Harper has doubts that ratings situation is really a crisis

$721 million spent in spot TV during '62; P&G still top buyer

Crosley asks for permission to experiment with 750 kw on WLW

IRS ruling on license amortization costs is upset by federal judge

...DON'T WORRY, TIGER, NOBODY'LL KNOW. WE WUZ PRE-EMPTED BY A COLUMBIA* BLOCKBUSTER!

*COLUMBIA POST-48 blockbusters are currently being shown in more than 130 markets.

Distributed exclusively by SCREEN GEMS, INC.
HOUSTON AT NIGHT

The unique challenge of Houston, supercity of tomorrow, is being met with the right combination of service and showmanship by The Television Station of Tomorrow.

Houston At Night Watches KTRK-TV!
THE STEVE ALLEN SHOW has taken an even bigger bite out of the late-evening audience in St. Louis. Last month, when KTVI reported a 30% across-the-board increase in ARB Metro share, the late-evening period was up 13%. Now the February-March document shows another increase of 23% in KTVI's Metro share from 10 til midnight—thanks largely to the efforts of Mr. Allen. Obviously, Steve Allen reflects a healthful trend, not just a temporary spurt. Now is a key time for you to take a fresh look at late-evening programming in St. Louis: see what's still growing on KTVI.

* Based on comparison of November and January documents
KRLD-TV DELIVERS MORE DAYTIME HOMES THAN THE NEXT 2 STATIONS IN THE MARKET COMBINED . . . .

The newest ratings prove one thing — that KRLD-TV has strengthened and solidified its already commanding lead in the Dallas-Fort Worth market.

For example, the ARB Television Market Report for February-March, 1963, shows that KRLD-TV delivers 109.2% more homes per average daytime quarter-hour than Station B, and 124.3% more homes than Station C, or MORE homes per average quarter-hour than the second and third place stations combined.

Take advantage of this dominant market position. See your ADVERTISING TIME SALES representative.

*9 am - 6 pm
Monday thru Friday

KRLD TV represented nationally by Advertising Time Sales, Inc. (ATS)

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Everybody's in the act

Chances for unified action on rating by various broadcaster groups looked good for a while last week, and then things came unglued. Stage seemed set for National Association of Broadcasters to become focal point for all broadcaster action. Radio Advertising Bureau, which has been pushing for radio-only solution to ratings problem, was working out accommodation with Donald McGannon of Westinghouse Broadcasting, chairman of NAB research committee. Television Bureau of Advertising, which had been proceeding with own plans, at first decided to hold up action until after NAB research committee meeting in Washington today (April 29). On Friday TVB reversed its field, came out with proposal that would reduce NAB's role to parity with TVB's and RAB's and bring in associations of advertisers and agencies (story page 9).

If TVB succeeds in its plan to create special ratings committee comprising presidents of TVB, RAB, NAB, American Association of Advertising Agencies, and Association of National Advertisers, it may put crimp in plans of LeRoy Collins, NAB president, to represent industry at further hearings before House ratings subcommittee. Governor Collins has told subcommittee he would be ready in next few weeks to submit broadcasting's solution to ratings problem.

The price of petitions

Schedule of fees that broadcasters and others will have to pay when filling applications with FCC is expected to be published this week. Order will provide for fees of up to $100 for TV applications and $50 for AM and FM. Delay in final action on fee schedule—commission directed staff month ago to prepare final order—results from dissatisfaction of Safety and Special Services Bureau with fees proposed for applicants in its field. Bureau felt they were too high and would result in subsidization of Broadcast Bureau activities. Consequently, staff has had to scale down fees to be charged Safety and Special Services applicants.

Ranges for ratings?

One suggestion now being advanced to clarify meaning and use of broadcast ratings is that rating services publish their findings in terms of probability ranges instead of definite ratings. Example, as calculated by one leading station representative: Show that is now given 132,500 total homes and metro rating of 25 in certain market would be reported as delivering range of homes between low of 107,100 and high of 157,900 and rating ranging between 19 and 31. If similar treatment were given all shows on all stations, it's argued, rating services would be able to assure to enlarge samples and thus reduce probability spread, and timebuyers who now take ratings as gospel would realize their real significance.

Some researchers oppose notion of publishing probability range. Their arguments: Mathematical formula for computing range is based on perfect probability sample and perfect return—which is neither to be realized—and if those conditions aren't precisely met, no one can calculate lows and highs of probable error.

Magnetic wire

Trend toward broadcast ownership of community antenna television systems will get added push this week when WGN Inc. acquires Midwest CATV installation as first of what it expects will be string of systems. Company owns WGN-AM-TV Chicago, WPIX (TV) New York, KFAL-AM-TV Duluth, Minn.-Superior, Wis., is associated with Chicago Tribune and New York Daily News.

McGannon and Minow

Donald McGannon, president of Westinghouse Broadcasting Co., could have had appointment to FCC chairmanship if he had wanted it. It was learned authoritatively that 42-year-old broadcaster had been offered position to succeed Newton N. Minow but refused with regret because of conflict of interest statutes that would have required him to divest himself of stock in Westinghouse Corp. Mr. McGannon, at present chairman of Advertising Agencies convention at White Sulphur Springs last week, was noncommittal on report.

They're off

FCC's proposed new rule to restrict horse race broadcasts (BROADCASTING, April 13) is provoking opposition, not only by race track owners but from broadcasters. Contention is that proposed rule change, although designed to curb broadcasts of information that might aid illegal gambling, actually would prevent tracks from advertising and discriminate against radio and TV stations by depriving them of revenue. Newspapers and other media are free to accept track advertising.

Comments on proposed rule, announced April 11, are due May 18. FCC said that broadcasts of informa-

Published every Monday, 53rd issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.
"These contracts don't add up," reported one of WMAL-TV's bookkeepers to Bob Livingston, local Sales Manager. "What's wrong?" asked Bob, ever alert. "The salesman (we have three: Jules Huber, Jim Ford, George Griesbauer—all good men. Take your pick.) left out the rear screen projection fee on each program. One contract covers 64 programs and the other 20 programs, but if I deduct five programs from the first schedule and bill the client for an additional $40 and knock two programs off the second schedule and send that client a refund of $40, it'll come out all right." "Sounds OK to me," said Bob, "but how much do the programs cost* and what's the rear screen projection charge on each?"

Tell him. Reward will follow.

*Rates are fictitious. Fact is that you can discover daytime on WMAL-TV at most attractive rates via Ed Allen Exercise Time, Girl Talk, Woman's World and Bachelor Father, our well-watched daytime programe designed to reach the gals who do the buying. Check Harrington, Righter & Parsons, Inc. for details and availabilities.

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #79, WMAL-TV, Washington 8, D. C.

wmal-tv

Evening Star Broadcasting Company
WASHINGTON, D. C.
Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Marion Harper doubts there is a crisis in the ratings "mess," is dubious that advertising agencies will participate in corrective measures. Expresses attitude at AAAA meeting in White Sulphur Springs. See . . .

HARPER SEES NO CRISIS . . . 23

Petersmeyer calls on agencies to tell broadcasters what information they want to feed their computers; also urges advertising men to practice what they preach about time restrictions and specialized programming. See . . .

WHAT'S FOOD FOR COMPUTERS . . . 28

Federal judge rules that the cost of obtaining a license may be amortized by a broadcaster. Ruling in Chattanooga case is seen as a straw in the wind on network affiliation depreciation cases. See . . .

ALLOW LICENSE AMORTIZATION . . . 52

Limited authority or wide powers over community antenna systems stymies FCC-CATV negotiations over legislation. Cable operators wanted the commission restrained to dealing with one-station markets. See . . .

NCTA, FCC NEAR IMPASSE . . . 56

NBC-TV gets the National Football League playoff game for $926,000 in open bidding against CBS-TV. This is $311,000 over last year's price and amounts to the largest sum for a single network sports attraction. See . . .

NEW HIGH FOR FOOTBALL . . . 60

Harris doesn't go along with Minow's suggestion that all broadcasters be required to become members of NAB. He warns that broadcasters must continue to walk tightrope to avoid government intervention. See . . .

REP. HARRIS VOTES NAY . . . 50

Repeat performance for Crosley; it asks FCC to approve experimental 750 kw operation from WLW. Offers to invite an outside organization to check out coverage, interference and other questions. See . . .

CROSLEY ASKS FOR 750 KW . . . 58

National spot TV billings in 1962 are up 16.8% over prior year. TVB reports that $721.2 million spent in national spot, and that if network billings are included, $1.52 billion was spent on national TV advertising. See . . .

1962 SPOT TV BILLINGS . . . 34

A revamp of CBC is recommended by Royal Commission. Urges aggressive sales policy as well as revision of corporation's structure, salary levels and management. Calls for a single broadcasting executive. See . . .

RECOMMENDS CBC OVERHAUL . . . 50

"The Du Pont Show of the Week" and Carol Burnett win Peabody Awards in entertainment sector. Eighteen presentations are made. Special Broadcast Pioneers' award voted to Representative Oren Harris. See . . .

PEABODY AWARDS ARE MADE . . . 62

DEPARTMENTS

AT DEADLINE .................. 9  LEAD STORY .................. 23
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FINANCIAL REPORTS ............ 64
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GOVERNMENT .................. 52
INTERNATIONAL ............... 50
It's hard to believe
but... they're actually turning

JACK LORD

Starring in

STONEY BURKE

loose, for sale in the local & regional markets...!

STONEY pulls such a very large share of the audience, everywhere:

<table>
<thead>
<tr>
<th>City</th>
<th>Share</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>25%</td>
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<tr>
<td>Philadelphia</td>
<td>37%</td>
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<tr>
<td>Detroit</td>
<td>34%</td>
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<tr>
<td>Cleveland</td>
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<tr>
<td>San Francisco</td>
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<td>Dallas-Fort Worth</td>
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<td>Cincinnati</td>
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<td>Kansas City</td>
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<td>Houston</td>
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<td>Salt Lake City</td>
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<td>Saginaw-Bay City</td>
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<td>New Orleans</td>
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<td>Rochester, N. Y.</td>
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<td>Shreveport</td>
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<td>Richmond</td>
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<td>Duluth-Superior</td>
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<tr>
<td>Albuquerque</td>
<td>48%</td>
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<tr>
<td>Greenville-Washington, NC</td>
<td>68%</td>
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<tr>
<td>Hawaii</td>
<td>39%</td>
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</tbody>
</table>

...and wins so many awards and such important special acclaim:

STONEY BURKE wins 1963 "WRANGLERS AWARD" bestowed by National Cowboy Hall of Fame and Western Heritage Center

JACK LORD nominated "MOST PROMISING NEW TALENT—MALE" Radio-TV Daily All-American Awards Poll

STONEY BURKE nominated "FAVORITE NEW SERIES" TV Guide 1963 Awards

JUST ANNOUNCED AND ALREADY SOLD IN 14 MARKETS, INCLUDING CHICAGO, DALLAS, DETROIT AND LOS ANGELES

A DIVISION OF UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York 22, New York, MURray Hill 8-47C
TvB wants 'moratorium' on ratings changes

SEeks Three-step approach to solving problems

Three-step approach to broadcast ratings controversy proposed Friday (April 26) in surprise announcement by Television Bureau of Advertising.

TvB asked that ratings services hold off any planned changes until such time as changes can be "properly evaluated." Moratorium would include such "piecemeal" changes as that proposed by American Research Bureau to double its sample, TvB said.

Bureau also suggested that broadcast auditing bureau be set up to audit practices of rating services, and that office of research be created to look toward improvement of standards and research techniques.

TvB's statement was issued on Friday after two-day board of directors meeting held at White Sulphur Springs, W. Va., site also of meeting of American Association of Advertising Agencies. At close of its meeting Thursday, TvB executives had told reporters no statement would be issued.

Board said its three-part recommendation was made in "full recognition of the urgent need for accuracy in broadcast audience research and measurement."

Committee of Five * To get its suggestion rolling, bureau asks that presidents of National Association of Broadcasters, TvB, AAAA, Association of National Advertisers and Radio Advertising Bureau constitute themselves as "implementation committee." Presidents of AAAA and ANA had not been consulted in advance of Friday's announcement, TvB executives said.

TvB board said it reviewed report of bureau's special practices committee which has been meeting with advertising agencies and ratings services, and also report of its research advisory committee that's been meeting to study ways of improving audience measurement.

Also mentioned was "consultation" with NAB, board indicating that from study by both groups "an aggressive program" was emerging to lead efforts in improving audience measurement throughout industry.


Networks convert to daylight time schedule

Daylight saving time made its appearance in most parts of the country Sunday (April 28), and for TV networks it meant annual costs under-taking of supplying regular-time broadcasts via video tape for areas remaining on standard time.

One network—ABC-TV—estimated that equipment alone for project runs over $1 million, and CBS-TV and NBC-TV estimated that line charges in setting up service cost between $300,000 and $650,000 per network.

NBC is operating a dual "network" schedule through most of U. S., providing a repeat feed to most standard time cities on a one-hour delay basis. These two hookups operate in addition to NBC's year-round three-hour delayed feed to Pacific Coast.

CBS is operating on three-hookup basis: one running at regular time for daylight time zones, second is one hour later for eastern and central standard time zones, and third with two-hour delay for Pacific daylight time.

ABC's plans involve four hookups during daylight hours—one for eastern daylight time, another for central daylight and standard, another for central standard and mountain standard, and fourth for Pacific daylight and Pacific standard. At night, ABC cuts back to three hookups—one covering eastern daylight and central daylight, another covering eastern standard and central standard, and third covering Pacific daylight and Pacific standard.

Y&R gets frito-lay account

Young & Rubicam, New York, has been named by Frito-Lay Inc. as advertising agency in Northeast for potato chip brands. Budget estimated at $1 million. Media plans not set, but firm invested $4 million for food in 1962.

Kgol gets reprieve

John Poole Broadcasting Corp. was granted FCC approval Friday to continue using new call letters kgol for its Avalon, Calif., station until Wednesday (May 1).

Commission had ordered station to revert to kxho call on ground new identification might be confused with kpol Los Angeles, and kgo San Fernando (see page 52).

Poole corporation hopes to use additional time to obtain yet another set of call letters which could be employed by station beginning Thursday.

Commission officials authorized final day delay in abandoning kgol call after consulting representa-tives of kpol and kgoi.

Wants satellite TV direct to home sets

National Aeronautics and Space Administration should be allowed to continue communications satellite research because, among other things, it wants to see whether direct radio and TV broadcasts from satellite to home receivers are feasible.

This was mentioned by Leonard Jaffe, director of NASA's communications systems, in testimony before Senate Space Committee Friday.

In first definitive statement by NASA official in answer to questions raised in Congress about role of NASA in communications satellites, now that Communications Satellite Corp. has been organized (see page 56), Mr. Jaffe stressed that NASA must remain in communications field "to continue pre-eminence of U.S. in peaceful uses of space . . ."

He said NASA would do nothing for Communications Satellite Corp. except on reimbursable basis.

CBS-TV plans drama shows

CBS-TV will air several hour specials next season on historical development of drama. Programs, under direction of CBS News, are planned for prime time. First of group will be Athens, Where the Theater Began, with Alfred Lunt and Lynn Fontanne narrating and playing feature roles. Program has already been taped in Athens. Later productions will trace development of theater to modern times.
Grayson sells interest
in Texas stations

Control of KLBK-AM-TV Lubbock
and of KWBH (tv) Big Spring, both
Texas, is being relinquished by Sidney
Grayson and group to Lee Optical Co.,
Dallas. Mr. Grayson, Nathan Levine
and Murray and Irving Gold are selling
their 55% interest for price in excess
of $1 million, it was reported Friday.
Lee Optical, already 45% owner of

Purolator buys TV

Purolator Products Inc., Rahway, N.J., in its first regular use of
television, is reported to be
launching 10-week spot campaign
in 36 major markets on East and
West Coasts in mid-May on be-
half of its oil, gas and air filters.
Purolator started to test TV last
fall in selected markets, and re-
sults were considered "so sensa-
tional" that company decided to
initiate full-fledged campaign,
backed by promotional-merchan-
dising aids to service stations.
Agency: J. Walter Thompson Co.,
New York.

Racing rule protested
by Nebraska commission

Nebraska State Racing Commission
told FCC last Friday that they wished
"...to vehemently voice their unani-
mous disapproval" of proposed rules
limiting broadcasts of horse races.
NSRC said that there are no races
held in Nebraska offering $25,000
purse meaning none could be broadcast
under proposed rules. NSRC said local
stations carry racing events as public
service because most are held at such
events as county fairs and profits are
donated to charity. Racing commission
also said such rules rely on broadcast
coverage to break-even financially.
NSRC charged that FCC's proposal
is "grossly unfair" to horse racing and
can "only create chaos and inequity."
Florida Turf Writer Association ex-
pressed similar views earlier last week
(see story page 56).

Equal-time decision
taken to appeals court

FCC decision denying equal-time
complaint filed against WWCA Gary,
Ind., has been appealed to U. S.
Circuit Court of Appeals in Chicago.
Commission on Friday filed brief in
support of position that there was no
basis for equal-time claim of Thomas
R. Faddell, candidate for Democratic
nomination for mayor in Gary.
Mr. Faddell had said he was entitled
to time equal to that given his oppo-

tent, Judge A. Martin Katz, who ap-
ppears four times weekly on station's
regularly scheduled program, Gary
County Court of the Air (Broadcast-
ing, April 15).
Meanwhile, commission staff has
turned down second complaint filed
against station by Mr. Faddell, it was
learned Friday. Mr. Faddell based last
complaint on commission's "fair-
ness doctrine."
Staff said that, based on Mr. Fad-
dell's letter and station's response, there
was no reason to conclude WWCA had
not met commission's standards of fair-
ness.

Fire hits WGR-TV studios

WGR-TV Buffalo was off air two hours
last Thursday (April 25) when three-
alarm fire caused over $200,000 dam-
age to studios. Station returned to air
using mobile unit of WENY-TV, that city,
and WGR-FM studio facilities.
Fire began in air conditioning unit
in room housing props, films and rec-
ords. It spread to film processing
room, lounge, artist's shop and studio
control room. Damage was fully cov-
ered by insurance.

WGR-AM-FM-TV, owned by Transcon-
tinent Television Corp., are among
TTC stations in pending sale to Taft
Broadcasting (Broadcasting, April 22).
Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
1. **DUPONT SHOW OF THE WEEK**—for Television Entertainment.
   Produced by NBC News Creative Projects, Irving Gitlin, executive producer; by The Directors Company in association with NBC Television, Franklin Schaffner and Fielder Cook, producers and directors; and by NBC Television, Lewis Freedman, executive producer.

2. **WALT DISNEY**—for Television Youth and Children's Programs.
   Produced by Walt Disney Productions in association with NBC Television.

3. **CARNIVAL OF BOOKS** broadcast on NBC Owned Station, WMAQ Chicago—
   for Radio Youth and Children's Programs.
   Produced by WMAQ in cooperation with the American Library Association.

   Produced by NBC News under the auspices of The Jewish Theological Seminary of America.

5. **EXPLORING**—for Television Youth and Children's Programs.
   Produced by NBC News, Craig Fisher, producer.

6. **WILLIAM R. McNANDREW and NBC NEWS**—a Special Award for News and Informational Programming.
   NBC News Division, William R. McNAndrew, Executive Vice President.

THE BEST IS YET TO BE

Winning six of the distinguished George Foster Peabody Awards for 1963—just after a public vote honored us with six of the season’s eight TV Guide Awards—makes NBC feel extremely proud. We’d say it was pretty fair substantiation that a network’s programming—if sufficiently versatile and creative—can be honored for excellence by a specialized panel of judges and also be prized by the mass of the nation’s viewers. A mere glance at NBC’s Peabody Award recipients pictured here will show how well the winners span the full range of broadcasting’s news, information and entertainment. Our warmest thanks to all those talented men and women who had a part in preparing these prize-winning programs. And our very deep appreciation to the Peabody Awards Committee*, whose valued accolades—in both radio and television—have contributed so much through the years to broadcasting’s excellence.

Now, our attention is turned to next season’s programs, for at NBC we always feel that...
“the best is yet to be.”

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

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

**April**
- April 23-May 2—Meeting of Canadian radio and television station executives, Royal York hotel, Toronto, in conjunction with the annual convention of the Canadian Association of Broadcasters, May 1-3. Luncheon on May 2 will be addressed by NAB President Leroy Collins.
- April 29-30—AWRT board of directors meeting, Sheraton hotel, Philadelphia.
- April 29-May 1—Association of Canadian Advertisers, Royal York hotel, Toronto. May 29-May 4—"Bote d‘Or" contest: May 29-30, 1963—Television Symposium and TV Equipment Exhibition. The two events are part of the Third International Television Festival announced by the City of Montreux, Switzerland. For further information write to Box 97, Montreux.
- April 30—AWRT Educational Foundation board of trustees meeting, Sheraton hotel, Philadelphia.
- April 30-May 1—Spring conference of Missouri Broadcasters Association, Columbia, Mo. April 30 session will be held at MFA Insurance Co’s auditorium and May 1 session in connection with University of Missouri Radio-TV Day of Journalism Week.

**May**
- May 1—Annual stockholders meeting, Telecasters Inc., New York.
- May 1—Comments are due on FCC proposal to serve for 800-mile radius operation of ch. 37 at University of Illinois radio astronomy observatory, Danville, Ill.
- May 1—Stockholders meeting, Goodwill Stations Inc., 2800 Fisher Building, Detroit.
- May 1—New deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.
- May 1—AWRT advisory council meeting, Sheraton hotel, Philadelphia.
- May 1-2—Canadian Association of Broadcasters annual convention, Royal York hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President Leroy Collins.
- May 1-3—Illinois Broadcasters Association spring convention, Springfield.
- May 2—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Association and University of Southern California Department of Telecommunications, USC campus, Los Angeles. Rosel Hyde, FCC commissioner, is speaker.
- May 2—Publicity Club of Los Angeles clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hibson & Jorgensen, will be the keynote speaker, and Richard Assing, executive vice president of IABC, will deliver the luncheon address.
- May 2-3—Illinois Institute of Technology conference on present and future competition in communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, ITT and its Armour Research Institute, the meeting is part of the 3rd National Conference on the Peaceful Uses of Space to be held in Chicago May 1-8. Grover M. Herman Hall, 3rd, and Dearborn Streets. Keynote address by Dr. Leonard Jaffe, NASA.
- May 2-4—Spring convention of Alabama Broadcasters Association, Holiday Inn, Florence. President of Alabama Governor George Wallace and NAB President LeRoy Collins.
- May 2-5—Twelfth annual convention of American Women in Radio and Television, Sheraton hotel, Philadelphia. Speakers include Mrs. Lyndon B. Johnson, wife of the Vice President of the United States, James T. Quirk, publisher of TV Guide, and Marvin Kalb, diplomatic correspondent for CBS News. Guest panelists discussing radio-TV will be Robert Banner, president of Bob Banner Associates; Louis Hausman, VP of NBC; Clair R. McCollough, president-general of Steinman Stations; John Box, managing director of Salaban Stations; Mark Evans, VP of Metromedia Inc.; and James Duffy, VP or ABC.
- May 2—Indiana University Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.
- May 3—Commonwealth Club of California meeting to be addressed by Stephen B. Labanski, vice president, Strauss Broadcast, on freedom and competition in communications. Sheraton, San Francisco.
- May 3—Alpha Epsilon Bho, radio-TV fraternity, annual awards banquet, T. P. S. C. Los Angeles Press Club. Presentation of awards for both in-class and extra curricular activities of the University of Southern California Telecommunications Department.
- May 3-4—Annual spring meeting of West Virginia Broadcasters’ Association, Charleston. Press Club Press, Charleston. Max Paglin, FCC general counsel, will speak.
- May 5-7—Television Programming Conference annual meeting (formerly SWAPDT), Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox, Washington; Lynden King, NBC, New York; Pamela Iott, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New York; Robert Buchanan, Soundae Films, Miami. For further information contact Jerry Romig, WDSU-TV New Orleans.
- May 6—Los Angeles Ad Women: presentation of Lulus to winners of the LAAW’s 17th Achievement Award, champagne reception at4:30 p.m. at Los Angeles Building Center, 7933 W. 3rd Street. $5 a ticket.

**DATEBOOK**

**TVB SALES CLINICS**

- April 29—Des Moines: Charleston, S. C.; Norfolk, Va.; Asheville, N. C.
- April 30—Waterloo, Iowa; Columbus, S. C.; Richmond, Va.; Greenville, S. C.
- May 1—Cedar Rapids, Iowa
- May 2—Raleigh, N. C.
- May 3—Washington, D.C.; Cleveland, Ohio; Durban, N. C.; Baltimore; Huntington, W. Va.
- May 6—Texarkana, Tex.; Wichita.
- May 7—Shreveport, La; May 8—Dallas, Tex.; Worth; Topeka, Kan.
- May 9—Oklahoma City; Kansas City, Mo.
"YOU RANG?"
NOW AVAILABLE!

For local sale—147 half-hours—Dobie Gillis, Very hot—Give us a ring. 20th Century Fox TV, Inc. CO 5-3322
A radio man's contribution

EDITOR: As a part of the opening [April 29] of the U. S. Chamber of Commerce annual meeting in Constitution Hall, Washington, the Army band and chorus from Fort Myers, Va., will be featured in a dramatic musical setting of General MacArthur's famous speech, "Duty, Honor, Country."

Morris (Moe) Billington, kwoo staff pianist-organist, is, together with Ralph Blane and Leo Arnaud, composer of the musical setting. Moe will be present at Constitution Hall at the time of the presentation.

Because radio has so long suffered at the hands of those who claim the industry is concerned only with dollars, we thought your publication might be interested in [telling] of this. . . .—Gustav K. Brandborg, kwoo Tulsa, Okla.

The man who wasn't there

EDITOR: In your April 15 reporting on the ratings hearing, statements on page 47 are not in agreement with Advertising Research Foundation records.

Edgar Kobak was not elected president of the foundation until April 10, 1952 and was not employed by ARF in any capacity prior to that date. Therefore, Mr. Kobak could not have been representing ARF or serving as an observer for it at the Feb. 7 NBC Radio Network affiliates committee meeting.

We recognize that your article quotes [Albert] Sindlinger on these points and does not purport to describe the facts independently.—A. W. Lehman, president, Advertising Research Foundation, New York City.

Radio drama's resurgence

EDITOR: In taking issue with Mr. Bichl's remarks about the dearth of radio drama and the abundance of stereotyped radio programming (OPEN MIKE, March 18), may we state that the WHAM Playhouse is a one-hour, transcribed, dramatic program each Sunday for a number of years. Based on mail response from a large area of the U. S., this is a popular feature.—W. F. Rust, president, wham-whtf (FM) Rochester, N. Y.

EDITOR: . . . It might interest you to know that in addition to those stations mentioned in your past few issues, THE SHADOW and other famous mystery series, as marketed by this company, are currently carried by WGN Chicago, KMOX St. Louis, WJAR Providence, WINS and WTMJ Milwaukee, WMAL Washington, were Cleveland and a number of other top markets.—Warren Muchnick, radio program sales, Charles Michelson Inc., New York City.

can't mistake his hat...
Man, That’s Flavor

“International Showtime” does more than present the best foreign circuses, ice-shows and concerts-in-magic. It presents them in their native locales. And man, that’s flavor.

It’s also one of the big reasons the continuing “International Showtime” is so important a part of NBC-TV’s flavor-packed Fall lineup.

For never in television history has a program regularly whisked viewers overseas to watch the world’s finest high-wire walkers, figure-skaters and escape-artists work before home crowds.

Over the past two seasons, the program’s followers have themselves “escaped” to such places as Osaka, Japan, for the Circus Kinoshita; Lyons, France, for the Parisian Ice Revue; and Austria’s capital for the Vienna Magic Show.

The show’s atmosphere is always completely authentic. In no case is it “staged” for television.
What the viewer sees is a regular performance before a regular audience. And the program's cameras are forever on the prowl for new attractions in new cities.

In the coming season (with Don Ameche continuing as ringside host) it will be taking its first look at such entertainments as Budapest's Hungarian State Circus and the Belgian Circus Festival, in Antwerp.

As we've been hinting, "International Showtime" prides itself on presenting the attraction that's "different." Thus, it should be right at home on an NBC-TV Fall agenda that will add such distinctive newcomers as "The Bill Dana Show" and "Harry's Girls" to established favorites like "Sing Along with Mitch" and "Walt Disney's Wonderful World of Color." There's never been a schedule so dedicated to bringing the television viewer what he can't get anywhere else on his screen.

Look to NBC for the best combination of news, information and entertainment.
The ‘numbers’ game: Only a spectator sport for farm radio

The broadcast rating hearing during recent weeks has prompted mixed emotions among those of us in the agency field who specialize in the preparation and purchase of radio advertising for farm product manufacturers.

The station representatives have often been asked that “buying by the numbers” is the rule for our fellow agency timebuyers who practice their profession chiefly in the consumer product field. So for them, as well as for our friends in the rating business, we feel a great deal of compassion. Trial by fire is never fun for anyone.

Farm Radio Unique • But all the while those of us in farm advertising have known you can't buy farm radio by the “numbers.” With few exceptions, it simply has been impossible because the “numbers” do not always mean that we are reaching our prospects. “Audience” and “prospects” are not necessarily the same here.

Those who have been successful in the purchase of efficient and effective farm radio advertising campaigns long ago learned—sometimes the hard way—that you can’t operate exclusively by the seat of your pants from a desk in Chicago or some other farm advertising location. You often have to go into the field, talk to the broadcasters, check with the client's dealer or sales organization and spend a lot of time making air checks so you personally know what you are buying (and what your competition may be buying too).

Perhaps our consumer product time-buying friends could take a practical tip here. Audition or off-the-air tapes may not always convey the same thing to the ear when listened to within the smart surroundings of an agency office on Madison Avenue or Michigan Avenue as when in the natural environment of Farmland U.S.A.

Typical Example • We have done a lot of research in the field of farm radio. We know that, despite claims of broad coverage based on ratings, too many stations don’t reach the farm audience and our prospects. Let me illustrate with but one typical area.

There are about 285 radio stations in Texas. When our private studies of the listening habits, the station preferences and program likes of the farmers and ranchers in that state are combined, we find that the vast majority of these farmers and ranchers listen to only eight or 10 of those 285 stations regularly. We also find that it is possible to reach almost 50% of Texas farmers with only two stations.

Now I would be the first to admit it takes more than that to do the kind of job we want. We must buy enough stations to get us the localized approach. Selling messages slanted to the Houston area rice farmer, the cotton and sorghum economy of the coastal bend, the rich Rio Grande valley with its vegetables, citrus and cotton, the high plains' wheat and sorghum, the irrigation farmers around Lubbock, the blackland area northeast of Dallas or even those broiler growers in Gonzales county and the East Texas pines.

