FCC lifts the freeze and unveils its grand plan for FM radio ....................... 27

Networks note 52-week buyers taking play away from short flights ............... 28

There's new confidence in the future of FM:
A SPECIAL REPORT ..................... 51

Nielsen offers plan for audit of ratings, asks for comments ......................... 30

MAXIMUM RESPONSE
—that's advertising efficiency.

WBAL-TV & BALTIMORE
"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
Leading station in 84 measured counties, with larger audience than each of 75 other measured stations. Morning and afternoon shares almost as large as next 2 stations combined; nighttime share almost as large as next 6 stations combined. Largest rating in each of 36 half-hours reported; largest number of adult men, adult women, total adults, and total listeners in each of 18 hours reported. Homes up 7%, adults up 10%, total listeners up 12% in past year.* All of which means a powerful, far-reaching signal, plus popular, successful programming and personalities; in short, a great Spot Radio buy!

RADIO FOR THE MIDWEST
WNAX·570

SIOUX CITY, IA. — SIOUX FALLS, S. D. — YANKTON, S. D.

PEOPLES BROADCASTING CORPORATION
WNAX-570 is represented by The Katz Agency, Inc.

VITAL NEWS

in depth takes top people...

ktrk-tv, houston, has what it takes
WGAL-TV does the **BIG-selling job**

This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

**WGAL-TV**

Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Highly respected Stanford Research Institute of Menlo Park, Calif., has issued bullish report on pay TV, will this week conduct private symposium on subject for clients in New York. SRI report, distributed to clients and withheld from publication, is said to conclude that odds favor establishment of pay TV as major communications force by 1970's—at inevitable dislocation of present TV system. New York symposium, which representatives of some 60 major companies in communications, entertainment and advertising are expected to attend, will be held at Barclay hotel Thursday and Friday.

More letters

License renewals of nine Pennsylvania TV stations—possibly as many as 12—will most likely be deferred because of local-live programing questions raised by FCC staff. And some commissioners are showing signs of annoyance. They feel letters of inquiry sent by staff weren't warranted. Some stations were said to have shown substantial amount of local-live programing. But staff sent letters because of questions about distribution of such programing—that is, amount done in prime time.

It's believed most—if not all—of stations involved will be renewed after they reply to staff letters, which are identical to those sent previously to stations in New England and New York (Broadcasting, May 27; Closed Circuit, June 3). But some commissioners feel that, in view of limited personnel, staff could more profitably use its time in reducing growing backlog of pending cases rather than in what they consider "nitpicking." Stations involved, reportedly, are WICU-TV and WGTN, both Erie; WHP-TV and WQED-TV, both Harrisburg; WJAC-TV Johnstown; WITC-TV Pittsburgh; WDAU-TV Scranton; WBEZ-TV Wilkes-Barre and WBSA-TV York.

Drop-in reargument

FCC will hear oral argument on controversial VHF drop-in case Sept. 19. Action, taken at meeting Thursday, will be announced this week. Oral argument has been requested by number of petitioners opposed to FCC order denying short-spaced drop-ins for several VHF-station markets. Commission voted for it at urging of Commissioner Lee Loevinger, who, as commission's newest member, represents swing vote that could reverse 4-3 decision against drop-ins. He joined commission last month, after case was decided, and wants opportunity to hear and question parties before he participates in vote on reconsideration.

Commission also took another unannounced action in drop-in case last week—reverting itself on decision to require ch. 5 KOCO-TV move in from Enid, Okla., to Oklahoma City to be at standard mileage separation from KSFA-TV Fort Smith, Ark. KOCO-TV convinced commission that, if required to observe standard separations, its technical problems would be such that its signal over Oklahoma City wouldn't be as effective as it is now. Commission then agreed to KOCO-TV's request to locate transmitter at Oklahoma City antenna farm, with Commissioner Lee, ardent UHF advocate, dissenting and Commissioner Cox absent.

Boice leaves WEMP

Hugh K. Boice Jr., for past 17 years vice president and general manager of WEMP Milwaukee, has sold his minority stock interest (8%) in Milwaukee Broadcasting Co., which also owns WKK St. Louis (whose license has been revoked by FCC [see page 89]), and has resigned from company. He hasn't announced his plans, but they're expected to be in station operations. Andrew M. Sperheis, president of MBC and its principal officer, is assuming WEMP general management. Arthur Wirth, Chicago property owner and owner of Chicago Black Hawks hockey team, last May acquired 44% interest in MBC. Differences as to operating policies, it's understood, resulted in Mr. Boice's decision.

Power in pay project

Principal participants in project to build California pay TV system that would feature Giants and Dodgers baseball as program fare may now be identified: They're Reuben H. Donnelly Corp., giant printing-direct mail-research combine, and Lear Siegler Inc., manufacturer of electronics equipment ranging from simple radios to sophisticated missile gear. In project in subsidiary role is Matthew Fox, whose Skiatron of America once held franchise for San Francisco Giants games on pay TV (Broadcasting, July 22).

Bargain branches

Broadcast Time Sales, radio station representative, may have figured way to build up list of branch sales offices without expense normally attached to expansion of that kind. It's about to announce system of regional branches covering 15, or so advertising centers. Franchise holders will have equity in franchise itself and also in parent BTS company. BTS will continue to operate its own sales offices in New York and Chicago.

Governors for Pastore

Thirty-two state governors as of last Friday had endorsed Senator Pastore's bill (S 252) to eliminate application of equal time provisions of Section 315 to candidates for Presidency, Vice Presidency, U. S. Senate and House and state governorships. It was expected that list might grow to at least 36 in next few days because of oral commitments. Small minority of governors either supported exemptions to cover only presidential and vice presidential elections or some variations thereof, but efforts will be made to convince them of merits of Pastore measure.

New kind of freeze?

All is not joy in FM field now that FCC has come out with table of allocations (see page 89). In some broadcast and engineering circles, commission's "go, no-go" system has been ridiculed. "It's more a 'no-go, no-go' system," one engineer said Friday after studying allocations. There's no room for growth in many important markets, he said, using Spartanburg, S. C., with one channel, and Danville, Va., with no channels, as illustrations.

Rigged resolution?

Aura of mystery still surrounds last month's action of National Council of Churches in urging stricter government controls on television and radio. One reliable source ascribes responsibility for pronouncement to staff member of council who had become disenchanted with commercial broadcasting—and particularly with networks—because of his separation from network employ. There were indications last week that council may reconsider its action (Broadcasting, July 22).

Tall in Texas

Wired pay TV promoter—Home Entertainment Co. of America—may have landed a live one. There's talk of deal for wired system in major Texas city with backing of Texas oil and banking interests. HECA, which holds franchise for pay TV system in Santa Monica, Calif., has had problems in public stock offering intended to finance that installation. Two weeks ago it severed relations with brokerage house handling stock issue.
Maury Wills loves to steal a look at the COLUMBIA features on KNXT!

The COLUMBIA features can be seen currently in more than 130 markets.

Distributed exclusively by SCREEN GEMS, INC.
WEEK IN BRIEF

FM table of allocations issued by FCC, with assignments based on mileage separations. Commission hopes this will provide for "orderly" growth of medium. Some reshuffling may be necessary. See...

DESIGN FOR FM... 27

Short term minute participations in TV prime time network programs are fading as sponsors sign up for programs or full, 52-week announcements. Trend seen going away from in-and-outers. See...

SHORT TERMERS LOSING GROUND... 28

Specifications for ratings audit proposed by Nielsen. Firm distributes ideas to clients, asks for comments. NAB and ARF studying suggestions, feel it means cooperation from major researcher. See...

SUGGESTS AUDITING PLAN... 30

Alberto-Culver plans $40-million budget for fall television, up $10 million over present spending. Spot TV campaign will continue at $1 million a month, and heavy radio spot campaign is underway. See...

$40 MILLION TV BUDGET... 38

SPECIAL REPORT: FM BROADCASTING

FM with 16 million listeners set to go on national research to show advertisers who listens, how many and where. Project expected to pay off in increased time buying by national advertisers. See...

FM WILL HAVE NUMBERS TOO... 51

Congressman Harris turns philosopher in Athens. He raises questions about broadcast editorializing, defends right of Congress to look into matter but hopes opinions on air won't be driven "underground." See...

DON'T SUPPRESS EDITORIALS... 44

Negro leaders head for New York after Hollywood progress in integrating television production crews. Aim is to lift Negro out of menial characterizations in programs and commercials. See...

NEXT NAACP STOP: NEW YORK... 91

Two commissioners feel clear channel stations should be permitted to use higher powers, although they back FCC on refusal to delay duplication. Explanations are given in letters to Representative Harris. See...

LEE, FORD EXPLAIN STAND... 83

Retailers seem cool to all-channel TV set problems, feel manufacturers will educate public. New lines, with FM stereo, AM-FM combinations, TV personal and color TV, are lead items. See...

