. Box 943, Bellingham, Washington.
Is pay tv's place in the theatres?

General Electric Co. and National General Corp., Beverly Hills, Calif., announced jointly last Monday (Feb. 26) the development of a GE color television system for projection of TV entertainment on theatre-size screens as well as establishment of a TV network for use of the equipment in theatres (Broadcasting, Feb. 25).

Eugene V. Klein, president of NGC, told a news conference in New York, that the motion picture chain has received exclusive distribution rights to the GE projector for commercial theatrical entertainment. He said that NGC placed a multi-million dollar order with GE for equipment and service contracts for initial use of the projector in its own key theatres.

A programming schedule currently being developed by NGC will begin in a minimum of 100 NGC theatres in early 1964, he said. NGC will also distribute the projectors to other exhibitors in the U.S., he added.

The new projector, called the Talaria (meaning winged feet of Mercury), makes possible for the first time, Mr. Klein pointed out, the origination of a TV network providing live Broadway shows, and major sports, entertainment and cultural events at popular prices. The National Teletheatre, as NGC calls the new operation, will provide simultaneous, daily, closed circuit televising to theatres, coast to coast, he said.

The project, with the equipment, will cost about $10 million, Mr. Klein said.

Preparation Begun * NGC will develop its own programs for the network as well as presenting events provided by Broadway. The theatre chain is preparing a program schedule and is negotiating with top talent in the entertainment world, he indicated.

Mr. Klein broke down the entertainment being developed for the new network as follows:

1. Theatrical stage shows to be shown on a daily basis.
2. Educational programs to be presented to a more limited audience in alternate time periods each day.
3. Sporting events which will be televised in alternate time periods on a less than daily basis.
4. Industrial and commercial shows which will be shown to meet specific audience requirements.
5. Closed circuit conventions.
6. Public service events.
7. Children's shows.

How It Works * The Talaria projector has a high-power light source and an optical projection system similar to conventional motion picture projectors, according to Robert L. Casselberry, general manager of GE's technical products division, and Robert L. Casselberry, general manager of GE's technical products operation.

Viewing a Talaria demonstration at Electronics Park, Syracuse, N. Y. (l to r): Eugene V. Klein, National General president, Richard L. Shetler, general manager of GE's technical products operation, large screen in full color and brightness. The use of a 5-kw xenon lamp at the source of light for the projected picture and an electric picture signal to control or modulate the light overcomes limitations normally encountered regarding screen brightness and picture size.

Mr. Casselberry said full scale demonstration of equipment and performance will be presented in 90 to 120 days on the West Coast and possibly simultaneously in New York.

New! B&W INSTRUMENTS for AUDIO MEASUREMENTS

MODEL 410 DISTORTION METER
- Measures audio distortion, noise level and AC voltages
- Also a versatile vacuum tube voltmeter
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps
- Distortion measurements can be made on signal levels of .1 volt to 30 volts rms
- The vacuum tube voltmeter provides an accuracy of ±5% over a frequency range from 20 cps to 200 Kc. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR
- Provides a sine wave signal from 10 cps to 100 Kc - Output level within ±1 db when working into 400 ohms (reference 5 kc) - Power output, variable to above 150 mw - Hum and noise, -70 db at 5 volts output - Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These Instruments are supplied with many B.C. station installations for FCC Proof-of-Performance tests.

BARKER & WILLIAMSON, Inc.
Radio Communication Equipment Since 1932
BRISTOL, PENNSYLVANIA * STilwell 8-5551
BASEBALL REVENUE LEVELS OFF
Radio-television rights and advertising revenues reach plateau after several years of big increases; majors to split $13.1 million

The spectacular growth patterns of the past two years were not matched, but broadcasters and baseball got together again in 1963 to reach a new financial plateau, according to Broadcasting's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All-Star Game, the 20 major league teams are splitting a $13.1 million pie, up $325,000 from the adjusted rights estimate for 1962—$12,775,000.

The World Series and All-Star Game will bring an additional $3.5 million this year, a drop of $500,000, from 1962. The decrease follows the players' decision to return to one All-Star Game. The two specials, both to be shown in color over NBC-TV, under a long-term contract, will be sponsored by Gillette through Mazon and Chrysler through Young & Rubicam.

Sponsor billings, which reached an estimated $83 million in 1962, reflected the smaller increase in rights and inch ed upward to $84 million.

Notable in the smaller increases was the leveling off of the major leagues at 20 teams, following two years of expansion, the number of stations in individual club networks, and the number of games scheduled for tv.

R. J. Reynolds through William Esty Co., New York, and American Tobacco through Lawrence Gumbiner and BBDO, both New York, again took individual sponsor honors. Reynolds bought into sponsorship of eight teams and American Tobacco into six. Brown & Williamson Tobacco through Ted Bates & Co., New York, was the only other cigarette sponsor in the picture, buying into three teams.

Again the brewing companies took their share, with purchases of 17 teams' games. This year 14 breweries are in the lineup with P. Ballantine & Son through Esty and Theo. Hamm Brewing Co. through Campbell-Mithun picking up three teams each.

More than 550 radio stations and 50 television stations are already committed to the various team networks. Many of these will also carry packaged pre-game and post-game programs, or will originate their own local sponsorship.

Sports Network Inc. this year will handle 500 baseball games on television and more than 3,500 games on radio.

In its seventh year, SNI arranges regional networks for baseball broadcasts on radio and tv, and furnishes remote pickups and allied services.

While SNI has several mobile color tv units available this season, a spokes man for the organization could not comment on the amount of games to be televised in color.

In Proportion • One thing that does appear imminent based on this year's survey is that there will be no more yearly skyrocketing of rights costs followed by fantastic billing increases.

Though the unsold portions are small compared to the overall picture, they do point the advertisers' caution and in some cases reluctance to simply keep paying more. The agency men indicate that brakes are being applied and that fear of not being sold out will keep the teams and stations in line when prices are brought up again next year.

Next year all clubs in the majors may find the networks easier to deal with than they have been in the past. There is a concerted move on the part of several American League club owners to force CBS-TV and NBC-TV into dealing with the league rather than individual teams. The present system provides the home teams with all the proceeds from the network telecasts and the visiting teams don't like the arrangement. Cries of "fool" are also coming from teams whose home parks aren't visited by the network cameras and lose out on the estimated $25,000 per telecast. (See story page 70.)

This year CBS-TV and NBC-TV will pay about $2,225,000 to telecast a total of 95 major league games from the home fields of ten teams. (They had 98 games scheduled last year.)

Coast to Coast • The new season will mark the first time home games from the West Coast will be televised more than once by a network during the regular season. NBC-TV has signed the Los Angeles Dodgers and San Francisco Giants.

NBC-TV, which has 48 Saturday and Sunday games scheduled in its Major League Baseball series, has contracts with the Chicago White Sox and Cleveland Indians in the American League and Milwaukee Braves, Cincinnati Reds and Pittsburgh Pirates as well as the two West Coast teams in the National League.

A total of 47 games has been contracted for by CBS-TV's Baseball Game of the Week with the New York Yankees, Baltimore Orioles in the American League and St. Louis Cardinals, Chicago Cubs and Philadelphia Phillies in the National League.

The games will begin on both networks the weekend of April 13-14.

NBC-TV has a schedule of 24 Saturday games and a like number of Sunday ballgames. CBS-TV will present its games on 25 Saturdays and 22 Sundays. Sponsors signed by NBC are Humble Oil through McCann-Erickson with 3/16; P. Lorillard through Grey Advertising with 1/8; and Hartford Insurance Group via McCann-Marschalk with 1/16.

Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample has signed for one-half sponsorship of the games on CBS-TV. Other sponsors are Simoniz (D-F-S); Philip Morris (Leo Burnett); General Mills (Knox-
## American League

<table>
<thead>
<tr>
<th>Team</th>
<th>1963 Rights</th>
<th>1962 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE</td>
<td>$600,000</td>
<td>$600,000</td>
<td>WBAL-TV (3)</td>
<td>WBAL (23)</td>
<td>National Brew. (W. B. Doner) 1/4 radio-tv, R. J. Reynolds (William Esty) 1/4 tv, 1/4 radio open; 1/4 radio sold to local &amp; regional sponsors.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>600,000</td>
<td>600,000</td>
<td>WHDH-TV (6)</td>
<td>WHDH (45)</td>
<td>American Tobacco (BBDO), Atlantic Refining (N. W. Ayer &amp; Son), Narragansett Brewing (Doherty, Clifford, Steers &amp; Shenfield), all 1/2, radio-tv.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>850,000</td>
<td>850,000</td>
<td>WGN-TV</td>
<td>WCFL (82)</td>
<td>Hamm. (Campbell-Mithun), Reynolds (Esty), both 1/2 tv; Phillips Petroleum (J. Walter Thompson) 1/6 tv; 1/6 tv open. Gen. Finance (Post, Mort &amp; Gardner), Budweiser (D'Arzy Adv.) both 1/6 radio; Corona Cigars (Edward H. Weiss), Rambler Dealers Assn. (R. Jack Scott) both 1/6 radio.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>700,000</td>
<td>700,000</td>
<td>WJW-TV</td>
<td>WERE (36)</td>
<td>Carling Brewing (Lang Fisher &amp; Stashower) 1/4 radio-tv; Standard Oil of Ohio (McCann-Marshalk) 1/4 tv, Sugar sand Provision Co. (LF&amp;S) 1/4 tv, Society National Bank (Grishow-Kehlen) 1/4 radio, Richman Bros. (LF&amp;S) 1/6 radio; 1/6 radio open.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>625,000</td>
<td>625,000</td>
<td>WJBK-TV (8)</td>
<td>WKMH (48)</td>
<td>Stroh Brewery (Zimmer, Keller &amp; Company), Marathon Oil Co. (Campbell Ewald) 1/2, American Tobacco (L. C. Gumbiner) 1/4, all radio-tv.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>400,000</td>
<td>300,000*</td>
<td>WDAF-TV (10)</td>
<td>WDAF (16)</td>
<td>Reynolds (Esty) 1/4 tv; other tv pending. General Finance (PMG) 1/4 radio, Guy's Potato Chips (Potts-Woodbury) 1/6 radio. 7/12 radio open.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>775,000</td>
<td>775,000</td>
<td>KHJ-TV</td>
<td>KMPC (16)</td>
<td>Theo. Hamm Brewing (C-M) 1/4 radio-tv, R. J. Reynolds (Esty) 1/4 tv, Maxwell House (Ogilvy, Benson &amp; Mather), American Barstes (Yonemoto &amp; Rubican) both 1/8 tv; Twin City Federal (Pidgeon Savage Lewis) 1/6 tv and 1/4 radio; Western Oil &amp; Fuel (John Forney) 1/8 radio; 1/8 radio open.</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>600,000</td>
<td>600,000</td>
<td>WTCN-TV (14)</td>
<td>WCOC (31)</td>
<td>Carling Brewing (Lang Fisher &amp; Stashower) 1/4 radio-tv; Standard Oil of Ohio (McCann-Marshalk) 1/4 tv, Sugar sand Provision Co. (LF&amp;S) 1/4 tv, Society National Bank (Grishow-Kehlen) 1/4 radio, Richman Bros. (LF&amp;S) 1/6 radio; 1/6 radio open.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>WPIX-TV (TV)</td>
<td>WCBS (40)</td>
<td>Reynolds (Esty), P. Ballantine &amp; Sons (Esty) both 1/4 radio-tv; Humble Oil Co. (McCann-Erickson) 1/8 radio-tv; 1/8 radio-tv open.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>300,000</td>
<td>300,000*</td>
<td>WTOPI-TV</td>
<td>WTOP (4)</td>
<td>Ballantine (Esty) 1/4 tv-4/6 radio, R. J. Reynolds (Esty) 1/4 tv. General Mills (General Foods) 1/6 tv and 1/4 tv; 1/6 tv open. General Cigar (Y&amp;R) 1/8 radio; 4/9 radio to local and regional sponsors.</td>
</tr>
</tbody>
</table>

**A. L. TOTAL** $6,650,000 $6,550,000

## National League

<table>
<thead>
<tr>
<th>Team</th>
<th>1963 Rights</th>
<th>1962 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICAGO</td>
<td>$500,000</td>
<td>$500,000</td>
<td>WGN-TV</td>
<td>WGN</td>
<td>Hamm. (C-M), Reynolds (Esty) both 1/2 tv; Phillips Petroleum (JW) 1/6 tv; 1/6 tv open. Oak Park Federal (Sager-Conner Assoc.), G. Heffeman Beer (M-S), Serta Mattress (Doner) all 1/6 radio. 1/6 radio still open.</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>550,000</td>
<td>525,000</td>
<td>WLWT-TV (6)</td>
<td>WKRC (50)</td>
<td>Hudepohl Brewing Co. (Stockton-West-Burkhardt), Brown &amp; Williamson Tobacco (Bates), Standard Oil of Ohio (M-M) all 1/4 tv. Burger Brewing Co. (Midland Adv.) 1/4 tv.</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>600,000</td>
<td>500,000</td>
<td>KTVT-TV (6)</td>
<td>KPBC (18)</td>
<td>American Tobacco (Gumbiner-BBDO), Peet Brewing (Terry-Locke) both 1/4 radio-tv; 1/4 radio-tv open.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KTTV-TV</td>
<td>KFI (10)</td>
<td>American Tobacco (Gumbiner), Union Oil of Cal. (Snoek, Debnam &amp; Waddell Inc.) both 1/4 radio-tv.</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>475,000</td>
<td>375,000</td>
<td>WTMJ-TV (3)</td>
<td>WEMP (31)</td>
<td>Blatz Beer (Kenyon &amp; Eckhardt) 1/4 tv; 1/4 tv open. All radio to local sponsors.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>WOR-TV (4)</td>
<td>WABC (15)</td>
<td>Rheingold Beer (JW) 7/10 radio-tv, Brown &amp; Williamson (Bates) 1/6 radio-tv.</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>650,000</td>
<td>650,000</td>
<td>WFL-TV (4)</td>
<td>WFL (23)</td>
<td>Atlantic (Ayer), Ballantine (Esty) both 1/4 radio-tv; Tasty Baking Co. (Aikken-Kynett), R. J. Reynolds (Esty) both 1/6 radio-tv.</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>350,000</td>
<td>350,000*</td>
<td>KDKA-TV (5)</td>
<td>KDKA (21)</td>
<td>Atlantic (Ayer), Pittsburgh Brewing (Ketchum MacLeod &amp; Grove), Mellon Bank (Fulmer &amp; Smith &amp; Ross) each 1/6 radio-tv.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>900,000</td>
<td>800,000</td>
<td>KTVU-TV (TV)</td>
<td>KSFO (16)</td>
<td>American Tobacco (Gumbiner), Standard Oil of California (BBDO), Folger's Coffee (FRCH) all 1/4 radio-tv.</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>425,000</td>
<td>425,000</td>
<td>KSD-TV</td>
<td>KMOX (60)</td>
<td>Busch Bavarian Beer (Gardner Adv.), American Tobacco (Gumbiner-BBDO), both 1/4 radio and 1/6 tv; Shell Oil (OB&amp;G) 1/6 tv.</td>
</tr>
</tbody>
</table>

**N. L. TOTAL** $6,450,000 $6,225,000*

**MAJOR LEAGUE TOTALS** $13,100,000 $12,725,000*
Reeves); Aqua Velva (Parkson Adv.); Colgate-Palmolive (Ted Bates); Bristol-Myers (Doherty, Clifford, Steers & Shenfeld); Texaco (Benton & Bowles); Vaseline Hair Tonic (Norman, Craig & Kummel); and Carter Products (Sullivan, Stauffer, Colwell & Bayles).