For one of our clients we use eight stations in Texas. Our research shows that more than 80% of that client's potential customers listen regularly to at least one of those eight stations. The research discloses one thing in common about those eight stations: they know and serve the entire community, a part of which is the airing of specialized programs for the farm portion of the community.

Role Of The RFD • We learn that this farm programming features one or more personalities who are specialists in the agriculture of the area. These radio farm directors are part of their community and, like their station, their goal is to be of service to the farmer. We find that the fact the station employs such a man is your first clue in selecting stations for a farm schedule.

It tells us that station management really believes in servicing all audience segments which is something quite apart from lip service. Management has spent money and effort to acquire talent and programs that serve before expecting to get return.

That the radio farm director knows and serves his community is essential because it is the key to his sales ability as well. We consider him a salesman and a part of our client's sales force. Traditionally we employ him in behalf of our clients 52 weeks a year whenever possible. For various other needs, of course, radio's flexibility in shorter spot campaigns is valuable, too.

The farm radio field is a growing market, but program efforts at this level are, with some notable exceptions, rather poor. A weekly program by the county extension agent is not farm radio. I can't buy 14 spots a week, say, in that kind of schedule.

The farm advertiser is awake to this market potential. He is spending more now in farm radio than ever before to reach the $49 billion market which is well outlined in a new brochure by the National Association of Television and Radio Farm Directors.

This spring, for example, it was tough to find good availabilities, and stations with top farm personalities now have four or five farm equipment manufacturers on their list where you used to find but one or two.

It is hard now, too, to find even 15 minute product separation on the program you want. I guess there wasn't a fertilizer marketed this spring that didn't use lots of radio. So the pressure is on for exposure.

Strategy Shift • Another trend, indicating maturing of marketing concepts, is the use of radio by farm advertisers more widely to solve specific local problems such as dealer relations or a lower-than-normal sales level in a given area.

Right here, I feel, is where the alert broadcaster could boost his billings, for right here is where we've discovered some awful weak spots in farm radio. Too often the local station has wanted to "get" from us before "giving" to his audience the service that produces the prospects our clients wish to reach.

Farm radio is quality, not quantity. And that's hard to measure by the "numbers."

Dixon L. (Dix) Harper has been radio-TV vice president of Chicago-based Aubrey, Finlay, Marley & Hodgson since 1961; earlier he was radio-TV farm director. Previously he was farm broadcaster with WLS Chicago, WIBC Indianapolis, WIOU Kokomo, Ind., and WOC Davenport, Iowa. Agency's farm radio accounts include Pfister Associated, Dr. Salisbury's Labs, Murphy Products, FS Services and Butler Manufacturing Co. Graduate of Iowa State University, he was former farmer.
Doughty Miles Standish, brave captain of men, but no wooer of women, sent young John Alden to Priscilla to propose marriage for him. Priscilla, as you know, ignored the message and fell for the messenger. Which just goes to show . . . even a message can backfire when you don’t use the right messenger. In St. Louis or Dallas, when there’s a job to be done, let the Balaban Stations do it. Balaban gets your message through, aiming it straight to the consumer with lively, modern programming, interesting well-liked personalities and superior selling. With Balaban, the word about your products or service gets through and sells . . . consistently. No wonder Balaban Stations are — couriers par excellence!

SPEAK FOR YOURSELF, JOHN

THE BALABAN STATIONS in tempo with the times • John F. Box, Jr., Managing Director

WIL-ST. LOUIS / KBOX-DALLAS

Sold Nationally by Robert E. Eastman
HARPER POOH-POOH'S RATING CRISIS

- AAAA speech might slow agency participation in any cure
- TvB decides to wait before reporting result of board meeting
- McGannon to urge tripartite arrangement using existing services

The nation's number one agency official cast grave doubts last week on the likelihood of effective agency participation in any of the numerous projects currently being developed to settle the ratings crisis.

Marion Harper Jr., chairman of the American Association of Advertising Agencies and chief executive of Interpublic Inc., probably the biggest agency complex of all, said the solution should be worked out by research firms themselves in free and open competition. He appeared to doubt that any real crisis exists.

His observations, made in a major address at the opening of the AAAA's annual meeting last Thursday (other stories pages 24, 26, 28, 30), shocked many of the broadcasters and surprised at least some of the agency executives in his audience.

"Disastrous" was the reaction of some of the broadcasters closest to current efforts to solve problems turned up in the recent congressional investigation of the ratings services.

Changes Concept - Others used somewhat milder adjectives but acknowledged that Mr. Harper's views would require them to give thought to questions they had not anticipated—possibly that of agency participation in the operation, if not the financing, of safeguard measures.

Some of the broadcasters most deeply disturbed by his remarks contended that, apart from the questions raised about agency participation, his speech amounted to "a whitewash" of the ratings services.

Mr. Harper spoke as retiring chairman of the AAAA, but it was clear that his views did not represent AAAA policy on this question. The AAAA has taken no position on it. Its leaders have explored the whole audience measurement question at length, but according to the best sources, they have failed to find any substantial agreement on what ought to be done.

This lack of unanimity was evident in agency samplings taken by Broadcasting a few weeks ago (Broadcasting, April 1) and again last week at the AAAA convention. Although many views were expressed, the closest thing to a consensus last week seemed to support Mr. Harper's suggestion that the fuss over ratings is bigger than it has any right to be.

The tendency toward this attitude, coupled with Mr. Harper's personal stature and his company's magnitude, seemed to reinforce the belief that agencies as a group may be slow to join broadcasters in any cooperative research project—unless the AAAA should choose to defy the only man who has ever served two consecutive years as its chairman.

Without agency participation, all of the major ratings-improvement projects currently known to be under development would have to be rethought and redesigned—if not discarded.

TvB Plan - This includes specifically a suggestion developed at the Television Bureau of Advertising management and committee level that anticipates an overall organization controlled by agencies, advertisers and broadcasters, but financed primarily by broad-
It's fun to complain about advertising

Despite the abuse it's had to take from its critics, advertising isn't really agitating consumers very much one way or the other. Some people give it a pretty high ranking among things they "enjoy" complaining about, and they do have some serious feelings pro and con about it — specifically including broadcast advertising messages.

But on the whole they find little in it that is annoying, and last that is offensive, and their most telling "criticism"—though not necessarily derogatory—may be that the bulk of it doesn't impress them as noteworthy in either direction, good or bad.

That is the substance of three pilot studies conducted for the American Association of Advertising Agencies and made public last Friday at that annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (also see other stories). Some highlights:

- The consumer, whether housewife or so-called community leader and intellectual, is aware of being exposed to about 50 different TV, newspaper and magazine ads in a normal evening.
- He (or she) rates 20% of these as sufficiently offensive, annoying, informative or entertaining to be "noteworthy." Less than one percent (0.6%) of the 50 are rated offensive, 4% to 5% annoying and 15% to 16% entertaining or informative. Statistically, housewives and leaders think alike in these judgments.
- To the viewer, looking at the average television commercial is less "disturbing" than waiting for a red light to change—and only slightly more distracting than turning the lights off at bedtime. A TV set breakdown during an exciting program is most distracting of all.
- Complaining about advertising is rated higher as a source of enjoyment than as a seriously intended exercise. Of 12 national "institutions" advertising ranks third among housewives and fourth among leaders as a subject they "enjoy" complaining about even though their complaints are not really serious. Among the same institutions, housewives place advertising fifth and leaders rank it fourth in the order in which they think the most immediate attention and change are needed.
- Housewives get more fun out of complaining about advertising than about college education, religion, medical doctors, labor unions, big business, motion pictures in general, life in the suburbs, Wall Street or heavyweight boxing—but not as much fun as complaining about women's fashions and the federal government. Intellectuals rank only women's fashions, motion pictures and life in the suburbs ahead of advertising as an enjoyable subject for complaint.
- Housewives say they have stronger opinions about eight of the 12 institutions than about advertising—all but Wall Street, big business and heavyweight boxing. Leaders have stronger opinions about all but women's fashions, life in the suburbs, Wall Street and heavyweight boxing.
- Housewives think motion pictures, labor unions, college education and the federal government need more immediate attention and change than advertising does. Leaders put advertising fourth in this list, after federal government, labor unions and college education.
- Even an "untruthful" ad ranks at the lower end of the scale of things that, out of five specified in the questionnaire, would make people angriest. Housewives say they would be made more angry by an unethical doctor, an immoral clergyman or a vulgar movie, but that an untruthful ad would provoke them more than an unethical banker.
- Repetition, both of the brand name within a commercial and of the commercial itself, and misleading information are two main reasons for calling advertisements offensive or annoying. Other major criticisms concern phony demonstrations, messages that "talk down" to the consumer (who incidentally tends to feel that advertising people consider him "stupid" and "gullible"), and excesses like triple-spotting or too frequent interruptions of programming.
- Few housewives (one in seven), but about half of the intellectuals say they have written a letter, boycotted a product or otherwise "done something" about advertising they disliked.
- No product category has a monopoly on good or bad reactions. Messages for some products create a favorable impression while those for other products in the same class get unfavorable ratings.

The three studies were done in Syracuse, N. Y., late last year, and the findings were presented and analyzed at the AAAA meeting by Donald L. Kanter of Tatham-Laird, Chicago, and William M. Weilbacher of C. J. LaRoche & Co., New York, who are chairman and vice chairman of the AAAA Research Committee, and Alfred J. Seaman of Sullivan, St. screwel & Bayles, New York, vice chairman of the AAAA board's committee on improving advertising.

Mr. Weilbacher cautioned that "they

was considered and that a great deal more thought and conference would be necessary before one evolved that is acceptable to all elements. Others said the idea of a tripartite auditing and methodology research organization was virtually approved, perhaps with some modifications to be made, and that an announcement could be expected soon.

One Report: The most nearly unanimous report out of the meeting was that the TVB board had agreed to make no announcement until after it sees what the NAB research committee, under Donald H. McGannon of Westinghouse Broadcasting Co., comes up with in its meeting scheduled for today (April 29). One implication was that there may be some effort to make the TVB and NAB projects conform as much as possible.

It was understood that Mr. McGannon, after explorations with key officials of both AAAA and the Association of National Advertisers, was prepared to recommend at Monday's meeting a tripartite arrangement anticipating retention of existing services provided they conform to new standards and criteria to be evolved. Special consideration would be given to radio to take into account the large out-of-home audience.

Edmund C. Bunker, president of the Radio Advertising Bureau, was still plumping at the AAAA convention for separate radio research on the grounds that it is used as a sales rather than a programing tool. Although Mr. Harper left no doubt about his opposition to the creation of a joint or tripartite research system, there was some question at first as to whether this applied equally to organi-
are pilot results from small samples and in only one city," but also reported that they are "successful pilot studies" that suggest the kind of results full-scale studies would be apt to produce.

The study on exposure and reaction to ads was conducted by Opinion Research Corp. of Princeton, N. J., among a group of 56 housewives and a group of 50 community and intellectual leaders in Syracuse. The second study, comparing advertising with other institutions, used two other groups of Syracuse housewives and leaders.

The third, on consumer attitudes, was done by Oxtoby-Smith, New York, in-depth interviews with 205 Syracuse respondents. In this the interviewees, asked to rank eight specific everyday irritants according to the amount of distress they cause, put them in this order from "most distressing" to "least distressing":

- Having TV set break down during exciting program; missing a train by seconds; dropping the doorkey in the dark; waiting for a red light to change; looking at the average TV commercial; shutting off lights before bedtime; glancing at average magazine ads, and discussing advertising with an interviewer.

Mr. Seaman said the findings of the three studies were so favorable, overall, that "we could almost be complacent"—but shouldn't dare to be. He urged agencies and advertisers to root out the small percentage of offensive and annoying ads and increase the percentage that are entertaining and informative.

Although the fact that 80% of the ads didn't seem "noteworthy" isn't necessarily a bad sign, it was stressed, it could mean that "perhaps people are tuning out," and in any event these ads should be re-examined and if possible improved.

Mr. Seaman thought it not necessary or even desirable to change everything that produced a complaint. For example: "out of 96 total objections reported by housewives, 85% were perceived on television (but) this doesn't mean that advertising can or should reduce the use of television." Or: repetition is frequently complained about, but it's inescapable that "to reach a large group often enough, you are going to reach some people too often."

He urged, however, that agencies re-examine the causes of complaints and distinguish between the "necessary" and the "unnecessary" elements. Thus, for example, "unnecessary repetition" might be eliminated, and the sound level of commercials reduced in answer to complaints that they are often too loud.

He feels that the main test for research services should be success or failure in open competition in the market place, and that agencies' main contribution should be to say exactly what they want measured, with what precision they want it measured, and how much they are willing to pay for it.

Even his critics on this issue acknowledge that Mr. Harper speaks from a research background. He got into the agency business through the research department and not only kept an eye on this field but has encouraged and financed new developments.

In addition, his company this month acquired McDonald Research Ltd., a measurement firm with headquarters in Toronto (BROADCASTING, April 22).

Collaterally it was learned last week that expansion of McDonald's measurement services into the United States is being seriously considered.

Mr. Seaman's speech was one of three dealing directly with the ratings situation at the AAAA meeting. C. Wrede Petersmeyer, president of Corinthian, for example, it was pointed out, dealt with it in an appearance on a panel at which a newspaper representative sought to capitalize on developments in the Washington ratings hearing.

Appearing at a Thursday luncheon session, Mr. Harper told the agency executives and their media and client guests that the initiative of individual researchers has lifted research to its present levels and that "any shackling of research entrepreneurs will turn back the clock."

He continued: "It's in part for this reason that I'm opposed to joint research activities—involving, for example, advertisers, agencies and media. In my opinion they're doomed to failure. They produce techniques that are compromises. They are focused far more on the participating interests than on the knowledge that is to be uncovered. They freeze old methods.

Remembers CAB • "Perhaps the most notable research disaster, in my recollection, was the Cooperative Analysis of Broadcasting. One of its consequences was that we retained the recall method when the coincidental telephone survey had long since established itself as superior, and in turn it delayed the adoption of a further improvement—the Audimeter."

Creation of a government research system, Mr. Harper said, would be "one of the most dangerous developments." He said it would resist change, could be used "to support a policy after it was no longer a reflection of people's preferences," and "could be the ultimate dictator to control what people see and hear and buy."

He said creative advances in research

BROADCASTING, April 26, 1963
HARPER POOH-POOH'S RATING CRISIS continued

will be achieved by individual practitioners who will contribute most when they're free to develop their own techniques and to succeed or fail in the business market place.

"The market should decide what services are appropriate to uncover specific information. The present stage of research progress can be credited to individual research leaders—Poffenberger, Hooper, Starch, Gallup, Nielsen and others—each of whom has developed and refined techniques of measurement."

Mr. Harper thought that "much of the present hue and cry" over research stems from "basic confusion," and that "unwarranted skepticism" is developing as "an excessive reaction and a misunderstanding of the nature of good research practice."

"Every research project," he said, "poses the question: How big should the sample be? Do we wish to know what proportion of an audience looks at a particular program—to the last decimal point—or with sufficient accuracy to indicate a trend? Or, do we wish to know how many people who visited Europe twice, and have studied anthropology, are watching the program? These questions should be answered in advance of making a survey."

Mr. Harper's references to audience measurement were in the context of research—all types—being essential in proving advertising's "accountability." Within 10 or 20 years, he suggested, it should be possible to develop "virtually unanswerable" briefs in support of advertising's "franchise."

Level of Advertising * The time may even come, he said, when government and economic leaders—who today include some of advertising's most vocal critics—will urge "a stated level of advertising expenditure for the sake of national growth, along with certain actions to encourage the desired expenditure."

Eventually, he thought, measurement methods will also "succeed in spotlighting violations of current standards of taste and ethics on the basis of public opinion," so that there will be "a clearer separation of the acceptable from the unacceptable," and "offensive advertising will have less influence in downgrading the reputation of advertising at large."

Newspaper View * The ratings issue was injected again into the AAAA's annual proceedings by print media spokesmen—and developed and answered by Mr. Petersmeyer—in a panel session on agency-media relationships Thursday afternoon.

J. Warren McClure, publisher of the Burlington (Vt.) Free Press and past president of the Newspaper Advertising Executives Association, contended that the congressional investigation of ratings, coupled with "the almost unbelievable effects of the absence of newspapers" during the New York newspaper strike, might "help take the blue sky out of much advertising today."

Calling upon agencies to review "the whole subject" of cost-per-thousand comparisons among media, Mr. McClure said:

"My purpose is not to rub salt in wounds. But it seems there is a real challenge on the part of all of us in this advertising business to quickly and efficiently capitalize upon the lessons of these two historic experiences (newspaper strike and Washington hearings on ratings).

"Radio and television will undoubtedly have to get around to some form of voluntary, cooperative, nonprofit organizations to attempt some form of audience measurement that won't be thin air. This, like the Audit Bureau of Circulations must be guided by advertisers and advertising agents, the buyers of time. This will be expensive and difficult. But the challenge of creating greater advertising effectiveness, with what might well be a resultant improvement in the business economy, should make it worth the sacrifice."

Mr. McClure said that through the ABC newspapers have invested close to $8 million in the past five years to verify their circulation figures.

Defense * Mr. Petersmeyer took up the cudgels for the broadcasting media in answering Mr. McClure's demand that agencies "throw more light on what should be compared with what" in choosing among media.

Mr. Petersmeyer called for an end to the practice of trying to equate a program rating—"that is, audience to a
"Charlotte's WSOC-TV... draws food customers for us from as far as 70 miles away" — Reid, Park 'N Shop

"Our use of WSOC-TV over 5 years has drawn a tremendous number of our customers from as far as 70 miles away. This big plus volume is the "extra" that has helped our two stores capture nearly 12% of Charlotte's $81 million retail grocery business."

CHAS. N. REID, Pres.
Park 'N Shop,
Charlotte, N. C.

According to Chas. N. Reid, Park 'N Shop president, this 24,000-pint arch probably is the largest mayonnaise display ever built.

Among metro areas of the Southeast, Charlotte is first in retail sales per family. Its 75-mile radius population is the largest in the Southeast. This density of free-spending consumers within the friendly persuasion of WSOC-TV keeps a lot of our advertisers wonderfully happy. See Mr. Reid. Let the plus volume WSOC-TV will produce for your schedule make you happy, too. One of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton.

CHARLOTTE 9—NBC and ABC. Represented by H-R

BROADCASTING, April 29, 1963
particular program in television or radio"—with total circulation in print media.

"Program ratings and print circulation measures are not comparable," he said, "and no amount of competitive salesmanship changes this hard fact. Cost efficiency calculations comparing the two are misleading and wrong. Media decisions which fail to take this obvious fact into account are clearly not in the best interest of your advertisers."

Mr. Petersmeyer called upon all elements of broadcast advertising to work together to "clear up the broken china" resulting from the Washington hearings. "Let us not be too hasty in tossing another regulatory hot potato into the lap of the government," he admonished.

He doubted that there are more viliants in the ratings business than in most walks of life, "government service included." Sampling is a complicated business not easy to appraise or criticize accurately, he said, and added: "If there be deficiencies, let them be exposed so that corrective steps can be taken. But equally important, let the method of exposure be discriminative and protective of the essential rights of those whose reputations are at stake."

If the ratings firms have been employing questionable methodology, he asserted, agencies and broadcasters must share the blame because they have been using and paying for these services.

Whatever changes may be made, he said, "ratings are here to stay. Where the customer does not buy the product directly, there is no other way to find out what his choice may be."

Mr. Petersmeyer also called upon agencies to be more specific about the kinds of audience data they need, and to support the NAB commercial codes—and also so-called limited-appeal programming—with their actions as well as their words (see separate story).

Among other developments on the ratings front, the NAB research committee, which had planned a meeting in New York last Thursday, postponed the session until 11 a.m. today (April 29) at NAB offices in Washington. LeRoy Collins, NAB's president, had indicated on April 18 that the association in 30 days would decide on a course of action to insure reliability in ratings.

The special research unit is expected to come up with a final decision on a plan of action that would look toward corrective measures in the ratings field. Among proposals: a "seal of good practice" for radio-tv rating services and in connection with this, submission of the services to flash audits of field work, sample, methodology and other aspects of their work (Broadcasting, April 22).

The New York meeting was postponed because of a conflict with the AAAA convention.

The Radio Advertising Bureau has already begun talks with the Advertising Research Foundation on its plan to study radio ratings methodology. RAB expects to finance the project, it was reported administrative president Miles David in a talk before the Washington State Association of Broadcasters in Seattle (see story page 30).

In Washington Representative Oren Harris (D-Ark.), chairman of the Special Subcommittee on Investigations which bought the ratings controversy to a head, said that the committee would meet today (Monday, April 29) in executive session to discuss its next move in the investigations.

Several subcommittee members have said they are interested in hearing the testimony of advertising agency and advertiser executives. At least two members of the committee said they wanted to hear from A. C. Nielsen Jr., president of the A. C. Nielsen Co. He has been quoted in the press as critical of the procedures of the subcommittee.

As expected, the A. C. Nielsen Co. held three days of conferences in New York with advertising agency subscribers and advertiser and network research executives. It was similar to conferences held earlier in Chicago. (see story page 30).

WHAT FOOD FOR COMPUTERS?
Petersmeyer asks help in determining diet; urges agencies use more consistency in buying

The country's leading advertising agencies were urged last week to join a "task force" that would determine what research data media ought to furnish for their increasingly hungry computers.

They also were urged to make their buying practices more consistent with their speeches about the importance of commercial time restrictions and about the need for limited-appeal programming.

Both calls were issued by C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., in a media-agency relations panel Thursday afternoon during the annual meeting of the American Association of Advertising Agencies (see story, page 23).

The panel was one of the highlights of the three-day meeting, held Thursday through Saturday at the Greenbrier, White Sulphur Springs, W.Va. Others included panels on creativity; a look at the management philosophy of Leo Burnett Co., which last year put 69% of its $152.2 million billings into television and radio; a report on consumer attitudes toward advertising (see page 24), and an examination of the climate of the agency business.

In calling for a "task force" to decide what media research data ought to be supplied to agencies, Mr. Petersmeyer said:

Too Much Research • "No medium has provided its agencies and advertiser customers with as much 'buying' information as broadcasters. We have researched ourselves almost to death, and your new electronic pets, the computers, threaten to finish us off."

"Data on size and make-up of audience obviously must be a factor in a buying decision. But let's not carry it to ridiculous extremes. Further, let's be equitable as among media.

"We broadcasters want you as a group to be clearer and franker as to what your really need, why you need it and what your marketing problems are. We also want to be sure that those who make the buying decisions don't always take the easy way out—the 'numbers' way out—and that they know and take into account qualitative factors relating to program, station stature and market make-up, which can be so important.

Specialists Needed • "One way you might be able to do this effectively is to have specialists for regional areas who have at their fingertips this kind of qualitative information on a continuing basis." The "task force" he proposed would be composed of representatives of the AAAA, the Association of National Advertisers and the Television Bureau of Advertising. In this way, he said, "those who pay for and use the information will make the decision on standards."

Mr. Petersmeyer said even the controversial commercial sections of the NAB code have been successful—and could become even more so if two or three major advertisers simply let it be known that they would [do business with] only those stations that scrupulously observe industry standards.

"Who among you has the courage to start the ball rolling?" he asked.

"Less talking about the codes and more buying by them would solve a lot of otherwise difficult problems and would keep the government out of this area where it has no legitimate place," he said.

"While decrying overly commercial content in general, some agency people

28 (Broadcasting)
A similar situation exists on the Snoke River where both public and private utilities are seeking Federal Power Commission permission to develop storage dams for maximum water utilization.

I know of another argument and a similar situation that was a logical one—that private utility developments meant more taxes because the private utilities make a profit on the water; the public utilities do not. I have attempted to get a flip-flop here today. But the damage benefits which accrue from wise multipurpose development also affect the immediate benefits of getting some property on the tax rolls, that there is no comparison.

Russian Ambitions in Latin America

EXTENSION OF REMARKS

HON. SAMUEL N. FRIEDEL
OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES
Thursday, February 7, 1963

Mr. FRIEDEL. Mr. Speaker, one of Baltimore's outstanding radio stations, WFBR, conducts a program entitled "Issues in the Air." In keeping with the citizens of Maryland informed about current affairs and the possible effect on the United States and its people.

Last month, WFBR's very able news director, Mr. Lou Corbin, devoted the program to an interview with a prominent citizen of Haiti, who is now in exile in the United States. This individual, Dr. Roger Rigaud, is a lawyer, a soldier, a public administrator, an expert on military intelligence, and an executive with the Haitian National Party. He is well qualified to give us a firsthand report on the situation in Haiti and to evaluate the danger signals which indicate Haiti's tendency to take over this island republic and bring it into the Communist fold.

Under unanimous consent, I insert this amendment in the Appendix to the Constitution and recommend that all Members of the House give serious consideration to Dr. Rigaud's warnings. WFBR—"Issues in the Air." January 13, 1963

Mr. CONN. Yes, Mr. Corbin. Even the practiced eye of the most experienced historian in finding it difficult to unravel and fathom the complex problems of the Caribbean. There was a day when revolutions entered with almost assembly line precision in that area, much as they entered in the pages of history and the lore of the world, and they entered slowly in Haiti. Ile de la Passe was written on the map of Haiti.

Mr. RIGAUD. Yes, Mr. Corbin. But the various names of dates, excluding, 1937, 1956, and 1957, Duvalier has appointed and kept two well-known, card-carrying Communists in key positions in his government. One of them is Ile Blouchet, an economic nationalist, who is the present finance minister. The other is Ile Rigaun, a college graduate, who is the present finance minister in the Haitian administration.

Mr. RIGAUD. My name is French. Mr. Corbin. But your native language is Creole.

Mr. RIGAUD. Creole, yes. Mr. Corbin. Is that a form of French at all?

Mr. RIGAUD. Not very much. But many words, many Creole words, are derived from French.

Mr. CONN. Well, now, as you say, the present chief executive of Haiti is President Francois Duvalier. Last year, a U.S. Ambassador to Haiti, Raymond Thurston, made this statement: "President Duvalier has had a pro-Nazi in high Government positions. We also know that the Communists have maintained links with Castro's Cuba and the international scene of communism in Mexico; and the longer it goes on, the better it is for the commies will get control." Dr. Rigaud, is this an accurate assessment by our U.S. Ambassador, and will you tell us a bit about this situation?

Mr. RIGAUD. It is very accurate, and the opposition members in exile and within my country have been really surprised and happy that the American Ambassador realizes the danger represented by the continuance of Duvalier in power.

Mr. CONN. Where did he make this statement, do you know?

Mr. RIGAUD. He made it in Haiti, in Port-au-Prince.

Mr. CONN. What effect did this comment by the U.S. convey have upon Duvalier?

Mr. RIGAUD. As far as Duvalier is concerned, we really do not know. Of course, we are very sure he did not like it, but that statement came at the proper time, really, as an encouragement for the opposition.

Mr. CONN. Who are these Communists who have been placed in high positions?

Dr. RIGAUD. Sure he came to power in September 1937, Duvalier has appointed and kept two well-known, card-carrying Communists in key positions in his government. One of them is Ile Blouchet, an economic nationalist, who is the present finance minister. The other is Ile Rigaun, a college graduate, who is the present finance minister in the Haitian administration.

Mr. RIGAUD. In this man a Moscow-disciplined person.

Mr. CONN. This man a Moscow-disciplined person.

Mr. RIGAUD. The second one is Ile Rigaun, who was first appointed Deputy Minister of Foreign Affairs, and many years ago, appointed as Minister of Finance. He is still in that position in the Cabinet.
Poolside meeting

William D. McKinstry, manager of the St. Louis office of Avery-Knodel Inc. (l), and J. W. (Bill) Knodel, president of the firm (c), listen as Raymond Krings, advertising manager of Anheuser-Busch-Budweiser, makes a point at the Budweiser 'Pick-a-Pair' poolside reception at the Diplomat Hotel, Hollywood-by-the-Sea, Fla. The four-day meeting featured presentations by the Television Bureau of Advertising and the Radio Advertising Bureau.

are always trying to squeeze in an extra few seconds of product mention."

He contended that most if not all products could be sold better in 20 seconds than in 60, but that some buyers still regard 60 seconds as the only suitable vehicle. On top of this, he said, "billboards, cross-plugs, piggybacks, the increase in participating programs and related developments have complicated the already complicated problem."

Of limited-audience programing, he said that "everybody talks about this, but nobody does anything about it except broadcasters and a painfully small band of courageous sponsors. The speeches of some agency executives have been filled with felicitous phrases exhorting broadcasters to greater effort in providing minority-audience programing, (but) if they similarly exhort their clients to sponsor such programs, they don't do so in public."

Nielsen continues its agency meets in New York

A. C. Nielsen Co. last week held its three-day conference in New York with advertising agency subscribers and advertiser and network research executives. The first two days (Wednesday and Thursday) brought some 250 people in attendance at the Summit hotel.

The Nielsen sessions, similar to one held in Chicago a week earlier, were closed. The procedure, however, closely followed the Chicago conference during which the firm's president, A. C. Nielsen Jr., confided his reactions to the Harris subcommittee probe (AT DEADLINE, April 22).

Interest was high at the meeting. Various questions were asked on technical matters developed during the course of the subcommittee investigation. But, it was reported, there also were several comments made by agency and network representatives in attendance.

One network executive was said to have commented that the problem in ratings research is the existence of three different techniques. An agency media official thought the problem was one simply of public relations—the services not getting their case across.

The meetings were divided generally into two parts. Nielsen representatives took up major allegations or disclosures made during the Harris probe, first on the national and then on the local sample.

Such charges or problems as bringing samples up to date, clustering, addition of the mountain time zone, improper influence over the sample, administrative control over field detection, salaries of field men and Audimeter calibration were discussed point by point. Similarly from the local measurement aspect, topics discussed included allegations such as only abnormal homes accept Recordimeter installation, and problems of NSI sample sizes, editing procedures, alleged adjustments, of hyped ratings, legit adjustments, of hyped ratings and the charge of improper influence of local homes.

AAAA BOARD BANS MEDIA OWNERSHIP

Individual investments will be permitted under rule

A rule prohibiting ownership of any advertising medium by members of the American Association of Advertising Agencies was adopted by the AAAA board last Thursday.

The board also amended its membership requirements to admit agencies that are publicly owned, so long as employees are in effective control. New procedures for annulment of AAAA membership also were adopted.

Campbell-Mithun, Minneapolis, is the only AAAA agency mentioned at an AAAA news conference as being a media owner. It has been widely reported as having acquired an outdoor advertising company.