MUSIC SHOW SEES NEW SETS... 50

Harvard study sees FM overtaking AM advertising revenues in mid-1970. At this point FM share continues upward while AM rate begins to decline. FMers heartened. See...

FM TO PASS AM IN 1970's... 64

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FOR THE RECORD .................. 100-A
GOVERNMENT ..................... 83

BROADCASTING, July 29, 1963
Thousands of people in mid-America think of this man as a DJ. Others know him as Instructor of Music Appreciation 131, University of Tennessee, Nashville Center.

David Cobb is widely known throughout mid-America as the host on WSM's nightly World of Music. He's also known as Instructor of Music Appreciation 131, a college course offered by the University of Tennessee, Nashville Center (the 4th U.T. course aired by WSM—with correspondence from 27 states!). It is, we think you will admit, a rather rare situation in American broadcasting. There aren't many air personalities like David Cobb because there aren't many radio stations like WSM. Matter of fact, there aren't any other stations like it in the Central South! HENRY I. CHRISTAL, National Representative.

the WSMpire

CLEAR CHANNEL 650 • NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

BROADCASTING, July 29, 1963
NEGROES MUST GET TIME FOR REPLIES

'Recent incidents' prompt agency statement of fairness

FCC says broadcasters must present Negro point of view when they broadcast programs dealing with racial segregation.

Statement was made Friday (July 26) in announcement reaffirming commission's position that licensees have "affirmative obligation" to present all sides of controversial issues.

Commission cited two other "current-ly important situations" in which, it said, fairness doctrine must be observed.

When controversial program involves attack on individual or group, licensee must transmit transcript of program, along with offer of time for reply, to person or group attacked, FCC said.

And when someone other than political candidate uses station to take partisan position on political issue or to attack or support political candidate, commission added, licensee must offer candidates concerned comparable opportunity for reply "by an appropriate spokesman."

Commission, which is considering adoption of pruner of rules to define more clearly licensees' responsibility under fairness doctrine, said special announcement was prompted by "several recent incidents." It didn't identify incidents, but it's understood statement on programs dealing with segregation resulted from commission's continuing investigation of eight Mississippi radio and TV stations accused of fairness doctrine violations. Allegations were made in connection with stations' broadcasts during riots at time of Negro James Meredith's admittance to University of Mississippi last fall.

It was learned commission sent eight stations "strong" letter last week, asking for further clarification of replies to charges leveled against them.

When station presents views on racial segregation, integration or discrimination, fairness doctrine statement said, licensee must offer spokesman for all responsible groups opportunity to express their opinions.

"In particular," statement said, views of Negro leaders "must obviously be considered and reflected, in order to ins-ure that fairness is achieved . . . ."

Commission added that it's "immaterial" whether program is labeled "Americanism," "anti-Communism" or "states' rights," or whether "it is a paid announcement, official speech, editorial or religious broadcast."

If one viewpoint of controversial issue is presented, commission said, licensee must make "reasonable effort" to present opposing views.

Commission said it doesn't seek to prevent licensees from expressing their opinions. But, statement said, "it does seek to prevent the suppression of other contrasting views by any licensee on any issue" when his station has been used for presentation of one side of controversy.

Editorialists alerted to a selling job

Broadcast industry must develop clear outline of editorials and sell public and government on its work or "we are liable to be shut up and closed down before the field ever has a real chance to develop," so warned Dick Mendenhall, conference chairman and editorial director, WSB-AM-TV Atlanta, last Friday (July 26) at National Broadcast Editorial Conference in Athens, Ga.

Conference, sponsored by Georgia Association of Broadcasters, ran through Saturday (earlier story, page 44).

Other weekend panels were held on "Influencing Public Opinion," "Research Investigation and Synthetic Information," "Management-Government Relations" and "Handling Reaction to Political Editorials."

Mr. Mendenhall said sizeable number of protests against editorials are not against stand taken, but fact station took any stand at all. "Some of these things some of us do may be a federal crime before the expiration of another 15 months if not sooner," he said in allu-sion to congressional opposition to broadcast editorials. Guidelines will be established, he predicted, and only question is whether industry or government will be author.

Speaking at Friday morning panel on "Influencing Public Opinion," Dr. Rich-ard Mall, radio-TV professor at Ohio State University and consultant to People's Broadcasting Corp. (WRFD Worth-ington, Ohio), told conference that statewide survey now underway in Okla-homa indicates "great deal of uncer-tainty" among people on right of stations to editorialize.

FINANCIAL REPORT
Time Inc. reports increase, AB-PT shows loss in income

Time Inc. has reported increase of approximately 28% in net income for first half of 1963, compared with same period last year. Corporation's broadcast interests were said to be "just slightly" improved over first half of 1962.

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net Income</th>
<th>Consolidated revenue</th>
<th>Operating income</th>
<th>Capital gains</th>
<th>Profit for income tax</th>
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<td>1963</td>
<td>$3.65</td>
<td>$6,521,000</td>
<td>$180,431,000</td>
<td>$150,595,000</td>
<td>$802,000</td>
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<tr>
<td>1962</td>
<td>$2.39</td>
<td>$4,406,000</td>
<td>$130,359,000</td>
<td>$104,936,000</td>
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American Broadcasting-Paramount Theaters Inc. second quarter financial report released Friday (July 26) shows decline from same period last year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Net profit per share</th>
<th>Net profit including capital gains</th>
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<tr>
<td>1963</td>
<td>$0.46</td>
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<tr>
<td>1962</td>
<td>$0.56</td>
<td>$2,390,000</td>
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Max Factor drops GMB; Carson/Roberts signs on

Max Factor & Co. and Geyer, Morey, Ballard Inc. announced Friday (July 26) severing of ties effective Sept. 30. Carson/Roberts, Los Angeles, which has been handling bulk of cosmetic firm's advertising, will pick up GMB billings.

Television Bureau of Advertising reported that firm is spending about $1.2 million in TV in all accounts. Los Angeles firm will handle more than $5 million of Factor's billings, said Marvin Mann, director of advertising.

Reason for GMB break, Mr. Mann said, was partially product conflict with some of agency's other accounts and...
WEEK'S HEADLINERS

James C. Hagerty, news secretary at White House during President Eisenhower's term and for past 2 1/2 years ABC's vice president in charge of corporate relations for American Broadcasting-Paramount Theaters Inc. Mr. Hagerty becomes officer of parent company, leaving news operation, though he may be called upon in future to "counsel" news department when needed, Leonard Goldenson, ABPT president, said. Mr. Hagerty's successor as head of ABC News has not yet been selected (see story, page 49).

Dr. Alfred N. Watson named director of advanced research by Radio Advertising Bureau, to direct $200,000 study of methods for measuring total radio audience (see story, page 36). Dr. Watson, visiting professor of marketing at Columbia University in New York, left Alfred Politz Research Inc. in 1961 (he had joined Politz in 1958) where he was executive VP and senior project director, to become VP-marketing for United States Rubber Co. He continues to teach at Columbia. RAB's media research activity remains under direction of Frank McMann. The radio audience study will be conducted by Audits & Surveys this fall.

Werner Michel, former VP and director of radio-TV at Reach, McClinton & Co., joins Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity. He succeeds Philip H. Cohen, who was elected senior VP of SSG&B (WEEK'S HEADLINERS, July 22). Mr. Michel has also served as producer at CBS-TV, for former Dumont Television Network and Kenyon & Eckhardt.

McCollough elected

Clair R. McCollough, president of Steinman Stations, elected president of Broadcasters' Foundation Inc., and William S. Hedges, former NBC vice president, elected to Foundation board of directors. Mr. McCollough succeeds Arthur Simon of Radio-TV Daily who died last month. BFI administers fund for assisting broadcasters and others associated with business who are in need. CBS Radio President Arthur Hull Hayes vacated board post.

Syncorn II put in orbit; radio gear works fine

Syncorn II popped into 22,548-mile-high orbit at 4:06 p.m. Friday when apogee motors fired. Satellite is over Mazambique on east coast of Africa, but scientists believe it will settle into scheduled "stationary" equatorial orbit at 22,300 mile height in about eight days. If not, on-board jets will be fired to nudge 147-pound, drum-shaped communications relay into proper position swinging between French Guinea and Brazil over northern South America.

Communications contact has been maintained with relay ever since it was launched at 9:33 a.m. Friday from Cape Canaveral. Syncorn II is capable of handling radio, telegraph, facsimile and data-processing transmissions (see earlier story, page 50).

Stanton proposes amendment to 315

CBS has proposed amendment to Section 315 which would enable stations to permit political candidates to answer licensee editorials without requirement all his opponents be afforded equal time because of special appearance.

Suggested amendment was sent by Dr. Frank Stanton, president of CBS Inc., to House Commerce Committee.