Dizzy Dean and Pee Wee Reese will again be the sportscasters of the games on CBS-TV while Joe Garagiola and Bob Wolff will comment for NBC-TV.

**AMERICAN LEAGUE**

**Baltimore Orioles** - WBAL-AM-TV

Baltimore will again be the originating stations for the Orioles. WBAL-TV will carry 50 regular season games and two exhibition contests. Only six of the televised games will be home contests. A three-station TV network will cover Maryland and Pennsylvania. On radio side, WBAL will feed the 162-game schedule and some exhibition games to a 23-station network in Delaware, Pennsylvania and Virginia. Chuck Thompson and Joe Croghan will do the play-by-play.

**Boston Red Sox** - WHDH-AM-TV

Boston will originate Red Sox games again this year. A six-station TV network in Massachusetts, Maine, Rhode Island and Connecticut will carry 33 home and 21 road games. The full league schedule plus some exhibition contests will be fed to a New England radio network of about 45 stations. Curt Gowdy, Art Gleeson and Ned Martin will do the play-by-play.

**Chicago White Sox** - The largest radio lineup of any American League club again belongs to the White Sox. WCFL Chicago will originate the 162-game schedule and pre-season contests to the radio network network throughout the Midwest and Southwest. WGN-TV Chicago is tentatively set to again colorcast all home games of the Sox. The road game picture is still clouded, but 18 games, the same as last year, have been penciled in. Bob Elson, assisted by Milo Hamilton, will be back on radio-TV play-by-play.

**Cleveland Indians** - The Indians’ 50-game TV schedule this year is down six from 1962. WJW-TV Cleveland will carry 24 home and 26 away contests, all on weekends. Pre-game shows will be handled by Bob Neal. WERE Cleveland will feed weekend exhibitions and the regular schedule to 36 stations in Ohio, Pennsylvania, New York and West Virginia. Ken Coleman and Mr. Neal will be the radio-TV team.

**Detroit Tigers** - A 41-game TV schedule, the same as last year, will be seen over eight stations in Michigan, Ohio and Indiana with WJBK-TV Detroit originating. Ten games will be home contests. A 48-station radio network will cover the Tigers’ pre-season and regular league schedule. WKMH Dearborn will again originate with WWJ Detroit taking day games and WJR Detroit taking the night contests. Ernie Harwell and George Kell will cover the team on radio and TV.

**Kansas City Athletics** - The Athletics’ TV exposure will be up 33% this year with WDAF-TV Kansas City carrying 40 games against 30 in the 1962 season. After the home opener, the remaining 39 will all be road games. WDAF-AM will originate the 162-game schedule plus 24 pre-season contests for a 10-station network in Missouri, Kansas, Nebraska and Oklahoma. Monte Moore and George Bryson will do the play-by-play.

**Los Angeles Angels** - The Angels’ 1963 broadcasting operations are as identical to 1962 as any club’s in the majors. KMPC Los Angeles is originating the games for a 16-station network in California, Nevada and Arizona. In addition to the 162-game schedule, 16 pre-season games will be aired. A five-minute interview commentary, Bill Rigney Reports, will precede the Angel Warm-Up before each game. Also set are the post game Angel Report and Angel Clubhouse, a between double-headers interview. KHJ-TV Los Angeles will televise 26 games, all on the road, including six exhibitions. Buddy Blattner and Don Wells call the play-by-play.

**Minnesota Twins** - WTCN-TV Minneapolis is the key station for the Twins and will carry 50 games this season, 46 of them road contests. A 14-station TV network covers Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin.

From spikes to mikes

Not too many years back when Father Time thumbed the ball player out of the game, the veteran trudged back to the farm. Nowadays, more and more of the fading stars simply climb the steps to the broadcasting booth. The latest to join the radio-Television roles are Richie Ashburn and Jerry Coleman. Mr. Ashburn, who played with the Philadelphia Phillies for over 10 years and played for the New York Mets last year, has become a member of the Phillies broadcasting team. Mr. Coleman, the ex-Yankee who had a CBS radio network show, now joins the Yankee broadcasting team, where his old field teammate Phil Rizzuto is ensconced.

Other ex-ball players on major league broadcasting teams include: Ralph Kiner-Mets, Buddy Blattner-Angels, Frank McCormick, Waite Hoyt-Reds, George Kell-Detroit, Lou Boudreau-Cubs, Dizzy Dean and Pee Wee Reese (left and right, respectively, in photo)-CBS-TV and Joe Garagiola-NBC-TV.
South Dakota, Iowa, Nebraska, Wisconsin and Montana. Ray Scott, Halsey Hall and Herb Carneal will broadcast on both radio and tv.

New York Yankees • For the 12th straight year, WPIX (TV) New York will televise Yankee games, with 126 regular season games on the schedule: 81 at home and 45 on the road. Negotiations are in progress for a New York State and New England regional tv network. WCBS New York will carry radio broadcasts and originate the entire 162-game schedule for the “Home of Champions” 40-station network in New York, Pennsylvania, Connecticut and Massachusetts. Broadcasters Mel Allen, Red Barber and Phil Rizzuto are being joined by another former Yankee, Jerry Coleman.

Washington Senators • The Senators this year is the only team in the American League without a radio network at present. WTOP-AM-TV Washington will be the sole outlets for the club. WTOP-TV has scheduled 30 games, the same as last year, with 19 on the road and 11 at home. WTOP-AM will cover four exhibition games in addition to the regular season. Dan Daniels and John MacLean are again handling the radio-tv air work.

NATIONAL LEAGUE

Chicago Cubs • WGN-AM-TV Chicago will cover the Cubs again in 1963 without special networks, according to present plans. The Cubs’ home schedule of 81 day games will be seen in color over WGN-TV. The number of road games to be seen in black-and-white is still uncertain. Jack Brickhouse and Vince Lloyd will do the play-by-play. On radio, the full 162-game schedule plus exhibition contests will be broadcast by Jack Quinlan and Lou Boudreau.

Cincinnati Reds • The Reds will again be among the most colorful teams in the majors with 23 home games to be telecast in color from WLWT (TV) Cincinnati. Thirty road games are also scheduled for the six-station network in Ohio, Indiana, Kentucky and West Virginia. WKRC Cincinnati is originating station for the 50-station radio network in five-states. The radio broadcasts will be handled by Waite Hoyt and Gene Kelly with Ed Kennedy and Frank McCormick handling tv.

Houston Colt .45s • The Colts this year departed from the usual major league pattern of rights buying and selling, by creating the Houston Sports Assn., which is the parent of the new Colt .45 Network. HSA has done all the selling and is packaging the Colts’ broadcast operations. KPRC Houston, will be the key station for the Colts’ 18-station Texas and Louisiana network. A total of 191 games, including all 29 exhibition contests, will be heard. KTRK (TV) Ft. Worth-Dallas, will originate Colt games for the six-station tv network in Texas and Louisiana, with KTRK-TV Houston, the key station. Only 14 road games are scheduled to be telecast. Gene Elston and Lowell Passe will work radio and tv play-by-play with Guy Savage on tv only.

Los Angeles Dodgers • KFI Los Angeles, will originate Dodger games over a 21-station three-state network, with 10 stations also carrying the exhibition games. KTTV (TV) will televise the nine Dodger-Giant games from San Francisco. Vin Scully and Jerry Doggett will again do radio-tv.

Milwaukee Braves • 1963 marks more than just new ownership for the Braves. For the first time in the club’s history, home games will be televised, with five Saturday contests and 21 road games scheduled. The 26-game total to be seen over WTMJ-TV Milwaukee, and a three-station network is 11 games more than were televised last year. WEMP Milwaukee gets sole radio rights in the city for the first time and will feed 31 stations in Wisconsin and Minnesota the 162-game schedule plus 16 exhibitions. Mike Walden and Blaine Walsh will handle tv with Earl Gillespie and Tom Collins on radio.

New York Mets • Although down five games from last year, the Mets will still televise more games this year than any other major league club. A total of 128 regular season contests will be shown: 76 at home, 52 away, plus three exhibition games. WOR-TV New York, will originate the games for a four-station New York State network. On radio, WABC New York, will air the entire Mets’ schedule from the first pre-season contest in Florida through the 162-game regular schedule, a total of 189 games. Lindsey Nelson, Bob Murphy and Ralph Kiner will again handle the play-by-play.

Philadelphia Phillies • The Phillies will televise 60 games this season, up from last year’s 56, over a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the games including 44 weekend contests. A 23-station radio network in Pennsylvania, New Jersey and Delaware will be fed pre-season and regular league games by WFIL-AM. Byrum Saam, veteran Phillies broadcaster will be joined this year by Bill Campbell and ex-Phillies star Richie Ashburn.

Pittsburgh Pirates • KDKA-AM-TV

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BROADCASTING, March 4, 1963
Baseball in color helps sell tint sets
DEALER SAYS ITS HIS BIGGEST SELLING SEASON

The fourth consecutive year of color-casting of baseball by WGN-TV Chicago this season will delight more than just the sponsors and fans. The color broadcasts of the daytime home games of the Chicago Cubs and White Sox will put real push into the sale of color TV sets.

Sol Polk, president of Polk Bros., major Chicago chain, said Thursday that when the color games start in the spring they help kick off his biggest selling season of the year for color TV sets—bigger than the Christmas season. Polk Bros. claims to be the world's largest retailer of color sets.

Mr. Polk said he expects that color set sales in his stores this year will jump 50% over 1962. He felt that color baseball programs not only give existing color set owners new enjoyment from their sets and stimulate non-set owners to buy color, but they also help whet the appetite of the home viewer to go back to the ballpark and see the games live. The glory of color works wonders for everyone in the cycle, he explained.

WGN-TV airs all Cubs and Sox day home games in color but night games of the Sox are in black and white. The Cubs do not play at night in Chicago since Wrigley Field is not equipped with lights.

It was not known late last week just what proportion of commercials will be aired in color this season, but it was assumed that the WGN-TV sponsors will once again take advantage of the color dimension as much as possible although some commercials are still expected to be monochrome. WGN-TV has no extra charges for color.

WGN-TV will again feed some games to TV stations in other cities when their teams play the two Chicago teams and these feeds will be in color during the daytime.

INTERNATIONAL

is financed by annual license fees paid by owners of TV sets, and the commercial system (Independent Television Authority) run by 15 companies located throughout Great Britain.

The commercial TV companies have been earning approximately $420 million a year from advertisements, with yearly profits of about $70 million.

Radio NW pays $1 million for CHEK-TV Victoria

Sale of CHEK-TV Victoria, B.C., by David M. Armstrong and group to Radio NW Ltd. for about $1 million was announced last week.

Radio NW is headed by Frank Griffiths. It owns CKNW Westminster, B.C., and CJOB Winnipeg, Man.

CHEK-TV operates on ch. 6 with 100 kw and is affiliated with CBC.

Two satellite transmitters on Vancouver Island, now owned by communitv groups, will become part of CHEK-TV next November.

The purchase must be approved by the Board of Broadcast Governors. A ruling is expected on March 26.

Experimental television started in Singapore

Experimental television program transmissions have begun in Singapore. This is the first stage of a project by the broadcasting division of the Singapore government's Ministry of Culture to provide a comprehensive TV network. Should teams share network TV rights?

The telecasts scheduled this year by CBS-TV's Game of the Week prompted Calvin Griffith, president of the Minnesota Twins, to repeat his proposal that visiting clubs should receive a share of the TV proceeds.

Mr. Griffith said he plans to bring the subject up for action at the annual meetings of the ball clubs in the summer or next winter. He pointed out that support from at least three other American League clubs would prevent approval for teams to negotiate separate contracts with networks. Approval demands support from seven clubs.

He said that at least 40 to 50% of the TV proceeds should be received by visiting clubs, and the amount of the individual shares should depend on the club's standing in the league.

Selection of home ball clubs represented on CBS-TV's weekend games has to "follow public interest," said William C. McPhail, vice president CBS TV Sports.

Mr. McPhail, referring to charges of favoritism in selecting ball clubs for CBS weekend telecasts, pointed out that New York Yankee games have consistently given the network a higher Nielsen rating.