Basic Communications Stations owns WAKE Atlanta, WYDE Birmingham, WNYA-AM-FM-TV Wheeling. Emil Mogul of Mogul, Williams & Saylor, New York, has 16.2% and the agency owns 11.2%. The agency is an AAAA member. The new rule distinguishes between media ownership by an agency and ownership by agency people personally.

Media investments by agency people are permitted, but AAAA said such investments "could lead to bias" and therefore should be reported to the AAAA, to the agency's clients and to other media. Small holdings of publicly traded shares are exempt from the reporting requirement.

Agency ownership of "any interest" in media was banned on the ground that it "can jeopardize the agency's obligation to be unbiased and objective." Present AAAA members were given to April 25, 1966, to divest any media holdings. On a showing of undue hardship this may be extended to April 25, 1968.

The old rules permitted AAAA members to own interests in media so long as the ownership was not substantial enough to risk preventing those agencies from giving unbiased advice and service to advertisers. This rule remains in effect as to agency ownership of interests in printing and engraving firms and other suppliers.

Opening the membership doors to publicly owned agencies was described as "recognition that growth of the agency business may require financing of some agencies by outside capital, including public sale." Previously the rules held that owners should be active and that "any considerable proportion of inactive owners" might be prejudicial.

Papert, Koenig, Lois, New York, is the agency best known as a publicly owned firm. It is neither an AAAA member nor an applicant for membership, AAAA officials said. There has been speculation for some time that Interpublic Inc.—whose chief executive officer, Marion Harper Jr., has been AAAA chairman for the past two years—has considered going public.

There was no change in the AAAA's 46-year old rule against admission of "house" agencies.

RAB to continue its own ratings study

The Radio Advertising Bureau reported it has begun exploratory talks with the Advertising Research Foundation on the bureau's plan for a study of radio ratings methodology.

RAB's proposed study, outlined in a presentation to the National Association of Broadcasters during the latter's annual convention earlier this month, would be in search of a "better" ratings system for radio (CLOSED CIRCUIT, April 1; BROADCASTING, April 8 et seq.)
NEW MILLION DOLLAR MOVIES rivet audience attention to high-caliber stars in swift-moving stories. Norman Mailer's THE NAKED AND THE DEAD illustrates the color and action lavished on these late releases from six major companies. Jules Verne's FROM THE EARTH TO THE MOON, Bret Harte's TENNESSEE'S PARTNER James M. Cain's SLIGHTLY SCARLET and Zoe Akins' STAGE STRUCK add their luster to the list.

do you have these NEW MILLION DOLLAR MOVIES?

CBS has them scheduled in New York, Chicago, Philadelphia and St. Louis. Time-Life's buy covers Minneapolis, Denver, San Diego and Grand Rapids. Westinghouse (Pittsburgh), Corinthian (Indianapolis), Trans-Continent (Buffalo), Meredith (Syracuse), Scripps-Howard (West Palm Beach) and Crown (Portland) are other families in the fold. Surely, the same facts that persuaded these group owners and dozens of independent buyers are also pertinent to your programming.
RAB has offered to underwrite the project. RAB President Edmund Bunker has estimated the project will cost between $100,000 and $200,000.

According to the proposal, the project would be carried forward with the cooperation of ARF. Mr. Bunker and Miles David, the bureau's administrative vice president, met early last week with Alcuin W. Lehman, ARF's president, and Dr. Charles K. Raymond, the foundation's technical director.

Discussed were timetables for consultations and review of RAB's annual spring meeting of the State Association of Broadcasters in Seattle. Details were provided in a status report made April 25 by Mr. David in an address to the annual spring meeting of the Washington State Association of Broadcasters in Seattle.

Warns of Inertia * In that talk, Mr. David asked for support of the project, warning that despite current rating revelations, and attention to radio audience measurement, the "movement for reform could vaporize over the next few months."

These were obvious references critical of a proposal that NAB could institute a "seal of good practice" for radio-TV rating services. To gain the seal, rating firms would be required to accept flash audits of field work, sample, methodology and other aspects.

Mr. David appeared not to rule out TV from on-site inspection, and approval plan, noting they might be "sufficient" for television but "totally unacceptable for radio measurement [because] how can we issue a seal of approval for a vacuum?"

Mr. David also revealed that RAB now believes it can go ahead with the study alone through its own resources if this is necessary. He said that the bureau has not yet heard from NAB on RAB's suggestion that the association join with it both in financing and administering a pilot study of radio research methodology.

He said that several major research firms, which he identified only as not now associated with "syndicated audience research," have already submitted testing proposals.

**Burnett drops Nielsen radio**

Leo Burnett Co., Chicago, has decided to drop A. C. Nielsen Co.'s radio rating service effective June 1, it was learned last Thursday. The agency said it did not consider as adequate Nielsen's interim radio service which begins June 1. The decision was made on the basis of talks with Nielsen held before the recent Washington probe of ratings and had no connection with that hearing, a Burnett spokesman emphasized. Burnett continues as a Pulse radio ratings subscriber. Burnett witnesses were the only ad people called by the congressional subcommittee.

**Spot radio increase estimated at 2.1%**

National spot radio volume in 1962 is estimated at $201,575,000, or a 2.1% increase over the $197,350,000 the FCC reported for 1961.

This optimistic estimate for national advertiser expenditures in spot radio was released in New York today (April 29) by Lawrence Webb, managing director of Station Representatives Association. Mr. Webb noted that this was the seventh straight year SRA has released spot radio dollar volume estimates under a plan of reporting by member companies to the accounting firm of Price Waterhouse Co.

**New Plan** He also emphasized that the Radio Advertising Bureau and SRA jointly plan to estimate dollar volume figures for spot radio on a market-by-market basis (BROADCASTING, April 8; CLOSED CIRCUIT, April 1). These figures will be reported by stations confidentially to a central clearing house.

Mr. Webb said the goal is to develop more specific information on radio advertising expenditures by market, by product category and by advertisers and brands. The plan was presented at the convention of the National Association of Broadcasters in Chicago in early April.

**Y&R loses $8 million Beech-Nut account**

Beech-Nut has four other agencies a 27-year relationship with Young & Rubicam, covering the company's Beech-Nut chewing gum and Life Savers, which billed $8 million annually. Approximately $7 million of the billing is in TV, largely in network.

The announcement of Y&R's dismissal by Beech-Nut last Monday (April 22) followed by ten days the appointment of Ward P. Parker, formerly a vice president of J. Walter Thompson, as vice president in charge of marketing at Beech-Nut. It was reported that Beech-Nut has invited a small group of agencies to solicit the account.

Beech-Nut has four other agencies which are not affected by the move. They are Ogilvy, Benson & Mather (Tetley tea), Grey Advertising (Martinson's coffee), Charles W. Hoyt Co. (Beech-Nut coffee) and Furman-Roth & Co. (Bustelo coffee).
DENVER... BUSINESS GIANT IN THE SPACE AGE

Martin Company's Denver Division, builder of the Titan family of ICBMs, is now developing Titan III, the Nation's first standardized space launch system — capable of boosting a wide variety of space vehicles. Martin-Denver's multi-million dollar payroll and purchase of Colorado supplies and services form a powerful booster to Denver's economy.

The First National Bank of Denver is a pioneer in financial electronic data processing in Colorado. Now in its 103rd year, it is the largest banking institution in Colorado.

Men such as J. Donald Rauth of the Martin Company and Eugene H. Adams of The First National Bank are movers and shapers of Denver's leadership in the electronic age — a progressive climate served in the field of electronic communications by KLZ Radio and Television.
1962 SPOT TELEVISION BILLINGS

Procter & Gamble again leads the list with $60.2 million; Colgate-Palmolive, up $8 million, shows largest increase

Spot television gross time billings totaled $721,211,000 in 1962, an increase of 16.8% over the 1961 figure of $617,398,000. The spot TV totals, spending by classification and the top 100 advertisers in national-regional spot are reported today (April 29) by the Television Bureau of Advertising.

Highlights of the report:

- Including network TV, total national gross time billing comes to more than $1.52 billion in 1962, confirming earlier reports (Broadcasting, March 4).
- Procter & Gamble is the No. 1 spot TV advertiser. P&G spent more than $60.2 million.
- Colgate-Palmolive showed the largest dollar increase: $22.7 million in 1962, an increase of nearly $8 million over the previous year.

Food and grocery products led the product classifications: $188.2 million-plus, an increase of 10.1% over the year before. Other leaders were cosmetics-toiletries, household laundry products, ale, beer and wine and confectons and soft drinks.

TVB said that in 1962 there were 152 advertisers in the million dollars or over group compared to 123 in 1961.

The bureau publishes spot television compilations in cooperation with the N. C. Rorabaugh Co.

The top 100 spot advertisers in 1962 follow:

1. Procter & Gamble $60,245,860
2. Colgate Palmolive 22,777,820
3. General Foods 21,920,550
4. Lever Bros. 19,630,440
5. William Wrigley Jr. 13,033,020
6. Bristol-Meyers 14,643,980
7. Coca-Cola (bottlers) 12,375,470
8. American Home Products 11,428,750
9. Alberto-Culver 11,154,900
10. P. Lorillard 9,836,670
11. General Mills 9,670,400
12. Standard Brands 9,315,410
13. Warner-Lambert 8,156,470
14. Corn Products 7,503,480
15. Miles Laboratories 7,373,040
16. Kellogg 7,061,520
17. Philip Morris 6,955,590
18. Jos. Schlitz Brewing 6,602,750
19. Continental Baking 6,320,030
20. Campbell Soup 5,971,460
21. Pepsi-Cola Bottlers 5,741,400
22. Food Manufacturers 5,367,450

The breed of 1962’s TV spot advertisers

| Estimated expenditures of national and regional spot television advertisers by product classification | |
| AGRICULTURE | $ 959,000 |
| Feeds, meals | 505,000 |
| Miscellaneous | 454,000 |
| ALE, BEER & WINE | 57,836,000 |
| Beer & Ale | 50,006,000 |
| Wine | 7,830,000 |
| AMUSEMENTS, ENTERTAINMENT | 2,140,000 |
| AUTOMOTIVE | 23,433,000 |
| Anti-freeze | 856,000 |
| Batteries | 63,000 |
| Gears | 19,334,000 |
| Tires & tubes | 1,951,000 |
| Trucks & trailers | 112,000 |
| Misc. accessories & supplies | 1,117,000 |
| BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS | 2,568,000 |
| Fixtures, plumbing, supplies | 125,000 |
| Materials | 631,000 |
| Paints | 839,000 |
| Power tools | 325,000 |
| Miscellaneous | 448,000 |
| CLOTHING, FURNISHINGS, ACCESSORIES | 10,436,000 |
| Clothing | 5,880,000 |
| Footwear | 2,251,000 |
| Hosiery | 2,159,000 |
| Miscellaneous | 146,000 |
| CONFECTIONS & SOFT DRINKS | 53,378,000 |
| Confections | 29,468,000 |
| Soft drinks | 23,910,000 |
| CONSUMER SERVICES | 23,583,000 |
| Dry cleaner & laundries | 8,000 |
| Financial | 4,363,000 |
| Insurance | 5,118,000 |
| Medical & dental | 391,000 |
| MOVING, HAULING & STORAGE | 600,000 |
| Public utilities | 10,258,000 |
| Religious, political, unions | 2,110,000 |
| Schools & Colleges | 212,000 |
| Miscellaneous services | 583,000 |
| COSMETICS & TOILETRIES | 74,565,000 |
| Cosmetics | 12,435,000 |
| Deodorants | 6,039,000 |
| Depilatories | 289,000 |
| Hair tonics & shampoos | 18,645,000 |
| Hand & face creams, lotions | 4,272,000 |
| Home permanents & coloring | 7,163,000 |
| Perfumes, toilet waters, etc. | 2,591,000 |
| Razors, blades | 3,405,000 |
| Shaving creams, lotions, etc. | 2,531,000 |
| Soap & laundry | 10,723,000 |
| Miscellaneous | 6,418,000 |
| DENTAL PRODUCTS | 17,314,000 |
| Dentifrices | 13,007,000 |
| Mouthwashes | 3,975,000 |
| Miscellaneous | 332,000 |
| DRUG PRODUCTS | 52,545,000 |
| Cold remedies | 15,010,000 |
| Headache remedies | 21,087,000 |
| Indigestion remedies | 3,236,000 |
| Laxatives | 3,341,000 |
| Vitamins | 2,524,000 |
| Weight aids | 2,057,000 |
| Miscellaneous drug products | 4,437,000 |
| Drug stores | 604,000 |
| FOOD & GROCERY PRODUCTS | 188,224,000 |
| Baked goods | 26,267,000 |
| Cereals | 22,196,000 |
| Coffee, tea & food drinks | 39,355,000 |
| Condiments, sauces, appetizers | 12,834,000 |
| Dairy products | 11,874,000 |
| Desserts | 2,463,000 |
| Dry foods (flour, mixes, rice, etc.) | 9,180,000 |
| Fruits, vegetables, juices | 9,210,000 |
| Macaroni, noodles, chili, etc. | 4,082,000 |
| Margarine, shortenings | 9,977,000 |
| Meat, poultry & fish | 11,031,000 |
| Soups | 4,866,000 |
| Miscellaneous foods | 13,405,000 |
| Miscellaneous frozen foods | 2,632,000 |
| Food stores | 9,041,000 |
| GARDEN SUPPLIES & EQUIPMENT | 992,000 |
| GASOLINE & LUBRICANTS | 26,118,000 |
| Gasoline & oil | 25,442,000 |
| Oil additives | 533,000 |
| Miscellaneous | 123,000 |
| HOTELS, RESORTS, RESTAURANTS | 721,000 |
| HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES | 26,511,000 |
| Cleaners, cleaners | 17,755,000 |
| Floor & furniture polys, waxes | 6,662,000 |
| Glass cleaners | 287,000 |
| Home dry cleaners | 252,000 |
| Shoe polish | 654,000 |
| Miscellaneous cleaners | 901,000 |
| HOUSEHOLD EQUIPMENT—APPLIANCES | 5,426,000 |
| HOUSEHOLD FURNISHINGS | 2,164,000 |
| Beds, mattresses, springs | 1,113,000 |
| Furniture & other furnishings | 1,051,000 |
| HOUSEHOLD LAUNDRY PRODUCTS | 57,883,000 |
| Bleaches, starches | 7,988,000 |
| Packaged soaps, detergents | 42,711,000 |
| Miscellaneous | 7,184,000 |
| HOUSEHOLD PAPER PRODUCTS | 10,862,000 |
| Cleansing tissues | 2,326,000 |
| Food wraps | 1,541,000 |
| Napkins | 195,000 |
| Toilet tissue | 2,081,000 |
| Miscellaneous | 4,729,000 |
| HOUSEHOLD GENERAL | 6,946,000 |
| Brooms, brushes, mops | 93,000 |
23. Gillette 5,320,680
24. Ford Dealers 5,055,030
25. Liggett & Myers 5,044,200
27. Amherster-Busch 4,923,150
28. J. A. Folger 4,749,870
29. International Latex 4,587,520
30. General Motors Dealers 4,531,740
31. Pabst Brewing 4,387,350
32. Carter Products 4,264,750
33. Ralston Purina 4,089,570
34. Richardson-Merrell 4,005,740
35. Simoniz 3,940,670
36. Pet Milk 3,867,050
37. Canadian Breweries 3,735,240
38. Chessbrough-Fond’s 3,604,030
39. Shell Oil 3,556,560
40. United Vintners 3,267,330
41. Helene Curtis Industries 3,091,020
42. U. S. Borax & Chemical 2,989,560
43. Welch Grape Juice 2,958,630
44. R. J. Reynolds 2,877,880
45. Nestle 2,828,420
46. Menley & James 2,785,330
47. Chrysler Dealers 2,692,020
48. Humble Oil & Refining 2,630,740
49. Falstaff Brewing 2,590,630
50. Hills Bros. Coffee 2,559,810
51. Scott Paper 2,472,520
52. American Motors Dealers 2,407,210
53. American Tobacco 2,353,940
54. Armour 2,332,350

Vic Piano rep group adds several stations

Vic Piano Associates, New York, a station representative, which in its seven-week existence has signed 37 stations, last week announced signing of the Northeast Radio Network and six radio stations.

The Northeast network covers 22 AM and 12 FM stations in upstate New York. Piano represents the network only, not the individual stations making it up.

Also signed were WAVA Arlington, Va.; WSHO New Orleans; KLQI Portland, Ore.; KSOP Salt Lake City; KJJO St. Joseph, Mo., and WELU Eau Clare, Wis.

Of the 37 stations, 15 are radio stations in the top 100 markets; another 17 in top regional markets and five are television stations, all UHF.

Rep appointments...

- WRVA-TV Richmond, Va.: The Katz Agency Inc., New York, as national representative, effective May 1.
- KADY St. Charles, KADI (FM) St. Louis, both Missouri; WOSR Syracuse, WCMF (FM) Rochester, both New York; KITT (FM) San Diego; KEEZ (FM) San Antonio; WYFM (FM) Charlotte, N. C., and WFOL (FM) Cincinnati; Robert Richer Representatives Inc., New York, as national representative.
- WAME Miami, Fla.: Broadcast Time Sales Inc., New York, as national representative.
- All-Canada Radio and Television Ltd.: Pearson National Representatives Inc., Chicago, as representative in Middle West. All-Canada will continue to be represented by its own office in the New York area.
- KCIN Victorville, Calif.: James A. Lucas & Co., Los Angeles, as national representative.
- KTHO Biju, Calif.: The Sandberg Co., San Francisco, as national representative.
- WAAG Augusta, Ga.: Dora-Clayton Agency, Atlanta, as regional representative.
- KDAB Denver: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Agency appointments...

- Cantrell & Cochrane Division of Great American Industries, New York, has appointed North Advertising Inc., that city. Major advertising emphasis will be placed on new C&C Cola, canned soft drinks. Test campaigns in local newspapers and spot radio will precede national introduction of the product.
- Cortland Industries, manufacturer of fishing lines, has appointed Redmond & Marcus Inc., New York, as its advertising agency, succeeding McCann-Marschalk Inc.
- Purex Corp., Lakewood, Calif., will transfer two products between the two agencies servicing its Grocery Products Division. Dutch Cleanser will be assigned to Foote, Cone & Belding, Los Angeles, from Edward H. Weiss & Co., Chicago. Bo-Beep Ammonia will be assigned to Weiss from FC&B.

Soft drink expenditures

Soft drink companies will spend about $150 million in advertising and promotional expenditures in 1963, according to William C. Durkee, senior executive vice president in charge of marketing division. Pepsi-Cola Co. Mr. Durkee spoke at the 42d annual convention of the Western Association of Food Chains in Honolulu last Tuesday (April 23).
A Capital Idea

...That, we confess, is a fairly obvious thing to say about a dramatic series based on the activities of a Washington agency.

But it’s a truly capital idea when the agency is one as dynamic as the Department of Health, Education and Welfare.

For HEW’s work covers such diverse matters as narcotics, adoption hoaxes and cancer quackery.

It’s this many-faceted bureau whose files will suggest the story lines for “The Robert Taylor Show,” one of the most important newcomers on NBC-TV’s diversified Fall schedule.

Out of the department’s records will come the tracking-down of a malaria-transmitting blood donor; the pursuit of an illegal drug syndicate; or an inquiry into a case of mass food poisoning.

The star of the new, hour-long series has, of course, long been one of the motion picture world’s capital attractions. And in television he’s won millions of new fans through his starring role in
the three-year run of "The Detectives."

On his new series, Taylor will be playing a Special Assistant in HEW. In actuality, the department has some 60,000 on its staff, but it won't surprise us if Taylor and Robert Loggia, his associate, quickly become its most familiar "employees." Never underestimate the power of television.

In Loggia, we should hurriedly interject, the series has one of the most gifted young actors around. His performances in Broadway's "Toys in the Attic" and Hollywood's "Somebody Up There Likes Me"—as well as his work in TV's first-rank dramatic shows—have already won him an enthusiastic following among critics and public.

The combination of Taylor and Loggia—together with special guest stars and top-calibre, creative writing and production—will give the viewer a new appreciation of the services performed by Washington's largest department.

It will also help make NBC-TV's forthcoming season one of the most exciting in this network's history. Look to NBC for the best combination of news, information and entertainment.
SMOKING CONTROVERSY STILL BURNS

Moss urges 'glamour' be taken out of cigarette ads

The smoking and health controversy, which now includes a question whether television tobacco commercials should be aimed at youth, remained a much-discussed issue in Washington last week as lawmakers showed renewed interest in the contention that there is a causal link between smoking and lung cancer.

Senator Frank E. Moss (D-Utah) released the texts of letters he had written to the presidents of the television networks and tobacco companies urging them “to take the glamour out of cigarette advertising.” None of the networks had commented by Thursday (April 25).

Senator Maurine B. Neuberger (D-Ore.) was seeking the backing of the Federal Trade Commission and Food and Drug Administration in requiring tobacco firms to identify their products as injurious to health.

Senator Joseph S. Clark (D-Pa.) and Representative Morris K. Udall (D-Ariz.) were preparing legislation which would bring smoking products under the jurisdiction of the FDA and require package labels to include nicotine and tar contents.

Representative Udall said last week he would delay introduction of his bill while the National Association of Broadcasters considered whether to revise its code and place restrictions on tobacco advertising. He has discussed the NAB code with association representatives (CLOSED CIRCUIT, March 4).

Take a Look - Noting measures taken by other countries in recognition of smoking hazards, Senator Moss asked the networks to “take a hard look at the type of cigarette advertising you are allowing sponsors to present.” Youngsters who take up smoking “are greatly increasing their chances for dreaded diseases and early deaths,” he said. “How can it be ethical for our mass media to continue using sports heroes and glamorous models in an effort to associate smoking with all that is exciting, pleasant and desirable in life?” he asked.

New estimates on when a Public Health Service study of smoking would be released indicated it could be as late as next April and certainly not before this fall.

Senator Neuberger was known to be disappointed by the health service’s delay, but satisfied that the holdup is due to the extensive and complicated research involved. She is holding up a complete legislative program she had intended to introduce this spring, the time previously expected for the report’s publication. This program includes nationwide education on smoking risks, advertising controls, labeling requirements and sales restrictions.

NAB president LeRoy Collins, critical of cigarette advertising which appeals to young people, had said the government’s delay in compiling an extensive study of smoking and health would “not necessarily remove the problem” (changing commercials) from discussions at an NAB board meeting to be held in June (BROADCASTING, April 22).

Two weeks ago the American Cancer Society released a new pamphlet citing smoking as “the major cause” of lung cancer and a factor in other diseases. Tobacco Institute spokesmen said the society’s publications “omitted or oversimplified” opposing views of reputable scientists.

The Federal Trade Commission told Senator Neuberger almost a year ago that if evidence proves a causal relationship between smoking and lung cancer that “it is likely that an order of the commission . . . would be upheld in the appellate courts.”

‘Panic’ users got little from radio, TV

RETAILERS APPRAISE AIR USE IN NEWSPAPER STRIKE

Retail merchants in New York who used radio and television for the first time during the newspaper strike “on a panic basis” experienced “little in the way of positive results,” according to a survey of New York department and specialty stores by the National Retail Merchants Association.

Effective radio and television advertising, according to Edward F. Engle, NRMA sales promotion manager, was conducted primarily by those already familiar with the broadcast media. “Macy’s and Alexander’s used television in their fashion launching, as they had in the past, and the results were deemed highly satisfactory to both,” Mr. Engle said at an NRMA Sales Promotion Division convention in Hollywood, Fla. “Those stores which developed techniques for using these media prior to the strike were able to continue using them effectively during the strike.”

The NRMA survey, however, showed radio and TV were not the best substitute media for retail advertising, Mr. Engle continued. “There is no substitute for the daily newspaper as the major medium for retail advertising. . . The best substitute medium in an emergency is direct mail. This can produce excellent results over a short time, but its effectiveness tends to diminish when used too often and by too many competitors.”

Mr. Engle added that TV and radio

Lord & Taylor stays

A major New York department store, has continued its use of radio advertising since the end of the newspaper strike. Lord & Taylor has signed a 13-week contract with WQXR-AM-FM New York, effective April 22. It calls for full sponsorship of a half-hour women’s show three times a week and 11 one-minute spots each week.

The department store began advertising on WQXR on Dec. 8, 1962, the first day of the newspaper strike. The company was described as being “pleased with WQXR as a public relations factor and as an advertising medium of unusual flexibility and immediacy.”

Lord & Taylor’s agency is James R. Flanagan Co., New York.

Business briefly . . .

General Time Corp., New York, has begun a special advertising campaign for its Big Ben and Baby Ben clocks, with an increase in its regular spot radio schedule. The drive, which runs through mid-May, is scheduled in 125 markets (the regular schedule covers 100), with 20 one-minute spots a week per station for five weeks. Agency: Hicks & Greist, New York.


Purex Corp., through Edward H. Weiss and Co., Chicago, and U. S. Time Corp., for Timex watches, through Warwick & Legler, New York, are signed as sponsors of a series of documentary type special programs about motion pictures and movie personalities to be produced by Wolper Productions.
there's a Wright way
to run a radio station
(Of course, there are other ways,
but we don't subscribe to them.)

Who are we? The Wright Broadcasting Company. Our new station, and the San Francisco market's newest station, is called KPAT. KPAT will begin broadcasting on both AM and FM in the Bay Area at 12:00 noon today, will cover all of the principal population centers within the nine Bay Area counties and, naturally, will be run the Wright way. That, of course, means wonderfully entertaining music, intelligently programmed in truly uninterrupted segments twenty-four hours each day, commercials only on the quarter-hour break daytimes and on the half-hour from 7:00 PM until dawn, excellent news, informative service and almost no other talk at all. Certainly none that's aimless or inane. In short, KPAT will be a reticent radio station, responsibly aware of the needs of its audience, realistically aware of the needs of its advertisers. But why go on? You undoubtedly know the Wright way of doing things. And in the unlikely event that you don't, by all means write us in Berkeley, California, for a copy of "Prospectus: A Preliminary Statement Concerning KPAT." Or ask your Robert E. Eastman representative. He'll be happy to tell you how right you are to place an order today on the Wright station in America's sixth market.

RADIO STATION KPAT • FOR THE AIRUDITE BAY AREA AUDIENCE • 1400 AM/102.9 FM
and broadcast on NBC-TV Monday, 9:30-10 p.m., starting in the fall. Purex and Timex will each sponsor 20 individual programs, with no cross-plugs, but not necessarily on alternate weeks, to fit in with the sales and distribution pattern of each advertiser. Timex, for instance, may want to have its advertising bunched before Christmas and graduation time, periods when most watch sales are made.

Cal-Cienega Corp., Los Angeles, has added a Tele-Cake Division which has signed more than a score of retail bakery firms to its cake-by-wire plan, whereby bakers can take orders for cakes to be delivered any place in the country, with messages transmitted by wire from the order-taking bakery to the delivering one. An advertising campaign is being planned, to use radio and television along with bakery trade magazines placed through Juanita Sayer Public Relations & Advertising, Los Angeles.

Union Oil Co. of California, through Smock, Debnam & Waddell, Los Angeles, will sponsor 11 broadcasts of the Saturday feature races from Hollywood Park on CBS Television Pacific Network stations in California, Oregon, Washington, Arizona and Utah at 5:15-5:45 p.m., Saturday, starting May 11.

Buick Motor Division of General Motors Corp., which will sponsor the sixth annual Buick Open Golf Championship on NBC-TV, Sunday, June 9 (4:30-6 p.m.) (At Deadline, April 22), will also sponsor the June 8, 5-6 p.m. segment for the Buick Hole-in-One Sweepstakes. Agency: McCann-Erickson, Detroit.

Gulf will sponsor conventions on NBC

The Gulf Oil Corp. has signed for full sponsorship of NBC's television and radio coverage of the 1964 national conventions and elections. It also has renewed for a fourth year its sponsorship of the "instant specials."

The contracts covering both the specials and the conventions and election coverage were said to involve more than $5 million.

The signing of Gulf more than a year before the opening of the conventions was believed to be the earliest conclusion of arrangements for sponsorship of the national political package. Neither ABC nor CBS has announced its sponsorship plans for these events.

It was estimated that the "instant specials" will cost about $1.5 million a year and the convention-election coverage in excess of $3.5 million.

Robert E. Kintner, NBC president, said the entire domestic news staff of NBC, supplemented by selected foreign correspondents, will be used for the convention and election coverage. The staff will be under the direction of William R. McAndrew, executive vice president in charge of NBC News.

The sponsorship of this political package by one advertiser is considered a coup. In 1960, network coverage of the conventions and election was sold to groups of advertisers by NBC-TV and ABC-TV but CBS-TV sold its package to the Westinghouse Electric Corp.

Self-policing is must, Collins warns AFA

The only way broadcasters are going to escape government regulation is by stringent policing of themselves.

This is what LeRoy Collins, president of the National Association of Broadcasters, told advertising men in a scheduled address Friday at the meeting of the Fourth District, Advertising Federation of America in Orlando, Fla.

"Let us face it," Governor Collins said, "to avoid the problems of government intervention, good business as well as good citizenship requires that we see to it that individually and collectively we are meeting all of our clear responsibilities for serving essential public interest."

Calling on broadcasters and advertisers to operate in the public interest (which is "nothing more nor less than..."
But, Daddy!
I am old enough.
I even listen to WCBS now!

...and Susie might win with that argument. Nobody's happier than Dad that she's passed through her rock 'n' roll phase and enjoys, with him, the programs of the Grownup Station—WCBS. It won't be long before Susie's in control of her own set of purse strings and she'll be great friends with WCBS Radio's Jack Sterling, Kenneth Baughart, Lee Jordan, Bill Randle, Ed Joyce, Ted Steele and Bob Maxwell. She likes a change, too. Another reason to dial WCBS—for the Philharmonic, for good conversation and Yankee baseball!

A CBS OWNED RADIO STATION
THE BIG ONE YOU'VE BEEN WAITING FOR!

'NAKED CITY'

99 HOURS AND 39 HALF-HOURS NOW AVAILABLE FOR FALL TELECASTING

"NAKED CITY" is one of the most talked-about, most acclaimed action series ever made—consistently delivers top audiences for leading advertisers. It's the series that Newsweek Magazine, in its March 4, 1963 issue, described as "the best and most stylish show on American television..." It's the series that won three "Emmy" awards as well as two nominations.

"NAKED CITY" is the action series so unique in concept it can be played any hour of the broadcast day. And now its superb production... its first-rate dramatic writing... its big-name guest stars can be yours in your market on your station! Just offered... it's just sold to WPIX New York, WGN TV Chicago, KMSP-TV Minneapolis-St. Paul, WBay-TV Green Bay and WNEP-TV Scranton—Wilkes-Barre.