His solution to "merry-go-round" of other appearances which 315 might set off would add fifth exemption to section's list of broadcasts exempted from equal time provision such as bona fide newscasts, interviews, etc.

Phelps buys KRRV

Sale of KRRV Sherman, Tex., by A. Boyd Kelleys to Wayne Phelps for $180,000 was announced Friday (July 26), subject to FCC approval. Mr. Phelps owns KALG Alamogordo, N.M., and is mayor of that community. Mr. Kelley continues to own KDWT Stamford, Tex. KRRV is fulltimer on 910 kc with 1 kw. Broker: Hamilton-Landis & Associates.
puzzle:

Travels with Charlie (Bob and Neal)

"Did Neal Edwards, Charlie Macatee and Bob Livingston leave their vacation addresses with you?" Vice President and General Manager Fred Houwink asked the summer secretarial replacement in our TV Sales Office.

"Yes, Mr. Houwink, but I've misplaced them," replied the girl, blushing to the roots of her wig. "I know one of them was going sailing off Cape Cod; one went up to the Adirondacks; and one is at a resort in West Virginia. The two who aren't sailing are either playing tennis or golf."

"You're doing fine, my dear," said Houwink, who is a patient man, "tell me more."

"Well, I'm sure that Edwards is not the one at Cape Cod and Macatee didn't go to the Adirondacks. The one who went to West Virginia said the resort didn't have a golf course and Mr. Macatee once told me he gets seasick."

"Thank you," said Fred, "that's all I need to know." Who was where doing what? Apprise us. Win prize.

Post-vacation plans begin with WMAL-TV's "Happy New Year" starting September 15 . . . the greatest new shows on TV, an exciting roster of stars, audience-pleasing drama, humor, variety that wins friends and makes sales. Check Harrington, Righter & Parsons, Inc. for details.

Address answers to: Puzzle #83, WMAL-TV Washington 8, D. C.

wmal-tv
Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

iRADIOCASTING, July 29, 1963
To time buyers now preparing their Fall Spot Schedules...

**THERE MAY STILL BE "RIFLEMAN" AVAILABILITIES ON THESE FINE STATIONS...**

---

**GREAT NETWORK RATING HISTORY!**

During its 5 year network run, THE RIFLEMAN averaged a solid 38.4% share of audience.* Now programmed in new time slots — in most cases, earlier than its 8:30 p.m. and 9:00 p.m. (NYT) network time slots — THE RIFLEMAN assures a completely new and untapped audience.

THE RIFLEMAN’s rating strength coupled with new time periods makes it an ideal series on which to spot your advertising dollars.

---

*Based on ARB reports covering the top 50 markets for 5 years. Individual market ratings for this period are available on request.

---

**FOR EXACT TIME SLOT INFORMATION APPLY TO**

<table>
<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>NATIONAL REP.</th>
<th>PLAYS PER WK</th>
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<td>WFBG-TV</td>
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<td>WLOS-TV</td>
<td>Asheville, N. C.</td>
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<td>H-R TELEVISION, INC.</td>
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<td>ADAM YOUNG, INC.</td>
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<td>THE KATZ AGENCY, INC.</td>
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<td>EDWARD PETRY &amp; CO., INC.</td>
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<tr>
<td>KVAL-TV</td>
<td>Eugene, Ore.</td>
<td>GEO. P. HOLLINGBERY CO.</td>
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<td>WINK-TV</td>
<td>Fort Myers, Fla.</td>
<td>THE MEEKER COMPANY</td>
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<tr>
<td>WKJC-TV</td>
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<td>ADVERTISING TIME SALES, INC.</td>
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<td>WFMY-TV</td>
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<td>HARRINGTON, RIGHTER &amp; PARSONS, INC.</td>
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<td>WHP-TV</td>
<td>Harrisburg, Pa.</td>
<td>BLAIR TELEVISION</td>
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<td>KTLA-TV</td>
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<td>WBIR-TV</td>
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<td>KORK-TV</td>
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<td>VENARD, TORBET &amp; MC CONNELL, INC.</td>
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<td>WLYH-TV</td>
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<td>WHAS-TV</td>
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<td>HARRINGTON, RIGHTER &amp; PARSONS, INC.</td>
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<tr>
<td>WMAZ-TV</td>
<td>Macon, Ga.</td>
<td>AVERY KNODEL, INC.</td>
<td>1 to 5</td>
</tr>
</tbody>
</table>
To stations now planning their Fall Program Schedules . . .

THE RIFLEMAN IS ONE OF THE MOST "EASY-TO-SPOT" SERIES AVAILABLE TODAY

Program it either as a strip or once-a-week. Program it late afternoon, early evening or late evening . . . its 5 year, 50 market average audience composition of 32.1% men, 34.7% women and 33.2% children delivers an almost perfectly balanced audience.

COMPLETE FLEXIBILITY
Chuck Connors, star of THE RIFLEMAN has just filmed 40 new promos and bridges for stations programming this series. Included is a "custom-tailored" general promo with Chuck announcing channel numbers and cities . . . part of the many "EXTRA SERVICES" offered with THE RIFLEMAN.
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

**JULY**

July 20-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertelmann, president, National Religious Broadcasters; Ralph Brent, president, WorldWide Broadcasting; Dr. Clarence J. Jonas, chairman of board, World Radio Missionary Fellowship (HCJB).

**AUGUST**

*Aug. 1—Extended deadline for comments on FCC's rulemaking to proscribe simple transmissions of FM stations and simplification of SCA logging requirements. Former deadline was July 8.*

Aug. 4-6—Atlantic Association of Broadcasters convention, Newport Commander hotel, St. John's, Newfoundland.

Aug. 5—Effective date for new Emergency Broadcast System, which will eventually allow all radio stations to stay on air during war alert (Broadcasters, July 8).

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 14—Second annual TV Day, Georgia Association of Broadcasters, Macon.

*Aug. 14—Communications committee meeting of the American Bar Association, Conrad Hilton hotel, Chicago. Speaker will be FCC Chairman E. William Henry.*


Aug. 20-23—Western Electric Show and Convention (WESTCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Fitchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Splugsh Research.


Aug. 27—Board of Broadcast Governors hearing, Ottawa.

**SEPTEMBER**

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greembrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock, LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

*Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.*

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.


Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth International conference and workshop of Radio-Television Directors Association, Radisson hotel, Minneapolis.


Sept. 13-22—International Radio, Television & Electronics Exhibition (PIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.


Sept. 15-16—New York State AP Broadcasters Association, Gran-View Motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions followed by a tour of the St. Lawrence Seaway aboard a U.S. Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel, New Orleans.

Sept. 16—New deadline for comments or FCC's proposal to control the development of AM and FM radio services.

Sept. 17—Annual stockholders meeting, Rollins Broadcasting Co., Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting, Mark Hopkins hotel, San Francisco.

*Sept. 20-22—American Women in Radio and Television's southern area conference, Columbus, Ga.*

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara Las Vegas.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

*Sept. 30-Oct. 4—Georgia Association o

**NAB CONFERENCE DATES**

National Association of Broadcasters fall conference dates:


Oct. 17-18, Leamington hotel, Minneapolis.


Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Denver Hilton hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.
What is a Quahog?

"The minute he said that, we knew he was an out-of-state-er. Can’t hardly blame him, I guess; ‘Quahog’ is a Providence, a Rhode Island word.

“Poor fella. . . next thing happened somebody offered him a cabinet. ‘Beg Your Pardon?’ he said. (He almost had us here, all right. When we mean ‘Beg Your Pardon’ we say ‘Please?’)

“Finally, straightened him out that a cabinet’s just a plain old milk shake with ice cream. . . a frappe.

“Beats all how some people talk so peculiar. Our quahog is a cherry stone clam . . . makes a delicious chowder, too!”

But then, Providence is many things. Providence is jewelry, deep water shipping, electronics and test marketing; one million people — one billion consumer dollars. Providence is Taunton, Attleboro, New Bedford, Fall River, and Worcester — all in Massachusetts. Providence is Putnam, Danielson, Norwich and New London — all in Connecticut. People even say Providence is Rhode Island. People in television say Providence is WJAR-TV.
"RIPCORD" SETS
A RECORD HIGH

For two years, RIPCORD turns in a consistently superior performance record for Stations and Sponsors who renew because (a) RIPCORD outrates all other syndicated series, time and again... (b) tops popular network headliners... and (c) beats its direct competition, pulling the lion's share of the SIU (sets in use).