The CBS-TV contract with the Yankees calls for all weekend games at home except the last three in September. CBS also has contracts for home games of the Philadelphia Phillies, St. Louis Cardinals, Baltimore Orioles and Chicago Cubs.

Mr. McPhail indicated that present contractual agreements were not for life. He pointed out that when other teams become a top attraction, they will be considered by CBS-TV.
for the Southeast Asia island.

Initial facilities consist of one studio, an announcer's booth and control rooms. Transmitters are sited at Bukit Batok situated in the middle of the area. The surrounding terrain is flat, except for another hill to the west of Bukit Batok, and has a high density population. The studio is at Caldicott Hill alongside Radio Singapore studios.

The complete station will carry programs in four languages: Malay, Mandarin Chinese, Tamil and English.

Abroad in brief...

'Biography' in Spanish • During the first six weeks that the Spanish-dubbed version of the half-hour Biography series was in release, it was sold in nine countries—Venezuela on the Venezien Network; Colombia on TV Nacional; Ecuador on HCP-TV; Panama on TV-2; Guatemala on TV-BOL-TV; Costa Rica on TI-TVCR; El Salvador on YSEB-TV; Honduras on HRTG-TV and Nicaragua on YNSA-TV. Fremantle International, which handles overseas distribution, reports it has sold Biography in 20 foreign markets. The series is syndicated in the United States by Official Films.

MGM-TV's Iron Curtain sale • MGM-TV has licensed to the Hungarian television network (Magyar Radio Ez Televisio), The Islanders and its 135-subject cartoon library. The transaction, first for MGM-TV behind the Iron Curtain, was consummated by John Spires, supervisor of United Kingdom-European sales, and Hungarofilms, Hungarian purchasing company in tv film and theatrical field. Islanders is a one-hour series.

Canadian survey • Spring survey of the Bureau of Broadcast Measurement, industry co-operative organization, will be held across Canada March 18-24. The BBM Toronto headquarters is sending out 109,000 logs for respondents to fill out that week showing listening and viewing by half-hour periods.

FINANCIAL REPORTS

RCA net shows gain of 45% in '62

SALES AND PROFITS HIGHEST SINCE COMPANY FOUNDED IN 1919

RCA reported last week that its sales and profits in 1962 reached the highest levels since the company's founding in 1919.

RCA's annual report also disclosed that its $1.75 billion in sales in 1962 included $379,197,000 from the tv and radio operations of subsidiary NBC.

The $1.75 billion in sales represented a hefty 13% increase over RCA's 1961 record high of $1.54 billion. Net profit (after federal income taxes) rose to a record $51.5 million, a 45% increase over last year's $35.5 million.

The NBC operation accounted for 22% of RCA total sales, the report indicated.

From operating income, RCA earnings per share of common stock were $2.84, compared with $1.95 in 1961 (and on the average, the report noted, there was a larger number of shares outstanding in 1962).

Future Rosy • A month ago, RCA management had predicted that first-quarter sales and earnings this year would surpass even the record start of 1962. That picture was presented before the New York Society of Security Analysts (Broadcasting, Jan. 28).

In the talk to analysts, RCA management had noted that NBC has increased sales in each of the past 15 years and expects to continue upward in 1963.

The annual report highlighted color tv and the affect of RCA's sale of common shares in Whirlpool Corp.

Color tv: Color set sales doubled over the previous year, profits increased fivefold, color tube production doubled, and color saved profit-squeezed dealers.

The report, issued by RCA Chairman David Sarnoff and President Elmer W. Engstrom, noted that as an industry, color tv produced revenues in excess

<table>
<thead>
<tr>
<th>For the year ended Dec. 31</th>
<th>1962</th>
<th>1961</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products and services sold</td>
<td>$1,751,646,000</td>
<td>$1,634,711,000</td>
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<tr>
<td>Costs of products and services sold and other operating costs</td>
<td>1,074,555,000</td>
<td>970,196,000</td>
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<tr>
<td>Profit before federal taxes on income</td>
<td>677,091,000</td>
<td>664,515,000</td>
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<td>Federal taxes on income</td>
<td>56,400,000</td>
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<td>Net profit for the year</td>
<td>51,651,000</td>
<td>35,511,000</td>
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<td>Gain on sales of Whirlpool Corporation stock less federal tax of</td>
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<tr>
<td>Total net profit and capital gain</td>
<td>58,611,000</td>
<td>35,511,000</td>
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<td>Preferred dividend</td>
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<td>Gain on sale of Whirlpool Corporation stock</td>
<td>1.95</td>
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<tr>
<td>Total net profit and capital gain</td>
<td>2.84</td>
<td>1.95</td>
</tr>
<tr>
<td>For the quarter ended Dec. 31</td>
<td>1962</td>
<td>1961</td>
</tr>
<tr>
<td>Products and services sold</td>
<td>$486,173,000</td>
<td>$448,116,000</td>
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<td>Cost of products and services sold and other operating costs</td>
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<td>Profit before federal taxes on income</td>
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<td>Federal taxes on income</td>
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<td>Net profit for the quarter</td>
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<td>11,723,000</td>
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<td>Gain on sale of Whirlpool Corporation stock less federal tax of</td>
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<tr>
<td>Total net profit and capital gain</td>
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<td>Preferred dividend</td>
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<td>Gain on sale of Whirlpool Corporation stock</td>
<td>1.37</td>
<td>.66</td>
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<tr>
<td>Total net profit and capital gain</td>
<td>.96</td>
<td>.66</td>
</tr>
</tbody>
</table>

BROADCASTING, March 4, 1963

COATS & BURCHARD COMPANY

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- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

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71
of $200 million last year, and its rate of growth "suggests that it will surpass $400 million this year." Color sets and tubes were the largest profit contributors of any products sold by RCA in 1962, they said.

Whirlpool: In 1962, a capital gain of $6.96 million was realized from the sale of 991,816 shares of Whirlpool common, a nonrecurring income that added 41 cents per share of common stock to the operating earnings.

Other vital tax statistics: Profit before federal income taxes hit $107.9 million; manufacturing and service (commercial) account for 41% of the total sales, and in government, 35%; 2% came from radiotelegraph operations.

In the development, production, and sales of broadcast and communications equipment, RCA's business gains in the year were led by sales to an "expanding market for color and uhf station apparatus," the report stated.

The division (Broadcast and Communications Products) had a threefold increase in the sale of color film cameras, introduced new types of equipment for stations and accelerated its development of additional and improved color apparatus which will be introduced this year and in the future.

Oak foresees increasing profits; '62 net up 63%

The coming increase in uhf tv tuner volume holds an opportunity for Oak Manufacturing Co., E. A. Carter, president of the Crystal Lake components manufacturer, reported last week in announcing sales and net increases for 1962.

Not only must all tv receivers be equipped for uhf by April 1964, Mr. Carter pointed out, but the company is planning on introducing a new model uhf tuner soon.

Oak Manufacturing reported a net income after taxes of $907,031 ($1.32 a share) for the year. This is 63% over 1961's $577,662 (85 cents a share). Net sales totaled $30,591,623 for 1962, 33% above 1961's $23,017,077.

Oak also owns McCoy Electronics Co. and Delta-f Inc., manufacturers of quartz crystals and crystal control systems, and Hart Mfg. Co., producer of appliance controls and relays.

Rollins' earnings up 24% for 9 months

A 24% increase in earnings and an advance of 27% in revenues for the nine months ended Jan. 31 was reported last week by Rollins Broadcasting Inc.

Total revenues for the three-quarter period were $5,915,663, compared to the same 1962 period's $4,661,990. Net earnings after taxes amounted to $436,419 (46 cents a share) in this period, compared to $356,186 (37 cents a share) for the same time in 1962.

Cash flow for the nine months equalled $1,437,228, up almost $300,000 over the $1,140,133 for the same period in 1962.

The company's earnings for the first nine months of the current fiscal year, O. Wayne Rollins, president and treasurer of the company, reported, already equals the earnings for the entire last fiscal year.

At a meeting of the Rollins board Feb. 25, a regular quarterly dividend of 10 cents a share was declared. Payment will be made April 25 to stockholders of record March 25.

Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N.J.; KDAY Santa Monica, Calif.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE in Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TX Pensacola, Fla., and WPTZ-TV Plattsburgh, N.Y. Rollins also owns an outdoor advertising company based in San Antonio, Tex., and 10,000 acres of land in Okeechobee County, Fla.

Metromedia '62 net reaches $1.40 a share

INCREASE OF 109% REPORTED OVER '61 FIGURES

A record net income for Metromedia Inc. in 1962 after taxes and all charges, amounting to $2,489,639 ($1.40 a share), was announced last week by the company. This figure compares with the 1961 net income of $1,164,267 (67 cents a share).


MGM's lion to roar louder in future

A brighter financial picture for Metro-Goldwyn-Mayer Inc., accompanied by a step-up in its television operations, was forecast by Robert H. O'Brien, president of MGM, at the company's annual meeting of stockholders in New York last Thursday (Feb. 28).

Mr. O'Brien reported that for 1963-64 the company will be represented on the television networks by six series, totalling 5½ hours of weekly time, approximately double the present amount of programming. Television, he added, is helping the company by supplying "a significant volume" of predictable production for the studios, thereby lowering the unit cost of MGM productions (features plus television).

He told stockholders that MGM intends to re-group an expenditure to tv 700 pre-'49 films, noting that many of the station licenses are expiring. Another source of income, he pointed out, is its supply of post-48 features which will be released to tv in limited numbers. MGM last week contracted with NBC-TV for use of 30 post-'48 films in 1963-64 (see story, page 63).

He acknowledged that a favorable financial position may not be achieved until later in this fiscal year but said he looked forward to increasing profits in fiscal 1963-64.

Jason Rabinovitz, general manager and director of business affairs, MGM-TV, was elected treasurer of MGM Inc. by the board of directors following the annual meeting.

Record year in '62 reported by Zenith

Zenith Radio Corp., Chicago, announced Thursday that preliminary figures show 1962 was another record-breaking year in both earnings and sales. The set maker has continued to make a new record for five of the past six years.

Net consolidated earnings for 1962 amounted to more than $19.6 million ($2.16 a share) after provision for income taxes of $2.3 million. This is a 9% increase over 1961's previous record earnings of $18 million (1.99 a share). 1962 sales of $312.2-plus million were 14% above 1961 sales of nearly $274.2 million, the previous record.

Zenith's earnings have more than doubled since 1957, with earnings for 1962 up 140% on a sales increase of 95%, the company said. Color tv "played an important part in Zenith's increased unit and dollar sales volume," the firm reported. 1962 was Zenith's
Zenith said production and shipment of its black and white tv sets were at an all-time high in 1962, topping a million units for the fourth straight year. Radio sales also continued to set records. 1963 sales look equally promising. Zenith said, since January factory shipments of both color and monochrome tv sets marked record highs for any month in the company's history.

Zenith reported that color tv tube production has started on a pilot basis by its subsidiary, Rauland Corp., in a new addition to Rauland's main plant in Chicago. Zenith said Rauland expects to be in "full production" of color tv tubes by mid-1963.

Tv-Electronics Fund net assets up 13.7%

Total net assets of Television-Electronics Fund Inc., Chicago investment company, increased by 13.7% in the first quarter of the fiscal year, ended Jan. 31, to $376.3 million, the fund reported last week. At the same period last year, assets stood at $331 million.

Net asset value of each share of the fund rose from $6.59 to $7.31 in the quarter; a gain of 14.9% after adjustment for the capital gains distribution made in November 1962.

Among changes in holdings, the fund reported, were reductions in common stock ownership in the following broadcast and tv-radio manufacturing companies, among others: American Broadcast-Paramount Theatres Inc., CBS Inc., General Tire & Rubber Co. (RKO General Inc.), Storer Broadcasting Co., and Zenith Radio Corp.

Financial notes . . .

Dime dividend • The board of directors of Emerson Radio & Phonograph Corp., Jersey City, N. J., has voted a 10 cent a share cash dividend, payable March 20, 1963, to stockholders of record on March 6, 1963.

MPO report • MPO Videotelevision Inc., New York, at its annual stockholders' meeting Feb. 25, reported first quarter sales for the period ended Jan. 31, 1963, were approximately 24% ahead of the same quarter a year ago. The tv commercial production company told stockholders that preliminary estimates indicate the sales increase has resulted in more than doubling the before-tax profits for the similar fiscal period a year ago.

Quarterly dividend • United Artists Corp., New York, has declared a regular quarterly dividend of 40 cents per common share to stockholders of record March 15, payable March 29.

Storer shows 43% increase in '62 net

EARNINGS HIT $2.61 A SHARE, FIRM'S HIGHEST

Storer Broadcasting Co. has reported an increase of 43% in net earnings on sales increases of 19% for 1962.

Net earnings after taxes for 1962 were $6,353,326 ($2.61 a share). This compares to net income of $4,453,681 ($1.80 a share) in 1961.

The 1962 profits include a non-recurring capital gain of $911,459 net after taxes from the sale of WWVA-AM-FM Wheeling, W. Va., to Ira Herbert, Bernice Judis and Emil Mogul for $1.3 million.

The 1962 earning per share are the highest in the history of the Storer company, it was reported. The previous high was in 1957 when $2.58 a share was earned. The 1957 earning included also a non-recurring capital gain of $1,966,122 from the sale of WBRC-AM-TV Birmingham, Ala., to the Taft Stations for $6,350,000.

Net sales before taxes in 1962 reached $13,186,654, compared to $9,848,333 in 1961. Gross sales in 1962 were $37,086,198; in 1961 they were $31,160,791.


3M net shows gain for eleventh year

Increases in both sales and earnings were reported for the 11th consecutive year by Minnesota Mining & Mfg. Co. in announcing 1962 financial figures last week. 3M owns Mutual Broadcasting System.