For full details, contact SCREEN GEMS, INC.
a genuine and honest-to-God concern for man himself"), Mr. Collins added: "It is not the mission of the broadcaster, under such a concept, merely to provide escape from the realities of life. Nor is it the appropriate role of the advertising practitioner simply to sell a product someone else has produced. If we should adopt these efforts as our dominant goals, then we would resign ourselves to the soul-deadening drudgery of drones in the hive. We would mistake productivity for creativity, and confuse activity with accomplishment."

Bringing this philosophy to broadcasting, Governor Collins declared: "As broadcasters, we are determined that the government shall not exercise control over the content of what we broadcast." But, he added: "This means that we accept four square, and on our own, the responsibility for broadcasting in the public interest. The freedom to exercise this responsibility must remain the bedrock of American broadcasting."

**Heavy radio-TV campaign for new cigarette brand**

A heavy spot television and radio campaign will be used to begin national distribution of Paxton, Philip Morris Inc.'s new menthol filter cigarette.

The brand, test-marketed in Fresno, Calif., and Tulsa, Okla. (Broadcasting, Feb. 11), will be introduced May 6 in New England, middle Atlantic states, Ohio and Hawaii. National distribution will expand as production of the new brand permits.

Introduction of the new brand, which will sell at popular retail prices, will be backed by a "very heavy" television and radio drive, according to a spokesman for Philip Morris. Print advertising will also be used although the greater part of the budget is slated for broadcasting.

Benton and Bowles, New York, is agency for Paxton.

**Ad tax sought in Florida**

A bill introduced in the Florida Senate would subject all radio, television and newspaper advertising to the state sales tax of 3%.

Senator Tom Whittaker (Tampa) introduced the bill, which would amend the current sales tax measure. The proceeds would be used exclusively for capital outlay projects for higher education.

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**CBS RADIO NETWORK SALES BOOM**

Moving at greatest rate in years, Hayes reports

The CBS Radio network's sales are booming at a rate unmatched in recent years, with more business already booked for 1963 than the network carried in all of last year, Arthur Hull Hayes, president of the CBS Radio division, said last week.

He has notified CBS Radio affiliates that their payments from the network for the first quarter of 1963 will be 26% higher than was anticipated when the current compensation plan was adopted last fall. He also reported that sales to date indicate station payments in the second quarter will exceed the originally anticipated level by 46.3%.

Mr. Hayes said the sales resurgence gives every indication that the CBS Radio network will turn a profit this year. The CBS Radio division, which includes CBS-owned radio stations and CBS Radio Spot Sales as well as the network, has always been profitable. The network itself has shown a profit in a number of months and even quarters but not for a full calendar year since TV first put network radio into the red—although in some recent years it has come close.

Network sales figures were not disclosed, but it was understood that in the first quarter they ran about 20% higher than in the same period of 1962.

"The CBS Radio network has more business on its books for 1963, right now, than it had for the entire year of 1962," Mr. Hayes said. "Our sales volume has surpassed all forecasts. It looks like we will almost certainly top our dollar volume for any one of the four preceding years."

**News 90% Sold** He said that more than 90% of the availability in news-on-the-hour broadcasts and in the Dimension features have been sold, and that the following programs are completely sold out: Allan Jackson's morning news reports, the Garry Moore Show, Lowell Thomas newscasts, the five-a-week Phil Rizzuto and Chris Schenkel sports shows, Robert Trout's seven newscasts on Sundays and Allan Jackson's five on Saturdays, and Jack Drees's 10 weekend sports reports.

Mr. Hayes attributed the improved sales picture to "enthusiastic advertiser acceptance" of the expansion from five-minute to ten-minute newscasts on the hour, which started in November 1960; popularity of Dimension, which has been expanded from 43 features a week in November 1960 to 63 a week now, and CBS Radio's national advertising campaign to attract both audiences and sponsors, in which he said CBS Radio scheduled more than a million dollars worth of space during the past year.


**Rabbi issues call for better radio and TV**

Rabbi Maurice N. Eisendrath, president of the Union of American Hebrew Congregations, called on religious leaders to speak out "in our own voice with our own concern for better radio and television."

Speaking at the spring board meeting of the National Federation of Temple Brotherhoods in Cincinnati, Rabbi Eisendrath praised the work of FCC Chairman Newton Minow, but said, "religion has hidden too long behind [his] moral cloak."

He urged that "religious leaders should particularly speak out on matters such as the rating scandal in the broadcast industry. . . ."

Rabbi Eisendrath, who said that he "despises censorship," contended that "we already have censorship in television—harsh, rigorous, and destructive. It is the censorship of the dollar, unchecked by public interest."
What compact can do everything a console recorder can?

The Ampex PR-10 gives you all the performance of a console recorder. Even remote control. And it’s all wrapped up in a suitcase-sized package. It’s versatile enough to be used on any broadcast assignment: news, sports, spots, delayed broadcast, special events, client playback, political, auditions, dance band remotes, dubbing, tape editing, stereo tape playback (2 and 4-track), and those many special jobs. The PR-10 features positive pushbutton controls; record-safe switch; and separate erase, record and playback heads. And there’s room for an optional 4-track stereo or additional playback head. There’s also a new eddy current clutch system to give you fast, gentle starts and lower braking tension. What’s more, electrical alignment controls are accessible through the front panel. And above all, the PR-10 will give you a long life of reliable performance. It carries Ampex “Four Star” one-year warranty. For data write the only company with recorders, tapes, memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Term financing, leasing, Worldwide sales, service.
How is goodwill counted in dollars?

COURT MUST MEASURE WSJS-TV AS OF APRIL '56

What is the cash value of a television station's goodwill? What is the correct procedure for calculating that value? Answers to those questions as they apply specifically to WSJS-TV Winston-Salem, N. C., as of April 30, 1956, are currently being sought in a Los Angeles Superior Court, presided over by Judge Bayard Rhone.

April 30, 1956, marked the end of the fiscal year of Triangle Broadcasting Corp., licensee of WSJS-TV. It was also the date on which Piedmont Publishing Corp., publisher of the Winston-Salem Journal and Twin City Sentinel, set aside in a single application under an agreement that gave Miss Pickford a one-third interest in Triangle (part of which she subsequently assigned to Mr. Rogers) for an investment of $50,000. The agreement also contained the option for Piedmont to purchase the Pickford-Rogers interests.

Piedmont's endeavor to exercise its option was resisted by Miss Pickford and Mr. Rogers and the parties went to Los Angeles Superior Court to argue the issue. After 50 court days of testimony, the then Superior Judge John Ford on May 25, 1959, upheld Piedmont's right to purchase the Pickford-Rogers interest in WSJS-TV, on which he set a value of $133,243.95. This decision was appealed on the ground that this sum represented only the book value of the one-third interest in WSJS-TV and ignored the good will inherent in the station as a going business. The appeals court agreed with this argument and sent the case back to the superior court for re-evaluation.

Hearings started Monday (April 22) before Judge Rhone. Harned Pettus, who has Ronald L. Hartman and Ronald K. Perry represent Pickford-Rogers interests, maintained that a fair market price for WSJS-TV in 1956 would have been approximately $3 million, so that his clients are entitled to roughly $867,000 in addition to the sum already awarded them, to bring them $1 million for their share in the station.

Mr. Hoose plans to have his witnesses include Dana Latham, who headed the Internal Revenue Service under President Eisenhower; Paul O'Bryan, Washington attorney specializing in broadcast matters; Alvin G. Flanagan, general manager of kbtv (tv) Denver; Ben F. Waple, acting secretary of the Federal Communications Commission; Howard S. Frazier, broadcast management consultant; Jules Stein, head of MCA; movie mogul Sam Goldwyn and Miss Pickford herself.

Sherman Welpton Jr., Los Angeles counsel for Piedmont (also represented by W. P. Sandridge of Winston-Salem) protested that the presence of those individuals in the courtroom would turn the proceedings into "a Hollywood extravaganza" and asked the court to restrict each side to two witnesses. Judge Rhone denied this motion, but held in abeyance his decision on whether to set a limit of two appraisers for each.

Piedmont's first appraiser, John Alden Grimes of Arlington, Va., taking the stand Wednesday, placed a $1.1 million evaluation on WSJS-TV as a going business on April 30, 1956. Subtracting a long-term debt of $660,000 from that sum, he valued all other tangible and intangible assets of the station at $440,000, of which the Pickford-Rogers share would amount to $146,667 or about $13,000 more than the sum already awarded them. His direct testimony took most of the day and his cross-examination was expected to occupy the balance of the week.

Paley will filed

The will of Samuel Paley, retired manufacturer and philanthropist, was filed for probate in Philadelphia last Wednesday (April 24). He left an estate estimated at $27 million. Mr. Paley who died on March 31 at the age of 87 (Broadcasting, April 8), served from 1930 until 1960 as a member of the board of directors of CBS, of which his son, William S. Paley, is board chairman.

Changing hands

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

* wnic Islip, N. Y.: Sold by Maurice Weiss and associates to Meridian Media Inc. for $250,000. Meridian Media stockholders are Gerald Arthur, W. B. Stringer, both with 37.5%; Irving Maidman, 25%. wnic is a 250-w day-
timer on 540 kc. Broker was Edwin Tornberg & Co.

* WBRY Waterbury, Conn.: Sold by Gustave Nathan and associates to a group headed by Kenneth A. Wood Jr. for $141,750. WBRY is a 5 kw fulltimer on 1590 kc. Broker was Edwin Tornberg & Co.

APPROVED The following transfer of station interests was among those approved by the FCC last week (for other commission activities see For The Record, page 72).

* WREC-AM-TV Memphis, Tenn.—Sold by Hoyt B. Wooten to Cowles Magazines & Broadcasting Inc. for $8 million (see page 53).

TV VS. NEWSPAPERS

Excitement of television is over, ANPA admen told

Members of the Bureau of Advertising of the American Newspaper Publishers Association (ANPA) were told last week that "... newspapers represent a stable, steadily growing consumer experience, an integral part of daily life. In contrast, TV represents a consumer commodity of rapidly changing value to the viewer."

Speaking at the annual meeting of the bureau during the ANPA convention in New York, bureau executive vice president Jack Kaufman said that whereas 10 years ago, "TV was king of the living room," now "the excitement is over. Today, nine out of 10 households have television and about one out of every seven have two or more sets, and as this number grows the captive living room audience declines."

Mr. Kaufman said that commercial saturation has developed, that there are more people viewing, but they are spending less time and becoming more selective, that ratings, even in prime time, are dropping; also that costs are rising sharply, and that a negative attitude to commercials is increasingly evident.

"TV does reach nine out of 10 homes, but half of the TV homes do three times more viewing than the other half," he said.

Mr. Kaufman presented the newspaper side saying, "Newspaper circulation has grown faster than the adult population—nine out of 10 homes get a newspaper. Readership increases with income, and education, and is high in all metropolitan areas. To the consumer the newspaper represents a special value; he looks at newspaper advertising as a service."

Mr. Kaufman and bureau president Charles T. Lipscomb told the membership of the bureau's stepped up "target presentation" campaigns aimed at industry's biggest advertisers. He pointed out that presentations had increased from 22 in 1960 to 38 in 1961 to 80 in 1962 and had produced $31 million of advertising—32% of the presentations producing advertising.

Referring to a specific market (Atlanta), Mr. Kaufman said that "although 92% of adults live in TV households, 51% of TV homes do not have sets in use during prime time, 63% of all adults do not view during prime evening time, during daytime 81% of TV homes do not have a set in use, and 92% of all adults are not reached by daytime TV."

Texans throw weight behind NAB

PLEDGE 'COOPERATION' IN GOVERNMENT EFFORTS

The Texas Association of Broadcasters board of directors, at its meeting last Tuesday (April 23), passed a resolution which urged the "National Association of Broadcasters to redouble its efforts to protect broadcasters from unreasonable federal control and pledges the cooperation of the Texas association to that end."

The resolution came during a three-hour regular board session, which considered a letter written by TAB President Jack Roth to the 49 other state associations (Broadcasting, April 15). In his letter Mr. Roth proposed a federation of state associations for the "explicit purpose of creating leadership and direction to deal with the myriad problems of government."

Mr. Roth said last Wednesday he had received favorable replies to his letter from over 10 state associations and feels "the board [of TAB] is behind me fully."

The board in its resolution also urged "that all state associations join together in the common cause of free broadcasting."

Dissipating ideas of dissatisfaction with the NAB, the board said, "There is no misunderstanding between us and the National Association of Broadcasters." Mr. Roth has maintained that his proposed federation would be complementary to the NAB and was "not designed to detract" from the NAB's functions.

He said the "primary and sole function" of the federation would be in matters concerned with the FCC and

EXCLUSIVE BROADCAST PROPERTIES!

EXCLUSIVE BROADCAST PROPERTIES!

WEST—Profitable fulltime radio station in beautiful, growing Northwest market. Sale includes $50,000.00 in real estate. Priced at $125,000.00 with $35,000.00 down and balance over thirteen years. Contact—John F. Hardesty in our San Francisco Office.

EAST—Fulltime AM-FM combination with excellent power and dial frequencies. Sales running 15% ahead of 1962 gross of over $180,000.00. Total price is $315,000.00 with down payment of $135,000.00 required. Contact—Richard A. Shaheen in our Chicago Office.

Write for your FREE copy of "STATION BUYER'S CHECK LIST"
Capitol Hill. The federation is needed, he said, “to bring the state associations together.”

Mr. Roth’s letter proposed a Washington office of the federation headed by an “outstanding” broadcaster who would be responsible to a committee of state presidents.

He said he would outline details of the federation in a speech before the Arizona Association of Broadcasters next month.

Attending the board meeting was John J. Coyle, kvil Dallas, District 13 representative of the NAB. Arrangements were made for closer cooperation between the TAB and NAB, with Mr. Coyle to meet with the TAB board on a regular basis.

N.M. meeting endorses stands taken by NAB

Support of the National Association of Broadcasters’ handling of the FCC on the proposed compulsory limit to commercial time, was given by the New Mexico Association of Broadcasters at its annual meeting in Albuquerque (Broadcasting, April 22).

The NMAB also passed a resolution endorsing the letter sent last February by the conference of state association presidents to President Kennedy, urging him to consider a person with broadcast background as his next FCC appointee.

The state association also supported NAB President LeRoy Collins’s criticism of a proposed federation of state associations. A resolution passed by the NMAB said it felt it was much more effective to let the NAB present a single strong front in Washington than to have many individuals filing complaints with the FCC.

Gov. Collins’s reference was to a proposed federation, urged by Jack Roth, president of the Texas Association of Broadcasters (story, page 47).

Intermountain adds 74th

The Intermountain Network has added its 74th affiliate with signing of kevz Willson, N. D. kevz operates with 5 kw fulltime on 1360 kc.

Also signed by Intermountain was kulp as replacement for kdbo, both Durango, Colo. kulp operates with 5 kw day and 1 kw night on 960 kc.

Wyo. broadcaster replies to McGee

A Wyoming broadcaster charged last week that whether Senator Gale W. McGee (D-Wyo.) thinks so or not, there’s a lot of political programing in his state “of a moderate, liberal or left wing character.”

The senator’s contention that many Wyoming radio stations carry programs representing extreme right wing political views “and in many cases . . . receive substantial sums of money for doing so,” does not reflect the true nature of Wyoming political broadcasting, said Jack Rosenthal, general manager of kabg Buffalo and vice president of the Wyoming Broadcasters Association.

The senator spoke on a state-wide network April 18 in an effort to explain a syndicated newspaper columnist’s report that the Wyoming senator knew half the state’s radio stations were on “monthly retainers” paid by groups connected with the John Birch Society (Broadcasting, April 22). Senator McGee said the term “retainer” was incorrect, but he contended that many programs favoring the Birch Society viewpoint were being broadcast by 15 Wyoming stations.

He also urged listeners to demand balanced programing from their stations and to take these demands to the FCC if necessary.

“I feel the senator’s remarks will have a tendency to lessen the amount of information available to the public since some stations may be reluctant now to air program of a controversial nature,” Mr. Rosenthal said Tuesday (April 23).

Mr. Rosenthal said that the senator’s radio address did not satisfactorily answer questions about the newspaper column which the association board had wired to him.

Larry Birleffi, station and commercial manager of kfbc Cheyenne and president of the association, had said after the broadcast, that the senator’s remarks “cleared the air.”

Mr. Rosenthal said last week that Mr. Birleffi’s statement did not represent the opinions of all members of the association.

Group named to study program unit for NAB

A six-man committee to study the feasibility of establishing a program department in the National Association of Broadcasters was appointed last week by NAB President LeRoy Collins.

Governor Collins suggested the new NAB activity in his address at the NAB convention earlier this month.

The committee’s first meeting will be in Washington May 2.

Named co-chairmen are Joseph E.
Stop in at the SESAC Exhibit Booth #1 and hear all about a special program series of 60 second show stoppers. 160 selections, big in sound, impact and programming variety, on 10 Hi-Fi LP albums . . . $19.95.

Complete audition facilities available for the “JUST A MINUTE!” series and these other SESAC services:

“DRUMMERS”*
SESAC® RECORDINGS
C & W “DRUMMERS”*
LOW-COST PROGRAM PACKAGES
including:
The Jazz Set  Mood Magic  Instant Sports Music  A Gospel Sing

AWRT CONVENTION
May 2nd-5th
Sheraton Hotel, Philadelphia

*TRADEMARKS
Harris against mandatory NAB membership

SAYS THERE’S SOME MERIT TO FEES FOR LICENSES

The chairman of the House Commerce Committee has gone on record against FCC Chairman Newton N. Minow’s proposal that all broadcasters be required to belong to the National Association of Broadcasters.

 Asked his opinion on the Minow proposal, Representative Oren Harris (D-Ark.) told the Mississippi Association of Broadcasters in Biloxi April 20, “I do not think that trade associations are set up . . . for the purpose of the Congress telling an individual that you should belong to it. I think trade associations are voluntary organizations set up for the purpose of carrying out your own business under the private enterprise system . . . and I would be opposed to that kind of proceeding.”

Chairman Minow told the NAB convention early this month, “I would urge the law require that every broadcaster belong to the NAB, just as most brokers belong to the National Association of Securities Dealers” (BROADCASTING, April 8). The suggestion received little endorsement from conventioners.

Representative Harris’s remarks in Mississippi followed a strong speech in which he cautioned broadcasters that they must continue to walk a tightrope between private and public interest to avoid stronger government regulation (BROADCASTING, April 22). A tape of the question period became available last week. Some of the highlights:

1. On license fees: “I think there’s some merit to it, very frankly. I have never advocated it and I’ve been importuned to introduce legislation on it by members of the Appropriations Committee.” The committee “is taking steps toward charging fees” for services industries receive from appropriate regulatory government agencies, and some of the fees “are going to be tried out very soon.”

2. Testing FCC rulings: “I do not believe that any station jeopardizes its license by doing what is right and trying to in a legitimate way protect its own interests, and if that means going to the courts, then it should go to the courts.”

He was “intentionally critical” of WLBT-TV Jackson for its failure to test in court a controversial FCC ruling on political broadcasting (BROADCASTING, March 11), Representative Harris said, because “you don’t know, it might have

INTERNATIONAL

OVERHAUL OF CBC RECOMMENDED

Commissioners critical of inefficient management

Immediate overhaul of the Canadian Broadcasting Corp.’s management structure, need for a single executive officer with clear authority over the broadcasting function, upward revision of senior level salaries, and an aggressive sales policy were among the recommendations of the Royal Commission on Government Organization, released at Ottawa on April 18.

The commission blamed the numerous investigating commissions in recent years on the inefficient establishment of the government-owned CBC, which had endeavored each time to follow the recommendations of the latest investigating body.

The commissioners were critical of decisions to increase broadcasting based on the desire to provide a greater service. They could find no evidence to suggest that cost considerations played any part in establishing acceptable standards. Consequently, no consistent commercial policy has been developed, they said.

The commissioners criticized the CBC for not fully exploring the potential sale of cultural programs to prestige advertisers and proposed that the CBC should reconsider its policy on minimum program recovery. It noted that CHCH-TV Hamilton, Ont., (an independent station without network affiliations), had a larger sales staff in Toronto than the CBC for its national and local sales in the Toronto area. The commission recommended divorcing sales from regional and network management, and the appointment of a general sales manager.

Canadian radio-TV show ’61 operating loss

While advertising revenues of Canadian radio and television station operators increased in 1961, the industry had a loss on operations of $227,528 against a profit of $6.1 million in 1960, according to figures released on April 10 by the Dominion Bureau of Statistics at Ottawa.

The DBS report for 1961 stated that radio and television advertising revenues of both the Canadian Broadcast Corp. and the privately owned stations increased by 4%, from $100.2 million in 1960 to $103.9 million. Independent broadcasters received $44.5 million in national advertising, up 9.3%, and $38.5 million in local advertising, up 8.9% over 1960. The CBC had a loss in advertising revenue in 1961 of 13.5% from 1960, with total advertising revenue in 1961 of $20.9 million.

Wages and salaries for the industry rose 14.5% to $74.8 million and amounts paid for artists and other talent fees to $18.6 million, up 14%. Operating expenses increased in 1961 to $181.1 million from $157.6 million the previous year.

The independent stations had a net loss of $2.7 million in 1961, compared with a profit the year before of $5 million.
done a tremendous something for the broadcasting industry." The agency said WLBT-TV was required to sell time to a congressional candidate in 1962 when it desired to sell no time in the race.

3. On limiting commercials: "I have made no decision about that.... If any station in any community goes beyond the acceptability of that community, that community is going to let him know about it, and when they do, he's going to change its policy."

4. On ratings: It is not that the “fine, honorable people” in the business are "intentionally deceptive," he said. "... it's the method that they have developed... that permits certain things to happen that they cannot help"

Triangle joins NAFMB

The five FM stations of Triangle Stations last week joined the National Association of FM Broadcasters. The decision to join, according to David J. Bennett, director of FM operations for Triangle, came after the NAFMB retained James Schulke as its president.

The Triangle group has separately-programmed FM and AM stations in five markets and TV outlets in six. Joining the NAFMB are: WFIL-FM Philadelphia; WFBG-FM Altoona, Pa.; WNHF-FM Binghamton, N.Y.; WNHC-FM New Haven-Hartford, Conn., and KRFM (FM) Fresno, Calif.

Royal York hotel in Toronto, May 1-3. The convention was postponed one month due to the Canadian federal election on April 8. The opening day coincides with the final day of the annual meeting of the Association of Canadian Advertisers at the same hotel. About 500 broadcasting industry executives are expected to attend.

Directors meetings started April 28, while sessions of affiliates of the Canadian Broadcasting Corp. and CTV Television Network are being held during convention week. Most CAB meetings are closed sessions with numerous internal problems to be discussed. An open meeting on Friday morning will be addressed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Don Jamieson, CJON-AM-TV St. Johns, Nfld., CAB president. The Radio Sales Bureau will have both closed and open sessions Thursday morning. The Bureau of Broadcast Measurement will hold its annual meeting Thursday afternoon, followed by separate closed meetings of radio and television station members on sales policies.

Governor LeRoy Collins will address Thursday's luncheon session. CAB's Quarter Century Club will have its annual luncheon meeting on Friday. The CAB dinner and presentation of major awards will be on opening day.

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JUDGE ALLOWS LICENSE AMORTIZATION

WDEF wins case to have IRS ruling reversed

A federal judge in Chattanooga has ruled that broadcasters may amortize the cost of securing a license—and it's the first ray of sunshine broadcasters have seen in the clouded tax scene in a long time.

Ruling in favor of WDEF Broadcasting Co., U.S. District Judge Frank W. Wilson found that construction permits and licenses do have determinable lives and therefore may be amortized.

He ruled that WDEF could depreciate over the life of its CP and initial license for WDEF-TV (ch. 12) Chattanooga the sum of $21,787.17 expended by the licensee in acquiring the TV grant. The amortization period adds up to 44 months—20 months for the CP and 24 months for the first license.

In his opinion reversing an Internal Revenue Service ruling, Judge Wilson said: "It is a matter of common knowledge, and may be judicially noticed, that the power periodically to grant or refuse renewal of television licenses is the principal weapon in the regulatory arsenal of the Federal Communications Commission. It ill-behooves the government to serve its regulatory ends by granting licenses of a definite, limited duration, reserving the power to grant or refuse renewal, and at the same time to contend for tax purposes that the specified definite duration of such licenses should be disregarded."

The IRS has 60 days from April 24, the date the order was issued, to appeal. It is expected to do so.

WDEF and two other applicants applied for channel 12 and were set for hearing before an FCC examiner. Before the hearing commenced, however, an agreement was reached among the three applicants which resulted in the withdrawal of the other two applications, and the grant in 1954 to the unopposed WDEF. Principals of the withdrawn applications received stock interests in WDEF-TV.

When WDEF attempted to amortize the funds it had expended in its TV application, the revenue service disregarded this claim. WDEF paid taxes on this sum under protest and appealed for a refund to the federal court.

Reverses Trend • It has been the position of the IRS that the expense of obtaining a license from the FCC may not be amortized but must be carried as an asset like goodwill.

The U. S. Tax Court sustained this contention twice in 1959; against WYTR Knoxville, Tenn., and against WTX Waco, Tex. The Texas station took this ruling to the U. S. Court of Appeals, but lost.

Although the WDEF case deals principally with amortization of the costs of obtaining a license, the philosophy enunciated by Judge Wilson is considered significant in the litigation already underway whereby TV stations are attempting to win recognition of the principle of amortization for network contracts. In these multi-million dollar cases, the IRS has contended that network affiliation contracts do not have a determinable life and therefore may not be depreciated.

This contention has been upheld most recently against Westinghouse Broadcasting Co. When Westinghouse bought the then WPTZ (TV) Philadelphia from Philco for $8.5 million in 1953, it allocated $5 million of the purchase price to the NBC affiliation contract, and attempted to amortize it. This was denied by the IRS. Westinghouse fought this ruling in the tax court and in the U. S. Court of Appeals in Washington,

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Tune in and hear the call letters change—and change—and...

The John Poole Broadcasting Corp. station in Avalon, Calif., was scheduled to be identifying itself as KBIG again this week, after a brief fling as KGOL—or K-Gold, "the new gold station programing golden music for the Golden State."

The FCC, unimpressed with all the glitter, ordered the abandonment of the new call on the ground it might be confused with those of two other Southern California stations, KPOL Los Angeles and KGOL San Fernando.

But the Poole corporation, of which former RAB president Kevin Sweeney is president and 40% owner, didn't give up its "gold" without a struggle. Before it was over, the U. S. Court of Appeals in Washington had convened in a special Saturday night session in a justice's apartment, and the commission had held an oral argument on the matter.

The story began on April 12, when the FCC staff authorized Poole to change the call letters of its AM station from KBIG to KGOL and of its FM affiliate from KBIG to KBIG.

Then, late Friday, April 19, the commission staff, acting on complaints from KPOL and KGOL, rescinded the authorization.

But by this time—only two days before the new call was to be used—Poole had committed $100,000, most of it in prizes, to a promotional campaign based on the use of KGOL and the new music format to be associated with it.

Poole's attorneys, unable to get a second reversal from the commission staff Saturday morning, asked the court of appeals to stay the staff's action.

Since the appeal was filed after the close of business at noon Saturday, a special court session was convened that night in the apartment of Justice Walter M. Bastian. Sitting with him were Justices John A. Danaher and George T. Washington.

The court heard arguments of Vernon Wilkinson, Poole's attorney, and Max Paglin, FCC general counsel. Then it handed down a decision, drafted in longhand by Justice Bastian, granting the stay pending a hearing by the commission.

The commission considered the matter at a meeting Monday, then directed counsel for the three stations involved to present oral arguments at a hearing Tuesday afternoon.

Back At The Ranch • Meanwhile, back in Avalon, the KGOL promotion campaign announcing the new call letters was on in full force. But the commission could hear only the similarity between KGOL and KPOL (the confusion wasn't as great with KGOL, it said). It affirmed the staff's decision rescinding the new call letters and directed the station to revert to KBIG by Friday (April 26).

Although it may not be much comfort to the Poole organization, its difficulties have prompted the commission to reconsider its rules regarding the assignment of call letters. The commission said it's aware of the "defects" in the present system and will, "as soon as possible, institute new procedures" requiring a period of public notice of any request for call letters. The commission said interested parties should have an opportunity to object before call letters are assigned.
Former employe says Estes was victimized

Lester Foster, former employe of WMOZ Mobile, Ala., stating that he wishes to clear his conscience, said in an affidavit filed with the FCC last week that Edward H. Estes, licensee of WMOZ, has been the victim of conspiracy and false statements.

Mr. Foster's affidavit shed new light on the commission's proceeding which has looked toward the revocation of the license of WPFA Pensacola, Fla., and non-renewal of the license of WMOZ, both owned by Mr. Estes. FCC Hearing Examiner Herbert Sharfman recommended last summer that such action be taken because Mr. Estes had submitted false program logs to the commission (Broadcasting, June 4, 1962).

According to Mr. Foster's latest statement he and two other employes of WMOZ, Willie Martin and A. J. Crawford, were approached by a person representing the OK Group, competitors of Mr. Estes. Mr. Foster said the OK man told the three that WMOZ was a "rotten radio station" and that Mr. Estes was using them. The unidentified

WQXR, America's No. 1 fine Music station, now wins Peabody Award for News coverage

Twice before WQXR has won George Foster Peabody Awards, broadcasting's highest honor, for the excellence of its musical programs. Now WQXR has been awarded a coveted Peabody "for outstanding news coverage during 1962."

This year's award also commends WQXR for its news service during the New York newspaper strike:

"Consistently excellent in its news coverage at all times, WQXR merits special praise for lighting a candle in the darkness every night during the New York newspaper strike with its concise, authoritative digest of the day's news."

WQXR's format of fine music and New York Times news not only wins awards - but attracts the largest quality radio audience in America . . . 1,214,000 families so loyal to WQXR they are not effectively reached by other broadcast media.

We're proud of our Peabody awards . . . our loyal audience . . . and our record of success for our advertisers.

If there's anything we can do for you, we'd like to hear from you.
Approval of the $8 million sale of WREC-AM-TV Memphis to Cowles Magazines & Broadcasting Inc. and a ruling by the Internal Revenue Service that proceeds from the sale may be considered a capital gain were received by veteran broadcaster Hoyt B. Wooten within the space of five days.

On April 18, IRS informed Mr. Wooten it had approved as a capital gain the sale of his stock to Cowles. IRS also made what is considered a significant finding relating to the license and network affiliation contracts of the stations:

"It appears," the IRS letter states, "that substantially all of the gain is attributable to the intangible assets consisting of its Federal Communications Commission license and network affiliation contracts."

On April 23 the FCC approved the transfer of ownership.