IN A 25-CITY SURVEY, "RIPCORD" GETS AN AVERAGE 46% SHARE OF AUDIENCE

76 HALF HOURS of unusual entertainment—adventures of professional paradivers authentically filmed in mid-air.

38 IN VIVID COLOR

...in markets where ARB reports 3, 4 and 5 stations competing:

<table>
<thead>
<tr>
<th>City</th>
<th>Share</th>
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<tbody>
<tr>
<td>ALBANY 3 Stations</td>
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<tr>
<td>ALBUQUERQUE 3</td>
<td>37%</td>
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<td>SOUTH BEND 3</td>
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ARB — March, 1963

Economical TELEVISION
a division of United Artists Television, Inc.
555 Madison Avenue, New York 22, N.Y., Murray Hill 8-4700

LARRY PENNELL with KEN CURTIS
starring as Skydiver Ted McKeever
as Skydiver Jim Buckley
TV's MOST DANGER-PACKED SHOW . . . REAL JUMPS, REAL SKYDIVING MANEUVERS FILMED AS THEY HAPPEN . . . ALL THAT STANDS BETWEEN THE PARADIVER AND DISASTER IS HIS

"RIPCORD"

WE'LL BE DROPPING IN TO TELL YOU WHAT THIS SUCCESS CAN DO FOR YOU.
can't mistake his hat...

The WLW salesman. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting... who knows his station... knows his market... knows his facts and figures. In short, knows stuff.

When Crosley started its own national sales organization 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C WLW-T WLW-D WLW-I
Television Columbia Television Television Television
Television Cincinnati Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland Tracy Moore & Assoc., Los Angeles, San Francisco Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION

a subsidiary of Arco

RAB MANAGEMENT CONFERENCES


Sept. 15-17—The Holiday Inn, Central, Dallas.

Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.

Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago. Oct. 2-4, Rickie's Hyatt House Hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor Hotel, Omaha.


Broadcasters' regional meetings (Athens, Rome, Tomsun, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER


*Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.


Oct. 13-18—Second Advanced Advertising Management Conference of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.


Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.


Oct. 20-21—Meeting of Texas Association of Broadcasters at Cabana hotel, Dallas.

*Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of TV by the military services. A trip to the Air Force Academy closed-circuit TV installation is also planned.


Oct. 28-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Fairies, EE Dept., University of Michigan, Ann Arbor (Telephone: 650-1511, ext. 3537).


HE LITTLEST HOBO

World Roaming, Wide Ranging TV Format Appeal

Star of THE LITTLEST HOBO television series, the magnificent German shepherd, London, literally roams the world over seeking adventure. London roams widely in his exciting travels—from the nocturnal jungles of the majors to the vast reaches of the majestic Rockies. He wanders anywhere by train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from Paris adventures. In each episode he meets new people in new locales.

An adventure's changing co-stars and supporting players are drawn from the stry's finest actors. The story policy is straight drama but the situations from Hitchcock suspense to Lucy-type humor.

Res in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK
Daylight Raving Time

It takes more than wishful thinking for a network to build a strong daytime schedule. "Daytime-dreaming" simply isn't enough. It takes planning and showmanship—all of which are especially evident in NBC-TV's four newest daytime offerings. Two of the programs are already on the air, and the other pair will be seen for the first time on our Fall schedule.

Most recent of the debuts was that of “People Will Talk,” in which host Dennis James moderate debates on such non-vital issues as “Are separate vacations a good idea?” and “Should a man li about his golf score?” The debaters are chose from man-on-the-street interviews, and vie fo the votes of an on-screen panel of 15 judges (si more than the United States Supreme Court).

On “You Don't Say,” which premiered earlie this year, emcee Tom Kennedy presides over a exciting game in which celebrity guests and stu
dio contestants try to guess the names of famous persons from missing-word clues. Cary Grant, for example, might be indicated by the lines, "The package was too heavy to (carry)," and "It was an easy request to (grant)."

Both shows are proving awfully diverting, and this Fall they'll be joined by "Word for Word," a brand-new, anagram-type game hosted by the exceptionally popular Merv Griffin; as well as a non-Darwinian "Missing Links." In the latter, celebrity panelists will try to guess the key words omitted from first-person, real-life incidents being narrated by studio contestants.

Along with NBC-TV's forthcoming nighttime schedule—which embraces returnees like "The Virginian" and "Hazel" and newcomers like "Espionage" and "G-E College Bowl"—our new daytime line-up shapes up as a real winner. Night and day (as Cole Porter didn't say), NBC's the one.

Look to NBC for the best combination in news, information and entertainment.
Unjust music fees

Editor: You performed a real service for the industry with the publication of the SESAC demands on WQIZ St. George, S. C. (Broadcasting, July 22). This points out the injustice of the current music license fees. WQIZ was accused of playing 17 SESAC tunes in one month, based on SESAC's own logging. At the fee demanded, $20 a month, the station is paying over $1 a tune. If BMI or ASCAP rates were on the same basis, think what a tremendous rate all broadcasters would have to pay. Our SESAC rates have jumped from $20 to $30 a month, just because of a daytime power increase to 1 kw. Senator Ellender's bill will help some. But until there is a unified stand to pay for music on a basis of actual use, there will be more St. George cases.—Ed Mullinax, general manager, WLAG LaGrange, Ga.

Lively and controversial

Editor: Your publications are among the liveliest in the broadcasting industry. This is caused not only by your coverage of the news, but also by the often controversial views you take on matters of concern in the industry.—Frank Kahn, lecturer on broadcasting and speech, Queens College of the City University of New York, Flushing, N.Y.

The missing credit

Editor: The CBS Town Meeting of the World was a magnificent technical accomplishment and was another pioneer step in the use of worldwide and space circuits in the development of closer people-to-people understandings. It was good to see and hear Ike being his old genial and persuasive self again and to see the aplomb and authority of Walter Cronkite as the anchor man. However . . . there was a forgotten man whose name and memory were missing. I refer to the late George V. Denny Jr., who for years was moderator of the Town Hall of the Air on the old Blue and now ABC radio network. When George was vice president of the original People to People Foundation, he envisioned and repeatedly urged upon the networks, including CBS, the concept of a Town Meeting of the World as a backbone program and fund raiser to the People to People movement. My only purpose in bringing the subject up is to add my small voice to the poignant appeal of George's widow . . . that he at least be given "appropriate and gracious" acknowledgement. I saw or heard none on the program.—Edward M. Kirby, director of public relations, United Service Organizations Inc., New York.

Editor: Thought you might be interested to know that WRUL [New York short wave station] broadcast live the Town Meeting of the World with permission of CBS and thus not only the people of France, but all of Europe, Africa, Latin America could hear, through our five short wave transmitters, what the French government had rejected.—Ralf Brent, president, Radio New York Worldwide, New York.

Wears two hats

Editor: There is a serious error in your reporting about the sale of KCLN Clinton Iowa, (Changing Hands, July 15). You refer to me as "former" commercial manager of WKBT. It is correct that I am a stockholder in the purchasing company of KCLN, but I am and expect to continue as sales manager of WKBT for years to come. KCLN will be managed by Cecil Hamilton, one of my partners in the purchase. He will also be an officer of the buying company.—Robert Z. Morrison, sales manager, WKBT(TV) LaCross, Wis.

Mid-South report

Editor: Heartiest congratulations . . . for your excellent economic study of the industrial Mid-South. It was extremely well done and most interesting.—Carter M. Parham, president, WDMP-AM-TV Chattanooga, Tenn.

[Reprints of the Mid-South market study are available at 30 cents each: 25 cents each in quantities of 100 to 500, and 20 cents each over 500.]

BOOK NOTES


With a foreword by Sir Arthur Bore, chairman of the BBC Board of Governors, this book is an updated compilation of the services and scope of the BBC. There are sections devoted to radio, television, program services and the public, external services (outside England), engineering and reference.


Subtitled "The History of Broadcasting in the United Kingdom," this is the first of a projected three or four-part series. The present volume covers the years through 1926.

22

OPEN MIKE

Metro-Goldwyn-Mayer Television Presents

Won't Even Fade Away...

In the days of booming film production in Hollywood, the studios produced hundreds of pictures a year. A surprising percentage was really good entertainment. A lot of television stations discovered this, too, when they bought those pre-'48 libraries. In the next 12 months a good many contracts will be running out on the MGM pre-'48 features. What to do about it?

Well, good old movies never die. They don't even fade. The public continues to have a "thing" about Hollywood. Networks and advertisers make hay with TV specials about Stars, Eras and Academy Awards. The many fine films from the Fifties (though more limited in number) continue to draw big audiences at most any hour. And prime-time pictures haven't dented the stay-up habits of late show fans. So stations shouldn't turn away from what can be a continuing program mainstay and money maker—that good pre-'48 feature film.

Examples are easy to track in New York City with its daily ARB ratings. On WCBS-TV, top pre-'48 MGM features played on the Early and Late Show racked up some pretty remarkable figures. Do you like 12.4, 7.0, 12.3? That's the dimensions of the ratings for the third, fifth, and seventh run of Boom Town. This in a period of 33 months. Or take the Hucksters, which premiered with 18.6 and was delivering a 10.6 exactly eight runs and four years later.