Consolidated sales in 1962 reached $687,085,773, up 12% from the previous year's $613,896,221.

Net income last year was $83,690,090 ($1.61 a share). This compares to 1961 net income of $75,171,837 ($1.45 a share). Dividends in 1962 came to 80 cents a share, compared to 1961 dividends totalling 65 cents a share.

Tape and allied products accounted for 16% of sales volume, 3M reported. Total current assets at the end of 1962 were $315,244,335. At the end of 1961 this was $269,920,850.

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy. Make your next visit to Los Angeles verify a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

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BEVERLY HILLS, CALIFORNIA

Return to Elegance
WITH HERNANDO COURTRIGHT

BROADCASTING, March 4, 1963
Put your walkin' shoes on, Lucy

RADIO-TV PEOPLE JOIN LATEST NATIONAL FAD--HIKES

The New Frontier's physical fitness fad for long-distance hikes has resulted in a plethora of walking expeditions by radio and TV personalities.

Perhaps the most spectacular of those reported to date was the 28-mile hike of KDKA Pittsburgh d.j. Clark Race. He was accompanied, at the beginning, by about 5,000 people. About 2,000 of them finished the Sunday (Feb. 17) stroll from Pittsburgh's Gateway Center to the campus of Washington & Jefferson College in Washington, Pa.

In Boston, WBZ's "other Bob Kennedy" (host of the station's Program PM) tried to outwalk Attorney General Robert Kennedy, who hiked 50 miles in 17 hours 15 minutes. WBZ's Mr. Kennedy was to be accompanied by a news wagon, an ambulance, and a "Heart Fund Trailer" to collect funds. At presstime, no word of Mr. Kennedy's fate had been received from WBZ.

Also in Boston, WCOP-AM-FM's Bud Kelly challenged Dave Sennett of WPRO Providence, R. I., to a hiking contest. Both were to walk for five hours with the one walking the furthest the winner. Listeners of both stations were invited to guess how far each would walk in the five-hour period. First prize is a pedometer and a pair of walking shoes.

Joe Templeton, WJZ-TV Baltimore assistant news director hiked the 36 miles from Baltimore to Washington at an average speed of 4½ miles per hour.

Wayne Brown, WBAP-TV Ft. Worth, Tex., reporter-cameraman, walked the 50 miles from Ft. Worth to Glen Rose, Tex., in 13 hours 15 minutes.

WFUN Miami also planned a 50 mile hike by its seven d.j.s.

The disc jockeys were joined by Mayor Robert King, marines, soldiers, two mailmen and a troop of Boy Scouts for their trek.

Tv executives from WTEV (TV) Providence. R. I., managed to walk between 25 miles and 35½ miles.

KFMB-TV San Diego had Bob Mills walk the 50-mile distance in the con-

awarded to about 200 who walked at least 30 miles.

Other stations announcing hikes include: KMPC Los Angeles; KOGO San Diego; WDGY Minneapolis; WJOY Burlington, Vt.; KBOX Dallas.

To answer the walking craze, KCBS San Francisco personality Dave McElhatton conducted a 20-hour "resta-

tron" from a makeshift bed in the back of the station's news station wa-

gon.

Perhaps the next physical fitness fad will be triggered by the publication last week of a 1909 letter from President Theodore Roosevelt, in which he approved three-day 100 mile horseback rides as part of the physical fitness training for the armed forces. (Any-

one for a 100-mile Merry-Go-Round ride?)

How heavy is 'Pebbles'

Screen Gems Inc. reports that at the conclusion of the March 8 episode of The Flintstones program on ABC-TV, the name of the winner of its "Pebbles" contest will be announced. Who is "Peb-

bles?" She is the baby that was born on the Flintstones episode Feb. 22. The viewer who guesses the weight of "Pebbles" most accurately will win a pair of first-class, round-the-world tickets on British Overseas Airways with stops in 31 cities; $2,000 in cash to cover expenses, and a "Pebbles" doll.

Drumbeats...

In or out? • Officials of WFBR Balti-

more have been awarded gold keys—to the Maryland State Penitentiary. The keys honor the station's participation in the penitentiary's education program.

Scrap metal • KING Seattle collected over a ton of old license plates for the benefit of the Children's Orthopedic Hospital. The plates will be sold as scrap metal with proceeds going to the hospital.

Weather on the channel • WICC Bridgeport, Conn., will send its weather boat, "Channel 60" out in Long Island Sound for from-the-water marine re-

ports this year, each weekend during the boating season. The boat will cruise between New York City and Montauk Point giving hourly reports on condi-

tions in the sound.

Housewife-copywriter • A Brooklyn, N. Y., housewife, winner of a Strauss Broadcasting Group commercial writing contest, won a $50 bond and the chance to hear her commercial on WMCA New York. The Strauss station conducted the contest for client Vick's cough drops.
BROADCAST ADVERTISING

David Inouye, former vp of Marplan Div. of C. McCann-Erickson, New York, joins Dancer-Fitzgerald-Sample, that city, as vp and director of research.

Lee Laufer, vp and radio-tv director of Robinson & Haynes, Los Angeles advertising agency, resigns to join Donahue & Coe, that city, as account supervisor and director of new business activities.

Sam Tarricone, assistant media director at Doherty, Clifford, Steers & Shenfield, New York, elected vp.

Dan Rubin, former vp in charge of radio-tv at Mohr & Eicoff, New York, joins the Mettis & Lebow Corp., advertising agency, that city, to handle all radio-tv production.

Kennard B. Calfee, former president of Stallion Productions, Baltimore tv production firm, joins Car- gill, Wilson & Acree, Richmond and Charlotte advertising agency, as radio-tv director. Mr. Calfee previously served as producer-director at WJZ-TV Baltimore for eight years.


Harold G. Dickey appointed copy chief at Fletcher, Wessel & Enright, St. Joseph, Mo., advertising agency.

THE MEDIA

Murray Arnold, program director of WPEN-AM-FM Philadelphia, promoted to general manager, succeeding William B. Caskey, executive vp and general manager, who has been appointed to position of general consultant to Wm. Penn Broadcasting Co. (licensee of stations) and Mustitone, a background music service. Mr. Caskey, heading his doctor's advice, plans to locate permanently in Florida. He will keep in close contact with station and its executives and represent company at various conventions and other affairs. Mr. Arnold has been station manager and responsible for WPEN's programming since joining station in 1954.

Stanley LeVine, sales manager of KSAN San Francisco, promoted to general manager, succeeding J. Walter Carroll, who was recently appointed station's national sales manager. Charles A. Scruggs named KSAN program director.


Shorty King, air personality at WJEJ-AM-FM Hagerstown, Md., resigns to become station manager of WWDS, new daytime outlet in Everett, Pa., with target date of March 15.

Gene Sutorius, formerly of Del Wood Assoc., New York, joins Vic Plano Assoc., radio-tv representative firm, that city, as vp for business development.


Lad F. Hlavaty, chief engineer of KCRG-AM-TV Cedar Rapids, Iowa, appointed chief engineer of new ch. 3 WQAD-TV Moline, Ill., which has target date of Aug. 1. Announcement was made by Frank Schreiber, vp-general manager of WQAD-TV which will become ABC-TV outlet in Quad-City market.

James M. King, formerly with Television Advertising Representatives in Chicago and New York, appointed sales manager of KDKA-TV Pittsburgh, replacing Henry V. Greene Jr., who recently was named national tv sales manager for Westinghouse Broad-

casting Co. Prior to joining TvAR, Mr. King was associated with Peters, Griffin, Woodward and George P. Hollingsbery Co., New York.

Bill McBride, program director of WOW-TV Omaha, Neb., for past 10 years, named station manager, replacing C. A. (Al) Larson, who resigned last week. Mr. McBride joined WOW in October 1947 as radio announcer.

Richard C. Shepard, station manager of WGR-AM-FM Buffalo, N. Y., resigns to become local-regional sales manager of WKBW-TV, that city.

Dick Novak appointed sales manager of KGVO Missoula, Mont. Other KGVO appointments: Dave McNair, program director; Marge Elting, office manager; Howard McDonald, traffic director; Dolores Nelson, women's director; and Ken Hansen, chief engineer.

James Kilian, former account executive with WIZ-TV Baltimore, and Charles Stewart, director of sales for 

"You can count the great restaurants in America on the fingers of one hand!"

Restaurant Vosin is one of them. Open every day for luncheon, cocktails and dinner.

30 East 65th St. For reservations: Melvin, LE 5-3600
Romper Room Inc., joins WTTG (TV) Washington as account executives.

Dick Newman, formerly with VWOX New Rochelle, N. Y., joins WLEE Richmond, Va., as account executive.

Mike Jarvis appointed sales service director of WLWC (TV) Columbus, Ohio, succeeding Jim Lackey, who has been promoted to account executive.

A. P. (Mac) McKin and Art Vogel join sales staff of WKAT-AM-FM Miami Beach, Fla. John Clark, Jack Porter, Bob Bonner and Bud Lee join station's news staff; Bob Smith named WKAT sports announcer, and Bill Deane to outlets' announcing staff.

Edwin Cohen, associate director of national instructional television library of National Educational Television & Radio Center, New York, appointed director of that unit.

John Abernathy, account executive at KOGO-TV San Diego, Calif., named merchandising manager. Burke Ormsby, KOGO-TV program director, elected president of board of San Diego Employers Assn., numbering more than 200 of city's business firms.


Brent Hill, announcer at WSB-AM-FM Atlanta, named operations manager, replacing Ted Hightower, who resigned effective March 15 to join public information office of U. S. Department of Agriculture.


Ted Austin appointed program director of WSOC-AM-TV Charlotte, N. C., Robert McCourt, production manager, assumes added duties in close cooperation with Mr. Austin.

Howard B. Mouatt, chief engineer of WHEC-AM-TV Rochester, N. Y., resigns to accept position with Space

KDKA manager dies

Lester R. Rawlins, 54, general manager of KDKA-AM-FM Pittsburgh, died Feb. 23 at St. Francis Hospital, that city. Mr. Rawlins joined Westinghouse organization in March 1942 as supervisor of employment at Louisville (Ky.) Ordnance Div., and in November 1943 was advanced to supervisor of industrial relations, handling all of division's labor negotiations and contracts. In April 1946 he was transferred to Philadelphia as manager of industrial relations with primary assignment of coordination of industrial relations policies and procedures for what was then known as Westinghouse Radio Stations Inc. Mr. Rawlins was named manager of KYW Philadelphia (call letters later were moved to Cleveland) in 1950 and assumed general management of KDKA in 1952.

Technology Labs to work with satellite tracking station at Nutley, N. J. Mr. Mouatt had been with WHEC Inc. since 1930.

David Schwartz, formerly with CBS as merchandise promotion director, appointed merchandising manager of KCOF (TV) Los Angeles.

John McKay named assistant traffic manager of KNXT (TV) Los Angeles. Before joining station in December, he had been in guest relations department of CBS-TV, that city.

Thurston S. Holmes appointed director of promotion and public relations for KERO-TV Bakersfield, Calif.

Dick Masterman, formerly with WGAW Gardner and WORC Worcester, both Massacu., to announcing staff of WTSA Brattleboro, Vt.


Robert A. Brennan and Arthur E. Patterson named associate producers at CBS Newsfilm, New York. Mr. Brennan formerly was news editor for CBS-owned KMOX-TV St. Louis. Mr. Patterson has been assistant producer at Newsfilm since 1959. Stanley Zeitlin, member of Newsfilm department, promoted to assistant producer.

INTERNATIONAL

Brian T. Brolly, of Telefis Eireann, Dublin, Ireland, appointed head of Review Productions, Toronto, Canada, effective in June, and also will join Music Corp. of America to develop further their international activities. Mr. Brolly formerly represented MCA in United Kingdom and Europe before joining Televis Eireann two years ago.

Ray Hazan, national manager of radio news for Canadian Broadcasting Corp., Toronto, promoted to tv news manager. Charles Gunning named radio news manager at CBC, Toronto.

Seymour Joly de Lotbinere, controller of BBC-TV program services, appointed controller of BBC Western Region, effective Aug. 1. Mr. de Lotbinere replaces Frank Gillard, who succeeds Sir Lindsay Wellington as BBC director of sound broadcasting.

EQUIPMENT & ENGINEERING

Louis R. Wanner, chief engineer of Sylvania Electric Products' parts division in Warren, Pa., appointed chief engineer of company's receiving tube operation in Emporium, Pa. Rudolph E. Carlson Jr. named product planning manager for Sylvania Home & Commercial Electronics Corp., Batavia, N. Y. Mr. Carlson, who will be responsible for product planning of Sylvania's entire line of, stereophonic high-fidelity phonographs, and radios, was formerly with Motorola Inc. for seven years as assistant director of tv engineering and more recently as assistant product planning manager. Mr. Wanner joined Sylvania in 1948 and was named to his present post in 1959.


PROGRAMMING


John Clark, formerly with ABC, ap-
pointed sales director of Mel Blanc Assoc., Hollywood production firm.

Michael M. Sillerman, formerly partner and executive vp in charge of sales of Programs for Television Inc., New York, joins sales staff of Four Star Distribution Corp., that city. Earlier, in 1953 Mr. Sillerman helped organize Television Programs of America Inc., New York, and served as its executive vp in charge of sales.

DEATHS

Eugene Peter O'Fallon, 72, Colorado radio-tv pioneer, died Feb. 16 at St. Joseph's Hospital in Denver of kidney ailment after three-week illness. Mr. O'Fallon started KFEL (now KIMN) Denver in 1922 and started KFEL-TV (now KTVR [TV]) in 1952, Denver's first television station and first post "televacations-freeze" station in U. S.