This is the second deal Mr. Wooten has had with Cowles. In 1958, Cowles agreed to buy the WREC stations for $6 million (CLOSED CIRCUIT, Nov. 3, 1958). At that time, Mr. Wooten individually owned the stations. When he learned, however, that IRS might construe this figure as regular income taxable at personal rates, he cancelled the agreement. Subsequently, Mr. Wooten incorporated under the name WREC Broadcasting Service Inc.

Although the present price is $2 million over the 1958 offer, it's understood there is over $1 million in assets which Cowles acquires. The increment between the two figures, it's believed, is nearer $400,000.

Cowles Magazines & Broadcasting owns KRNT-AM-FM-TV Des Moines and publishes Look and Family Circle magazines, the Insider's Newsletter, the San Juan (P.R.) Star, the Gainesville (Fla.) Daily Sun and encyclopedias.

WREC, founded in 1922, operates on 600 kc with 5 kw. WREC-TV (ch. 3) went on the air in 1956. Both stations are affiliated with CBS.
giving away the grants, but that bill has not been approved by the House.

Congress last year approved $32 million to be granted to the states over a five-year period, but failed to appropriate any money before adjourning in October. The supplemental bill was supposed to help the program get off the ground.

If the Senate approves the bill with the ETV cut, a slim hope remains that the House may try to put the money back in during a House-Senate conference.

Court hears appeal in KRLA renewal case

The future of KRLA Pasadena and its ownership by Donald Cooke were up to three federal judges, after the court heard arguments last week.

The FCC last year refused to renew KRLA’s license on the grounds that Mr. Cooke, its owner, had not made programming promises in good faith when he purchased the station in 1959, that the station had conducted fraudulent contests and that program logs were altered in an attempt to deceive the commission (Broadcasting, March 19, 1962).

Mr. Cooke’s attorney argued that the record made in the hearing does not lead to the conclusion reached by the FCC. He noted that the hearing examiner in his initial decision recommended a one-year extension.

The FCC counsel contended that the record shows a pattern of “deceit,” “misrepresentation,” and, with respect to the “Perry Allen” and “Golden Key” contests, “fraud” and “chicanary,” and that this was sufficient for the FCC to make its judgment not to renew.

The case was heard by Chief Circuit Judge David L. Bazelon and Judges George T. Washington and Warren E. Burger.

NLRB decision against IATSE upheld by court

A federal court in Philadelphia has ruled that a $500 union initiation fee for technical studio employees of WFIL-TV, that city, is excessive and an attempt by the union to restrict employment to fulltime employees.

Judge Austin L. Staley, of the U. S. Appeals Court in Philadelphia, in his opinion upheld a 1962 National Labor Relations Board decision.

The union involved is Local 804, TV & Radio Broadcasting Studio Employees, International Alliance of Theatrical Stage Employees.

From 1953 to 1957, the initiation fee for this union was $50. In the latter year, this was increased to $500. WFIL-TV, which has a union shop agreement with Local 804 (requiring new employees to join the union after 30 days), protested this action as a move to restrict its hiring of part-time employees, particularly during baseball and football seasons and for other special events. After a hearing, the NLRB ruled in favor of WFIL-TV. The IATSE union appealed this decision to the court.

The judge also said:

"... The fact that the fee was raised tenfold is obviously important when this is coupled with the union's vigorous objections to the practice of hiring part-time employees. The board’s inference that the purpose of the fee was to end this practice, thereby restricting the employment to fulltime union members was certainly permissible, if, indeed, not ineluctable."

He found that comparable fees by other unions ranged from $10 to $200. Employe units of new TV stations, the judge found, charged about $25 for initiation fees.

Affected by the ruling are 55-60 fulltime employees of the Philadelphia TV station and less than 10 part-time workers.
NCTA, COMMISSION NEAR IMPASSE

FCC protection for multiple-station markets is crux

Negotiators for the FCC and the National Community Television Association have hit what appears to be a major roadblock in their efforts to agree on draft legislation giving the commission regulatory authority over CATV systems. At issue is the question of whether the commission should be authorized to protect single-station or multiple-station markets. The FCC wants the power to require CATV systems to carry a TV station's signal and to refrain from duplicating its programming with offerings from an outside station, regardless of the number of stations in the affected market. The NCTA says commission authority should be limited to single-station markets.

These conflicting positions, which emerged after weeks of negotiations, hardened last week. The commission, in a special meeting on April 22, instructed its representatives—Deputy General Counsel Henry Geller and Broadcast Bureau Chief James B. Sheridan—to continue to press for an agreement providing for multiple-station protection. The NCTA board, following a two-day meeting, told its negotiators—Robert L'Heureux and E. S. Smith—to continue to oppose this position.

The commission feels the NCTA proposal would serve only to perpetuate and strengthen the monopoly of outlets in single-station markets. The NCTA view is that many CATV systems could not survive economically if required to protect multiple-station markets. Some NCTA officials were incensed over the commission's position. One asked, "Why should the FCC tell [CATV] subscribers how they should use their systems?" "We're adamant about this," he accused the FCC of "grasping for additional power" in its effort to secure regulatory authority over CATV systems in markets with more than one station.

But the NCTA board last week indicated it would like to elevate the conferences, if not negotiations, to a higher level. NCTA Chairman Glenn Flinn and President William Dalton issued a statement saying "further conferences with the commission and its staff appear desirable." The statement added that a special committee of community antenna operators has been appointed for this purpose.

No Negotiations • One official said the committee would not "negotiate" but would be available to discuss with the commission possible methods of resolving the impasse. The commission is expected to decide this week whether to appoint a panel to meet with the NCTA committee. The names of the committee members were not announced, but some broadcasters are understood to be among them.

The FCC has made regulation of CATV systems its primary legislative goal in the current Congress. But chances of achieving it in slim without NCTA cooperation. CATV systems were able to muster enough support in Congress three years ago to defeat a bill that would have given the FCC regulatory authority over them.

NCTA's willingness to agree to even minimum legislation is based on its desire to have the federal government preempt this field from state and local governments which have shown an increasing interest in passing their own laws governing CATV systems.

Meanwhile, the commission last week demonstrated it doesn't automatically rule against the interests of CATV systems in deciding on microwave grants. In an order granting an application for a microwave service in Texas, the commission said TV stations can hope to block such grants only if they could show they would be adversely affected economically that their service to the public would be diminished or destroyed.

The grant was made to Mesa Microwave Inc., which plans to construct facilities at Paris, Tex., to relay the signals of KRJ-D-TV and WFAM-TV, both Dallas, and WBAP-TV and KTXV-TV both Fort Worth, to a new independent CATV subscriber in Clarksville, Tex.

KRAL-TV Texarkana, Tex., had opposed the application on the ground that Clarksville is within its service area. The station said it would be adversely affected by the grant, but did not claim that it derives any revenue from its service to Clarksville or that the grant would result in the destruction of its service.

Comsat officers approved by Senate

The Senate overrode constitutional objections Tuesday (April 25) and confirmed 14 men President Kennedy had recommended as incorporators of the Communications Satellite Corp.

Although approved by two Senate committees last month and submitted by the President in January, the nominees had to overcome a floor fight—not on their personal qualifications—but on a point of order that the Senate could not constitutionally "advise and consent" on officers of a private corporation established for profit.

The incorporators got it free to float stock and arrange the first meeting of stockholders at which permanent directors may be elected.

Although opponents to the corporation failed to block the nominations last week, there were signs they—and other...
senators—would cause serious trouble for the fledgling company. The issue with widest congressional appeal—annoying even to lawmakers who have supported the corporation since its authorization last year—is how much public money should be spent to benefit a private company.

For example Senator John O. Pastore (D-R.I.), who is credited with leading the nominations to successful approval and was floor manager of the bitterly fought Communications Satellite Act last year, has raised strong objection to the corporation's failure to state what it is going to do about financing research and development programs which will lead to a workable space communications system (Broadcasting, Feb. 25).

The earliest date mentioned for a working system, which would carry TV signals around the world, is 1967. And there's some doubt about the reliability of that date.

An amendment being discussed in Washington, which could eliminate concern about public spending for private gain, would require the corporation to reimburse the government for any work from which it benefits.

The incorporators of the Comsat Corp.:
Leo D. Welch, chairman and chief executive officer; Joseph V. Charyk, president and principal operating officer; Sam Harris; Edgar F. Kaiser; Leonard H. Marks; George L. Killion; Bruce G. Sundlun; David M. Kennedy; Sidney J. Weinberg; A. Byrne Litschgi; Beardsley Graham; Leonard Woodcock; George Feldman and John T. Connor.
KRSD liable for $1,000 fine
KRSD Rapid City, S. D., was warned last week by the FCC that it is liable for a $1,000 fine for "willful or repeated" violations of the commission rules and Communications Act.

The commission charged that the station had operated by remote control using defective equipment, and did not notify the FCC's district engineer when adjustments and measurements were finished and the station was ready for inspection.
KRSD is owned by John, Eli and Harry Daniels, who own the companion station KRSD-TV and KDSJ-AM-TV Deadwood, also S. D. Messrs. Daniels were told they have 30 days in which to file any statement in defense or for a smaller fine.

WJBC doesn't own WHBF
Broadcasting (April 15) reported that WIXK Normal, Ill., had charged, in a pleading to the FCC, that WJBC-AM-FM Bloomington owned 25% of WHBF.

AM-FM-TV Rock Island.
The story should have reported that WIXK said that Leslie C. Johnson, vice president of Bloomington Broadcasting Corp., licensee of WJBC-AM-FM, and his wife own 25% of the Rock Island station.

FTC plans hearing on use of 'free' in ads
The Federal Trade Commission has scheduled a public hearing in Washington, June 10, on proposed curbs on deceptive pricing and use of the word "free" in advertising.

The proposals are to be used only as a basis for discussion at the hearing, according, to FTC Chairman Paul Rand Dixon. He said the proposals had been sent directly to various consumer groups, advertising industry organizations and other units.

The commission's target, Mr. Dixon said, is "advertising which misleads consumers into believing they are getting a bargain price or 'something for nothing' when they are not."

Another aim is for opinion on merchandising practices, which promote one free item for every two purchased. Alternative proposals would bar use of the word "free" unless the premium is...
Crosley wants to experiment with 750 kw over WLW

Crosley Broadcasting Corp. is borrowing a page from its own history in a new effort to crack the 750 kw power limit on AM stations. The company asked the FCC last week for authority to operate an experimental station with 750 kw, on unlimited time.

Crosley, which would use the frequency of its clear channel station WLW Cincinnati (760 kc), said the experimental operation would permit studies to be made of many questions the FCC and members of Congress have raised in connection with the use of higher power.

Crosley operated WLW on higher power once before—between 1934 and 1939, when the station broadcast with 500 kw under an experimental grant from the FCC. The company at that time invested almost $400,000 in new equipment.

Crosley plans to use many of those facilities if the new application is approved. But Crosley says it would be required to spend another $185,000 in a new plant. Operating costs would be increased $185,000, according to the application.

Crosley said that, based on its experience of operating WLW on 500 kw, it believes that 750 kw would provide a reliable service to a vast "white area."

According to its engineering exhibits, the higher power requested would give the station sufficient strength to be received, under optimum conditions, within a 293,000 square mile area having a population of 20,545,740.

Second Try: The application represents the second time in six months that Crosley has asked the commission to permit WLW to operate on higher power. Last fall, WLW and four other clear-channel stations asked for authorization to increase their authorized power to 750 kw. The commission, however, returned the applications saying they ran counter to the Senate's 1938 resolution asking the commission to limit AM's power to 50 kw (Broadcasting, Nov. 26, 1962).

It was learned last week that a number of other clear channel stations are considering requests for authorization to operate experimentally on higher power. At least one of the stations was said to have all but decided to file its application.

Already pending before the commission is a petition by the Clear Channel Broadcasting Service for a rulemaking to permit Class I-A stations on the 25 clear channels to operate "with power of not less than 50 kw" (Broadcasting, April 15).

In seeking the experimental grant, Crosley said that conditions have changed considerably since the Senate asked the commission to adopt a 50-kw ceiling.

Twenty-five years ago, Crosley said, there was concern that stations with higher power would have an adverse economic effect on other outlets and would have an undue ability to influence the minds of wide areas of the public.

Proliferation of Stations: But where there were only 735 stations in 1938, Crosley went on, there are now 5,000 AM, FM and TV outlets. As a result, Crosley said, "the ability of a higher power station to exercise undue influence has certainly been put to a minimum."

Crosley said approval of its application would permit a number of research projects to be undertaken.

really a gift, or unless the consumer is clearly informed of what is required to obtain the free item and there has been no increase of price or decrease in quality of articles actually bought.

NBC-Philco channel 3 fight resumes today

The complex hearing involving the NBC-Philco Corp. fight over Philadelphia's channel 3 was set to resume today (April 29) with top NBC and RCA officials prepared to testify in behalf of the network's application for renewal of its license for that facility.

Robert Sarnoff, NBC board chairman, was expected to be the first witness, followed by Robert Kintner, NBC president; Raymond Welpott, executive vice president of NBC's owned-and-operated stations and general manager of its Philadelphia properties, and Elmer Engstrom, president of NBC's parent company, RCA.

Today's session will be the first since March 18, when Philco announced its intention to continue its fight for a new station on channel 3 (Broadcasting, March 25). The announcement came three days after the FCC disapproved an agreement under which Philco would have withdrawn from the contest in return for up to $550,000 reimbursement from NBC for expenses in prosecuting its application (Broadcasting, March 18).

The hearing, which began in October, turns today to the comparative issues in the conflicting applications of NBC and Philco. But the proceeding also involves applications providing for the swap of NBC's Philadelphia stations WBCV-AM-TV for RKO General Inc.'s WNAC-AM-TV and WTKO(FM) Boston. The bulky hearing record also includes charges that NBC has engaged in anti-competitive practices and has used its power of network affiliation in a manner contrary to the public interest.

Chief Hearing Examiner James D. Cunningham is presiding.

Philco Pleading Opposed: In pre-liminary maneuvering, meanwhile, NBC last week asked the commission to reject a Philco request that the network's programing exhibits be excluded by the examiner (Broadcasting, April 15). Philco based its plea on the ground that the exhibits cover the two-year period beginning Sept. 1, 1960, two months after NBC's license for WRCV-TV expired.

NBC, however, said commission rules permit the introduction of evidence concerning programing during an extension period. The network said the commission, in a comparative hearing involving a renewal application of W BAL Baltimore, relied on such evidence in 1965 in granting the station a renewal of its license.

The network also described as "absurd" a Philco argument that "evidence of NBC's performance at a time when it knew it was subject to close scrutiny is a highly unreliable basis" for determining whether NBC will live up to its programing proposals.

If programing during a period when a licensee knew its performance is being closely watched is a basis for its exclusion, NBC said, "then virtually all programing exhibits in comparative and other proceedings . . . . would be inadmissible."

The network said the eight programing exhibits deal with the period "most material to a consideration of the comparative issues" in the hearing. It added that evidence of programing before 1960 "cannot have the same weight of relevance in support" of the application for renewal.

Bureau, owner urge WAXE license renewal

The FCC's Broadcast Bureau and R. M. Chamberlain, owner of WAXE Vero Beach, Fla., have both urged that the station's license be renewed.

The commission had ordered a hear-
Commission in dilemma over channel 37

SHOULD IT GO TO ASTRONOMERS OR BE USED FOR TV?

Although FCC Chairman Newton N. Minow is generally regarded as something of an egghead, the commission itself is currently being cast in the role of an agency officially anti-intellectual—more concerned with TV fare than the needs of scientists who want to study the stars. The image is being created by radio astronomers unhappy over what they regard as the commission's stubborn refusal to make channel 37 available to them exclusively as one of their "windows to the heavens."

Commission officials, however, feel the issue results in part at least from the radio astronomers' unwillingness to heed commission procedures and policy.

The controversy has been brewing since 1959, when the University of Illinois scientists, in cooperation with the Office of Naval Research, began installing a radio telescope at Danville, Ill., which was designed to operate on 608-614 mc, the channel 37 band.

The scientists made this decision without consulting FCC frequency managers. There was no requirement that they do so; they don't need an FCC license to listen to the static of the heavens. But if they had, they would have been told that commission policy is to preserve UHF channels for television.

Actions At Geneva • The scientists had made their decision on the expectation that the International Telecommunications Union conference in Geneva in 1959 would reserve channel 37 for radio astronomy. This was one of the recommendations of the Radio Consultative Committee (C.C.I.R.) that met in Los Angeles earlier that year. In addition, UHF channels are said to be essential for some radio astronomical work, and channel 37, the scientists were aware, had not been assigned to any U.S. TV market. But the C.C.I.R. recommendation was not adopted by the U.S., and in Europe it was adopted only conditionally.

Commission officials, sensitive to charges they are not concerned with the advancement of science, point out that nine non-TV frequency bands have been reserved for the use of radio astronomers on the basis of recommendations adopted at the 1959 Geneva conference. They also note that the commission has been protecting the reception of the Danville observatory by juggling UHF assignments to avoid use of channel 37.

However, with the growing number of UHF stations and assignments, the commission has decided this interim solution is no longer practicable. The matter is especially critical in the case of Paterson, N.J., where channel 37 is the only one available for assignment. Four applications are on file for a Paterson station on channel 37. As a result, the commission has suggested a compromise, in the form of a proposed rulemaking, to protect the observatory another five years (Broadcasting, April 1). This is the length of time University of Illinois scientists say is required to complete their current program.

Astronomers Want More • Radio astronomers, however, are not impressed. They say the issue is broader than the question of the Danville observatory and that unless channel 37 is reserved for radio astronomical observations on a nation-wide basis, an important scientific tool will be lost to the nation. Resolutions to this effect were passed recently by the American Astronomical Society and the American Geophysical Union.

Commission officials, responding to these complaints, point out that the commission is besieged with demands from a multitude of sources for spectrum space, including that in the UHF band. "If we grant an exception in the case of the radio astronomers," said one official last week, "what argument do we have for denying requests for others, such as land mobile users, who want channels now reserved for UHF television?"

Despite the current controversy, commission officials say cooperation between the FCC and the radio astronomers is much closer today than it was in 1959, when there was virtually no contact between them. For instance, the scientists are being consulted by the commission in connection with preparations for the Geneva conference next fall on the allocation of frequencies for satellite communications. The designation of a frequency allocation for radio astronomers is on the conference agenda.

This cooperation, however, hasn't eased the dispute over channel 37—nor has it diminished the effort to picture the commission as being more interested in Western-watching than star-listening.

State law restricting tower heights killed

A legislative proposal which would bring tall broadcast towers in Minnesota within the jurisdiction of the State Commissioner of Aeronautics was defeated by the State Senate Thursday by a vote of 29 to 25. The bill earlier was
tabbed by a committee of the House.

The proposal sought to amend a state law which provides that all towers in excess of 1,000 feet must be approved by the state's aeronautical commission but which excludes towers licensed by federal authority. The proposed amendment would have killed this exception.

WYNR PROBE RECESSES

Now up to FCC to decide if formal hearing needed

The FCC's probe of McLendon Corp.'s candid about program plans when it acquired WYNR Chicago (formerly WGES) drew near to conclusion in that city last week in almost the same manner as it had begun there three weeks earlier.

Recessed Wednesday, the hearing was still in good measure a lawyer's battleground—strenuous with the corpses of rejected WYNR exhibits and testimony blocked as not relevant (BROADCASTING, April 22, 15).

The investigation is to be concluded in Washington in May. Then the FCC must decide if it thinks some more formal hearing is required. The present case involves no sanction against WYNR according to the FCC's order.

Repeated arguments over relevancy of background testimony by McLendon Corp.'s president, Gordon B. McLendon, at one point on Monday prompted James D. Cunningham, the FCC's chief hearing examiner, to warn the WYNR counsel, Marcus Cohn, that the witness would be withdrawn from the stand unless testimony were confined directly to the issues.

How And Why • The examiner indicated this concern and when McLendon Corp. suddenly made a decision when it took over WGES last August and introduced WYNR on Sept. 1 with all-Negro format. This involved increasing Negro programming from 80% to 100% and the cancellation of all foreign language programs including one long conducted by the mother of Representative Roman C. Pucinski (D-III.).

Mr. Cohn repeatedly pressed his point that the more specific testimony about what took place in the critical period last August could not be understood clearly unless it were put within the perspective of how Mr. McLendon set policy for other McLendon stations.

Part of the testimony refused in the record last week was that which Mr. Cohn sought to present from WYNR's community relations director, Mrs. Etta M. Barnett, concerning her extensive efforts last fall to determine the needs of the Negro community and her meetings with other Negro leaders in behalf of WYNR. It was turned down because it occurred after Sept. 1, the "cutoff" date of the period under investigation.

Final Decision • Mr. McLendon testified he did not make his final decision to change WYNR to all-Negro as of Sept. 1 last year until about Aug. 27. He said that all during the month as programing was studied it was planned with counsel to tell the FCC promptly when a decision was made. But, he recalled, when his decision was made it was too late to alert the commission because it had already communicated with the station about the reports of foreign language cancellation.

Mr. McLendon said it was not until after takeover of WGES-WYNR that he learned of time brokerage by the foreign language broadcasters. He said he ordered the prompt notice be given to cancel the brokerage contracts since the FCC frowned on such arrangements.

He pointed out the all-Negro decision had not yet been made at this point. When it was made, he indicated, the reason was because Negro needs far exceeded foreign language needs there.

Mrs. Pucinski testified Wednesday. She said her cancellation notice arrived Aug. 29, the final day. Because of the rumors before that, however, she said she asked her listeners to write to WYNR and to their "congressmen," but she did not recall if she asked them to write her son.

NLRB upholds examiner

The National Labor Relations Board April 19 upheld findings of Trial Examiner Henry S. Sahm who last December ruled that WBRZ (tv) Baton Rouge, had illegally fired two employees who attempted to organize union at the station (BROADCASTING, Dec. 31, 1962).

In affirming Examiner Sahm's findings, NLRB orders WBRZ (tv) to rehire the dismissed employees, Henry Havard, assistant film director, and Glen Hawkins,

PROGRAMING

NEW HIGH FOR FOOTBALL

NBC-TV to pay near $1 million for rights to telescast next year's NFL playoff game

For what has been called "the largest amount ever paid for a single network sports attraction," NBC-TV last week purchased rights to carry the National Football League playoff game for $926,000. This is an increase of $311,000 over what the network paid for the same rights last year. In open bidding with CBS-TV, NBC bought rights for one year.

As a result of the increased purchase price, which with time rates will push the expense of the telescast well over $1 million, NBC will increase its advertising rate schedule for the telescast.

Sold at $250,000 per quarter to two national sponsors and two regional sponsors last year, the rate will be raised to more than $300,000 per quarter this year. NBC expects both of last year's national sponsors—Ford and Philip Morris—to return. The network anticipates the game will deliver a national audience of 15 million average homes, the number bolstered by the fact that the game will not be blacked out, as it was last year, in the New York area, which contains 10% of the nation's TV audience.

The NFL rules that the game be blacked out in the city where the game is being played, and last year's title game between Green Bay and New York was played in Yankee Stadium. This year, however, the game, scheduled Dec. 29, will be played in the home city of the western team, assuring a New York television audience.

Only Bidders • Although the game was played in the New York area, it is still the NFL playoffs. NBC purchased rights at $300,000 per quarter.

Film sales...


Leave It to Beaver (MCA TV): Sold to WJW-TV Cleveland; WISN-TV Milwaukee; WABC-TV New York; KERO-TV Tucson; KTTL (TV) Los Angeles; KPHO-TV Phoenix, Ariz.; KATU (TV) Portland, Ore.; KCRA-TV Sacramento, Calif.; KOMO-TV Seattle; WKBT (TV) La Crosse, Wis.; WOI-TV Ames, Iowa; WJFB-TV Detroit; WDBO-TV Orlando, Fla., and WERE-TV Wilkes-Barre, Pa. Now in 14 markets.

Bachelor Father (MCA TV): Sold to WJW-TV Cleveland; WISN-TV Milwaukee and KNOE-TV Monroe, La.


The Tom Ewell Show (Four Star): Sold to WBKB (TV) Chicago.

The Law and Mr. Jones (Four Star): Sold to KTVC (TV) Ensign, Kan.

True Adventures (Teledynamics): Sold to Triangle Stations (WFLN-TV Philadelphia; KFRE-TV Fresno, Calif., WNHC-TV New Haven, Conn.) and to KTUL-TV Tulsa, Okla.

Peril 13 (National Telefilm Associates): Sold to WISN-TV Milwaukee, CKLW-TV Windsor-Detroit, KSHO-TV Las Vegas and WSUN-TV Tampa-St. Petersburg, Fla.


178 stations added to UPI roster in '62

United Press International added 178 U. S. radio and television stations to its roster of newswire clients in 1962. Mims Thomason, president, reported last week at UPI's annual meeting in New York. Station subscribers to the newswire in the U. S. now total 2,254 for radio and 348 for television.

At the end of 1962, Mr. Thomason said, the number of TV stations subscribing to UPI's Newspicture service rose to 231, and to the newsfilm service to 57.

United Press Movietone is expanding its operations to include Univoice, under which voice news reports will be made available to radio stations, according to Mr. Thomason. Other advances cited by the UPI president: UPI serves 54 radio networks and 30 TV networks in Europe and Africa and a record 637 newspapers and broadcast stations in Latin America.

He revealed that the cost of covering the world for UPI subscribers in the newspaper and broadcast fields would exceed $41.5 million in 1963, and noted that the service now has 264 bureaus around the world, an increase of three since last year's report.

Directors okay strike against film producers

Members of the Screen Directors International Guild authorized its executive board at a meeting last Tuesday (April 23) to call a strike, if necessary, against the Film Producers Association of New York.

The union and the producers have been negotiating a new contract covering directors employed in the production of television film commercials and motion pictures. The strike authorization vote was taken after the union rejected the producers' offer in certain conditions of employment areas—including the payment for the preparation of a production; payment for premium time, and the establishment of a clear definition of "staff director."

The union represents approximately 400 directors employed in the East. The producers' association is composed of leading film production companies in the East, largely in New York. Negotiations are continuing.
18 are given for Peabody awards

HONORS IN TV ENTERTAINMENT GO TO ‘DU PONT’, BURNETT

The 23d annual George Foster Peabody Awards for distinguished achievements by radio and television were presented at a luncheon meeting in New York last Wednesday (April 24) with the du Pont Show of the Week (NBC-TV) and Carol Burnett (CBS-TV) the recipients in the television entertainment category.

The presentations were made at a luncheon meeting of the Broadcast Pioneers. The winners were announced by Peabody Board Chairman Bennett Cerf and the awards were presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards.

Other classifications and winners follow:


Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, was to have received a special Broadcast Pioneers award for his "firm and fair leadership of the committee which develops legislation governing America's system of broadcasting. . ." He was unable to attend the Peabody ceremonies because of duties in Washington, it was explained, and he will receive his award at a later date.

President Kennedy sent a wire of congratulations to the winners and noted that awards were made to three individuals with White House associations (Mrs. Kennedy, Mr. Stevenson and August Hecksher, moderator of Books for Our Time).

Mr. Stevenson received a warm ovation when he walked to the dais to receive his award. He noted that his bi-weekly television program was set up by James C. Hagerty, ABC vice president for news, special events and public affairs, who was President Eisenhower's news secretary for eight years.

"After my old friend Jim Hagerty had helped bury me in 1952 and 1956," Mr. Stevenson quipped, "I couldn't have been more surprised when he wanted to resurrect me."

The Peabody citations follow:

Television News: "We commend Walter Cronkite for the concise elucidation of his nightly news programs and for the excellent photography with which they are supported; for his work on the documentary series, The Twentieth Century, and for his frequent contributions to CBS Reports, and such special programs as Our Next Man in Space. In recognition, the Peabody Award for television news." Accepted by Mr. Cronkite.

Television Entertainment: "The du Pont Show of the Week is a unique and stimulating series combining original teleplays and documentary dramas demonstrating that television entertainment can be informative as well as pleasurable. Well deserving of a Peabody Award for television entertainment." Accepted by Lyman Dewey, division manager of advertising department of du Pont.

Television Entertainment: "In a world that needs laughter today more than ever before, Carol Burnett has emerged in the past year as one of television's funniest, and most highly acclaimed comedians. Already a star of the first magnitude, she promises to give untold enjoyment to the world of television for years to come. May her tribe increase! And in recognition, a Peabody Award for television entertainment." Accepted by Miss Burnett.

Television Education: "Biography, through television, motion pictures, and moving commentary by Mike Wallace, lets viewers see at close range the great and famous men and women who helped shape and alter the 20th century. Churchill, Roosevelt, Hitler already have moved across the TV stage. So have such lesser luminaries as Will Rogers, Knute Rockne, Clarence Darrow, and Amelia Earhart. Others are to come, Producer David Wolper and the directors show special gifts in revealing the influences and factors that shaped these famous lives and our destinies. These are portraits of absorbing interest and superb educational values. In recognition, a Peabody Award for television education." Accepted by Seymour Reed, president, Official Films.

Television Youth And Children's Programs: "With taste, wisdom, and imagination, Exploring opens new vistas to the child viewer. As such it merits a Peabody Award for television youth and children's programs." Accepted by Dr. Albert Hibbs, host of the series.

Television Youth And Children's Programs: "Long since recognized around
the world as our greatest goodwill ambassador, Walt Disney has made a special impact on television with youngsters from six to sixty (and older). He is the Pied Piper of the 20th century. If laughter is the best medicine, he is our greatest physician. His Sunday hour is an oasis of illumination, entertainment and enchantment, given added scope and dimension through the magic application of color. In recognition and appreciation, this Peabody Award for television youth and children's programs." Accepted by Jack Sayers, Walt Disney Productions.

Television Contribution To International Understanding • "Adlai Stevenson Reports" is a television program that, in the opinion of the Peabody Board, realizes the full potential of the medium. It gives the public an unparalleled opportunity to hear the key problems of the present-day world discussed and clarified by one of the most distinguished, most eloquent, and best-informed men in the world. In recognition, a Peabody Award for TV contribution to international understanding." Accepted by Ambassador Stevenson.

Television Public Service • "A mile-

stone in television. 'A distinctive contribution of the electronic era. 'An invaluable look at a century and a half of American history.' These are but three of the many superlative appraisals of a memorable hour during which our First Lady, accompanied by CBS News Commentator Charles Collingwood, conducted millions of viewers on the most extensive tour of the White House ever provided the public, and at the conclusion of which the President himself stressed the historical importance of 1600 Pennsylvania Avenue. In recognition of this notable contribution to the American way via broadcasting, a George Foster Peabody television award for public service to A Tour of the White House with Mrs. John F. Kennedy." Accepted by Mr. Collingwood.