Redressing pre-'48 pictures does wonders, too. Four films were "packaged" by WCBS-TV as Adventure Film Classics and sold to a toy client as pre-Christmas specials on Sunday afternoons last season. A similar idea, called Family Classics, broke viewing habits in Chicago and put WGN-TV in a prime rating position Friday evenings.

An offer of a detailed list of more such situations and results has been made by Dick Harper over the phone to many clients who are already renewing their pre-'48 deals. He'll gladly send it to anyone else who drops a note to him at MGM-TV, 1540 Broadway, NYC, Ask for "The Boom Town Bedtime Story."
What the boys are desperately trying to tell you is this: some smart advertiser has sneaked into Supermarket, availed himself of the facilities of WSAZ-TV, and made off with part of a 4-billion-dollar payroll again!

"Why does it always happen to us?" muse Tom Garten' (right) and John Sinclair.2

Why shouldn't it? In Supermarket (formerly the Charleston-Huntington market) well over 495 thousand television homes* in a 72-county 4-state area make for quite a haul. So do the 2,296,400** big spenders who live there—many of whom while away endless hours watching WSAZ-TV for ideas about what to buy next.

What truly dedicated advertiser could resist?

And how can you resist taking advantage of Tom and John while they're bound and gagged? Call your Katz agency man. (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *ARB Coverage study (fall, 1960) **SRDS (Population—1/1/63)
What FM needs to sell agency media planners

FM radio has given agency media buyers a new alternative to consider and has, therefore, automatically become a problem to them.

One of the great American myths is that American businessmen almost automatically accept change. They don't.

Change has to be sold, and sold hard. And it takes time, skill, knowledge, persistence and patience. And, above all, that forgotten and depreciated art—salesmanship.

For change doesn't just happen. Somebody makes it happen.

Let's look at some concrete examples.

Something New = Clients are continually asking us for new things, for fresh creative approaches, for brand new promotional ideas.

Some four years ago, one of our clients asked us for some fresh promotional ideas. One that we submitted was a prize game modeled after "Bingo." And they ran a promotion like this. They ran it in mid-March—four years after we submitted it, two years after we parted company, and at a time when everybody was using the same kind of promotion.

Or take another case. One of our clients had been discussing an idea we submitted to them in July 1962. And while they considered it, one of their competitors beat them to it.

While these instances are by no means typical, they occur often enough to be frightening. I sometimes think that what clients really want is a bright, shiny original idea with a proven track record in at least three specific instances.

Now let's look at FM's specific problem—selling the change in media buying patterns required if FM is to participate in national advertisers' media programs.

It's Radio First = What is FM selling? In the first place it is selling radio. If radio isn't going to be considered, FM won't be considered. That is pretty obvious.

In the second place, you are selling FM radio, a specific classification of radio distinguished from AM radio by several characteristics: a different method of transmission, a receiver specifically labeled FM and a limited geographical range for any one station.

Third, FM is selling a specific station with a specific programing appeal.

And fourth, FM is selling a change in accepted media buying patterns.

Now, let's come over to my side of the bargaining table. What am I looking for when I plan a media program?

First, I am looking for an audience of prospects for whatever it is I have to sell.

For Brylcreem, it is men with hair. For Metrecal, it is people who are overweight. For Nabisco Shredded Wheat, it is people of all ages who eat breakfast. For Lincoln Continental, it is men with annual incomes of over $10,000.

I need to know the size of these audiences and where they are located.

Second, I look for a medium which is capable of transmitting the message I wish to send in the way I wish to send it. If I need long copy, I look at print media. If I need visual motion, I look at TV. If sound alone will do the job, I look at radio.

And third, I look at the editorial environment which will surround my message.

These three things—audience, message, editorial environment—determine my choice of media.

Of these three, the media can tell me about two—their audience and their editorial environment.

Just The Facts = I need the facts about FM's audience, for I have the responsibility to my clients to document my recommendations. Opinions will not do, nor will bits and pieces. I need to know the size, the age, the sex, the education and the location of the audience. Not only in total, but at specific times of day, and how it varies seasonally.

Assuming that I accept the adequacy of radio for my message, FM has to show me that its audience fits my prospect file better than other radio buys open to me. Cost-per-thousand prospects is my yardstick, not cost-per-thousand listeners.

Another type of information we need for FM is audience accumulation and frequency distribution.

By audience accumulation, I mean the number of homes reached by a schedule through time. By frequency distribution, I mean the number of messages delivered per home and how many of these go to heavy listening homes and how many to less frequently listening homes. A recent Radio Advertising Bureau study—"Why Buy Now When TV Is So Big?"—breaks homes into five groups and shows this information for both television and radio.

Curiously enough, the study covers radio as a single medium and does not mention FM at all.

I have told you some of the things that FM should do. Now let me tell you what FM doesn't need to do.

It doesn't need to tell me (and by me, I mean agency and client executives) that FM exists, or that FM is peachy. Most of us listen to FM at home. Many of us prefer the programing that FM offers. FM's goal then must be to get us to put our money where our ears are. We know it exists, but many buyers don't know why they should consider FM as an advertising medium, because they can't document the medium's audience with sufficient accuracy.

Personal Observations = I listen to FM at least an hour a day. As I have sampled FM programing in New York, I have found tremendous variety, which I think is good. FM shouldn't get trapped in too many averages. It must have a variety of audiences for its different programing patterns.

If FM broadcasters get discouraged at times, they should take heart from a man who pondered such problems and wrote:

"There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things." Niccolo Machiavelli wrote this in 1520.

Stephens Dietz is executive vice president and director of marketing services for Kenyon & Eckhardt, New York. In his position, he supervises media, research, TV-radio and merchandising for all K&E offices. Before joining K&E in 1955, Mr. Dietz was in the advertising department of Procter & Gamble for five years. He also worked for five years on the Standard Brands account (Blue Bonnet margarine and Royal puddings) at Ted Bates & Co. He is a graduate of Dartmouth College.
You can’t cover Indianapolis with Indianapolis TV!

*The Indianapolis Market, we mean!

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana’s two top TV markets
3. Greatly improved overall cost efficiency

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE, INDIANA
*An affiliate of WTHI AM & FM

BROADCASTING, July 29, 1963
NO OTHER STATION CAN MAKE THIS STATEMENT
5 CONSECUTIVE YEARS

Exception To The Rule

WKRG-TV — Mobile — Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING, July 29, 1963
FCC RELEASES ITS DESIGN FOR FM

- In master allocation plan: 2,380 stations in 1,858 markets
- Decision lifts embargo on applications for new stations
- Almost all existing stations get to stay where they are

The FCC has lifted the curtain on what it hopes will be a new era in the development of FM broadcasting—one whose hallmark will be orderly growth.

The commission, in a final step in the overhaul of its FM rules begun last year, adopted last week a nationwide table of FM assignments for the 80 commercial FM channels in the U.S.

At the same time, it lifted the freeze on FM grants and applications, except for facilities in Puerto Rico and the Virgin Islands. The freeze was imposed last December when the table was released for comments (Broadcasting, Dec. 24, 1962). The vote on the order was 7-0.

The table provides for 2,380 assignments in 1,858 communities—100 more assignments than originally proposed. All of the states except Alaska and Hawaii are included. Channels are assigned to all existing stations. But in a handful of cases the channels assigned are different from those on which existing stations are operating. The complete table is reproduced beginning on page 100-A.

FM on Move • With FM showing signs of realizing the potential its supporters have long claimed for it—1,100 FM stations are now operating—the table and the new rules accompanying it are the commission’s answer to the problem of providing for orderly development of broadcasting in the 88-108 mc band. (For stories on the resurgence of FM broadcasting, see special section starting on page 51). The commission is anxious to avoid the deterioration of coverage patterns it feels has occurred in AM broadcasting as a result of that system’s development on a “demand” basis.

In adopting the table based on mileage separations, the commission is putting FM assignments, like those in TV, on a “go-no go” basis. The commission and potential applicants will know in advance, based on the technical requirements, whether a grant can be made.

The initial step in the first major revamping of FM rules since the mid-1940’s was taken last year, when the commission established new coverage classes and adopted minimum co-channel and adjacent channel mileage separations (Broadcasting, July 30, 1962). The new table was constructed on those separation requirements.

Rules Resemble TV’s • The new rules accompanying the table are essentially the same as those pertaining to the television table of assignments. Applications for FM channels not in the table will not be accepted, unless they are for communities lacking a channel assignment, and are situated within 25 miles of a locality where an assigned channel is unoccupied.

Although the freeze is lifted, the commission said no new grants will be made for a period of 60 days. In the interim, pending applications may be amended to conform to the new rules. At the end of the 60-day period, the commission said, non-conforming applications, including those currently in hearing, will be dismissed.