Crosley President Dunville dies at 57

Robert Edwin Dunville, 57, president of Crosley Broadcasting Corp., Cincinnati, died last Thursday (Feb. 28) at Bethesda Hospital, that city, where he had been patient for two weeks previously. He underwent serious operation last year. Mr. Dunville entered broadcast sales work in 1930s following graduation from U. of Missouri School of Journalism and stint as advertising manager for St. Louis automobile company. It was in St. Louis that Mr. Dunville became acquainted with James D. Shouse, then manager of CBS-owned KMOX there, and with whom he joined as member of sales staff. When Mr. Shouse left St. Louis to take over management of Crosley's WLW Cincinnati, Mr. Dunville joined him in move. He became sales manager of station and with expansion of Crosley into television (in Cincinnati, Dayton, Columbus and Indianapolis), Mr. Dunville became sales director for whole group. In 1949, when Mr. Shouse was named chairman of Crosley group, Mr. Dunville was named president and general manager of Crosley Broadcasting Corp. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis, Ind.

Mr. O'Fallon

Freeze was in effect through early 1950's. He also was pioneer fm radio broadcaster, having started Muzak Electronic Network in that area and was one of founders of Broadcast Music Inc. He was sales manager of KVOD (now KHOW) Denver when that station shared air time with KFEL.

Mr. Dunville

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 21 through Feb. 27 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & 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. ES—local sunset. mo—modification. trans—transmitter. un—unlimited hours. kc—kilocycles. SCA—secondary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. $—educational. Ann.—Announced.

New tv stations

APPLICATIONS


EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1537 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

Broadcasting, March 4, 1963
effect Feb. 25 pursuant to Sec. 1.135 of rules.

Commission gives notice that Nov. 8 is the date on which, according to a complaint
filed in the Commission's docket, WCGM
Huntington, W. Va., objected to the renewal of
WGNJ D. from 1 kw to 5 kw, with DA; condition and pre-sunrise operations. Also, a
petition for reconsideration of the action was
filed. The Commission, having determined the
pending final decision in Doc. 1451, became
effective Dec. 26, 1962, pursuant to Sec.
1.135 of rules.

APPLICATIONS

WTEL Ft. Lauderdale, Fla.—Applications for
daytime power to 250 w to 1 kw and install

KLIN Lincoln, Neb.—Applications for to
increase daytime power from 250 w to 1 kw

KEFM Oklahoma City, Okla.—Applications
for increase ERP to 3 kw; increase ant. height
above or antenna to 154.5, change ant.,trans.
and studio location; change stations
frequency to 940. Action Feb. 21.

For waiver of Sec. 1.356 (a) and 3.305 (a) (b)

Applications to Increase daytime power to
250 w to 1 kw and install new trans. Ann.
Feb. 25.

New FM station

APPLICATION

Montgomery, Ala.—WAMC Inc. 163.3 mc.
ch. 27, 29.1 kw. Ant. height above average
terrain 239 ft. Address Seabrook, 167 S.
Lawrence St., Montgomery. Estimated
construction cost $25,000; revenue $30,000.
Applications for the assignment of the
license and the right to operate the station.
Ann. Feb. 27.

KHFH Sierra Vista, Ariz.—Grant application
of license and cp from Carlton W. Morris
(100%), executrix of estate, also see
applications below. Action Feb. 25.

WXQG-AM-PM Palm Beach, Fla.—Grant
application of control of licensee corporation,
Valusia Communications, Inc. from Lyman
W. and Julia F. Menard (100%) to Radkob
Corp., principals of which are Ellis E.
Brown, Jr. (100%), owner of the station
owned by Oscar Kammerman (60%) and
Alve W. Mays, Jr. (40%). Consideration $70,

WQXT-AM-FM Palm Beach, Fla.—Applications
for authorization and license to rebroadcast
WQXT-AM, WPBC-AM and WPBC-FM, 10 kw.
(100%), d/b as Radio Miami Inc., to Producers
(100%), owners of WPBC-AM and WPBC-FM
(100%). Consideration $100,000. Mr. Morris
owns WPBC-AM and WPBC-FM. Action Feb. 21.

WSBP Sarasota, Fla.—Application of licensee
for a positive control of Community
Broadcasting Corp. to the station, WSBP
Inc. for other information see WALT
Middlewod, N. Y., grant below. Action
Feb. 25.

WRGR Starke, Fla.—Application of license from
Murray C. & Olympia M. Tilton, owners of
WGRG Inc., to George A. Golthier Jr. (51%) and
Oscar R. Meyers Jr. (49%). Consideration
$30,000. Action Feb. 25.

WSEI (FM) Effingham, Ill.—Grant
application of license from Illinois Bestg
Corp., to Leon H. McNaughton (50%),
Frank E. McNaughton (30%) and others, tr/ as
Effingham Broadcasting Co. Inc. Action

WCMR (FM) Effingham, Ill.—Grant
application of license from WCMR Inc., to a
majority stockholder, Joseph E. McNaughton
(58%), F. F. McNaughton (30%) and others, tr/ as
Effingham Broadcasting Co. Inc. Action

WILU (FM) Effingham, Ill.—Grant
application of license from WILU Inc., to
a majority stockholder, William W. and
Julia F. Menard (100%) to Radkob
Corp., principals of which are Ellis E.
Brown, Jr. (100%), owner of the station
owned by Oscar Kammerman (60%) and
Alve W. Mays, Jr. (40%). Consideration $70,

KENI (FM) Effingham, Ill.—Grant
application of license from WCMR Inc., to
Leon H. McNaughton (50%), Frank E. McNaughton
(30%) and others, tr/ as Effingham Broadcasting

KHFH (FM) Effingham, Ill.—Grant
application of license from WCMR Inc., to
Leon H. McNaughton (50%), Frank E. McNaughton
(30%) and others, tr/ as Effingham Broadcasting

WJAM Marion, Ala.—Seeks transfer of
control of licensee corporation, Radio
Marion Inc., from Rowdy Moon (25%) to J.
D. Bishop (33% before transfer, 50% after

KBLU-AM TV Uuma, Ariz.—Applications for
assignment of license and cp to Mr. W.
Crites (100%), tr/ as Desert Bestg Co., to
distributor of Desert Telecasting Co., which
assigned educational license to Crites. Action
Feb. 25.

KFDW-AM-PM Tex.—Application of
licensee, Gerald L. McGee (100%) to
McNeal Media Co., Inc. Action Feb. 25.

KQKV-AM-PM Tex.—Applications for
assignment of license from Colorado
Broadcasting Co., Inc. to Bill Jones, (100%),
tr/ as KTUG, Inc. Action Feb. 25.

KBBQ-AM-PM Tex.—Applications for
assignment of license from Colorado
Broadcasting Co., Inc. to Bill Jones, (100%),
tr/ as KTUG, Inc. Action Feb. 25.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Feb. 27

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>TOTAL APPLICATIONS</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>3,757</td>
<td>1,053</td>
<td>516</td>
<td>5,326</td>
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<table>
<thead>
<tr>
<th>On Air</th>
<th>Cps</th>
<th>Not on air</th>
<th>for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>60</td>
<td>121</td>
<td>467</td>
</tr>
<tr>
<td>FM</td>
<td>22</td>
<td>131</td>
<td>288</td>
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<tr>
<td>TV</td>
<td>64</td>
<td>30</td>
<td>113</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Feb. 27

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>486</td>
<td>580</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>47</td>
<td>68</td>
</tr>
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</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Jan. 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,748</td>
<td>1,055</td>
</tr>
<tr>
<td>Cps on (new stations)</td>
<td>71</td>
<td>30</td>
</tr>
<tr>
<td>Cps not on (new stations)</td>
<td>131</td>
<td>130</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,832</td>
<td>1,085</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>277</td>
<td>173</td>
</tr>
<tr>
<td>Applications for new stations (hearing)</td>
<td>196</td>
<td>13</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>473</td>
<td>286</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>15</td>
<td>109</td>
</tr>
<tr>
<td>Applications for major changes (hearing)</td>
<td>54</td>
<td>38</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>69</td>
<td>127</td>
</tr>
</tbody>
</table>

| Cps deleted | 0 |
| Cps not deleted | 1 |

Includes 3 stations operating on unreserved channels.

SUBSCRIPTION APPLICATION
BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- [ ] 52 weekly issues $7.00
- [ ] 104 weekly issues $12.00
- [ ] Payment attached
- [ ] 52 issues & 1963 Yearbook $12.00
- [ ] 1963 Yearbook $5.00
- [ ] Please bill

name

title/position
address [ ] Business [ ] Home

city state

company name

80 (FOR THE RECORD)

BROADCASTING, March 4, 1963

- am application of Birch Bay Bestg. Inc. (KARL), Blaine, Wash., Action Feb. 25.
- Granted petitions by Jesus Vargas Candia and International Bestg. Corp., applicants for new am stations in Bayamon and Carolina, respectively, both Puerto Rico, and extended to Feb. 25 to respond to comments of Broadcast Council concerning their joint application for approval of agreement. Action Feb. 25.
- Granted petition by Broadcast Bureau and extended to Feb. 25 to file new application from hearing examiner's memorandum opinion & order of Feb. 12 in proceeding on

- OPERATING TELEVISION STATIONS

- COMMERCIAL STATION BOXSCORE

- BY SEPARATE MEMORANDUM OPINIONS & ORDERS, REVIEW BOARD ADVISED "TRAFFICKING" ISSUE WITH RESPECT TO TESDECO INC. AND ITS PRINCIPALS, NICHOLAS AND VICTOR J. TESDECO, IN EDINA, MINN., AM BROADCAST PROCEEDING IN DOCS. 14738 & 14740 AND NAMED SWANGCO, INC. OF IOWA AND PEOPLE'S BESTG., CO. PARTIES TO PROCEEDING FOR PURPOSES OF TRIAL OF NEW ISSUE AND OF RECENTLY-ADDED CHARACTER QUALIFICATIONS ISSUES; ORDERED THAT FINAL ORDER ON APPLICATIONS FOR AM BROADCASTING CORP. (WWWW), RIO GRANDE CITY AND SAN ANTONIO, TEX., IN DOES. 14528 & 14651, RESPECTIVELY, CAN BE WITHHELD PENDIN DISCOVERY ACTION ON TESDECO INC. APPLICATION IN EDINA PROCEEDING IN DOC. 14736; AND DENIED PETITION OF KXPNF BESTG. CORP., INASA, AS IT SOUGHT DELETION OF "TRAFFICKING" ISSUE WITHOUT HEARING. THESE ACTIONS RENDERED MOST PETITIONS FILED BY EDINA CORP. IN PROCEEDINGS IN DOCS. 14528 & 14651 AND CONSTITUTES GRANT OF APPLICATION FOR MOD. OF ISSUES FILED BY SWANGCO BESTG. INC. OF IOWA AND PETITION FOR MOD. OF ISSUES FILED BY EDINA CORP. INCLUSION OF CONSIDERATION IN DOC. 14736 TO BE WITHOUT PRE-DETERMINATION OF PENDING REQUEST FOR APPROVAL OF AGREEMENT LOOKING TOWARD DISMISSAL OF APPLICATIONS OF TESDECO BESTG. CO. ACTIONS FEB. 21.

- By separate memorandum opinions & orders, Review Board advised "trafficking" issue with respect to Tedesco Inc. and its principals, Nicholas and Victor J. Tedesco, in Edina, Minn., am broadcast proceeding in Docs. 14738 & 14740 and named Swangco, Inc. of Iowa and People's Bestg., Co. Parties to proceeding for purposes of trial of new issue and of recently-added character qualifications issues; ordered that final order on applications for AM broadcasting Corp. (WWWW), Rio Grande City and San Antonio, Tex., in Docs. 14528 & 14651, respectively, can be withheld pending discovery action on Tedesco Inc. application in Edina proceeding in Doc. 14736, and denied petition of KXPNF Bestg. Corp., inasa, as it sought deletion of "trafficking" issue without hearing. These actions rendered most petitions filed by Edina Corp. in proceedings in Docs. 14528 & 14651 and constitutes grant of application for mod. of issues filed by Swangco Bestg. Inc. of Iowa and petition for mod. of issues filed by Edina Corp. Inclusion of consideration in Doc. 14736 to be without pre-determination of pending request for approval of agreement looking toward dismissal of applications of Gabriel Bestg. Co. Actions Feb. 21.


ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cooper
- Scheduled prehearing conferences and hearings in following am proceedings on dates shown: March 20-April 20, Great State Broadcasting Corp., (WWLC) - FM in Great Falls, Mont., in Does. 14904, 14905, and 14906; and denied petition of KXPNF Bestg. Corp., inasa, as it sought deletion of "trafficking" issue without hearing. These actions rendered most petitions filed by Edina Corp. in proceedings in Docs. 14904, 14905, and 14906 and constitutes grant of application for mod. of issues filed by Swangco Bestg. Inc. of Iowa and petition for mod. of issues filed by Edina Corp. Inclusion of consideration in Doc. 14904 to be without pre-determination of pending request for approval of agreement looking toward dismissal of applications of Gabriel Bestg. Co. Actions Feb. 21.

- On own motion, in light of correspondence received from Connecticut Bestg. Co. regarding procedures in proceeding on its application and the filing by it for new am stations in Bridgeport and Seymour, both Connecticut, respectively, in Docs. 14869-90, schedules further prehearing conference for Feb. 23 and rescheduled Feb. 25 to hearing for Feb. 29, Action Feb. 20.


- Held in abeyance ruling with regard to notice by Clinch Mountain Bestg. Co. to effect that they are no longer interested in pursuing their application for new am in Lebanon, Va., pending receipt of statement, in affidavit form, as to whether anything of value has been promised to or received by them in connection with abandonment of their application, said affidavit to be submitted by March 1, Action Feb. 20.

By Hearing Examiner Basil P. Cooper
- Granted motion petition and extended from Feb. 21 to March 15 date for exchange of preliminary engineering exhibits, from March 1 to March 29 for exchange of final engineering exhibits, and from March 1 to March 26 for start of evidentiary hearing in proceeding on am
application of 1360 Broadcasting Inc. (WEBB), Baltimore, Md. Action Feb. 20.