Locally Produced Television • "In his friendly but penetrating interviews with the playwrights, directors, and stars of the new plays, Elliot Norton (Elliot Norton Reviews, WGBH-TV Boston) has alerted and intensified the appreciation of greater Boston audiences. His attention to Broadway productions, to summer stock, and to undergraduate per-

formances has strengthened the theater in New England. A discriminating public service, extending over five years, for which he well deserves the Peabody Award." Accepted by Mr. Norton.

Locally Produced Television • "To station WNDB (TV) (ch. 13) New York for the nurturing of that last flower of civilization, good conversation, with its weekly program, Books for Our Time. And to August Heckscher for his wit and skill in presiding over a pre-eminent television literary seminar—a Peabody Award for locally produced television programs." Accepted by Barbara Davidson.

Locally Produced Television • "San Francisco Pageant, KPIX (TV), is a series of historic documentaries framed with style and imagination which enriched a great city's affection for its colorful past—richly meriting a Peabody Award for locally produced television programs." Accepted by Lou Simon, general manager of KPIX.

Radio News • "Consistently excellent in its news coverage at all times, WQXR New York City, merits special praise for lighting a candle in the darkness every night during the New York newspaper strike with its concise, authoritative digest of the day's news. And in recognition, a Peabody Award for radio news." Accepted by Elliott M. Sanger Jr., WQXR director of news programs.

Radio Entertainment • "Adventures in Good Music (WJR Detroit) is carried six days a week throughout the year; features classical, semi-classical, and folk music; and is directed by the distinguished pianist, Karl Haas, who brings to this series enlightened commentary based on his broad musical background to the enjoyment of millions of listeners in the Great Lakes area. In recognition of the Peabody Award for radio entertainment." Accepted by John Patt, chairman of the board of the Goodwill Stations.

Radio Education • "Science Editor (KNX Los Angeles) for 10 years has brought to American listeners, in understandable terms, information in the fields of science and medicine. Narrated by its persuasive and articulate director, Dr. Hale Sparks, University of California, the program is prepared with the assistance of specialists selected from a teaching and research staff of more than 4,000 scholars. In recognition the Peabody Award for radio education." Accepted by Dr. Sparks.

Radio Youth And Children's Programs • "Carnival of Books (WMAP Chicago) is a happy carousel of stories, literary enchantment and inspiration. Through this engaging program, Miss Ruth Harshaw, author and educator, has for years been teaching children to find, enjoy, and appreciate good books. School children engage in lively and
revealing conversations with contemporary authors. The show reflects the magic, fresh quality that only youngsters can elicit. *Carnival of Books* proves that television, far from being a deterrent to reading, stimulates and encourages it. In recognition, the Peabody Award for radio youth and children's programs," accepted by Lloyd Yoder, vice president and general manager of WMAQ and WNBQ (TV) Chicago.

**Special Award** • "William R. McAndrew as executive vice president of NBC News has provided the vision and leadership which have resulted in range, depth, and significance in news programming. His is indeed the news network—a global web of news communication, which reflects the inquisitive intelligence, erudition, and communicative skills of his key personnel the world over. To Mr. McAndrew and all those who try to keep NBC News geared to the informational needs of the space age, a George Foster Peabody Broadcasting Special Award." Accepted by Mr. McAndrew.

**Special Award** • "To Television Information Office and the National Association of Broadcasters, for their study which resulted in the book *For the Young Viewer: Television Programming for Children. . . At the Local Level* (McGraw-Hill), an interpretative compilation of 425 children's programs created by 223 television stations for 146 American communities. Programs are reported, evaluated, and related to known principles of child development. Steering the published results between the obvious and the obscure, and making this study of practical value to broadcasters, parents, creators of programs, and educators were Dr. Ralph Garry of Boston University, Dr. F. B. Rainsberry of the Canadian Broadcasting Corp., and Dr. Charles Winick of Columbia University, who along with NAB President LeRoy Collins, TIO Chairman Clair McCollough, other TIO officers, and the participants in this study are hereby recognized with a George Foster Peabody Special Award." Accepted by Mr. McCollough.

**"Stoney Burke" bought in 14 markets for fall**

The release to syndication of the *Stoney Burke* series, currently on ABC-TV, was announced last week by Pierre Weis, vice president and general manager of Economee Television Programs, subsidiary of United Artists Television.

Mr. Weis said that the series has already been bought in 14 major markets, including Los Angeles, Chicago, Detroit, Dallas and Indianapolis for a fall start. The one-hour series, consisting of 32 episodes, ends its cycle on ABC-TV in September.

**WBC makes series available**

A weekly series of 15 five-minute telecasts and one 15-minute show depicting American history through its artists will be made available by Westinghouse Broadcasting Co. to its five stations (WBZ-TV Boston, WJZ-TV Baltimore, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and KvY-TV Cleveland) in May.

The series, entitled *America: The Artist's Eye*, is narrated by Fredric March and Florence Eldridge, and will have nine of the telecasts in color. The series will go into syndication this summer following its first run on the Westinghouse stations.

**Should TV syndicators rejoin the NAB?**

A suggestion that television film distributors seek to return to the National Association of Broadcasters as full members was made last week by Len Firestone, vice president and general manager of Four Star Distribution Corp.

Mr. Firestone made his proposal in a letter to the co-chairmen of the Television Film Exhibition—'63, an event held by distributors during this year's NAB convention. Mr. Firestone, who noted that distributors had associate membership in the NAB for several years before they resigned from the association, stressed that full membership should be sought. He also proposed that one day be set aside during the NAB convention for panel discussion and seminars relating to the TV film industry.

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**FINANCIAL REPORTS**

**AB-PT HAS PROFIT DROP**

Goldenson says it was caused by failure of some TV shows and bad theater box office

Net operating profits dropped $653,000 for American Broadcasting-Paramount Theatres during the first quarter of 1963 as compared with the same period last year.

Figures released last week by AB-PT indicated that net operating profit dropped from $3,042,000 a year ago to $2,389,000, and net profit per common share (excluding capital gains) had dropped from 68 cents to 54 cents.

Including capital gains, net profit fell from $2,909,000 (65 cents a share), during the first quarter of 1962 to $2,123,000 (57 cents a share), for the last quarter.

AB-PT President Leonard Goldenson attributed the loss to two factors: "Some of the television programs launched last fall did not measure up to expectations," he said in a report to stockholders, and "... theatre business in the first quarter was off from the like period of the prior year, particularly in the Midwest where weather conditions were adverse."

Mr. Goldenson, however, said, "In the second quarter, where possible, changes have been made in an effort to improve current [TV] programming," and added, in regard to the theater business, "many fine motion pictures are scheduled for release."

**Stockholders Meeting** • The annual meeting of stockholders of AB-PT will take place May 21 in New York.

The proxy statement shows that Leonard H. Goldenson, president, received $125,000 in 1962; Simon B. Siegel, executive vice president, $78,000; Everett H. Erlick, vice president and general counsel, $50,000; Robert H. Hinckley, consultant to ABC division, $31,800; Edward L. Hyman, vice president, $52,000; James G. Riddell, vice president, ABC division, $68,000;

David B. Wallerstein, president, Balaban and Katz Corp., $37,708.

In addition the following received credit for these additional sums under the company's incentive compensation plan: Mr. Goldenson, $50,000; Mr. Siegel, $42,000, and Mr. Hyman, $15,000.

**Zenith has record first quarter profit**

Record first quarter sales and earnings were reported last week by Zenith Radio Corp., Chicago. Distributor sales of Zenith color TV sets to dealers were double the volume a year ago, Zenith said, while the company's share of industry sales of monochrome television sets hit an all-time high. Radio set sales established new records too.

The Rauland Corp., Zenith subsidiary, plans to start "quantity production" of color TV picture tubes during the month of May, Zenith said. Details of the new color tube have not been disclosed.

Zenith first quarter sales totaled more than $92.2 million, 13% above last year's first quarter record and 7% ahead of the previous all-time record.
reported for the fourth quarter of 1961. First quarter profits exceeded $5 million (56 cents a share) after estimated provision for federal income taxes of nearly $5.9 million. This was a 7% increase over the first quarter 1962.

Macfadden-Bartell radio income is up

Broadcasting revenues in 1962 for Macfadden-Bartell Corp. amounted to $2,253,937—$240,700 more than the $2,013,244 attributed to radio operations in 1961, the company reported last week.

Broadcasting operations continued on a profitable level, with good progress reflected by all stations, Gerald A. Bartell, president, said in the annual report.

Total revenues were $23,245,783, including $793,921 gained on the sale of KYA San Francisco last year. KYA was bought by Clinton D. Churchill family for $1.25 million last July. Net income was $162,738, and cash flow generated from operations, $373,160. No income tax is required, the statement said, because of prior operating losses.

For the first quarter of 1963, Mr. Bartell reported net income of $483,651 (30.4 cents a share).

The annual meeting of stockholders of the Macfadden-Bartell Corp. will be held May 14 in Milwaukee.

In a proxy statement sent to stockholders, a report of aggregate remuneration of officers and directors in 1962 showed that Gerald A. Bartell, president, received $65,000; Lee B. Bartell, executive vice president, $44,158; Frederick A. Klein, vice president, $38,730, and Melvin A. Bartell, $32,250. Macfadden-Bartell owns WOXY and WABO in New York. It is also associated in the ownership of Macfadden-Teleglobe which is preparing to establish a pay TV program in Denver in June over the facilities of KCTO (TV) there. Under the Macfadden name, the company publishes a group of magazines and paperback books.

Capital Cities reports 91% gain in 1st quarter

A 91% gain in net profit for the first quarter of this year, from $231,409 (20 cents a share) in 1962 to $440,882 (37 cents a share) was reported last week by Capital Cities Broadcasting Corp., New York.

Net broadcasting income for the 1963 period was $3,982,987; this compares with $3,430,552 for the same period last year.

Sales gains were achieved by all Capital Cities' stations except WPRO-TV Providence, it was said, where a third TV station began operating earlier this year. WPAT-AM-FM Paterson, N. J., benefited somewhat from the newspaper strike in New York, it said.

Capital Cities stations, in addition to WPRO-TV and WPAT, are: WROW-AM-FM and WTEN (TV) Albany; WDCD (TV) Adams, Mass.; WPRO-AM-FM Providence; WKBW-AM-TV Buffalo, and WTVD-TV Durham, N. C.

Associated Press income up $2 million in 1962

The Associated Press had revenues of $42,451,846 last year, an increase from $40.1 million in 1961, the AP's board of directors announced last week.

Radio and TV station membership rose to a record 2,380 in 1962, and newspaper membership now stands at 1,729. A detailed report on AP's current activities and size, indicating the station membership growth, was released earlier this month by Wes Gallagher, general manager (Broadcasting, April 8).

Wire service officials declined to break down the source of revenue between radio-TV and newspapers, though a spokesman said revenues from broadcast operations do not equal those of newspapers.

Metromedia to elect board at N.Y. meeting

The annual stockholders meeting of Metromedia Inc. will be held May 14 in New York to elect a board of directors, consider and act on a company-wide retirement program for non-union employees, and transact other business.

The proxy statement says that John W. Kluge, chairman and president, received $100,000 in the fiscal year 1962. Other remuneration: Robert A. Dreyer, vice president, secretary and general counsel, $40,000; Mark Evans, vice president, $48,624; Benedict Gimbel Jr., vice president, $35,000.

Metromedia stations are WNEW-AM-FM-TV New York, WTTG (TV) Washington, WHK-AM-FM Cleveland, WPQ-AM-FM Philadelphia, WTVH-TV Peoria and WTVP (TV) Decatur, both Illinois; KVOX (TV) Stockton, Calif., and KMBV-AM-FM-TV Kansas City, Mo. The company has bought KTTV (TV) and KLAQ, both Los Angeles and both still pending FCC approval.

TTC sets target for sales contracts

Attorneys for Transcontinent Television Corp. told stockholders last week that they hoped to complete contracts for the sale of TTC's stations in four to six weeks.

When this is done, they said, a special meeting of TTC shareholders will be called.

TTC is negotiating with both Taft Broadcasting Co. and Midwest Television Inc. to sell all of its stations except WDKK-AM-FM Cleveland (Broadcasting, April 15, 22).

Taft Broadcasting will buy WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV ScrantonWilkes-Barre, Pa.; Midwest, KFM-AM-FM-TV San Diego and KERO-AM-FM-TV Bakersfield, Calif.

The announcements said that $21.20 a share had been offered for TTC stock in these transactions. The exact form they will take depends on a ruling from the Internal Revenue Service, it was said when the negotiations were announced. There are over 1.8 million shares of TTC stock outstanding.

The IRS consideration was also a topic at last week's stockholders meeting. One stockholder sought to learn whether the profits from the sales would be considered capital gains or income. He was told that an IRS ruling will be required.

In a report for the first quarter of 1963, ended March 31, TTC had net income of $397,644 (22 cents a share). This compares with $395,684 (22 cents a share) for the same period last year.

First quarter revenues were also about equivalent to these last year, it was announced.
FANFARE

NAB's Radio Month should be its biggest

MEDIUM'S 'MOBILITY' STRESSED IN '63 PROMOTION

The National Association of Broadcasters has mailed its Radio Month promotion kits to member stations. From preliminary reports, the association expects this year's observance to be the biggest yet.

The 1963 theme, "Radio . . . The Mobile Medium," places its emphasis on radio's "portability" with tiny transistor sets, its "mobility" in covering news events and its "ability" to move goods and services as an advertising medium.

The promotion kit includes recorded jingles, spot announcements, artwork, news releases and a special Radio Month stamp to be used on station mailings during May. The demand for the special stamp has been so great that a second printing was necessary.

Advance reports from stations indicate that stations plan to use the NAB jingles an average of 63 times a week and the spot announcements about 50 times a week.

Contests measure audience

WPBS (FM) Philadelphia drew 6,803 mail responses in an FM radio give-away contest. Controlled to measure audience in comparison with two previous contests, WPBS claims that the contest represents an audience-growth of 900% in 11 months.

Mail response in the first contest was 707 in May 1962. The October 1962 event drew 4,158 pieces of mail.

Controlled factors were length of contest, entering procedure, prizes, number of announcements and method of keying announcements. Through these controls, the station gauged the response received from each of 105 announcements. Average response to each announcement jumped from seven in the first contest, to 40 in the second, to 65 in the third. Thirteen spots in the latest contest pulled over 100 responses with the highest spot drawing 143 responses. WPBS is owned by the Philadelphia Bulletin and went on the air in December 1961.

RCA to promote color television at World's Fair

Television may well steal the show at the 1964-1965 New York World's Fair. Plans for TV at the exposition give the medium an extensive two-part role which, by virtue of ubiquity, no visitors will miss.

In addition to a closed-circuit color television network to be operated by RCA, reported to be the largest such system ever developed in this country, the fair will provide facilities to exhibitors for originating local or network telecasts.

RCA, which introduced black-and-white television to the American public at the 1939 World's Fair on the same site, plans 200 outlets throughout the fairgrounds for its closed color system. Center for the operation will be an ultra-modern building where visitors will watch all steps in the production of color programs. A color mobile unit will range over the fairgrounds picking up remotes for transmission over the system. RCA officials estimate that they will have to produce enough programing to fill 2,000 hours in each of the two fair seasons.

Dr. Elmer Engstrom, RCA president, explaining RCA's role at the fair says the operation will provide "a medium of general utility when the need arises."

TV From The Fair - The fair corporation has allocated facilities at 25 locations over the grounds providing connection points for television broadcast or tape operation. AT&T is constructing a 140-foot antenna as part of its exhibit - by which all television originations from the fair for network programing will be relayed to downtown New York for subsequent network transmission. The New York Telephone Co. is providing video cables from points within the grounds to the AT&T tower.

Interest in television originations from the fair is reported to be high among the larger exhibitors although no specific telecast plans have been announced. (The fair is still a year off.) Among the groups which have advised the fair corporation of their interest in television originations from exhibit sites are General Motors, RCA, IBM, Eastman Kodak, AT&T, New York City Amphitheater, The Federal Exhibit, Port of New York Authority and a number of states.

A $4 million "Century Showcase Music Hall," extravagantly outfitted with television production facilities, financed by Texas businessman, Angus Wynne, and operated in association with Compass Productions, is expected to be a center for network TV originations of entertainment type when not in use for theatrical productions.

The Compass-Wynne group hopes that the networks will produce shows in its theater both during the fair and in the hiatus between fair seasons. (The fair runs from April to October in 1964 and 1965.)
BROADCAST ADVERTISING

Dr. Theodore F. Dunn, manager of communications research division of Ted Bates & Co., New York, and John N. Goodnow, research group supervisor for agency, elected VPs. Dr. Dunn joined Bates in 1962 from Kenyon & Eckhardt, where he served as research supervisor. Mr. Goodnow came to agency in 1956 from Colgate-Palmolive Co., where he was market research analyst.

Nicholas Salimbeni, assistant media director of J. M. Mathes Inc., New York, named associate media director. Gordon G. Bring Jr., former buyer at Doyle Dane Bernbach, joins Mathes in similar capacity.

Mike Pedone, researcher, promoted to assistant space buyer. Alexander M. Lindsay, formerly with NBC, joins agency in public relations department.

Timothy J. Stone, former VP and account supervisor on packaged goods at Benton and Bowles, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as supervisor for special services on American Tobacco Co. account.

Max Banzhaf, director of advertising, promotion and PR for Armstrong Cork Co., Lancaster, Pa., elected staff VP responsible for directing and coordinating activities of new staff organization unit consisting of employee relations department, newly organized public relations and public affairs department, and advertising and promotion department. F. J. Muth, controller since 1960, elected VP-controller. Mr. Banzhaf joined Armstrong organization in 1938 and was appointed director of advertising, promotion and PR in 1956.

Quentin L. Harvell and Mae Keenan of headquarters staff of Advertising Federation of America, New York, named to new and increased responsibilities as VP-administration and club service administrator, respectively. Formerly assistant to AFA President Mark F. Cooper, Mr. Harvell has been associated with federation for two years. Miss Keenan most recently served as assistant director of AFA's bureau of education and research.


Sydney Rubin, partner of Licensing Corporation of America, an independent character licensing organization, elected VP in charge of new business and member of creative plans board of Cole, Fischer Rogow Inc., New York. Mr. Rubin, former merchandising executive with NBC and CBS television network licensing divisions, has also sold posts of VP and radio-TV director at Frederick Clinton Co.; VP and partner of Emil Mogul Co.; and copy chief of Raymond Specter Agency.


Halbert E. Payne, product group manager for Jelli-O Division of General Foods Corp., White Plains, N. Y., named advertising and merchandising manager. He joined General Foods last year from Procter & Gamble where he was brand promotion manager.

Herman A. Braumuller Jr., formerly with Cunningham & Walsh, joins N. W. Ayer & Son, Philadelphia, in media department. Theodore W. Schumacher, with Stenocard Dictation Systems, also joins Ayer's media department.

Barbara Wilkens, director of publicity and promotion for Trans-Lux Corp., New York, since 1960, elected VP in charge of radio-TV for Softness Group, New York, advertising-promotion-publicity organization. Miss Wilkens post at Trans-Lux included responsibility for promotion and publicity for three subsidiaries, Trans-Lux Television Corp., Television Affiliates Corp. (TAC) and Trans-Lux Distributing Corp. Earlier she had been publicity director of WNTA-TV New York and of ABC Films Inc.

Ivan Terry Galanoy, former associate creative director with Compton Adv., Chicago, and before that with Kenyon & Eckhardt, Los Angeles, joins Leo Burnett Co., Chicago, as associate creative director.

Richard Schoch, assistant creative director of Compton Adv., New York, elected VP. Mr. Schoch joined agency in 1956 as copywriter.

Howard W. Kramer, Compton VP in New York, resigns to join Needham & Grohmann, that city, as VP and account executive. Mr. Kramer will also direct publicity for agency.

Fred L. Wahl, head art director of Aubrey, Finlay, Marley & Hodgson, Chicago, appointed art director of Clay

Bankruptcy sale of Radio Station WHAD, Operating one KW daytime metropolitan Atlanta radio station located at Hilton Inn, Hapeville, Georgia, includes all furniture, fixtures, and broadcasting equipment. Sale will be conducted by Ruth Mills, Trustee, at public auction to highest bidder. Sealed bids may be mailed immediately for consideration. Sale is subject to court confirmation. For further information, contact Sherry Cheston, 1630 Wesley Building, Atlanta 3, Georgia, 7A 4-5661.

a smart addition to any newsroom


Ralph Cavan, with Klau-Van Pietersom-Dunlap, Milwaukee, named associate creative director. Robert W. Hora, with agency since 1946, named executive art director.

Elliot M. Schrero, project chief for SCI Division of Interpublic, New York, joins Ketchum, MacLeod & Grove, that city, as sales promotion writer.

John V. Burns, account supervisor at J. Walter Thompson, Chicago, and Norman A. Franks, formerly with Charles Pfizer & Co., join Alberto-Culver Co., Melrose Park, Ill., as products director and plant operations director, respectively. Mr. Burns served as brand manager for Procter & Gamble prior to joining JWT.

Michael J. Marino named production supervisor of Newman-Martin, Bloomfield, N.J., advertising-marketing agency.

Ann Jacobson, formerly with Smudin Studios, Philadelphia, joins art department of Wermen & Schorr, advertising agency, that city.

THE MEDIA

Carl Tillmanns, VP in charge of eastern sales for CBS-TV network, appointed VP and general sales manager. Mr. Tillmanns joined CBS-TV in December 1959 as account executive in sales department. Previously he was with NBC-TV for five years; with Paul H. Raymer Co., station representatives; C. E. Hooper Inc., audience measurement firm, and Foote, Cone & Belding.

Howard F. Smith named general manager of KCSN Victorville, Calif.

Tom Mulvey, local sales manager, and Art Knott, account executive, promoted to general sales manager and district sales manager, respectively, of KHOW Denver. Jeff Jordan, formerly with KOA Denver and KDKA Pittsburgh, joins KHOW air staff, replacing Dan Tyler, now with KUSA Los Angeles.


Anonymous veil lifted

They call her the "Tokyo Rose" of NBC-TV, only because her voice is anonymous—not because of any sinister qualities.

It is redhead Gloria Clyne's job each weekday at 5:30 p.m. to tell 67 NBC-TV affiliates over closed circuit about the day's newsfilm lineup, so the stations can decide whether to use the particular film. In the five months she's held the job numerous stations have written in to NBC asking about the "Mystery Voice" which replaced the stentorian male tones of Mack Johnson, NBC News syndication head. This is the network's answer.

Ronald Beaton and Benton Paschall appointed sales manager and national sales manager, respectively, of KIYV Glendale, Calif.


Harry J. Haas Jr., WFLN promotion manager, appointed local sales manager for company.

Leonard J. Patricelli, VP-TV programs for Travelers Broadcasting Service Corp. (WTC-AM-FM-TV Hartford, Conn.), appointed VP-general manager of corporation, succeeding Walter C. Johnson, who died April 16. Robert S. Tyrol, VP-radio sales and assistant secretary, named secretary of corporation, a position also previously held by Mr. Johnson, and member of board of directors. Mr. Patricelli joined WTC in 1929 as station's first continuity writer. He was elected VP-TV programs in 1957. Mr. Tyrol came to WTC staff as announcer in 1941 and subsequently elected VP-radio sales in 1959. He is currently president of Connecticut Broadcasters Association.

C. Otis Rawalt, VP-partner of Walker-Rawalt Inc., New York-based radio-TV representative, joins Good Music Broadcasters, New York, as executive VP in charge of sales and station relations. GMB represents 30 radio stations. As part of its expansion program, firm is setting up branch sales offices in Boston, Chicago, Philadelphia and San Francisco.

John C. Doerfer, Washington communications attorney and former FCC chairman, appointed executive secretary and general counsel for Maryland-D.C. Broadcasters Association.


Ben Munson, account executive at KGO-AM-FM San Francisco, assumes added duties as regional sales manager.

John Ginway, member of sales staff of WCBS-TV New York, joins CBS-TV as network account executive.

Seymour Horowitz, former director of programming for KGO-TV San Francisco, joins WABC-TV New York, in similar capacity. He served as assistant to VP of program practices for CBS-TV from 1960-61. Mr. Horowitz was president of San Francisco chapter of Academy of TV Arts and Sciences.

BROADCASTING, April 29, 1963

Eugene M. Plumstead named program director of WERE-AM-FM Cleveland, succeeding Edwin J. Stevens, who is being transferred to KFAC-AM-FM Los Angeles. Both stations are owned by Ray T. Miller Jr.

D. L. Nelson, formerly with KETV (TV) Omaha, appointed program director of KFDA-TV Amarillo, Tex.

John Dragomier, account executive at Venard, Torbet & McCormick, Chicago, appointed TV sales manager. Mr. Dragomier joined representative in 1958 from NBC. James Fox, account executive, named radio sales manager in Chicago office. Mr. Fox joined representative in 1960.

Jack Wells joins KABC Los Angeles as host of Open Line Monday-Saturday, 1:15-4 p.m. He is veteran radio-TV performer in Baltimore-Washington area, where he started in radio in 1946 at WBT Baltimore and subsequently worked at WCBM, there, WWDC Washington, WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore.

William S. Pirie Jr., local sales manager for past eight years at WHER-AM-FM Baltimore, promoted to general sales manager. Before joining WTH, Mr. Pirie served as general sales manager for WPBR and WCBM, both Baltimore.


Patricia Skantzke, professional model and TV performer, joins Pete Jamerson

'Broadcast pioneer'

C. A. Rowland Sr., one of the former owners of WGAU Athens, Ga., is about to take the air for the 1300th time with his weekly Sunday program, Home Worship Hour, which began the first week WGAU went on the air 25 years ago in 1938.

Mr. Rowland started in the radio business at the age of 68 and is now 93 and still actively broadcasting despite selling WGAU with his partners to the Clarke Broadcasting Corp. in 1956.

as co-host of Woman's World program on WMAL-TV Washington, Monday-Friday, 11:11:30 p.m., beginning today (April 29). Mrs. Skantze replaces for seven-week period Lorraine Flocks, who begins vacation tour of Europe.

Francis X. Bushman, star of silent movies, has started as moderator of 15-minute weekly panel program series on KIEV Glendale, Calif., dealing with problems of senior citizens. Show, broadcast 11:15-11:30 a.m., Friday, is sponsored by Broadview, Glendale Center for Retired People, through Dodge, Heigh & Associates, Los Angeles.

Craig S. Parker, WDEV Waterbury, re-elected president of UPI Broadcasters Association of Vermont. J. B. Wood, UPI Montpelier manager, named executive secretary.

Norris Brock, staff cameraman with Time-Life stations' KOGO-TV San Diego, Calif., assigned temporary duty as cameraman-reporter in Washington news bureau of Time-Life Broadcast Inc.

Nancy Hanschman Dickerson, former radio-TV newswoman with CBS News, joins NBC News as Washington correspondent, effective May 1.

Harold W. Hoth, 39-year-old president-general manager of KRDO-AM-TV Colorado Springs, Colo., elected mayor of that city April 16. Mr. Hoth, member of city council since 1959, is former president of Colorado Association of Broadcasters (1958). He joined KRDO radio as salesman in 1946 when station went on air and became president-general manager of radio-TV operation in 1954.

Art Kent, director of local news for KTV (TV) Salt Lake City, named managing director of KTV's news services.

Barclay Powers, publicity director of WLBY-TV Miami, appointed director of advertising and promotion. Mr. Powers joined WLBY-TV as traffic manager in October 1961 and became outlet's publicity director in November 1962.

Warren R. Reeves, formerly with KTV (TV) Tyler, Tex., joins news staff of WWAY-AM-TV Norfolk-Portsmouth-Newport News, Va.

Fred Koester to assistant merchandising director of WISN-TV Milwaukee.

Harry Ladas, station manager of WWOX New Orleans, elected VP and general manager of WWHO, that city.

William G. Porter, news editor with CBS News, appointed to newly created post of executive editor. In his new position, Mr. Porter will supervise editorial content of daily network and local TV news broadcasts.

Jess Buboy joins WLEE Richmond, Va., as music-production director and announcer.

Bill Brink, sales manager of KVLF Alpine, Tex., joins WLSI Pikeville, Ky., as continuity director.

John McCullough and Charles Lins-ter appointed news-public affairs direc-
AP election results

Paul Miller re-elected president of Associated Press last week by board of directors. Mr. Miller is president of Gannett newspapers (WHEC-AM-TV Rochester, WVIN-AM-TV Binghamton, WENY Elmira, all New York, and WDN Danville, Ill.). Other officers elected: Kenneth MacDonald, Des Moines Tribune, first VP; Harry F. Byrd Jr., Winchester (Va.) Evening Star, second VP; Harry T. Montgomery, secretary and Robert Booth, treasurer. Also at annual meeting last Monday AP members elected William Knowland, VP and general manager of Oakland Tribune and former Senate Republican Majority Leader, to board.

Paul D'Ortona, president of Philadelphia City Council.

PROGRAMING

Martin N. Leeds, who resigned last month as executive VP and director of Talent Associates Paramount Ltd. (FATES & FORTUNES, March 18), joins Frank Cooper Associates (talent representative), Hollywood, as VP in charge of developing program packages for TV and theatrical motion pictures. He also becomes member of agency's board of directors. Mr. Leeds is former president of Home Entertainment Co., West Coast pay-TV firm; executive VP of Desilu Productions; and director of business affairs at CBS-TV Hollywood.

Tom T. Miller of Sheffield, Ala., named general manager of Muscle Shoals TV Cable Co., community antenna system serving Florence, Sheffield, Tuscumbia and Muscle Shoals City, one of 22 CATV systems owned by H&H Communications Corp. Mr. Miller has been motion picture picture theater owner for 11 years.

Marshall Flaum appointed producer-director of Escape to Freedom, anti-Communist documentary that Wolper Productions is producing for U. S. Information Agency.

Bruce Geller and Bernie Kowalski join Four Star Television as co-producers of new 60-minute Robert Taylor series for NBC-TV network. Aaron Spelling, with Four Star since 1958, named producer of hour-long Gene Barry program sold to ABC-TV for Friday nights in which star portrays millionaire police captain or homicide division.

Jim Gordon, member of news staff of WINS New York for past two years, appointed host of station's Program PM, effective May 13, replacing John Henry Faulk, who leaves series May 10. Effective May 13, the show, produced by Westinghouse, will be expanded from one hour to 90 minutes Monday-Friday (10:30-12 midnight). Murray Burnett continues as series' producer.

Dorothy Hechtlinger appointed story editor at Revue Studios and is initiating program designed to encourage and develop new writers. Miss Hechtlinger was special consultant and story editor with Theatre Guild for five years of The U. S. Steel Hour, followed by Desilu Playhouse and most recently at Revue as story editor for Checkmate and Wide Country.

Joseph Fusco Jr., formerly with Official Films, New York, joins 20th Century-Fox Television, that city, as director of sales promotion.