The commission indicated that one of its considerations in designing a table based on the mileage separations adopted last year was the need for primary nighttime service in rural areas not adequately covered by AM stations. The commission said it placed major stress on stations capable of providing service to relatively wide areas, even though such stations reduce the total number of possible assignments.

The commission also expressed concern with problems of existing stations which are only moderately short-spaced under the mileage separations. It promised a further rulemaking “in the near future” to consider higher power for those stations.

Other Rulemakings Coming • A number of other matters also await resolution. The commission said it will institute further rulemaking proceedings on future assignments in Hawaii, Alaska, Guam, Puerto Rico, and the Virgin Islands. The future assignments on the 20 educational FM channels will also be the subject of a rulemaking.

In the meantime, the commission is maintaining the freeze on applications for Puerto Rico and the Virgin Islands. Applications for Alaska, Hawaii and Guam will be granted if they meet the minimum mileage separation requirements. And educational assignments will continue to be made under existing requirements. Under the rules adopted last year, applications for new or changed facilities on the top three educational channels (218, 219 and 220) must comply with the mileage separation require-
FM Johnson City, Tenn., 264 to 268; WKIC-FM Hazard, Ky., 231 to 266.

The proposed involuntary moves involve KREP Santa Clara, Calif., from 277 to 289; KIMP-FM Mt. Pleasant, Tex., from 241 to 264; and WTTW-FM Towanda, Pa., from 224 to 237.

Besides adopting the table, the commission increased the minimum power required of Class C stations from 10 kw to 25 kw. The other requirements of the three classes of stations created by the FCC last year remain the same:

Class A—3 kw maximum, 100 w minimum; 300-foot antenna; 15-mile service range and minimum co-channel separation of 65 miles.

Class B—50 kw maximum, 5 kw minimum; 500-foot antenna; 40-mile service range, and minimum co-channel separation of 150 miles.

Class C—100 kw maximum, 25 kw minimum; 500-foot antenna; 65-mile service range and minimum co-channel separation of 180 miles.

The commission last year also divided the country into three FM zones—Zone 1 (same as TV Zone 1): all or part of 18 northeastern states and the District of Columbia; Zone I-A: California south-of 40-degree north latitude (just north of San Francisco); and Zone 2: the rest of the U. S.

BROADCAST ADVERTISING

In-and-out participations losing ground

ADVERTISERS BUY MORE PROGRAMS AND MINUTES ON YEAR-ROUND BASIS

The three TV networks, aiming for more stable advertiser relationships, will begin the 1963-64 season this fall with a slight increase in both prime time program sponsorships and in the number of 52-week "minute" clients.

The trend away from minute participations in short flights, which started to develop last year, is gathering momentum. For the second consecutive year, there is a rise in nighttime program sponsorships and a decline in overall minute buying on the networks. Of the minute buying a significant percentage is on a year-round basis.

Heading into the new season, minute participations on the three networks' prime-time periods will represent approximately 43% of nighttime schedules, as compared with 46% in 1962-63 and 51% in 1961-62, the all-time high for "minute-men" advertisers.

(A "program advertiser," as contrasted to a minute advertiser, is considered to be one who sponsors more than a minute per week on an individual show.)

A Broadcasting compilation based on data supplied by the networks shows that ABC-TV is the pivotal organization. Whereas CBS-TV's and NBC-TV's percentages of minute sponsors were virtually identical (25% for CBS-TV in both 1962-63 and 1963-64, and 50% and 51% in the respective seasons for NBC-TV) ABC-TV's figures dropped from 60% in 1962-63 to 54% for the upcoming season.

The business of selling minute participations in prime time began in 1957, though the concept had evolved earlier on such fringe-period shows as NBC-TV's Today, Home and Tonight. The proportion of minute participations grew constantly in ensuing years, much to the consternation of station representative organizations, which charged that the availability of minutes on the networks cuts the potential spot TV volume. Last year the first signs of a slackening in minute participations became evident.

Enter 52-Week Minute • The widening of the program sponsorship pattern is being accompanied by another significant development, particularly at NBC-TV and ABC-TV—the 52-week minute sponsorship. In the past, the minute advertiser has been one that has bought into programs on a short-term basis primarily, but NBC-TV and ABC-TV reported last week there has been substantial increase in the number of sponsors buying minutes year-round for 1963-64.

The growing strength of program sponsors and the emergence of the 52-week "minutemen" should have the effect of stabilizing network TV advertising as compared with previous years, sales officials at the three networks pointed out. These sales patterns, they said, reinforce advertiser continuity and tend to relieve the pressure on the networks of seeking replacement sponsors, a circumstance usually associated with minute participations.

What are the reasons for the increase in program advertisers and the year-round minute sponsor? Sales executives at the networks were reluctant to try to pinpoint the answers with any certainty, but they offered these observations:

• The economy is generally good, and it's easier to make a more costly program sale during "good times."

• Networks worked very strenuously this selling season to consummate either program or 52-minute sales.

• Some advertisers who had concentrated on minutes in recent years have now gone the route of programs plus minutes in order to achieve both identity and reach.

Though network sales chieftains agreed that they preferred to sell "programs" rather than "minutes," they stressed there are advantages to each method, both from the point-of-view of the network and the advertiser.

For the networks, the program sale is generally of longer duration (13 weeks or more) and is easier to service. For the advertiser, it provides identity with the program and has attendant promotional and merchandising values.

The traditional minute buy of limited duration can appeal to the limited-budget and seasonal advertiser. For this network, the minute buy can help fill out a schedule, and, in the words of one sales executive: "Let's face it. We're never completely sold out. We can use the minute advertiser, too."

New Show Factor • The pattern of network selling has been to offer the new shows to the minute advertiser or as a combination of program and minute sponsorships. Network officials observe that this approach minimizes an advertiser's risk in an untried vehicle.

Conversely, the programs with a
track record tend to attract the program sponsor. Carl Tillmans, vice president and general sales manager for CBS-TV, is convinced that on the whole, program sponsorships are preferable for both networks and advertisers though he noted that for certain types of advertisers (seasonal, limited budget, new to the medium), the minute buy can be valuable. He added: “A program sponsor gets advantages on CBS-TV. We permit him the services of the program's star for commercials, and we don't for the minute advertiser. We provide more product protection for the program advertiser.”

The program sponsors, he said, usually select their shows early in the buying season, “thus locking in the strong availabilities.” He mentioned General Foods, Whitehall Laboratories, Procter & Gamble and various cigarette companies as some of the organizations active in the program category.

“Many of these companies who go to the strong shows,” he said, “bolster these buys later with minute participations to achieve additional reach.”

Change At ABC-TV • The sponsorship pattern has changed most radically over the past two seasons at ABC-TV. In 1961-62, an estimated 75% of the network’s prime-time schedule was sold via the minute route; in contrast, only 54% of ABC-TV’s lineup in 1963-64 will be participations.

Another source of satisfaction to the network, according to James Duffy, vice president in charge of TV network sales, is that even in the participation area, ABC-TV has completed minute sales each week to a large number of advertisers who have bought on a 52-week basis. Among the 52-week minute advertisers on ABC-TV next season will be Beecham, Alberto-Culver, Liggett & Myers, Miles Labs, Armour, Brown & Williamson and Noxzema. Some of these advertisers have bought on two or more ABC-TV programs.

Mr. Duffy stressed there are values for certain advertisers to the minute advertising pattern rather than the program approach.

NBC-TV’s View • The inclination of the minute advertiser to deviate from the path of short advertising flights was underlined by John M. Otter, vice president, national sales, NBC-TV. He reported the network has made more than 52-week sales of minutes than in the past and singled out particularly the 60-minute Dr. Kildare and the 90-minute The Virginian series, which have been sold exclusively on this basis of minutes for 52-weeks firm.

“We have brought in the blue-chip advertisers on these shows,” Mr. Otter said. “Some of the sponsors on Kildare are Colgate, Singer Sewing Machine, Alberto-Culver, Scott Paper and Glenbrook Labs, and The Virginian has Procter & Gamble, Alberto-Culver, Carnation, Noxzema, Bristol-Myers, and Miles Labs, among others.”

He estimated that 43% of NBC-TV’s prime-time schedule for 1963-64 is sold on a 52-week basis, including both program sales and minute participations. Mr. Otter offered this statistical information: “We have seven single sponsors on the network next season, covering five and a half hours of weekly programming, which, we’re happy to say, is the highest for any network.”

The following is a compilation of prime time evening shows which the networks report have been sold on a participation basis.