By Hearing Examiner James D. Cunningham


By Hearing Examiner Charles J. Frederik


By Hearing Examiner Millard F. French

- Petition for remand granted a Feb. 29 prehearing conference in proceeding on application of WYNNX, Camden, N.J., for new station in Reading, Pa., and extended from March 12 to March 20 hearing for March 12. Action Feb. 29.

By Hearing Examiner Walther W. Guenther

- By memorandum opinion & order in proceeding on applications of Triad Publications Inc. (WNHC-TV), New Haven, Conn.; W+WMC-TV, Memphis, Tenn.; WNYW, New York; and WBTV, Charlotte, N.C., for new station in Columbus, Ohio, respectively. Action Feb. 29.

By Hearing Examiner Tommy G. White

- On own motion, rescheduled March 4 hearing for March 10 hearing for March 10. Action Feb. 29.

By Hearing Examiner Alpine P. Wetherell


By Hearing Examiner William E. Cohn

- Per motion of Herbert Shuman In re broadcast license application for station WJWS, East St. Louis, Ill., for new station in St. Louis, Mo. Action Feb. 29.

By Hearing Examiner John W. McCarthy

- Petition for remand granted a Feb. 29 prehearing conference in proceeding on application of WAGG, Canadian, Ont., for new station in London, Ont. Action Feb. 29.

By Hearing Examiner William E. Cohn


By Hearing Examiner David I. Krausser

- In proceeding on applications of Tri-City Bestg. Co. and Radiocasters for new station in Waco, Tex., respectively. Action Feb. 29.

By Hearing Examiner Robert F. Newell

- By memorandum opinion & order in proceeding on applications of Crusader Broadcasting Co. and Blue Lake Broadcasting Co., for new station in Columbus, Ohio, respectively. Action Feb. 29.

By Hearing Examiner Ronald J. McLaughlin

- Petition for remand granted a Feb. 29 prehearing conference in proceeding on application of WAGG, Canadian, Ont., for new station in London, Ont. Action Feb. 29.

By Hearing Examiner Harry A. Price

- In proceeding on application of WABC, New York City, for new station in New York, N.Y. Action Feb. 29.

By Hearing Examiner Robert F. Newell

- BROADCASTING, March 4, 1983

FOR TOWERS of all kinds

CALL ROHN

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.

Shown above is the final installation of a 16 bay antenna atop a 48' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

ROHN Manufacturing Co.
P.O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of Towers of All Kinds"

ROHN Representatives worldwide.
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 and WANTED TO BUY STATIONS advertising require display space.

• All other classifications, including Employment Agencies, etc., 30¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

RADIO

Help Wanted—Management

Wanted—Immediately. Experienced sales minded manager for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 928B, BROADCASTING.

Local sales manager for upper midwest full time medium market group operation. Excellent account list, substantial draw and good salary. Box 205B, BROADCASTING.

Manager for well established small station, western Pennsylvania. Prefer man with experience in all phases of station operation. Write full details. Box 301B, BROADCASTING.

Regional sales manager plus selling some local accounts. Excellent salary plus commission for established reputable mid-western station. Growth opportunity for right individual. Position available now. Box 318B, BROADCASTING.

Do you have managerial ability? Are you the sales manager but can not go up? Write today for full details for this job as General Manager of Texas radio station in small market. Box 4825, BROADCASTING.

Deep south station needs aggressive sales minded manager who is profit conscious. First phone is a plus consideration. Box C-3, BROADCASTING.

Experienced sales manager for full time station in progressive city of over 15,000. Salary plus commission and expense allowance. Earnings governed only by ability. Excellent opportunity. Must be reliable, aggressive and able to accept responsibility. Send full information to KSBG, Box 7, Liberal, Kansas.

Opening for selling sales manager in fm-stereo radio. We will be more than liberal with the right person, however, you must be a top salesman with an understanding of soft sell. Order takers should not reply as you will not be considered. Air time and salary for right person is available if your voice is right. Contact Mr. W. Overman 424 W. Skyline Drive, Champaign, Illinois.

Sales

Small independent group in Minnesota is expanding sales department. Needed, experienced radio, dime salesman for single station market. The right man will receive substantial active account list plus generous salary. Personal interview required. Box 171B, BROADCASTING.

Wanted immediately; a sales-producer manager for small New Jersey am station. Must have single station growing market. Must be stable, responsible, and willing to work hard and grow with us. Box 307B, BROADCASTING.

New England: The right man can make big city pay in this small market, and enjoy pleasant living near year round recreational sites. We're willing to pay top salary plus excellent incentive commissions for a steady, experienced salesman. Staff knows of this ad. All replies will be answered. Box C-10, BROADCASTING.


Help Wanted—Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sounding duet. $15 weekly. Box 318B, BROADCASTING.

Morning man? Personality? Handle humor? If you have all three qualifications and can work well at this midwest market station is looking for you. Send us aircheck, photo and background. Box 172B, BROADCASTING.

Announcer with varied experience and first phone ticketing position. Box 224B, BROADCASTING.

Announcer: mature voice, major midwest market. Adult music station, good working conditions. Send tape, resume, photo, salary expectations, first letter. Box 246B, BROADCASTING.

Experienced, live wire announcer. Interested in learning some sales. Must be able to do play by play football or baseball. Send your age, voice, on air experience for eastern Pennsylvania daytime. Box 274B, BROADCASTING.

Pennsylvania 1600 watt station seeking a mature hardworking announcer with experience for a good music station. Must be able to take instruction and have imagination. 5 day work week. Send tape, resume and salary requirements to Box 272B, BROADCASTING.

$75 per month; first phones only; plenty of extras. Room to go up; good midwest market, Central Illinois. Box 257B, BROADCASTING.

Texas koolwatt seeking experienced, mature announcer. Salary $900. Tape, resume to Box 317B, BROADCASTING.

Ready for major eastern market with a group owner? Needs stable, articulate, warm, personality, not rock type. 30-40 years old. Send resume, tape, photo, and salary requirements to Box 322B, BROADCASTING.

Florida major-market fm seeks announcer with 1st phone. We want delivery railing with quality, at home with middle of the road music, longhair, and especially ads. Maintenance not required. We want a quality pro; no floaters. Prefer someone already in Florida or Gulf Coast. Send resume with tape and salary expectation. Box C-2, BROADCASTING.

Immediate opening for man that likes radio, can handle a board shift and would like to work into local news and sports in southern market. Box C-7, BROADCASTING.

Aggressive 500 watt west Texas radio station always in need of experienced announcers and newcasters, first class ticket required for newsmen. Interested? Write Box C-9, BROADCASTING.

Wanted: Bright talented vacation replacement for central New York, CBS affiliate. Able to fill all posts from news to music. Pleasant working environment. Approximately May 15th thru September 10th. Send tape, photo, resume immediately. Box C-18, BROADCASTING.

Help Wanted—(Cont’d)

Announcers

Combo or comebelle: We’re wacky, we believe in people. Just nice guys or gals who’ll get along with us and our audience. Natural, unscientific radio. $100 for a 40 hour week and the plus is up to you; the opportunity is available. 50 miles from N.Y.C. Box C-46, BROADCASTING.


Right dj with 1st phone. Night man wanted. Some r&r. If you like mountains and out of doors we may have the 1st phone you want. Box C-61, BROADCASTING.

First class announcer with first class license. Send all information first letter. WDEC, Americus, Georgia.

KSFR—The famous San Francisco “3-B sweatshirt” concert music station needs two personalities for a bold new departure in programming. Classical music background a must, production knowledge and programming experience essential. KSFR, 10 Claude Lane, San Francisco, California. 415-283-5878.

First phone only, no maintenance, good music format. Three years experience minimum or gainful interest in music industry. Contact Jim Jee, Jr. MANAGER, AC-13451, KHHM, Hannibal, Mo.

Arkansas regional seeking top announcer, PD. Photo full background to William Fogg, Manager, KXJK, Forrest City, Arkansas.


Announcer, first phone, pay’s fair, job’s steady, working conditions excellent, chance for advancement. We’ll train you. WARO, Canonsburg, Pa.

Immediate opening for experienced mature announcer, with top men, top station in market. Write photo and resume, Harve de Grace, Maryland. 301-939-0800.

Top flight morning personality for new Indianapolis clear channel WIGO airing in April. Send tape (airtime), resume, and salary requirements. Contact Bob Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

Announcer-salesman. $60 per week plus 15% commission. Send tape to WSMO, Waldorf, Maryland.

Urgent: Versatile announcer— evenings ability to play. Contact Terry Dorney, WDBQ, Dubuque, Iowa.


Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

82

BROADCASTING, March 4, 1963
Help Wanted—(Cont'd)

Technical
Engineer-anouncer sting on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary, commissions, other fringe benefits requested. Don't wait - this could be your break. Box C-3, BROADCASTING.

Engineer to help construct Florida 5 kw. Must be reliable and of good character. Box C-5, BROADCASTING.

Engineer-anouncer wanted for small Alaskan station. Experience helpful, not absolutely necessary. Box C-27, BROADCASTING.

5 kw Daytimer has immediate opening for qualified chilef engineer. Position includes modest announcing shift. Photo, tape and resume to Al Clark, KWDR, Winner, South Dakota.


Production—Programming, Others
Experienced radio newsman for midwest market. Opportunity to step up. Send resume, photo and salary to Box 278B, BROADCASTING.

Program director or qualified announcer who wants to step up for New York City area. Classical music experience preferred, but not essential. Pay commensurate with qualifications. Send resume, photo and salary requirements to Box 328, BROADCASTING.

Producer-writer to work with established top personality in major eastern market. Must be extremely capable in humorous and human interest writing plus top production work. Good education and several voices helpful. Send resume, photo, references, and salary requirements to Box 324B, BROADCASTING.

California Opportunity. Top flight program director-operator-managers with experience in all phases of operation needed now for growing VHF network. Department is small so must be able to double in brass, as well as being able to write, edit, control and supervise program department with strong emphasis on creative production for local sales as well as expansion of news operation. Regardless of your position in radio or television if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television we will have future openings in traffic, sales, continuity and art. If you are versatile and have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent working conditions and fringe benefits. Give complete information in first letter with reference to work where applicable. Box C-41, BROADCASTING.

Immediate opening for serious minded news editor. Minimum two years broadcast experience and ability to pay, vacations, insurance and retirement plans. WHBY, Appleton, Wisconsin famous for Lawrence Coe and "Prisoners of the Line," is looking for a hard worker. Box C-54, BROADCASTING.

Experienced copy writer for new Indianapolis station WIGO, airing in April. Only for sure, convincing copy can make a difference. Reply and resume to Luke Walton, 423 Board of Trade Building, Indianapolis 4, Indiana.

Help Wanted—(Cont'd)

Production—Programming, Others
All around, experienced helper required at WBMJ-FM, Meriden, Conn.

Opening within three weeks for program director on fm sister station: TP announcer with compelling voice, willing to intergrate and able to communicate with community through public service. Good pay in return for hard work. Send tape, resume, to Wm. L. Lipman, WLIP, Kenosha, Wisconsin.

RADIO

Situations Wanted—Management

Presently general manager, small "meat market" radio. Extensive background sales, promotion, and programming. Last nine years general manager for sales manager in highly competitive markets. Have ownership background, college, 35, family. Fine financial and business references. 12 years radio, all formats. Present earnings, $12,000. Box C-42, BROADCASTING.

Attention New York state . . . small market, manager, sales on sales and promotion. Available immediately. Best references. Contact Box 1972B, BROADCASTING.

Sales

Twelve years experience in one of America's most competitive markets sells position from national sales to general manager. College graduate in field of Radio-Television. Can offer superior record of performance and character references. Box C-36, BROADCASTING.

Sale-announcer. Currently billing 49-10,000 monthly. Wants move from metro market to small market. Has eight years experience and knows all phases. No scrappers, please. Box C-58, BROADCASTING.

Sports casts all your football games on tape, to be aired by Buckeye Network. Send resume, photo, references and salary requirements. Box C-21, BROADCASTING.

College student desires summer work. Experienced in sales, sports, continuity or news. Willing to relocate. Also work for non-Columbia stations. Box 298B, BROADCASTING.

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 326B, BROADCASTING.

Warm, relaxed, good music announcer. Experience desires matching operation now. Box 3105B, BROADCASTING.

Sparkling tasteful morning humor, believable personality, age 25-30 different, in different. Four years doing mature, clever music show. Successful, fast moving sales vehicle. Box 312B, BROADCASTING.

South Carolina, North Carolina, Georgia.

Adult, morning showman . . . first phone. 13 years experience all phases. 11 at present. 5 kw. Young, married, veteran. Looking for permanent position leading to management. $125 minimum. Box C-38, BROADCASTING.

Anuncios

Sportscaster seeks return to baseball, announcing. Has big time football-baskitcheet experience. 'Name' references furnished. Box 190B, BROADCASTING.


College student desires summer work. Experienced in r & r, c & w, pop. Presently in easy; willing to work in radio, including management; program directing; sale engineering; production; neither. No beginner, drifter, drinker or radio bum. Family man and solid citizen. Best of references. Both business and personal. The kind you can check. Complete brochure and tape available inquire. No form letters, please. Box C-44, BROADCASTING.

Have cigarette lighter and wife-never works Top forty deejay, 7 years experience. Last 3½ with one of the leading (if not the leading) chain. Recommendation from present employer. My ballpark poised. Box C-46, BROADCASTING.

Perennial all-night man formerly with Miami number one station. Top 40 or jazz. Tape, photo, resume, references available. Mitch Price, 7900 Maryknoll, Bethesda, Maryland. EM 5-2094.

I have talent, experience, dependability, versatility and top references to offer. What have you? Box C-50, BROADCASTING.

Announcer, 1st phone available immediately. Musical and theatrical background. Prefer west coast. Box C-55, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swinging top 40 dj. Presently working in two Midwest AM stations. Prefer change to swinging station. If you need a dj with a strong production, too. Write Box C-62, BROADCASTING.