Clark Ramsay, advertising manager of Metro-Goldwyn-Mayer, Culver City, Calif., appointed to newly created post of executive assistant to president, in charge of marketing. In his new assignment, Mr. Ramsay will headquarters in New York. Dan Terrell, advertising and publicity director of MGM in New York, named executive director of advertising, publicity and promotion.

Jon Epstein, associate to Maurice Unger, Ziv-United Artists production chief, named executive assistant to Frank P. Rosenberg, executive producer of Revue Studios' Arrest and Trial, new 90-minute dramatic show scheduled for September on ABC-TV network.

Stan LoPresto, former director of film unit at WNYC-TV New York, joins Filmteam Associates as film director.

John F. Becker, former director at Film Inc., joins Robert H. Klaeger Associates, New York, as motion picture director.

BROADCASTING, April 28, 1963
INTERNATIONAL

Robert S. Haft appointed director of international business affairs for CBS Television Stations Division, effective today (April 29). Mr. Haft, who will report directly to Merle S. Jones, division president, will coordinate business activities of division's offshore investments and assist in development and study of future investments abroad. Division is responsible for interests in TV production companies in Argentina and Peru and TV stations on islands of Trinidad and Tobago. In addition, division distributes TV film product worldwide through subsidiaries. Mr. Haft, formerly with Internal Revenue Service, has been with CBS since February 1960 as federal and foreign tax attorney.

Robert Collier appointed supervisor of broadcast traffic for McConnell, Eastman & Co. Ltd., Toronto.

Joan Wadsworth, women's editor of Regina Leader-Post, named marketing director of CKRM Regina, Sask.

Robin Armstrong, TV sales manager of All-Canada Radio & Television Ltd., Toronto, named general sales manager of newly organized Four Star Television International of Canada, with offices at 175 Bloor Street East, Toronto.

ALLIED FIELDS

Paul R. Fry, station broker, is consolidating his business with Byron Reed Co., Omaha, on June 1. Mr. Fry will develop general business brokerage service for Omaha real estate firm. He was president of Inland Broadcasting Co. before entering brokerage business in early 1958.

Melvin Harris, of Kansas State University, Manhattan, elected national student president of Alpha Epsilon Rho radio-TV honorary fraternity, at convention in Kansas City April 20.

Billy I. Ross, on leave of absence from University of Houston and presently staff member of Southern Illinois University, elected national president of Alpha Delta Sigma, national professional advertising fraternity, succeeding Rol Rider, California Institute of Polytechnics, who becomes board chairman. Donald G. Hileman, Southern Illinois University, reappointed national executive secretary. Lee Fondren, chairman of Advertising Federation of America-Advertising Association of The West joint commission, named head of fraternity's advisory committee.

Alvin J. Goldwyn Jr. appointed associate director of Center for Documentation and Communication Research of Western Reserve University, Cleveland, replacing Allen Kent, who resigned.

EQUIPMENT & ENGINEERING

Juan C. Chiabrando, chief engineer of ITA Electronics, elected executive VP and director of engineering for CCA Electronics Corp., Yeadon, Pa. Mr. Chiabrando will be responsible for development of complete line of broadcast and communication transmitters.

Lee Bunting, previously chairman of board and VP of Bell Television, New York, elected president and general manager. Martin Sugar, former president, succeeds Mr. Bunting as chairman and vice president.

Meyer Leifer, former manager of video instrumentation engineering department of Ampex Corp., Redwood City, Calif., on May 1 becomes technical director for systems engineering and management organization of Sylvania Electronic Products Division of General Telephone & Electronics Corp., Waltham, Mass.

Joel P. Smith, partner of Montant Electronics, an exporting firm shipping appliances to South America, Caribbean, and Europe, rejoins Jerrold Electronics Corp., Philadelphia, as manager of firm's CATV operations division. He succeeds Daniel Aaron, who resigned. Before joining Montant, Mr. Smith was with Jerrold as promotion manager of division he now heads.


Martin Ziegler, senior accountant, named assistant controller of Adler Electronics (telecommunications systems and communications equipment), New Rochelle, N. Y.

Charles Mauer appointed national service manager for consumer products division of Sony Corporation of America, New York.
Kenneth W. Mabee, sales manager for commercial laundry and drycleaning division of Philco Corp., joins Sylvan- vania Home & Commercial Electronics Corp., Batavia, N. Y., as field sales manager-distributors for home entertain ment products.

Herbert H. Friedman, founder and president of Electro Components Inc., sales representative organization, appointed distributor sales manager for electronic tube division of DuMont Laboratories, divisions of Fairchild Camera and Instrument Corp., Clifton, N. J. Mr. Friedman will direct sales and merchandising for DuMont industrial cathode-ray tubes, multiplier phototubes and power tubes. Before forming his own firm, he was VP-general manager of Nuclear Electronics, New York.


Ben S. Rubin, sales manager of DeJur Amoco Corp. and former manager of Chicago office of Al Paul Lefton Co., appointed merchandising director for consumer division of Technicolor Corp., Burbank, Calif.

DEATHS

Thorne Donnelly, 67, pioneer Midwest broadcaster and former VP-secretary of Reuben H. Donnelly Corp., died April 23 at his home in Scottsdale, Ariz. Credited as first person to have made broadcast to liner in Atlantic and to broadcast music from dance floor, Mr. Donnelly was co-founder of WCAP Chicago (now WGN) in May 1922. His early radio activities are chronicled in "A Pictorial History of WGN" published by that station in 1961.

David B. Stillman, 57, president of Seven Arts Productions Ltd., New York, died April 25, of heart attack. Mr. Stillman, also partner in law firm of Stillman and Stillman, was named president of Seven Arts in June 1960.

John W. Webb, 64, account executive at Bozell & Jacobs, Chicago, died Wednesday at Billings Memorial Hospital.

Thomas Harlan McKnight, 62, veteran producer of radio and TV programs, was killed in automobile accident on April 22. He got into radio in its early years as packager-producer of such programs as Sherlock Holmes and Mr. Fortune and after World War II, in which he served as captain in Armed Forces Radio Service. Mr. McKnight returned to radio as producer of Life of Riley, Philco Hall of Fame and other series. In television he was producer for some of Warner Brothers TV series and at time of his death was producer of NBC-TV's McKeever and the Colonel at Four Star.

Ken Craig, 49, veteran of some 30 years in radio and TV, died April 21 of heart attack. Mr. Craig started in radio in early 1930's as singer on Blue Monday Jamboree on KFRC San Francisco and subsequently served as news caster on KNX Los Angeles, in radio department of McCanna-Erickson, Chicago, and with WWJ, that city. Most recently, Mr. Craig was program director of KTVU (TV) Oakland-San Francisco.

Don Owens, 32, writer and publisher of country music and disc jockey at WAVA-AM-FM Arlington, Va., was killed April 21 when his car ran off road near his home there. Mr. Owens conducted afternoon program on WAVA called Mr. Owens Jamboree. Among his hits were several country hits, including "You're a Fool," "Cold, Dark Waters Below" and "Let's All Have an Old Fashioned Christmas."

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting April 18 through April 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission action.


New TV stations

APPLICATIONS

Fontana, Calif.—International Panorama TV Inc. UHF channel 40 (626-632 mc); ERP 318 kw; vis. 159 kw; aur. 107 kw. Ant. height above average terrain 1,117 ft. above ground 1,082 ft. P. O. address 132 North Western Avenue, Los Angeles 4, Calif. Estimated construction cost $397,336; first year operating cost $160,000; revenue $210,000. Station location Fontana. Geographic coordinates 34° 19′ 45″ N. Lat., 117° 22′ 44″ W. Long. type trans. GE TT85A, type ant. GE TV25D. Legal counsel S. R. Levine, consulting engineer James F. Lawrence Jr., both Los Angeles. Principals: Angel Leme Maler (75%) and Alma Clara Maler (25%). Mr. Maler produces Spanish-language programs. Ann. April 24.

Toledo, Ohio—Producers Inc. UHF channel 49 (682-688 mc); ERP 255 kw; vis. 58 kw aur. Ant. height above average terrain 1,017 ft. above ground 917 ft. P. O. address C/o Richard F. Shively, Box 175, Elyria 5, Ohio. Estimated construction cost $842,000; revenue $850,000. Station location Toledo. Geographic coordinates 41° 41′ 01″ N. Lat., 83° 22′ 47″ W. Long. type ant. HCA TTU-25C. Legal counsel Wilmer & Bergson, consulting engineers Jules Cohen & Associates, both Washington, D.C. Principals: Ferris E. Taylor family (50%) and Polaris Corp. (50%). Producers have interest in WTWW (TV) Elyria, Ind., and KXGO-TV Fasco KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota. Polaris also owns Klia-Western-Dunlop Inc. Milwaukee advertising agency. Ann. April 33.

New AM stations

APPLICATIONS

Danville, Pa.—Montour County Broadcasting Co. Granted CP for new AM on 1570 kc. 1 kw-D. F. O. address c/o William Emert, WPWB Philippi, Pa. Estimated construction cost $5,000; first year operating cost $17,376; revenue $64,000. Principals: William Emert (90%) and Dean Sharps (10%). Mr. Emert owns WPWB Philippi, Polaris. Sharps is chief engineer of WPWB. April 32 issue erroneously listed principals as equal partners. Action April 11.

Waverly, Tenn. — Hamblen County Broadcasting Co. Granted CP for new AM on 1540 kc. 1 kw-D. F. O. address c/o R. M. McKay Jr., Box 71, Columbia, Tenn. Estimated construction cost $14,115; first year operating cost $8,000; revenue $82,000. R. M. McKay Jr., sole owner. Owner of WKRM Columbia, Tenn. Action April 23.
Existing AM stations

**ACTIONS BY FCC**

KFKA Greeley, Colo.—Granted increased daytime power of 1310 kc from 1 to 5 kw, DA-N, conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

KWDW-Ward Ridge, Fla.—Granted change of facilities of daytime station from 1570 kc, 250 w to 1080 kc, 1 kw, and change station location, subject to conditions, to Orange, Fla., condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

KWBE and KFJW-Wichita, Kans.—Granted increased daytime power of 1650 kc from 100 w to 1 kw, continued nighttime operation with 250 w, condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

KWKK Wheeling, W. Va.—Granted increased daytime power of 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

WSBN Milwaukee, Wis.—Waived Sec. 1.501 of rules and granted change of facilities from 1130 kc, 5 kw, DA-1, unil, to 1130 kc 10 kc-N, 50 kw-LS, DA-2, conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

WJSN East Lansing, Mich.—Granted increased daytime power of 960 kc from 500 w to 1 kw, and change station location, subject to conditions, to De- catur, Ill., and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

APPLICATIONS

**WPLM Plymouth, Mass.**—Mod. of CP (which authorized make changes in N DA broadcasting) from 5 kw to 10 kw and install new trans. Action Apr. 15.

**New FM station**

**ACTION BY FCC**

Columbia, Neb.—KISK Inc. Granted CP for new FM on 98.7 mc, ch. 284, 3 kw. Antenna height 164 ft. (Terra X Corp., address c/o G. B. Anderson, KKLJ Denver, Colorado, $9,186/11,164 interest in station; $8,275/10,000 operating cost or revenue per year; estimated operating cost or revenue per year. Pre-sunrise operation will be run with applicants KISK Columbia, and in part by Mr. Anderson (68.57%) and others. Applicant also owns KISF Columbia. Action April 23.

**Existing FM station**

**APPLICATION**

WTRC-FM Elkhart, Ind.—Mod. of license to change station location from Elkhart to Elkhart-South Bend, Ind. Action Apr. 22.

Ownership changes

**ACTIONS BY FCC**

WDSP De Funck Springs, Fla.—Granted assignment of license from Cal Perley and Ken Collins (each 18.4%), Dr. Dan W. Holloway (16%) and others, d/b as Collins, Perley, license from G. A. & William E. Pedrick Jr. (10%), receiver. No financial consideration involved. Action April 17.


KKOR-Palm Springs, Calif.—Granted assignment of license of El Dorado Broadcasting Co. to John T. Connell under same name. No change is transfer of stock from O. A. Pedrick (10.5% individually and 16.2% as trustees for interest of W. B. Pedrick deceased), deceased, to Eva G. Pedrick (16.2% individually and 10.5% as trustees for interest of W. B. Pedrick deceased), deceased, Eva G. Pedrick (16.2% individually and 10.5% as trustees for interest of W. B. Pedrick deceased), deceased, to Eva G. Pedrick (16.2% individually and 10.5% as trustees for interest of W. B. Pedrick deceased). No financial consideration involved. Also see KKDQ Clinton, Miss., application below. Action April 23.

WJRG Richmond, Va.—Granted assignment of license to control of licensee corporation, Stevens-Wimmer Broadcasting Inc., to Balden and Wimmer (each 50%), to Mr. Stevens and wife, receivership for Mr. Wimmer and Mrs. Rose Mary Wimmer (each 50%), jointly, after 50% interest in Wimmer, and 50% interest in company. Action April 19.

KHDR Clinton, Miss.—Granted assignment of license from 1400 kc to William J. Allen (each 33 1/3%), d/b as

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**SUBSCRIPTION APPLICATION**

**BROADCASTING** The Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington, 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
- ☐ Please bill
- ☐ 1963 Yearbook $5.00

name [position*]

city state
city of residence

name of company

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Ralph C. Wadson (30%), Edward I. Cutler (20%) and Donald E. Herndon (10%), d/b as D.E. Herndon Broadcasting Corp. (each 33 1/3%); Paul Laslil (10%). Consideration $25,000. Mr. Laslil no longer owning or operating the business. Action Apr. 24.

WMES Ashburn, Ga.—Seeks transfer of control of license corporation, WME's Inc., from Donald H. Wingate (33 1/3%) to Maxine H. Robinson (33 1/3%). Licensee name remains stable. Consideration $15,472 in debt. Mrs. Robinson owns 15% of WAAG Adel, Ga. Action Apr. 24.

WNNZ Montezuma, Ga.—Seeks assignment of license from William H. Blucksberg Jr. and Lewis H. McKenzie (each 50%), d/b as Macon County Broadcasting Co., to Mr. Blucksberg (100%); t/r as company of same name. Consideration $15,000. Ann. Apr. 23.

WKWK Post Falls, Idaho.—Seeks assignment of license from John W. Lewis, Marvin M. Moirling and Marshall True (each 33 1/3%), d/b as Postelte Radio Inc., to Carl S. and Frances B. Goodwin (each 40%) and Richard W. Mine (20%), t/r as WKWK Broadcasting Inc. Consideration $88,000. Mr. and Mrs. Goodwin own KTRC Santa Fe, N.M.; Mr. Mine is general manager of KYVA Gallup, N. M. Ann. Apr. 22.

KKBD Des Moines, Iowa.—Seeks acquisition of positive control of license corporation, H-K-F-Mitchell Corp., of Iowa, from James J. Mitchell (30%) by Jonathan M. Wheeler (100%, 50% before transfer). Consideration $885,000. Also see WTRL-Benton, Pa., and KLIN application name on 18.

KKKX Lafayette, La.—Seeks transfer of control of licensee corporation, General Communications Systems Inc., from Shirley L. Kurfew (12.5%), Victor A. Gonzalez (25%), and Loraine R. Chadwick (8.3%) to Edward W. Wilson (76.2%, 25% before) and F. H. Ross (2.5%). Consideration is assumption of debt. Ann. Apr. 24.

KKCB Des Moines, Iowa.—Seeks transfer of control of licensee corporation, Bay State Broadcasting Inc., from Donald R. DuChaine (79.5%) to Maurice C. Deichman (43.75%); James C. Nelson (15.05%); and Donald R. DuChaine (20.52%); other ownership remains stable. No financial consideration involved. Ann. Apr. 24.

WABX (FM) Detroit, Mich.—Seeks transfer of control of licensee corporation, Mid-State Broadcasting Corp., from Herbert Mittel, Michigan, to Mid-State Broadcasting Corp. Transfer constitutes merger, as principals of Detroit corporation are also principals of Mid-State. For further information see KFEG-AM-TV St. Joseph, Mo., application. Ann. Apr. 24.


WZLW Flint, Mich.—Seeks transfer of control of licensee corporation, Blader.


WQDC (FM) Midland, Mich.-Seeks transfer of control of licensee corporation, Midland-Mid-States Broadcasting Corp., to Mid-States. Transfers constitute merger, as principals of Midland-Mid-States are attorneys. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Annex April 24.


LAND ASSET

Clinton, Clinton, Greenberg are attorneys.


SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, April 24

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,772</td>
<td>60</td>
<td>3,832</td>
</tr>
<tr>
<td>FM</td>
<td>1,078</td>
<td>27</td>
<td>1,105</td>
</tr>
<tr>
<td>TV</td>
<td>518</td>
<td>62</td>
<td>580</td>
</tr>
</tbody>
</table>

For new stations, see notes.

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, April 24

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>487</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>47</td>
</tr>
<tr>
<td>Total</td>
<td>534</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by FCC, March 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,787</td>
<td>1,070</td>
</tr>
<tr>
<td>Csp on new stations</td>
<td>62</td>
<td>32</td>
</tr>
<tr>
<td>Csp not on new stations</td>
<td>125</td>
<td>109</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,955</td>
<td>1,211</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>2,493</td>
<td>785</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>180</td>
<td>13</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>4,235</td>
<td>1,224</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>55</td>
<td>3</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>285</td>
<td>33</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>340</td>
<td>36</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Csp deleted</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Includes 3 stations operating on unreserved channels.

By Hearing Examiner H. Gifford Irion
- On own motion continued April 29 further prehearing conference to June 11 in proceeding on application of Broadcast Communications, Inc., for renewal of license of WSSX Oakland Park, Fla., Action April 22.
- Continued May 20 hearing to June 19 in consolidated proceeding on applications of Van Wert Broadcasting Co., Plymouth, Ind., and Mid-States Broadcasting Co. (WDEJ), Decatur, Ill., Action April 22.

By Acting Chief Hearing Examiner Jay A. Kyle
- Dismissed as moot or abandoned by applicant parties requesting transfer of place of hearing from Washington, D.C., to Las Vegas, Nev., in proceeding on applications of Harry Wallerstein, receiver, TV Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Action April 22.
- Granted petition by Huntington Broadcasting Co. to extend time for filing of briefs by intervenors on application for renewal of license of WVBX Covington, and Shelby County Broadcasters Inc. for WVEY Millington, both Tennessee, Action April 18.
- Ordered that proposed findings of fact and conclusions shall be filed on or before June 3 and replies on or before June 13 in proceeding on application of Geoffrey A. Langerman for new AM in Blythe, Calif., Action April 18.
- Filed grant petition by Floyd Bell and J. P. Dunkin, dba Rockdale Broadcasters to extend time for filing of briefs by intervenors on proceeding for automatic license of KKFY-DT Kodak, Tenn., and terminated proceeding, Action April 17.
- Designated Examiner Forest L. Mc- Clenning to preside at hearing in proceeding on application of SKr Broadcasting Co. for assignment of license of KIFW Stika, Alaska, to Midnight Sun Broadcasters Inc.; scheduled prehearing conference for May 11 and hearing for June 26, Action April 18.
- By Hearing Examiner Forest L. McClenning
- In proceeding on AM application of Big Bear Lake Broadcasting Co., Big Bear Lake, Calif., in Doc. 1968, cancelled May 8 hearing, and scheduled second prehearing conference for May 15, Action April 18.

By Hearing Examiner Chester F. Naumowicz, Jr.
- By memorandum and order in consolidated proceeding on AM applications of Edina Corp. and Tedesco Inc. for new stations in Brown and8 Sain Martine, respectively, both Minnesota, in Docs. 14738-49, denied request by Consolidated Broadcasters Inc. of Iowa (KIOA), Des Moines, for postponement of hearing, Action April 23.
- In consolidated proceeding on AM applications of Charles County Broadcasting Inc., La Plata, and Dorlen Broadcasters Inc., Waldorf, both Maryland, in Docs. 14748-49, scheduled further prehearing conference for April 26, Action April 23.
- By memorandum and order in proceeding on AM application of K10ER (FM) New York, N.Y., Granted license covering changes in ant. height, type ant. and ant. system, Action April 23.
- By memorandum and order in proceeding on AM application of WPAR (FM) New York, N.Y., Granted license covering changes in ant. height, type ant. and ant. system, Action April 23.
- By memorandum and order in proceeding on AM application of KSBI (FM) Chicago, Ill., Granted license covering change of time of operation, Action April 23.
- By memorandum and order in proceeding on AM application of K10ER (FM) New York, N.Y., Granted license covering changes in ant. height, type ant. and ant. system, Action April 23.
- By memorandum and order in proceeding on AM application of KSBI (FM) Chicago, Ill., Granted license covering changes in ant. height, type ant. and ant. system, Action April 23.
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cense covering changes in ERP, ant. height and type and power, remote control permitted while using non-ERP.

WGFC Albany, Ga.—Licensed censure covering use of old main trans. as main, trans. nighttime and aux. daytime; and of new main trans. as main, nighttime and main, daytime.

WQAN Miami.—Granted license covering changes in ant. trans. location.

WPPF Park Falls, Wis.—Granted license covering change in ant. trans. location; of daytime and alternate main nightime and use of new main trans. as main, nighttime and aux. daytime.

WRAI Rio Piedras, P. R.—Granted license covering change in ant. trans. location and type and power.

KFJC (FM) Los Altos, Calif.—Granted CP to change ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and Type ant.

KIWA, Idaho.—Granted license covering change in ERP and installation of new trans.

KQNP, KQNT—licensed covering change in ERP and installation of new trans.

WPFW-FM, Columbus, Ohio.—Granted license covering installation of new trans.

WPNR Butler, Ala.—Granted license covering change in frequency and hours of operation (from day to unil).

KRSI St. Louis Park, Minn.—Granted license covering change in operation (from day to unil.); and from change from DA-N to DA-2.

WAMS Wilmington, Del.—Licensed covering change in hours of operation; installation of new site; and make changes in ground system.

KEKO Seattle, Wash.—Licensed covering change in hours of operation; installation of new site, and make changes in ground system.

WEIX Pittsburgh, Pa.—Licensed covering change site and specify type trans.; condition.

WFOX-AM, Grand Rapids, Mich.—Granted license covering change of ERP to 10 kw, increase ant. height to 430 ft.; change type trans. and type ant.

WRUUF-FM Gainesville, Fla.—Granted license covering installation of new trans.

WENY-AM, Corning, N. Y.—Licensed covering change of ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and type ant.

KQKI-AM, Campell, Idaho.—Licensed covering change of ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and type ant.

KQAA-AM, Lomita, Calif.—Licensed covering change of ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and type ant.

KKEF-AM, Redlands, Calif.—Licensed covering change of ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and type ant.

KQBI-FM, Fajardo, P. R.—Licensed covering change of ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and type ant.

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KQBI-FM, Fajardo, P. R.—Licensed covering change of ERP to 10 kw; increase ant. height to 800 ft.; change type trans. and type ant.
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.
- $3.00 500ést STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

ANNOUNCEMENTS

Ohio better music radio station interviewing for personality announcer and also for first phone personality. Superior facilities and sound. No maintenance. Salary open. Send tape and resume. Box E-389, BROADCASTING.

FM-TV announcer/newsmen. Must have ma- lable, pleasant appearance, ability to read commercials. No rank beginners please. Send tape, picture or S&F, resume, salary in first letter. Midwest. Box E-356, BROADCASTING.

Newspaper ad, quick closers for music and/or TV. Must be of the sales manager's type. Send reference letter and resume. Box E-118, BROADCASTING.

Are you a d.j. who wants to be a p.d.? Southwestern Montana. One number radio station wants d.j. with good voice and personality. The station is in a coal and mining town. Good location. Send air check and resume to Jack R. Bolton, Manager, Radio KKLF, Butte, Montana.

Wanted: announcer with first phone for summer relief. WAMD, Aberdeen, Md.

Bright sounding announcer with no prob- lems. Send letter and tape to WHL, Lees- burg, Florida.

WBUX needs man with 1st phone, little or no experience. We'll train you. No experience. Send air check, photo, resume to WCVS, Box 1506, Springfield, Illinois.

New Jersey experienced announcer newsmen for adult good music station. Resume, tape, photo first letter. George Frechette, WFRH, Wis- consin Rapids, Wisconsin.

New York experienced announcer newsmen for adult music station. Send preliminary tape, photo, resume, interview required. WFRG, Rt. 1, Ashby, Massachusetts.

Wanted two combo men. One for morning show, one for afternoon. Steady, good voice and experience. The right pay for the right man. Call Radio WHPL, Winchester, Virginia. 112-5101.

Hot, but getting hotter! Swinging live wire with showmanship to shovelf the coal on WNOX, Roanoke, Virginia. Numerous personal- ity a must. Send tape, photo, resume—when available.

Established Illinois daytimer under new ownership needs experienced announcer to add to growing staff. Continuity or news gathering experience desired but not es- sential. Reply by same day, resume and tape to WTMJ, Taylorville, Illinois.
Help Wanted (Cont'd)

Announcers

Broadcast Employment Service has choice listings of open positions. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Technical

Chief engineer announcer would have complete charge of all studio equipment. Must be familiar with automatic system. Must have experience in television, audio equipment, news and advertising. Excellent opportunity. Salary $1000. Send resume to Box E-346, BROADCASTING.

Announcer-chef engineer to help build and work at station in New Haven. Salary $1100. Send tape and resume. Box E-329, BROADCASTING.

Directional

First class radio telephone operator. AM-FM in town of 10,000. Ticket holder should also have a fulltime number in radio time sales, and a resident of Illinois or Indiana. Box E-374, BROADCASTING.


First class engineer for 5,000 watt day-timer. Must be able to maintain transmitter and studio equipment. Contact Chief Engineer, WJCO, Box 380, Jackson, Michigan.


Also need first class telephone license for 5 kw fulltime number in the regional station. Send resume to D. E. Reiffstech, Chief Engineer, WCMR, 107 South Jefferson, Peoria, Ill.


Production—Programming, Others

Major market production-director-chef announcer opening. Must have modern radio experience and be ex-ceptional production manager. Excellent opportunity for talented man in medium market or at second tier market station to move into key position at established chain-operated, top 10 market station. Rush detailed reply photo, and tape in confidence to Box E-346, BROADCASTING.

Talent, etc.: For the copywriter who years for the day when what you write can do when properly commanded and treated with tender loving care, who appreciates the sound of each second, the power of each phrase: who can no more keep his fingers off a typewriter keyboard than his body from breathing; who yearns not to write the great novel or play, but with the same intensity, excitement and discipline, to be a partner in copy-produced men in the business. Are you the one we've been keeping the nest warm for? Box E-346, BROADCASTING.

Newscaster for combination radio-television Rocky mountain area. Send tape, resume and references to Box E-388, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newscaster with local news experience, gathering, writing and editing. Established am-fm station in growing urban area. Pleasant working conditions, good salary. Send tape and resume to Box E-406, BROADCASTING.

Copywriter-announcer with emphasis on copy. Must be able to produce good product. New York sub-division. Send resume to Box E-408, BROADCASTING.

Copywriter-announcer with emphasis on copy. Must be able to produce good product. New York sub-division. Send resume to Box E-408, BROADCASTING.

Broadcast Employment Service has latest openings for: D.J.-engineer announcer, low watt Michigan station. Must have experience in television, audio equipment, news and advertising. Excellent opportunity. Salary $1000. Send resume to Box E-346, BROADCASTING.

WQXI Atlanta, Georgia looking for top newscaster for AM Shift. Must have good voice, present news fast, tape, resume to news director. Immediate opening.

Wanted newscaster for challenging opening with Northwest affiliate. Must have experience, aggressive, three man local news team. Best tv. Send photo tape to Sam Hall, WTRC, Elkhart, Indiana.

Situations Wanted—Management

Versatile manager-sales manager for small to medium Gulf coast Florida station. 20 years experience as announcer, staff, sports, news, traffic, sales, and management. Salary $10,000. Send tape, request to Manager, WOGK, Radio, Columbus, Georgia. References carefully checked.

Veteran, versatile manager-sales manager for station. Gulf Coast, Florida only. 20 years experience as announcer staff, sports, news, copy writer, pd and traffic, management and sales. Original and sell new programs. All experience to get and handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best salary with profit sharing arrangement preferred. Box E-15, BROADCASTING.

Commercial manager for west Texas, Oklahoma. 9 years in radio. Best references. Good sales and sales record, announcer, graduate of sales and public relations courses, civic minded, ambitious, married. Box E-371, BROADCASTING.

Mature twenty year radio veteran, has put three stations on the air. Eleven years as general manager of other owner station; working knowledge of programming, sports, news, competitive selling. Five figure salary and incentive will bring you top figure billing and a tight, cost conscious operation. Best references. Box E-376, BROADCASTING.

A personal interview will prove I can increase sales with proven methods; manage your station the way it should be managed. Presently employed and with my methods and increased sales almost double. If you have a challenge, turn it over to me, I can handle it. Medium market preferred. Box E-385, BROADCASTING.

Announcer-metropolitan sound, 12 years experience. Excellent D.J. and voice. Has had considerable exposure. Has proven sales ability. Male announcer. Can handle air date. Has medium sized market and prefers large. Box E-394, BROADCASTING.

Experienced husband and wife managerial team available for your station. Box E-418, BROADCASTING.

Top management team. Twenty years experience. All markets considered. Manage or lease. Box E-408, BROADCASTING.

Mature man with long experience managing small and large market. Available soon. Box E-417, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7811, Orlando, Florida. Phone 423-9990.

Situations Wanted—(Cont'd)

Sales

Top salesman in large southern market would like to change larger kw. West or southeast coast. Best offer. Box E-378, BROADCASTING.

Salesmanager-announcer top 25 market. Looking for same or management. Nine years experience. Excellent references. Box E-380, BROADCASTING.

Can you use an account executive women's edition? With a real ad approach? Capable of selling, planning and producing programs, commercial shows, fashion shows, interviews enthusiastically. Mature (but young) professional. Excellent selling and experience will locate anywhere. Tape and resume available. Box E-484, BROADCASTING.

Announcers

Announcer/dj. 6 years experience wants northeast states only. New England, New York etc. Good references. Box E-180, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after June. Help us to build a show, booth announcing. Box E-274, BROADCASTING.

Wants a bright new sound for your medium to major market station? Need a first phone? I presently have top ratings in market. Box E-279, BROADCASTING.

DJ. newscaster: Young, ambitious, pleasant personality. Seeking employment in New York metropolitan area. Available immediately. Box E-324, BROADCASTING.

Top 40, negro disc jockey. First phone. Will work hard. Box E-355, BROADCASTING.

Florida only. Professional dj, 1st phone, no management. Mediu market, eastern and midwest preferred. Box E-365, BROADCASTING.