On ABC—Sunday evening: The Travels of Jaimie McPheeters (7:30-8:30), Arrest & Trial (8:30-10) Libby, McNeil & Libby has two minutes a week, the remainder is in participation:

Monday evening: The Outer Limits (7:30-8:30), Wagon Train (8:30-10), Breaking Point (10-11)—Alberto-Culver has 1½ minutes a week, Brown & Williamson sponsors a quarter hour and the remainder is participating;

On Tuesday evening: Combat (7:30-8:30) 45 minutes are participating; McHale’s Navy (8:30-9) 15 minutes are participating; The Fugitive (10-11) is three-fourths participating;

Wednesday: The Adventures of Ozzie and Harriet (7:30-8) has three regional sponsors for half the show, the other half is sponsored by American Dairy, Patty Duke Show (8-8:30) is two-thirds sponsored but the remainder is participating (Breck, now sponsors a third, and will buy a half after Jan. 2 of next year), The Price Is Right (8:30-9) Lever sponsors one-half after October 1, there are now four minutes in participations, Ben Casey (9-10) has 30 minutes participating, and Channing (10-11) is all in participations.

Nurses (10-11) have 15 minutes in participation.

On Friday, The Great Adventure (7:30-8:30) and Alfred Hitchcock Hour (11-12) are participation shows and on Saturday, Jackie Gleason’s American Scene Magazine (7:30-8:30).

NBC shows have the following participation allocations: Monday: Monday Night at the Movies (7:30-9:30) and Sing Along with Me (10-11); Tuesday, Mr. Novak (7:30-8:30), Redigo (8:30-9) has 15 minutes, and Richard Boone Show (9-10) has 30 minutes.

On Wednesday, The Virginian (7:30-9), Espionage (9-10), and The Eleventh Hour (10-11) are minute participating programs. Thursday: Temple Houston (7:30-8:30) and Dr. Kildare (8:30-9:30) are participating series. Friday: International Showtime (7:30-8:30) and Jack Paar (10-11); Saturday, The Lieutenant (7:30-8:30), Joey Bishop Show (8:30-9) is one-half available for participating advertisers, and Saturday Night at the Movies (9-11).
Nielsen suggests ratings audit plan

NAB AND ARF SPOKESMEN INTERESTED, BUT WITH RESERVATIONS

A design for auditing the broadcast ratings services has been offered by the A. C. Nielsen Co., which as a leading audience measurement firm in the broadcast field would be subject to the auditing.

In effect, the Nielsen Co. has accepted the principle of auditing and evaluation of the raters by an "outside" non-profit organization but indicated the former need not be contingent on the latter.

Contents of the Nielsen proposal was made public today (Monday) along with a statement that the service’s clients have all been sent a summary of the suggestions along with an invitation to list the types of information they'd like to see included in the audits proposed by other organizations.

The latter groups include the National Association of Broadcasters and the Advertising Research Foundation, both of which also received detailed summaries from Nielsen. In addition to NAB and ARF, the American Association of Advertising Agencies and the Association of National Advertisers received the Nielsen package.

More Study Seen • Spokesmen for NAB and the ARF noted the Nielsen proposal would receive their individual study. But it was apparent that the information had arrived too late in the week for either organization to give an off-the-cuff appraisal of so detailed a proposal.

It was obvious that by its move, Nielsen has aligned itself with other major raters in support of an industrywide checking operation.

Donald H. McGannon of Westminster Broadcasting Co. is chairman of NAB’s Rating Council and its research committee, both of which have been actively engaged in setting the groundwork for an auditing system. He told Broadcasting last week that he had not had the opportunity to read the full text of the Nielsen suggestions.

But, Mr. McGannon said, he had read the news release accompanying the proposal text and noted that many points raised in it were acceptable in that they were similar to those contained in a letter he had forwarded to Nielsen for the Rating Council.

Mr. McGannon has sent letters, as authorized by the council, to all ratings services asking them for formal indication of their willingness to cooperate with the council, and supply detailed data on their procedures and submit to audit.

It was apparent that the other ratings services have already replied in the affirmative.

Chairman McGannon also said he planned to meet with representatives of the Nielsen company today to discuss the audit proposal among other matters.

A spokesman for the ARF indicated the Nielsen audit plan would get its "careful consideration" but also emphasized its "complexity." It was expected that an appropriate ARF committee would be instructed by ARF's officers to study the proposal and submit a report to the ARF board.

In the Nielsen announcement, H. A. Rahmel, executive vice president of the audience measurement service, suggests "it seems obvious that you (users of the service) should have a voice in deciding on the policies and procedures to be employed" in an auditing system.

Procedure Is 'Go' • The Nielsen statement emphasizes that the company believes an audit procedure can be accepted by the audience research industry without waiting first for agreement on methods and standards. The latter areas were seen by Nielsen as being related, but facing basic differences of "interest and opinion" among advertisers, agencies, the networks and the stations.

Take Care • The spectre of damage suits arising from the actions of an industry committee on ratings is raised at one point.

In the 16-page memorandum on auditing details, the question of the responsibility of an industry ratings committee for actions which may prove detrimental to a research organization is dis-
CAN YOU THINK OF A BETTER WAY TO GET SO MANY PEOPLE EXCITED ABOUT AFGHANS? A one-time feature on WTMJ-TV's "Today for Women" show. That's all it took to get 1,162 people to send for directions on how to make an afghan. What's more, the WTMJ-TV audience was told the afghan making demonstration would be repeated the next day at a local store... and in the demonstrator's own words: "The store was mobbed!" This response is typical of the influence WTMJ-TV has on Milwaukee... one of the top ten standard metropolitan areas in many measures of sales per household. See for yourself! Put your sales message on WTMJ-TV... still the number one station in Milwaukee for both viewers and advertisers.

MILWAUKEE Responds to WTMJ-TV
CHANNEL 4
THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee
Represented by: HARRINGTON, RIGHTER & PARSONS — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles
TV trends by product classifications

As TV's gross goes higher each year, Television Bureau of Advertising continues to sift for trends. In a report today (Monday) giving gross billings of network and spot by product, TVB said it found evidence of "advertisers' increasing awareness of Americans' leisure time."

The evidence: among the largest percent increases are advertising categories which have direct appeal to consumers seeking recreation and travel. For example, TVB cited these groups, showing increases: TV-radio; transportation and travel; hotels, resorts and restaurants; sporting goods, bicycles and toys; confections and soft drinks; ale, beer and wine (see table, below).

TVB noted, too, the marked gains in 1962 over 1961 by such advertiser groups as drug products, automotive, household laundry products and food and grocery products.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—NETWORK AND SPOT TELEVISION JANUARY-DECEMBER 1962