Double impact; "Mutt & Jeff" combo of two announcers, experienced all phases radio. Available immediately, for new station or established operation needing lead gun shot in arm. We work well together. Prefer good music station in medium market. Your staff problem today: call: 274-9457 or 527-9960, Memphis, Tennessee.


TELEVISION

Help Wanted—Technical

Engineer, best technical qualifications. Reli- able character, for VHF Texas resort city. Box 198B, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 201B, BROADCASTING.

Radio telephone first with TV experience. Video audio switching, transmitter opera- tion. Maintenance experience helpful. Box 170B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of mainte- nance necessary. Box 235B, BROADCASTING.

Immediate opening for man capable of operating and maintaining RCA transmitter plant and STL's. Contact Guy Lewis, Chief Engineer, KKTV, Box 579, Sherman, Texas.

Wanted working chief engineer for maximum power vhf now building new studios and changing to separate transmitter operation after two years combo. Construction and mainte- nance experience prime requirements. Call for future. Box 36-52, BROADCASTING.

Chief engineer for full power, vhf and 5 kw am, ABC network affiliates. Full re- sponsibility for 16 man staff. Excellent working conditions and starting salary. Present chief available to help you get started. Give full details in first letter to Redd Garrett, manager, KCBQ Stations, Cedar Rapids, Iowa.

Situations Wanted—(Cont'd)

Production—Programming, Others

Highly oriented sports and newcomer. 10 years in business. Now employed as p.d. Seeking relocation with good news-sports operation. Will relocate in mid-year. Write Box C-28, BROADCASTING.

Radio and television. Eleven years all phases. Top adult personality lock, program director, and account manager bowling and baseball play by play. Sports director. Seek permanent position top ten market. Highest recommendation from present and previous employers. Prefer personal interview. Box C-20, BROADCASTING.

Sports director, desire $150 per week and plenty of work. Box C-10, BROADCASTING.

Production—Programming, Others

Knick for writing . . . news . . . or copy that sells. Experience, degree, married. Box C-15, BROADCASTING.

Mature, energetic nine-year radio veteran seeks program director opportunity in cen- tral or western market. Available immediately. Call are: 814-885-4610. Or write Box C-39, BROADCASTING.

Top flight music director with wide knowl- edge of all phases of music and first class air personality, presently em- ployed as chief music director with a classical music station or one with KABEL type experience in all phases of radio. Finest references. Box B-211, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Number one station in ¾ million home mid- west market has opening for top Newman to do both radio and tv. There's plenty of news and plenty of work. If you're used to a 40 hour week we are not for you. If you love news send resume, film or tape to Box 200B, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 198B, BROADCASTING.

Need creative producer-director to handle important evening television news and re- records. Schedule must have good ideas and be able to handle crew with skill. Excellent potential in 12 year VHF dominant CBS sta- tion in 750,000 home market. Send resume, photo, and samples of your work to Box 208B, BROADCASTING.

Sports director for WSERT-AM, FM, TV, respected leader in the area. Experienced play by play, interviews, regular sports shows. Prefer Indiana's sports background though experience in neighboring states will be considered. Salary plus talent and many extra benefits. Send tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana.

TELEVISION

Situations Wanted—Management

Experienced assistant manager. Familiar withprevent future promotions. Salary requirements $22,000 per year. Box 292B, BROADCASTING.

Sales

Tv salesman billing ½ million local sales—large market. Box 58A, BROADCAST- ING.

Announcers

Mature, personable tv staffer, university graduate, $9, now major southeast market. Relocate immediately. Box 365B, BROADCASTING.

Quality, versatility, experience. Employed tv announcer, nine years broadcasting. Married, relocate. Box C-46, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Weatherman looking for new position. Graduate, meteorological, experienced in radio, tv, forecasting. If you are looking for a first rate weather show, authoritative and friendly write. Box C-39, BROADCASTING.

Production—Programming, Others

Major market newcomer. Some television, both radio/television, familiar family. Interested radio/television combination top market only. Box B-288, BROADCASTING.

Top production director, major market, now interested in program manager-assistant program manager, smaller market. Box 160B, BROADCASTING.

Diversification. Experience in production, direction, announcing, writing, radio, photo- graphy and news. Desires permanent position. Family. Box 269B, BROADCASTING.

BROADCASTING, March 4, 1963
WANTED TO BUY

Equipment


Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Sound, 10, 50 Pennsylvania, Tuckahoe, N. Y.

Look for insulators, type 25120. State quantity, price. WXGI, Box 8672, Richmond 58, Virginia.

5 kilowatt or 10 kilowatt am broadcast transmitter in good condition for high end of broadcast band. Box C-31, BROADCASTING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt tower. Gates transmitter preferred. What do you have? Cash available. Box B-33, BROADCASTING.

Recent model, amplitude, modulation monitor Gates or general for internal trade. Give price and condition. Charles Walter, WRDA, Nashville, Tennessee.

Wanted-used General Electric peak limiter model BA5. Contact WEUP, 536-9713, Huntsville, Alabama.

Self supporting wear 300 to 500 feet, located in Mobile, Alabama. Inquire for a religious programming station in Madison, Wisconsin. WRRV-FM, Madison 1, Wisconsin.

For Sale

Equipment

RCA BTA-10B. 10 kilowatt fm transmitter. $6500. Box 328, BROADCASTING.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 4560 Freenport Blvd., Sacramento 2, California.

Am, fm, tv equipment including transmitter-orthicon, iconoscope, audio, monitor, cameras. Electrofind, 441 Columbus Ave., N.Y.C.

Kismation Line: Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullet and all hardware. $102.00. Box 6400, BROADCASTING.


For sale: Remote custom built trailer, 12 by 6 feet, constructed from 135 square feet, microphone has two 45 turn tables, one 3-speed turn table, and public address system. 8 foot x 8. Reasonable. Call or write, WASA, Havre de Grace, Maryland, 9-8080.

BROADCASTING

GEL FMC-1 main channel exciter and sub-channel generator; rack-mounted with power supplies. $6,050. Drawn inker, $4,800. New York.

For sale: Remote. Ready built trailer, box 270, BROADCASTING.

UNLIMITED FUNDS AVAILABLE FOR RADIO AND TELEVISION PROPERTIES.

MISCELLANEOUS

SPORTSCASTER will provide interviews with national league baseball players, April thru September. Nanno, 3363 Alma, Lynnwood, California.

COUNTRY and western music library wanted. Low key use. For retrans. Box 9245, 601 FMC Model, 150,000 rpm records dating back to 1953. Box C-27, BROADCASTING.

RESUMES by Ph.D. currently in television industry. Excellent service. Box 34, Towson, Maryland.

Broadcast Comedy is listed in the new "Radio "Guide" of talk" comedy. Write for free 24 page booklet on your letterhead. Showbiz Car, MC 65, 333 Park Ave., N.Y., N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Do be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

First phone license in six weeks. Guaranteed instruction in laboratory and methods by master teacher. G. I. approved. Request free brochure. Kelly School of Radio, 2003 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory and methods according to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operations, receiver and general training. Finest, most modern equipment available. Full time instruction. American RadiCorp. School of Broadcast, 2603 Inwood Road, Dallas 33, Texas.


Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1053 North Cherokee, Hollywood, California.

Since 1946. Original course for FCC first phone license operator in six weeks. Over 450 hours of instruction and over 600 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1180 West Olive Ave., Burbank, California.


"Are your cold? Do you need a first phone?

RADIO

Help Wanted—Sales

OPENINGS
SIX SALESMEN
Radio, Television and/or
Ad Agency Experience
A Necessity
High-caliber men, free to travel, with
accustomed earnings to $25,000 yearly.
Travel and entertainment allowance, plus
commissions.
Call Main Office, HA 6-9266, Boston,
Mass., or New York City Office, El 5-
4911, for appointment. Interviews will
be held in accessible area.
“Call only if you are a salesman”
COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

Technical

Broadcast Equipment Manu-
facturer has important positions
open in:

Field Service Department:
Requires broadcast engineer with ex-
perience in AM, FM and TV broadcast
equipment installation and serv-
icng. Previous managerial position in
broadcast equipment servicing desired.

Product Line: Requires knowledge
of AM, FM and stereo broadcast
equipment and should have thorough
knowledge of audio systems.

Send complete resume today.
Box C-60, BROADCASTING.

Announcers

TOP PERSONALITY FOR TOP
RATED 5 KW INDIE
Must be a 25-35 swinger, bright
sounding air salesman, fast-
paced production. Proven record
of rated success necessary. This
is not a tryout job. Air check,
pic, resume to Ford, at
WKKI.
Box 911,
Kalamazoo, Michigan.
Now open!

Exceptional Opportunity!
Major Eastern market station has imme-
 diate opening for bright, happy per-
 sonality deejay. Modern format, tight
 production. Send tape, resume to
Box C-47, BROADCASTING

Help Wanted—(Cont’d)

Announcers

WANTED!!
Major Eastern station looking for
strong adult air personality who
knows modern music and pro-
duction, and how to develope and
hold audience. Salary open.
Rush tape and resume to
Box C-60, BROADCASTING.

Production—Programming, Others

OUTSTANDING OHIO
GOOD MUSIC STATION
wants assistant program director
who is good with ideas, produc-
tion and can run a tight after-
noon show. A good opportunity!
If interested please send tape,
picture and other information.
Box 3658, BROADCASTING.

RADIO

Situations Wanted—Management

RADIO AND/OR TV
MANAGER AVAILABLE
EXPERIENCE: Practical Radio and
TV Management in Metro, medium and
small markets since early forties. Mostly
with two major Publishing/Broadcasting
organizations—Cowles and Time Inc.
WHY AVAILABLE?: Resigned posi-
tion of Vice President/General Man-
ger of Time Inc. metro market radio
and TV stations 25 years ago to op-
erate my own business (a major
orange franchise). Have just closed out
this business due to citrus freeze that
caused a regional business recession.
No serious loss to me.
Looking for Radio and/or TV man-
gement opportunity, preferably southwest
or west coast. Personal interview will
convince you of my mature abilities to
profitably operate your broadcast prop-
erty in a manner in which you can en-
joy pride of ownership. Best of refer-
ces.
Phil R. Hoffman
920 Lead Street, S. W. Apt. 9
Albuquerque, New Mexico
Phone 242-0175

MISCELLANEOUS

NEED BILLING?
Have proven California PI program with
growth product and high $$$ per lead.
Can offer guarantee of results.
Manager, 4670 30th St.
San Diego 16, California
Phone Area 714-281-2369.

INSTRUCTIONS

EMERSON COLLEGE

RADIO

TV

SPEECH

THEATRE

FULLY ACCREDITED LIBERAL ARTS
COLLEGE.
Specialization in radio, TV, theatre arts,
speech, speech and hearing
therapy, B.A., B.S., M.A.,
M.B. degree, Day, evening,
summer sessions. Broad-
casting, announcing, writ-
ing, radio and TV produc-
tion. Electronic production
studio, theatre, FM radio
station, speech and hearing
clinic. Outstanding oppor-
tunities for achieving pro-
fessional competence in
acting, directing, and script
writing for radio and TV.
Good, 81st year. For cata-
log write: Director of
Admissions.
EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO-TV ANNOUNCING
COURSES
ENGINEER & 1st FONE
COURSES
Active Placement Service.
Attention Managers: A few Outstanding
Announcers now available for radio-tv.
KEEGAN TECHNICAL INSTITUTE
“Since 1947”
207 Madison, Memphis, Tenn.

For Sale

Equipment

KINE-SCOPE RECORDERS—
Two (2) GPL 16mm kine record-
ers, model PA303, must be dis-
poped of as quickly as possible.
Both are in excellent operating
and physical condition—recorder
with serial #75 has a Maurer
Sound Recording Head. Recorder
serial #92 is without sound. We
will listen to any offer and dis-
cuss any deal. We are interested
in moving this equipment PART.
Box 71B, BROADCASTING

TELEVISION Help Wanted—Management

CALIFORNIA OPPORTUNITY
Top flight program director-operations manager with experience in all phases of operation
needed now for growing vhf network. Department is small so must be able to double in brass,
as well as delegate, follow up, train personnel, control and supervise program department
with strong emphasis on creative production for local sales as well as expansion of news
operation.
Regardless of your position in radio or television, if you have considered changing from your
present position to a better opportunity we would like to hear from you. Because of expansion
in radio and television, we will have future openings in traffic, sales, continuity and art. If
you are versatile and have experience in any phase of broadcasting we would like to hear
from you. Good salary, excellent working conditions and fringe benefits. Give complete in-
formation in first letter with samples of work where applicable.
Box C-54, BROADCASTING

86

BROADCASTING, March 4, 1963
Continued from page 81

ent vis. trans.; ant. height 800 ft. KTVK (TV) Springfield, Mo.—Granted cp to install aux. trans. and aux. ant. at old aux. site. KLFTV-LV Lafayette, La.—Granted cp to change type trans. and relocate location to southeast of Lafayette. KJQY-TV Hattiesburg, Miss.—Granted cp to change type trans. and relocate location to southeast of Hattiesburg. KXMB-LV Bremerton, Wash.—Granted cp to change type trans. and relocate location to southeast of Bremerton. KCMO-TV Kansas City, Mo.—Granted cp to change type trans. and relocate location to southeast of Kansas City. KSHL-TV Highland, Ill.—Granted cp to change type trans. and relocate location to southeast of Highland. KKKC-TV Springfield, Mo.—Granted cp to change type trans. and relocate location to southeast of Springfield. KJPL-TV Wilmington, Del.—Granted cp to change type trans. and relocate location to southeast of Wilmington. KQSY-LV Salt Lake City, Utah.—Granted cp to change type trans. and relocate location to southeast of Salt Lake City. KXFA-TV Farmington, Ark.—Granted cp to change type trans. and relocate location to southeast of Farmington. KTVK (TV) Springfield, Mo.—Granted cp to install aux. trans. and aux. ant. at old aux. site.