Hello there. Are you looking for a personable performer? Excellent ratings, #2 for half of the road net affiliated station in 300,000 market. Married, one child. Eight years in broadcasting. Excellent terms with present employer. Desiring to move to anyone of the top 40 markets. Let me sell for you. Box E-366, BROADCASTING.

Air personality, fast board. Live, bright, swing show. Crisp news type production. Family man. Have 3rd class FCC permit. No floater, no prima donna. Box E-368, BROADCASTING.

School trained announcer. Want to settle down, not a floater. Bright, sound, light production. Not a prima donna. Box E-369, BROADCASTING.

D.J. wants to swing with top 40. One year experience middle of road. Single Box E-372, BROADCASTING.

I am loyal, upstanding, true blue, humble, friendly, lovable and money hungry! Want out of small market. Currently pd outside Los Angeles with top station and personal rating in the area. Want medium or large California sharp operation midnight or morning shift. Any format except segue or country. I am not an engineer and do not pretend to be one. Have third phone? Don't want to mail order. Let's get together and talk June. I need air check and read my resume. Full particulars given on personal interview. Box E-374, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references, and love for medium. No Medio problems. Box E-391, BROADCASTING.

Young, dependable family man seeks position with a future. Good announcer, sales, copywriter. Has been in the business. At present job 4½ years. Box E-392, BROADCASTING.

Announcer—program-production director. Married. 10 years experience. Award winning. Excellent references. Prefer Virginia or North Carolina. Box E-393, BROADCASTING.

BROADCASTING, April 23, 1963
Situation Wanted — (Cont'd)

Announcers

Sportscaster. College station play by play. Desired city: Anywhere. Box E 378, BROADCASTING.

Attention APTLA affiliated stations! An intrepid, well-rounded announcer is looking for a career opportunity with a sound program placement. Five years experience, and have fresh ideas. Prefer eastern market but will consider other. Contact Larry Old. Phone 408-281-5005.

Announcer with an easy going style. Bound to attract. Five years experience. Box E 401, BROADCASTING.

Currently employed but looking! This modern day personality has metro and major market experience with top flight organizations. Easy to work with and for, after 5½ years has pd experience, 1st phone, fairies, eastern. Box E 296, broadcasting.

Tower acceptable. Available of immediate. Box E 375, BROADCASTING.

Five years experience announcer — salesman, prefers modern. Box E 410, BROADCASTING.

Top flight d.j. — air salesman. Proven record no. 1. Pulse rated shows a metro indie past 2 years. Presently morning man. Minimum $1500 per month. Box E 369, BROADCASTING.

Announcer, will graduate from college in June. Looking for position in September. Two years experience. Will audition in person. Box E 416, BROADCASTING.

Attention Philadelphia area stations: young, versatile experienced announcer with bright, intelligent delivery, desires weekend position. Will audition in person. Phone 512-Gladstone 5-4653.

D.J. announces authoritative newscasting, street interviews, married, willing to relocate. Box E 362, BROADCASTING.

College and announcing school graduate. One year experience in announcing and newswriting. Prefer college class ticket. Box E 462, BROADCASTING.

President Kennedy impersonator, age 17, slays competition. Available June 12; will relocate. Box E 1215, Cleveland 5, Ohio.

Experienced d.j., news, sports phases of station operation. Baseball play by play, 25 years, summer weddings, not top 40. Degree. References, Bob Sullivan, Madison, South Dakota. 530-4108.

Automation moved in, I moved out. Announcer with 18 months experience, 19 years radio. Now salesmen, prefers middle of the road good music format. Will relocate. Box E 462, BROADCASTING.

Modern, bright sound, swinging announcer, newsman, d.j. with class. Fast light board talent, relaxed personality. Former pr manager for NBC-TV affiliate solitude tv experience also. Will relocate. Box E 438, BROADCASTING.

Attention southeast, midwest! 10 years experience announcer, pd and play by play. Prefer sportsminded station demanding versatility. Excellent character. Employed as commercial manager-announcer. Box E 450, BROADCASTING.


First class ticket holder desires job as announcer. Two years experience, 23 years old. Music major. Former music director and librarian. Contact Larry Lewin 915 Angola Street, Key West, Florida. Tel Cypress 6-5252.

Former d.j., newsman desirable. Wants midwest or western market. Tapes available. Duane Gunn, 569 State, Pullman, Kansas.

Nite hawk flippers "to fly cool nite sounds. Des-Joy, Jonathan, Olde Cume reclimed "kid personality" - folk jocks all over the country is sharpening talents. Searching for new home of the road show. No daytime. Prefer. Cume's a prima donna. Has been playing the d.j. deal in the past, but a fitting, cheerful, considerate of old ladies and helpless dogs. Believe this Public loves that "Cummer." Box E 363, BROADCASTING.

No seven days. Bill Dimmer, 208 Hamlet, Hamlet, North Carolina.

Situation Wanted — (Cont'd)

Technical

First phone combo: 350 to 50 kilowatt, sober, college graduate, 6 years electronic experience years in broadcasting, $100.00 minimum unless offer reflects future potential. Box E 377, BROADCASTING.

Transmitter operator, experienced, radio, television, communications. Prefer higher power radio station, eastern. All offers considered. Box E 397, BROADCASTING.

Engineer available for summer replacement. Graduated England preferred. Box E 382, BROADCASTING.

Experienced radio operating engineer. Any location open to announcing. Box E 411, BROADCASTING.

Major market newsmen, flagship station 6 scale network ready for top 25 metropolitan, thoroughly experienced, authoritative, concise, colorful. Harvard graduate, 39, family. Box E 285, BROADCASTING.


Award winning newsmen, experienced announcer, d.j. Top salary in experienced in all phases. Prefer south, southwest. Box E 301, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E 198, BROADCASTING.

DJ — news director— top rated newscaster 16 years experience. Editing, writing, filming, voice acting, knowledge of the latest in work. Tape or film on request. Box E 367, BROADCASTING.

Newscaster: decade-plus, Actualities, beepers, beat coverage. Currently: station's editorialist; perform hourly newscasts, crisp, literate delivery. West Coast week House, $1,000 yearly. Box E 383, BROADCASTING.

Production—Programming, Others


Experienced recording and production engineer. Requires position as promotion manager for small station with potential. Available immediately. Box E 446, BROADCASTING.

News director. Highly successful record major market operations. Familiar with both individual and group stations operations. Best references from industry leaders, including present employer. Box E 454, BROADCASTING.

Sports in my business. Top rated sportscaster seeking major college sportscasting job, and/or tv. Open to traveling experience. Married, veteran. Box E 414, BROADCASTING.

Let's exchange references. 30 years old pro, presently employed major eastern market, offers 8 years experience modern radio, good mixture, tv. Will relocate. Right organization. Top rated personality. Recognized production man. Will answer all inquiries. Minimum $7,800 annually. Box E 419, BROADCASTING.

Newscasting and sportscasting in midwest or southeast. College degree or four years experience and 14 years experience, Unbeatable at broadcasting or writing. Write Box E 421, BROADCASTING.

Seek opportunity of number 2 man in solid sports department. Short on experience, long on enthusiasm. Box E 424, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Leading announcer-personality has opening for medium large market tv station. Excellent opportunity for progressive, versatile responsible station not afraid of creativity and hard work. If you can meet high standards apply to Box E 424, BROADCASTING.

Group station seeks versatile staff announcer strong on news delivery. Television experience preferred but will not reject send resume, salary requirements, photo or audio tape to WTV, 1111 Bull Street, Columbus, South Carolina.

Immediate opening for experienced on-camera announcer on strong news program. Formal training and 4 years experience. Box E 427, BROADCASTING.

Technical

Video maintenance supervisor, minimum 5 years in the industry, desired for May opening. University in planning stage. Top salary offer. Florida-east coast. Box E 366, BROADCASTING.

Wanted chief engineer for new UHF station located in southeast. UHF experience desirable. Salary commensurate with experience. Box E 319, BROADCASTING.

Latin American TV station needs chief engineer. Will consider applicants not having experience. Will consider English speaking, planning, installation and maintenance. Knowledge of Spanish essential. Box E 186, BROADCASTING.

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WFB, 121 1st Street, Shipyard Blvd., Wilmington, North Carolina.

BROADCASTING, April 29, 1963
Help Wanted—(Cont'd)

Technical

Hawaii Asst. Chief Engineer: experienced in general maintenance on RCA transmitters, video tape recorders and VD monitor chain. Please write outlining background and salary requirements. Box E-281, BROADCASTING.

TV transmitter engineer summer relief position possible. Give experience, availability and wages required. Write Chief Engineer, WENH-TV, Box 2, Durham, New Hampshire.

Two technicians with 1st or 2nd class calling licenses to attend uhf transmitters in Chicago and naval transmitting airborne tv instruction programs to city schools. Twenty hours per week. School offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPATT, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

Production—Programming, Others

News director in CBS affiliated VHF station located in the midwest. Must be top flight on the air. Have thorough news and public affairs background. Necessary to have a complete familiarity with film and tape editing, with excellent administrative ability. Must have audio tape editing and programming experience. Box E-358, BROADCASTING.

Promotion manager needed immediately at long established New England VHF television station. Must have background in sales and public affairs. Must be able to work with all levels in the station. Box E-360, BROADCASTING.

Television newsman with experience for key position at first rate, medium market as air personality and writer-reporter. Prestige chain, midwest. Send detailed resume and SOF, VTR, or audio tape with photo. Film and tape will be returned. Box E-366, BROADCASTING.

Thoroughly experienced tv program man wanted in eastern medium market. Administrative ability and a liking for responsibility are prerequisites. Excellent conditions. Box E-361, BROADCASTING.

Continuity writer: full time position with established vhf stations. College graduate, radio-iv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Broadcasting challenge Young (26), experienced broadcaster. Production manager, promotion, sales. Master's degree. Former broadcasting instructor with perspective of field. Work 10 hours a day for genuine challenge and opportunity. Box E-356, BROADCASTING.

Promotion and research manager—young, experienced, sales minded. Presently associated with network O&O station. Box E-404, BROADCASTING.

Sales

13 years experience in sales and announcing tv and radio. Would like to settle in southeast. Family man, college, nine years tv, all phases. West coast preferred but will consider all. Box E-425, BROADCASTING.

Announcers

Excellent announcer looking for opportunity with station providing creative personality. Variety, kiddies, sports, news, fashion. I do them all well. Commercial finesse. Family man, college, nine years tv, all phases. West coast preferred but will consider all. Box E-434, BROADCASTING.

“Help!” Box E-425, BROADCASTING.

Mature announcer, versatile, personable, experienced. Would like to move to medium market. Please return my expense. Box E-427, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Children's master of ceremonies, 7 years experience, or weather co-host. Also announcing experience. Picture resume available. Frank Fox, 208 Country Club Lane, Belleville, Illinois.

Technical

Presently TV chief. Good references. 10 years varied experience. Available May 5th. Box E-359, BROADCASTING.

First phone available. Experienced communications, radio and television broadcast transmission and operation. Prefer southern location. Box E-350, BROADCASTING.

Small station? Sound like a big one. Let me record your commercials at low cost. Excellent voice and delivery. For details and sample tape, write Box E-377, BROADCASTING.

Asst. chief seeks relocation for greater opportunity. Medium and large station experience. Prefer WENH. Box E-406, BROADCASTING.

Chief engineer, ETV or commercial experienced all phases. UHF and VHF. Studio and transmitter operation, maintenance, planning, construction, supervision. VTR experience, 5 years total experience. Present chief in full power medium market. UHF. Prefer midwest or south. Box E-463, BROADCASTING.

Production—Programming, Others

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment. A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director. Top rated major market newscaster. Extensive special events, editorial public affairs experience. Kines available. Box E-295, BROADCASTING.

Experienced news director; seeks station building or planning new competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-176, BROADCASTING.

Northwestern University graduate (June, ’63) with degree in radio-iv seeks permanent position sportscasting, directing or producing. Have working experience with major tv stations and have handled Big Ten play by play football and basketball. Sportscasting is my main interest. Young and ambitious. Excellent references. Box E-251, BROADCASTING.

Young intrapid news cameraman seeks employment at tv station with large news operation. Completely equipped a/s, excellent photographer, good reporter/correspondent, many network credits, best local and network references. Contact: Johann Rush, 2582 Angela Circle, Jackson, Mississippi. FL 4-1646.

News director. Award winning, top rated newscaster with extensive major market experience. Best references, including present employer. Kines available. Box E-450, BROADCASTING.

Writer, proven skill and adaptability highly regarded in broadcast industry. Seeks direction, number of additional clients, freelance assignments. Feature articles biographics, profiles, speeches, special projects. Box E-461, BROADCASTING.

For Best Results, You Can't Top A CLASSIFIED AD IN, BROADCASTING, The Business Weekly of Television and Radio.
**BUSINESS OPPORTUNITY**

Unlimited funds available for radio and television station operators. We specialize in financing for the broadcasting industry. Full details to Box 208A, BROADCASTING.

Owner wants out of active management of unprofitable radio station in southwest. Will sell unopposed to qualified buyer. Good location. Good potential. For serious inquiries only. Box E-388, BROADCASTING.

**Miscellaneous**

Helicopters for lease, yearly, for traffic news and police news coverage. All deductible. Box E-33, BROADCASTING.

Agencies: Texas market, 300,000 coverage, 1,000 watts, low frequency, spots $1.50., religious patrolic broadcasters, 15 minutes, $4.50 discounting paid contracts. Box E-285, BROADCASTING.

**WANTED TO BUY**

Equipment

1-5 kw linear final with power supply. Also 50 kw tuning unit and transmission line for 800 kw operation. Reply stating price and condition immediately to May Electronic Corp., 761 Eton Avenue, Bronx 15, N.Y.

Wanted: Ampex 601 and 620, State age, condition and price. Box 234, Newark, N.J.

Remote two turntable with amplifier in good condition. Gus Czapak, WJUL, Niagara Falls, N.Y.

All equipment between the microphone and the studio necessary to build a 20 kw station. Gates transmitter preferred. Write for base. Box C-23, BROADCASTING.

One kw fm transmitter; fm antenna with power gain of 60; fm modulation & freq., monoblock tower, forty pound wind load. WJTJ, East Point, Georgia.

3 RCA 4X12 microphones. Must be in excellent condition. Box 1297, King Wireless, Atlanta, Georgia.


**For Sale**

Equipment

Excellent one kilowatt FM transmitter available immediately. KRPM, 1500 Cherry Valley Drive, San Jose, California.

Will sell individually or as package the following: 1 x G-17 stainless tower with lighting; two sampling loops; sampling line; two sampling insulation coils; 200 foot RG-17; one pickup; one pickup assembly. Box S-15, BROADCASTING.

Gates ST 101 spot tape, used less than one year, asking $800.00. WQXT, Palm Beach, Florida.

Television film camera RCA TK-20A with accessories studio camera RCA TK-10A and a good deal of equipment, only $450.00. Box E-465, BROADCASTING.

**For Sale—(Cont’d)**

Equipment

Xmistion Line: Teflon insulated, 154" rigid, 51.5 Qm flanged with bullets and all hardware. New—unused, 20 foot length for $49.00. Quantity discounts. Stock list available. Western-Sierra Electric, 1401 Middle Perimeter Drive, Oakland, California. Temples: 2-3527.

Am, fm, tv equipment including transmitting antennas, iconoscopes, audio monitors, cameras. Electroline, 440 Columbus Ave., N.Y.C.


FT 5/AB Magnecord amp & deck, P60 head (new head includes $700.00. RCA 10 kw fm transmitter (needs work) $125.00; mc Jones microphone No 4426; $125.00. BROADCASTING.

Houston fearless labmaster less than two years old with assurances. Costs $7,000 new. Make an offer. Bill Hargan, KSBW-TV, Salinas, California. Box E-465, BROADCASTING.

Used film cameras, slide projectors, monitors, power supplies, scopes, switches, transmitter equipment, color generator and many other items. Call or write Chris Truscott, WITI-TV, Milwaukee, Wisconsin.

**INSTRUCTIONS—(Cont’d)**

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling classes starting June 26, October 9, For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the present first class license course in a special accelerated schedule. Taught by Grantham first class license instructor, this class is "success tested" for the man who likes to get his license in a hurry.

The next starting dates for this accelerated class are July 6, and September 9th. For more information, write WJG, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, W.L.C., Sheridan Battle House, Mobile, Alabama.


"Do you need a first phone? Train for and get first phone license in five (5) weeks with R.E.I. in beautiful Sarasota, Florida, affiliated with nation wide broadcast station. Free placement. Write: Radio Engineering Institute of America, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."


FCC license in six weeks. Total cost $295. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 200 M and M Building, Houston, Texas 77002.

**INSTRUCTIONS**

**RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS**

Thorough and professional training courses in every phase and detail of television and radio production. Training in professional equipment, and evening coeducational classes. Write for FREE career information, RCA Studio School, Dept. B-29, 1600 Broadway, N.Y.C.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The Most Trusted Name in Electronics

**RCA**

Help Wanted—Announcers

SPORTSCASTER-WHAS, LOUISVILLE, is auditioning experienced sportscasters. Primary duties: preparation and presentation of radio and television programs. Send resume, picture, tape and salary requirements to: Sports Director, WHAS, Louisville 3, Kentucky.

**INSTRUCTIONS**

**RCA**

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Help Wanted—(Cont'd)

Announcers

**VIRGINIA**

Experienced, bright personality

Middle of the road music format. TV opportunity. Rush tape, photo, full resume and salary expectations.

WSVA-AM-FM-TV
Harrisonburg,
Virginia

Technical

Visual Electronics Corporation
A leader in Broadcast Equipment. Sales Engineering has openings for:

Broadcast Systems
Sales Engineer to assist engineering staff in N. Y. C. in preparing systems proposals. Requires experience in broadcast engineering and knowledge of AM-FM and TV stations equipment requirements in systems design.

Image Orthicon Camera
Tube Technician

Requires knowledge of tube and camera operating parameters and experience in evaluating warranty claims. Please send resumes in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
336 West 40th Street
New York 18, New York

Help Wanted—Sales

TV SALES HELP WANTED

Here is an outstanding opportunity to get in on the ground floor of the powerful new trend to UHF. You'll get the chance to make good money in one of the top 15 markets in the country. We have a rapidly rising station and you can rise with it! The job offers the challenge of a UHF station in a predominantly TV market but you will find us with a 10 year jump in set conversion. This is a hard, hard sell but extremely rewarding for the man who can see the future. We need experienced, hard and dedicated worker who we can promise will learn more about basic TV operation in a single year with us than in 5 years with another station. Send complete photo.

Box E-345, BROADCASTING

HELP WANTED—MANAGEMENT

**TV** THE TELEVISION STATION

OWNER OR OPERATOR WHO NEEDS TOP PERFORMANCE IN HIS OPERATION

I'm a TV pioneer General Manager with an obvious record of professional management in both large and medium size markets. My programs are known to attract the Es and are highly regarded in the industry. I'm a George Foster Peabody award winner. Extremely strong on organization, sales, and programming. Particularly interested in stations where one can build up a new department or help re-establish a down market department. Creative and imaginative. Have operated huge market operations. Sales, and promotional ability. Exceptionally fine operation and personnel. One of the top markets in the country. Am thoroughly familiar with all aspects of TV sale and operation. Extremely well known in executive circles. For more information and a personal interview, call Bob Cole, TV Station, 5200 N. Michigan Ave., Chicago 10, Ill.

Box E-491, BROADCASTING

Situations Wanted—Production—Programming, Others

MAJOR MARKETS ONLY

VET RADIO-TV NEWSMAN

7 years experience. Air personality, writer-reporter, documentary producer. ABC net Europe, Westinghouse 50 kw. Available immediately as:

TV NEWSCASTER, CONVERSATIONAL HOST, RADIO NEWS DIRECTOR

Contact: Ed Hersch, 16000 South Woodlawn Road, Cleveland 20, Ohio
Tel: WA 1-6088

Employment Service

Looking For a JOB?

Sherlee Barish
BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

WANTED TO BUY

Stations

**WESTERN STATES**

Successful manager/salesman seeking the best buy possible for his money. Properties from $50,000-$200,000. All replies confidential.

Box E-429, BROADCASTING

FOR SALE

Stations

**FOR SALE**

Daytime Station—Located in the heart of New York State. Price very reasonable for immediate sale. Financing can be arranged.

Box E-407, BROADCASTING

**MIDWEST STEREO FM**

Billing $30,000 yearly. Automated.

Cash .................................................................$125,000

Box E-453, BROADCASTING

STATIONS FOR SALE

SOUTHWEST—Fulltime. Absentee owned. For $40,000. $10,000 down to qualified buyer.

SOUTHEAST—Major market. Daytime. For $95,000, 20% down.

JACK L. STOLL & ASSOC.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. 90028

Telev. single daytimer 55M 56M

N.Y. small daytimer 125M 155M

S.E. small fulltime 35M 40M

N.Y. medium power 1500 2000

S.E. metro daytimer 65M 75M

Mass. small daytimer 150M 175M

Pa. daytimer 150M 165M

N.E. metro daytimer 65M 65M

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

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S.E. small fulltime 35M 40M

N.Y. medium power 1500 2000

S.E. metro daytimer 65M 75M

Mass. small daytimer 150M 175M

Pa. daytimer 150M 165M

N.E. metro daytimer 65M 65M

And others

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To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS
You know what I've discovered on my trips abroad? That people are planning visits to America! They are coming here on business, as students—and on vacation. I think this is great news, not only because it gives them a chance to learn what America is really like—but also because it gives us the opportunity to return the hospitality shown to Americans overseas. There are many ways you can help visitors. Some are shown here. Please be sure you extend the courtesy traditional with Americans!
Newton Minow didn't know it, but he sort of tipped his future to broadcasters at the National Association of Broadcasters convention in Chicago early this month when he quoted Don Beelar, the new president of the Federal Communications Bar Association, and a partner in the Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters.

Some years ago Mr. Beelar had written that "It is not possible for a man to be a good judge on Monday and Tuesday, a good legislator on Wednesday and Thursday, and a good administrator on Friday."

When he heard that Chairman Minow was quoting this remark of his, Mr. Beelar remarked to a friend: "Good Lord, the last time I was quoted, by Louis J. Hector, he resigned from the Civil Aeronautics Board a month later!"

The man whose words were used in two instances by regulatory officials as their swan songs is a quiet, long-time lawyer who received his apprenticeship in administrative law under an old master, the late Louis Caldwell.

Fresh out of law school in 1932, Mr. Beelar joined the Caldwell firm and was soon engrossed in the burgeoning practice of regulatory agency law. It was the time of Franklin D. Roosevelt and the proliferation of the New Deal alphabetical agencies.

At that time, Mr. Caldwell was chairman of the American Bar Association's section on administrative law, in fact its first chairman. And Mr. Beelar was, as he puts it today, Mr. Caldwell's "water boy" in that field.

This interest in administrative law has continued to the present. Since the late 1940s, Mr. Beelar has been a member of the ABA's administrative law section, and was chairman of the group in 1956-57. He also was chairman of the same unit of the District of Columbia Bar Association in 1954.

His stature in this field was recognized last year when he was named to the Administrative Conference of the U.S., established by President Kennedy to survey the workings of regulatory agencies and recommend methods to speed up and make less costly their operations.

It was Don Beelar, in fact, who, single handedly at first, fought vehemently and successfully against a recommendation which would have had the FCC establish panels of citizens to "advise" broadcasters on programming—to the extent even of having these advisory committees appear as parties at station license renewal time.

Act Under Review * Now as president of the FCBA, Mr. Beelar is presiding over what may be one of the most significant assaults on the Communications Act. These are suggestions by members of a special FCBA committee to revise portions of the statute which, it is believed, may very well change the direction of broadcast regulation from the path it has been following (Broadcasting, Jan. 28).

These recommendations have been published in the FCBA Journal and are already in the mails for the consideration of members as well as by 40-50 government and outside lawyers interested in their implications.

Before summer, the FCBA is expected to hold a general meeting to discuss these proposals and to determine what it should do about them.

Not Quite A Ham * Although Mr. Beelar doesn't claim to have been a radio ham, as so many in communications were, he does have a background in radio.

It was World War I and America had just entered the war to end all wars. Young Mr. Beelar and a friend had rigged up a homemade transmitter just powerful enough to put the two boys in touch with each other all of three blocks apart in their hometown of Warrenton, Ore. Soon rumors were rife that a clandestine radio station was broadcasting to the enemy. The local sheriff finally appeared and confiscated the baling wire job for the duration.

Railroad 'Brat' * Donald Casper Beelar was born June 10, 1903, at Sand Point, Idaho. Both of his parents were telegraphers for the Great Northern Railroad, and consequently young Donald spent his childhood and youth on the move: from Sand Point to Spokane, Wash., to Great Falls, Mont., and finally to Warrenton, Ore.

He received his BA from the University of Oregon in 1928, where he was president of his class. His eye on the law, he bided himself to Washington and worked as a clerk in the Department of Justice while going to George Washington University law school at night. After receiving his LLB in 1932, he joined the Reconstruction Finance Corp. as an attorney, and continued his legal education at Georgetown University law school, receiving a JD in 1935.

In between he joined the Caldwell law firm.

In 1941, when the U. S. entered World War II, Mr. Beelar joined the Air Corps, entering as a major and leaving as a colonel. He spent most of the war on the staff of the Army Airways Communications System, with headquarters at the Pentagon working on agreements with the Allies throughout the world for the establishment of AACS stations. AACS was the worldwide communications system used by the U. S. Air Force during the war.

Appellate Specialty * In more recent years Mr. Beelar has been active in aviation law as well as in appellate cases involving the broadcast field.

Mr. Beelar, who carries his 5 feet 6 inches and 165 pounds in almost ramrod straightness, loves golf and sailing.

He is married to the former Virginia Patterson, also of Oregon. She is a physician and practices as an internist in Washington. The Beelars live in a cooperative apartment in the Foggy Bottom section of the capital, a section recently "Georgetownized" via a slum clearance program. They have a daughter, Barbara, 21, a student at Northwestern University. Mr. Beelar has a daughter by a former marriage by whom he is a grandfather.

During the war, flying around the world on his assignments, Mr. Beelar got a feel for piloting. Many times he took the stick while en route—"wild-cating" it's called when a non-pilot flies a plane. After the war he learned to fly, and now holds a pilot's license and has about 500 hours to his credit.

This may be the reason a colleague, speaking of Mr. Beelar's automobile driving habits, expressed it so forcibly: "He drives like a madman!"
EDITORIALS

News break

The press had its big week in New York last week. There were the annual meetings of the American Newspaper Publishers Association, the Associated Press, United Press International and other organizations and syndicates identified with the field. A week earlier the American Society of Newspaper Editors had its meeting in Washington.

There were more problems than usual. The New Frontier, with its propensities for news management, limiting access and even toying with truth, gave the editors an extraordinarily active agenda. The publishers, meeting in New York in the wake of two damaging newspaper strikes, grappled with the worsening economics of publishing.

These worrisome events overshadowed other matters usually debated whenever editors and publishers have met. But they were there nevertheless. Editors insist they must spruce up their news handling to meet the faster and sprightlier competition of radio and television news. Publishers—even those who own radio and television stations—are distraught over mounting competition for the advertising dollar.

These problems are genuine. Newspapers have reason to be disturbed. There should be a willingness to recognize that radio and television are here to stay—as are newspapers. The competition should make for better newspapers and better broadcasters. Both media have a bigger problem in dealing with government restraints and should learn to live together if they wish to develop as free institutions.

Although radio is more than 40 years old and television has been a full-blown medium for more than a decade, it is still painfully evident that most publishers refuse to recognize broadcasters as journalistic brethren. Newspapers do not seem to resent magazines which compete for the same advertising dollar and for the attention of the same public. Perhaps it's because they've been around longer and have the smell of printer's ink.

We have yet to find a publisher who resents having broadcasters pick up what we understand has become the biggest part of the tab for newsgathering by the press associations (actual figures are hard to come by). They know that if broadcasters were not around, their AP and UPI costs would become prohibitive.

Although broadcasters have become the most numerous customers of the press associations, they have little voice in the management of these fine and efficient organizations.

It may be mere coincidence that last week, while all newspaperdom was meeting in New York, a number of broadcasters (as noted elsewhere in this issue) revived questions about what they regard as take-it-or-leave-it five-year contracts purportedly required by the press associations.

Rating realism

Among all the proposals that have so far been advanced to introduce order into audience measurement, one has particular attractions. It is the proposal that broadcasters, advertisers and agencies unite in the creation of an auditing system to check the validity of commercial research services and, hopefully, to engage in exploration of ways to make research more meaningful.

Other proposals incline toward extremes of action. One school suggests that a new bureau be organized to do all the audience research for radio and television. Another suggests that nothing be done on the theory that the fuss raised by the Oren Harris hearing will soon blow over. The latter, we suggest, is wishful thinking. The former has practical defects that have proved fatal in the past.

Broadcasting has had two experiences with centralized bureaus of audience measurement. The first was the Cooperative Analysis of Broadcasting which disappeared years ago because it failed to compete with the commercial rating service provided by C. E. Hooper. The second was the Broadcast Measurement Bureau, a cooperative venture that was scuttled because influential broadcasters felt the medium was shortchanged by the BMB technique of measurement.

There is no reason to assume that another cooperative venture would be more successful than the two that failed. With so many radio and television stations in competition with one another, it is impractical to hope that all could be persuaded to accept a single source of measurement of their audiences.

A diversity of ratings services must be considered a continuing fact of life in radio and television. The problem that confronts broadcasters and their customers is to assure that the several services adhere to reasonable standards of reliability. An auditing system seems to give the most promise in the solution of that problem.

But no auditing system will work unless broadcasters are willing to increase their budgets for research. It will take some money to support the auditing bureau. It will take considerably more money to enlarge the samples and make the other improvements that will be demanded of the ratings services if standards are to be raised. To some extent the users of broadcast advertising may be persuaded to share in the added expense, but broadcasters must face the fact that they will bear the principal burden.

The least expensive way to create a system of auditing is to create a single bureau to operate it. At the moment several different elements in broadcasting are individually working on plans to do something about ratings. On the theory that radio and television have different problems in audience research the Radio Advertising Bureau and the Television Bureau of Advertising have been engaged in separate planning. It seems to us that there are more similarities than differences in radio and television research and that it makes sense for radio and television broadcasters to join in the study of the problem by the research committee of the National Association of Broadcasters, which represents both radio and TV.

Fragmentized efforts are apt to produce more confusion in a field where confusion already reigns.
Miss Texas, Penny Lee Rudd
LICENSED FOR PERFORMANCE

70

OF THE TOP 100 TUNES IN 1962*

*As listed in the year-end compilations of both BILLBOARD and CASHBOX