For Sale

Stations

SOUTHWEST LOW FREQUENCY 1 KW
In the black in the growing southwest: $30,000 to qualified operators. Less for Cash.

Box C-3, BROADCASTING

WANTED TO BUY

Stations

STAION:

Wanted to buy! Three experienced radio men with cash want to buy all or control of station. Up to $125,000.

Box C-49, BROADCASTING

For Sale

Stations

MISSISSIPPI DAYTIMER
Single market, population 6,500, good retail sales. Grossing around $36,000 needs management & local ownership. Good equipment in new building and transmitter. Priced $40,000 with terms.

Box 255B, BROADCASTING.

FLORIDA-CENTRAL
Medium market. Profitable. Long terms can be arranged.

Associated Media Brokers Suite 328 Bayview Building Fort Lauderdale, Florida Phone Logon 6-7843

Bob Flynn Myles Johns

FLORIDA-SOUTHWEST
Gold Coast, Fulltime—major market. One of America’s finest areas. Florida.

Associated Media Brokers Suite 328 Bayview Building Fort Lauderdale, Florida Phone Logon 6-7843

Bob Flynn Myles Johns

FLORIDA: WEST COAST

Associated Media Brokers Suite 328 Bayview Building Fort Lauderdale, Florida Phone Logon 6-7843

Bob Flynn Myles Johns

For Sale—(Cont’d)

Stations

FLORIDA-MAJOR MARKET
Fulltime good earnings—located in growth area. Priced sensibly—liberal terms.

Associated Media Brokers Suite 328 Bayview Building Fort Lauderdale, Florida Phone Logon 6-7843

Bob Flynn Myles Johns

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STATIONS FOR SALE


Jack L. Stoll & Assocs.
Suite 600-601 6381 Hollywood Blvd. Los Angeles 25, Calif. 90472

To buy or sell Radio and/or TV properties contact.

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Fines

Commission notified Bastrop Best, Inc. that it has incurred apparent liability of $1,500,000, pursuant to Section 301 of the Communications Act and commission sponsorship identification rules, by permitting unauthorized use of car transmission devices for keeping operating logs, also to provide for maintenance log, and to consider all logging requirements under single sections of rules. New rules were as follows proposed June 9, 1952. In adopting them, the commission denied a Motion by National Assn. of Broadcast Employees for hearing since it is not making any changes in the operator and requirements of action. Action Febr. 20.

Rulemakings

AMENDED

Commission amended its rules to extend permit use of devices devices for keeping operating logs, also to provide for maintenance log, and to consider all logging requirements under single sections of rules. New rules were as follows proposed June 9, 1952. In adopting them, the commission denied a Motion by National Assn. of Broadcast Employees for hearing since it is not making any changes in the operator and requirements of action. Action Febr. 20.

PROPOSED

Commission invites comments by April 1 to proposed rulemaking, based on petition by Pennsylvania Educational Network Study on behalf of Dept. of Public Instruction, which would add 1 vhf and 4 uhf channels for educational use in that state. It would reserve ch. 39 (now commercial) in Altoona, ch. 36 in Clearfield and ch. 68 to Scranton. Commercial ch. 71 would be substituted for ch. 65 in Altoona. Assignment of channels proposed would require concurrence of Canadian authorities. Action Febr. 20.

PETITION FOR RULEMAKING FILED

Taft Best Co., Danville, Ohio—Requests amendment of table of tv assignments so as to delete ch. 44 from Piqua, Ohio, and add ch. 37 to Piqua. Received Feb. 18.
THIS PIECE OF CLOTH SILENCED 1000 GUNS!

Almost a hundred years ago a doctor wearing a Red Cross armband stepped out on a battlefield in Europe. As he moved between the lines caring for the wounded, the guns of both armies fell silent. From that moment on the Red Cross has been a respected symbol of mercy for all men.

Today Red Cross nurses and doctors are still bringing relief to people suffering from disaster, disease and war. In order to continue this vital work, the American Red Cross must turn to you for support. Don’t let it down!

THIS TELEVISION FILM

100 YEARS YOUNG

9 minutes — 16mm — black and white — sound — cleared for TV

100 YEARS YOUNG salutes the 100th worldwide anniversary of the Red Cross movement. The first 4½ minutes depict the birth of the Red Cross idea when Henri Dunant witnessed the Battle of Solferino. The second 4½ minutes show that idea in action on today’s international scene—plus dramatic scenes of Red Cross services on the home front. The film can be shown as a 9-minute TV feature or as two 4½-minute programs.

Action scenes of: President Kennedy, Battle of Solferino, Guam Typhoon, Algerian Relief, Congo Relief, East Coast Storm.

THESE TV SPOTS

GORDON AND SHEILA MacRAE, THE AIR FORCE SYMPHONY, and the SINGING SERGEANTS present a new song by Alvy West—“ALWAYS THERE”—as art depicts worldwide Red Cross services. Available in COLOR and BLACK and WHITE. 16mm and 35mm.

Also COLOR SLIDES, TELEPS, FLIP CARDS, with voice over copy.

AND RADIO SPOTS

Recorded appeals by ★ Air Force Symphony & Singing Sergeants ★ Ralph Bellamy ★ Bing Crosby ★ Percy Faith ★ George Hamilton IV ★ Bob Hope ★ Rick Jason ★ Four Lads ★ June Lockhart ★ Gordon MacRae ★ Sheila MacRae ★ Mitch Miller ★ Minnie Pearl ★ Basil Rathbone

All lengths from 05 to 60 seconds

WILL HELP YOU HELP US TO TELL THE RED CROSS STORY

All these materials available from:

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS

In New York, call Susquehanna 7-1000
In Hollywood, call Hollywood 5-5262

THE ADVERTISING COUNCIL

New York
Chicago
Hollywood

★ THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE ★
Negotiating program contracts—slow and complicated

Family in Law • The Iannuccis might be said to be a family of lawyers—he’s one of three attorneys in his immediate family. His father has a practice in New York City, and a brother, Joseph, is a tax attorney who has represented show business people (talent and producers). Another brother (Robert Iannucci) is an agency account executive.

A young network executive—he is probably the youngest in network history to have achieved such a title and degree of responsibility in his area—Mr. Iannucci obtained a degree from Harvard Law School only 10 years ago. In 1950, he graduated from New York U. with a Bachelor of Arts in Political Science. He was born in Brooklyn on Sept. 24, 1927.

Except for an urge for politics—he dabbled a bit after law school at the Lexington (New York City) Democratic Club—Mr. Iannucci’s objective in life is as clear as a carefully drawn contract. He has always wanted to be in law but in the capacity of working for big business—at a corporation—as contrasted to a private practice.

Inevitably, the Harvard graduate who sought a taste of big business and saw its possibilities in the dramatic, competitive dynamism of an expanding tv medium, he gravitated toward broadcasting. From RCA’s patent division (licensing of patents), Mr. Iannucci moved on to ABC and its legal department and only two years after graduating from Harvard he went to CBS’s business affairs department.

Eight years after he joined CBS, Mr. Iannucci had become one of the top executives of its television network—he served for a year (1959) as director of contracts-talent and rights, and two years (1960-62) as director of business affairs.

On the Beach • Mr. Iannucci’s job has an adhesive quality but when he manages to get unstuck for awhile—“when they get me off”—he’s prone to just “beach it.” “I’m a beach lounger,” he explains. “I’m a theater-goer and the usual summer athlete who swims, golfs and plays tennis. I do play some squash and work out a bit at the gym.” He has a place at West Hampton on Long Island where he can unwind and enjoy the family.

But actually, he notes, it’s “hard to have interests” on his job.

His wife is the former Aileen O’Hara who was a secretary at Young & Rubicam. They were married on Feb. 2, 1957, and have three children: Tommy, Peter and Helene, the latter born last April.

Interests apart from the immediate: Mr. Iannucci speaks of looking forward to his making a contribution to community service, possibly in politics or in the arts. He has an appreciation of art and of people for he enjoys being with and communicating with people.

What special talent does Mr. Iannucci’s position require? Aside from the usual legal skills, there are many intangibles. Among them: not being deceived by what appears on just the surface of a proposed deal. It is necessary, according to Mr. Iannucci, to get to the “core” of a proposal and to do so quickly. He points out that television, with its competitive nature and time schedules demands fast decisions and fast action. He adds that it’s necessary to be realistic about the television business—recognizing its “true values and true needs.”

Business affairs is entrusted with budgeting or pricing-out all shows, including network produced programs and “outside” packages. It counsels and consults with programming people and the sales department. Moreover, business affairs must be cognizant of the network and advertiser rights as well as the program’s costs to advertisers.

Mr. Iannucci recognizes a challenge: the most stimulating is the sales agent he continually deals with—a breed he finds with “lots of savvy,” and providing a good deal of excitement as “they know the business.”
Merrily it rolls along

TELVISION has been a bandwagon operation from the start, but this year's model seems apt to be bigger and roll faster—and collect more fares—than even its most successful predecessors. Two months after the end of a year in which they invested unprecedented millions in television, advertisers are getting down on the dotted line again with an enthusiasm sometimes hard to distinguish from eagerness.

Take the networks. Their big, bellwether advertisers are signing into the coming season's schedule faster than ever before at this point in the calendar (BROADCASTING, Feb. 11, 25). By all the outward indicators, national spot and local business are also moving along at a pace uncommonly swift for this time of year.

The purpose of getting on a bandwagon, of course, is to be ahead of the pack on what hopefully will be a short ride to a sure thing. Television comes closer to serving this purpose than any other advertising conveyance except, possibly, radio. If it had not proved the power of its performance, its list of buyers would be shorter and its prospects less interested.

But bandwagons do break down sometimes, as happened to the subliminal-projection calliope a few years ago, and even if they don't grind to a halt they can't be expected to maintain speed on old momentum alone. Television's immediate prospects were never brighter, but in contemplating this happy fact its programmers and salesmen would be smart to resist any temptation to ease up. It's easier to stay on top than to get there, but only if you work at it.

Equal freedoms

BROADCAST journalism will be given two important chances to assert itself in congressional consideration of bills to modify the political broadcasting law and to open House committee hearings to television and radio broadcasts. The chances must be exploited fully.

Hearings will be held today by the House Communications Subcommittee on a proposal to suspend the application of Sec. 315, the equal time law, to presidential and vice presidential campaigns in 1964. It may be presumed that broadcast leaders will argue for stronger measures, including repeal of the law.

Hearings will be held later by the House Rules Committee on a proposal to permit radio and television coverage of House committee sessions. Only congressmen may appear as witnesses at Rules Committee hearings, but there is much that broadcasters can do outside the hearing room to encourage favorable action.

Both bills were introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and both seem to have a good chance of adoption. Mr. Harris is not one to back losing causes.

His bill to open committee hearings to broadcast coverage deserves all the support that broadcasters can muster. The exclusion of radio and television from House proceedings is an anachronism and has imposed on broadcasters a second-class status in the company of media covering the Congress. Broadcasters ought to advise their congressmen of the need to lift the outdated rule against modern journalism.

The bill to suspend Sec. 315 for the 1964 presidential and vice presidential campaigns falls far short of the relief that broadcasters must obtain if radio and television are to grow as journalistic forces. This bill will face little opposition, for the record of broadcasting in the 1960 campaign, during which a similar suspension of Sec. 315 was in effect, gave no reason for opposition. Repeal of Sec. 315, how-

ever, will be another matter. Only a massive and extended campaign by a fully united front of broadcasters can force the Congress to kill a law that many congressmen believe guarantees them access to radio and television.

It will not be enough for broadcast witnesses to make the case for repeal of Sec. 315, no matter how eloquent they may be. The case for repeal must be carried to every member of the Senate and House by broadcasters from their own districts. In this cause broadcasters have some valuable allies, including Sen. Vance Hartke (D-Ind.) who pledged his support last week in a speech to the conference of presidents of state broadcaster associations.

One good measurement of any journalism medium is the vigor with which it seeks maximum freedom to operate. The measurement of broadcast journalism will be taken in the fight for repeal of Sec. 315 and for admission to House hearings.

Temporary chairman

CANDOR is a quality that the FCC demands of all its licensees. At the mere suspicion of a lack of it, the commission is apt to start disciplinary action.

If candor is to be required of licensees, as indeed it ought to be, no less must be expected of the commission itself—and especially of its chairman. Candor has not been among Newton N. Minow's more conspicuous qualities since BROADCASTING on Feb. 11 broke the story of his plans to resign.

Mr. Minow has made two public statements on the subject, the first released by the public information office of the FCC on the day BROADCASTING's story appeared and the second delivered by himself last Wednesday in answer to a direct question by Sen. John Pastore, chairman of the Senate Communications Subcommittee. In neither statement has Mr. Minow denied the truth of BROADCASTING's report.

In effect Mr. Minow's comments have confirmed his intention to leave the commission but have left unsettled the date on which he will leave. His present status of uncertainty puts the FCC in the awkward position of having a leader who is expected to quit any time. The longer this condition prevails the more disorganization will set in. Things move slowly enough at the FCC under stable management.

"Watch out for that sponsor. His 'hands-off' policy doesn't extend to us secretaries."

DRAWN FOR BROADCASTING BY SID HIX

BROADCASTING, March 4, 1963
Miss Texas, Penny Lee Rudd
MORE THAN TWICE
THE JANUARY-FEBRUARY
HOOPERATING
OF THE DISTANT
RUNNERUP...

MORE THAN ALL 4
NETWORK STATIONS COMBINED
IN ALL SURVEYED TIMES!

WHO ELSE?
KLIF
NUMBER ONE IN DALLAS
SINCE 1954!

KLIF — REPRESENTED NATIONALLY BY JOHN BLAIR & CO.