<table>
<thead>
<tr>
<th></th>
<th>Spot TV</th>
<th>Network TV</th>
<th>Total TV</th>
<th>Change %</th>
<th>'62 vs. '61</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>$959,000</td>
<td>$1,766,626</td>
<td>$959,000</td>
<td>+21.3</td>
<td>-66.0</td>
</tr>
<tr>
<td>Ale, beer &amp; wine</td>
<td>$57,830</td>
<td>$1,780,609</td>
<td>$57,830</td>
<td>+3.6</td>
<td>+66.0</td>
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<tr>
<td>Amusements, entertain</td>
<td>$2,140</td>
<td>$3,780,609</td>
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<td>-66.0</td>
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<tr>
<td>Automotive</td>
<td>$23,433</td>
<td>$1,780,609</td>
<td>$23,433</td>
<td>+3.6</td>
<td>+66.0</td>
</tr>
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<td>Building material, equip., fixtures, paints</td>
<td>$2,568,000</td>
<td>$1,780,609</td>
<td>$2,568,000</td>
<td>+21.3</td>
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<tr>
<td>Clothing, furnis., access.</td>
<td>$10,436,000</td>
<td>$1,780,609</td>
<td>$10,436,000</td>
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</tr>
<tr>
<td>Confections and soft drinks</td>
<td>$53,578,000</td>
<td>$1,780,609</td>
<td>$53,578,000</td>
<td>+3.6</td>
<td>+66.0</td>
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<tr>
<td>Consumer services</td>
<td>$23,583,000</td>
<td>$1,780,609</td>
<td>$23,583,000</td>
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<td>+66.0</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>$47,655,000</td>
<td>$1,780,609</td>
<td>$47,655,000</td>
<td>+21.3</td>
<td>-66.0</td>
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<tr>
<td>Dental products</td>
<td>$17,314,000</td>
<td>$1,780,609</td>
<td>$17,314,000</td>
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<tr>
<td>Drug products</td>
<td>$25,545,000</td>
<td>$1,780,609</td>
<td>$25,545,000</td>
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<td>-66.0</td>
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<tr>
<td>Food and grocery products</td>
<td>$188,224,000</td>
<td>$1,780,609</td>
<td>$188,224,000</td>
<td>+21.3</td>
<td>-66.0</td>
</tr>
<tr>
<td>Household cleaners, cleansers, polishes, waxes</td>
<td>$26,511,000</td>
<td>$1,780,609</td>
<td>$26,511,000</td>
<td>+3.6</td>
<td>+66.0</td>
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<tr>
<td>Household equip.-appliances</td>
<td>$54,263,000</td>
<td>$1,780,609</td>
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<tr>
<td>Household furnishings</td>
<td>$2,164,000</td>
<td>$1,780,609</td>
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<tr>
<td>Household laundry prod.</td>
<td>$57,883,000</td>
<td>$1,780,609</td>
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<tr>
<td>Household paper products</td>
<td>$10,862,000</td>
<td>$1,780,609</td>
<td>$10,862,000</td>
<td>+3.6</td>
<td>+66.0</td>
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<tr>
<td>Household general</td>
<td>$6,946,000</td>
<td>$1,780,609</td>
<td>$6,946,000</td>
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<td>+66.0</td>
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<tr>
<td>Notions</td>
<td>$274,000</td>
<td>$1,780,609</td>
<td>$274,000</td>
<td>+3.6</td>
<td>+66.0</td>
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<tr>
<td>Pet products</td>
<td>$11,069,000</td>
<td>$1,780,609</td>
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<td>-66.0</td>
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<tr>
<td>Publications</td>
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<td>$2,418,000</td>
<td>+21.3</td>
<td>-66.0</td>
</tr>
<tr>
<td>Sporting goods, bicyclcs, toys</td>
<td>$12,541,000</td>
<td>$1,780,609</td>
<td>$12,541,000</td>
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<td>+66.0</td>
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<tr>
<td>Stationery, office equip.</td>
<td>$426,000</td>
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<td>$426,000</td>
<td>+3.6</td>
<td>+66.0</td>
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<tr>
<td>Television, radio, phonograph, musical instruments</td>
<td>$675,000</td>
<td>$1,780,609</td>
<td>$675,000</td>
<td>+3.6</td>
<td>+66.0</td>
</tr>
<tr>
<td>Tobacco prod. and supplies</td>
<td>$929,696,000</td>
<td>$1,780,609</td>
<td>$929,696,000</td>
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<tr>
<td>Transportation and travel</td>
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<td>$1,780,609</td>
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<td>Watches, jewelry, cameras</td>
<td>$3,354,000</td>
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<tr>
<td>Miscellaneous</td>
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<td>$1,780,609</td>
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<td>Total</td>
<td>$721,211,000</td>
<td>$1,780,609</td>
<td>$721,211,000</td>
<td>+21.3</td>
<td>-66.0</td>
</tr>
</tbody>
</table>

All dollar figures are gross time cost only; no production costs are included. Sources are LNA-BAR and N. C. Rorabaugh, and utilize TVB classifications and definitions for both network and spot.

Among its voting members, with representatives from newspapers sitting on the ABC board.

In another recommendation, Nielsen suggests that users of the audit reports pay for the direct costs of the examinations—the auditors' fees, printing and distribution costs. The researchers, it points out, will be required to assume an extra financial burden by maintaining records, extra clerical help, data processing, etc.

A third recommendation urges the use of a firm of certified public accountants. This would insure, Nielsen says, "competence, impartiality and integrity." It would bring the professional approach to the auditing job, and above all make certain that the confidentiality of the information gained by the auditor is not divulged.

Other highlights of the Nielsen memorandum:

- The audit should be limited to factual information; where opinion and judgment enter into such a report it will destroy its usefulness.
- Separate auditing specifications should be established for the four major types of audience research: network television, local television, network radio, local radio.
- In order to keep costs at a minimum, the audits might be issued once a year, similar to the ABC reports.
- In fairness to the researchers, the auditor's report should be submitted to the research organization for comment or clarification in advance of publication.
- Each cooperating researcher should be entitled to display a "members' emblem" to indicate he is cooperating with the auditing plan. Since the reports will be strictly factual, "any amplification, subjective comment or evaluation, endorsement or absence thereof, accreditation or seal of approval from the industry committee would seem superfluous."

TV increases share of top ad budgets

Television's share of advertising budgets among the nation's top 100 advertising agencies increased by 14.8% during 1962 over 1961, according to figures released last week by the Television Bureau of Advertising. For the fourth straight year, TV's share of the group's budget was more than all other media combined.

In its brochure, "TV Basics Number Six," dealing with the scope and dimension of television today, TVB pointed out that television expenditures—both spot and network —by the top 100 advertisers has risen from $935,436,292 in 1961 to $1,073,979,989 in 1962, and represents a rise from 55.3% share of...
Since when can you speak to 1000 listeners for 36¢?

Since National Radio Survey No. 1!

And that's not all. 1000 car-owning families for 60¢, 1000 large families for 63¢, 1000 home impressions for 56¢. These figures are not pipe dreams, but facts documented by the largest personal interview radio survey ever made, Blair Radio's National Survey No. 1, recently completed by Pulse, Inc.

Other facts brought out by the new survey—
- 75% of the listening households are families of 3 or more.
- 982,000 homes listen to Blair stations in the wee hours.
- During the average quarter-hour, Blair delivers more audience than the total affiliates of any network.*

We've got a booklet full of facts. All documented. All eye-openers to those who don't already know the power of America's most influential group of radio stations!

*Based on total network affiliate station audience, Sun.-Sat., 6 A.M.-12 midnight.

Contact the nearest Blair office: New York / Chicago / Atlanta / Boston / Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco
the group's budget to $57.9% share.

TVB also noted that of the 100 top advertisers, 98 used television (excluding are two liquor companies), 70 considered it their basic medium, placing more money in TV than in any other medium, and that 56 put more money into TV than all other media combined. Only newspapers, among the six media considered, showed a decline from 1961 to 1962, dropping $2.6 million.

INFORMATION PLEAS

Eastern expands schedule of "Flite Facts" spots

Eastern Airlines, already a heavy radio spender—$1.9 million yearly—will increase its schedule of "Flite Facts" spots on nine of the 10 stations that currently carry the reports, beginning Aug. 1.

On Eastern's 10-city radio lineup the one-minute "Flite Facts" announcements are now heard hourly from 6 a.m. to midnight. With the introduction of the new schedule in August, eight of the stations will carry the spots once-an hour around the clock and a ninth will do so starting in September. The Eastern "Flite Facts" schedule was renewed in June for a one-year period. Plans for the increase were announced last week.

Eastern spends approximately $4.9 million yearly in broadcast, about $3 million of the total in television. The radio budget is now divided between an estimated $1.5 million in the "Flite Facts" schedule and $400,000 in miscellaneous 20-, 30-, and 60-second spots on 58 stations in 29 cities.

An official of the airline said the decision to increase the radio schedule was partially a result of a recent survey of air travelers which indicated considerable interest in the flight and weather information offered by the announcements. Of 40,000 respondents to the survey, 78% said they listened to "Flite Facts." A further breakdown: 22% said they listened to the spots regularly, 56% heard the announcements occasionally and 22% indicated they hadn't heard the reports.

Stations carrying the "Flite Facts" are: WCCO-AM, Minneapolis; WCBS-New York; WBBM Chicago; WINS New York; WSB Atlanta; WIOD Miami; WFLA Tampa, Fla.; WDSU New Orleans; KTRH Houston; WLS Chicago and WMAL Washington.

Business briefly...

Equitable Life Assurance Society of the U. S., through Foote, Cone and Belding, starts its third major spot radio campaign of the year in September. Equitable has almost doubled its budget in 1963 to over $1.3 million. It will use more than 200 markets over a 12-week period, with frequencies ranging from five to 35 announcements a week.

General Mills, through Dancer-Fitzgerald-Sample, and Beech-Nut Life Savers, through Benton & Bowles, will sponsor repeat series of Captain Galant on NBC-TV Saturdays (5:30-6 p.m. EDT) beginning Sept. 21.

Thomas J. Lipton Inc., Hoboken, N. J., has purchased three TV specials starring Carol Burnett to be presented on CBS-TV during 1964. First of the specials will be a 90-minute adaptation of the off-Broadway musical "Once Upon a Mattress" scheduled for the fall of 1964. Other specials are a yet untitled one-hour variety show, planned for next spring and rebroadcast of Carol and Company, originally presented Feb. 24 on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Xerox Corp., Rochester, N. Y., has purchased sponsorship of a 90-minute NBC-TV Project 20 special called "That War in Korea" on Wednesday, Oct. 30 (7:30-9 p.m. EST). Advertising agency: Papert, Koenig, Lois, New York.

Shell Oil Co., New York, has purchased sponsorship on CBS-TV of Leonard Bernstein's New York Philharmonic Young People's Concerts for the fourth straight year. The four taped concerts will again originate in Philharmonic Hall at Lincoln Center for the Performing Arts. Broadcast dates for three of the concerts are Friday, Nov. 29, Monday, Dec. 3 and Wednesday, March 11, all in the 7:30-8:30 p.m. EST period. Date for the fourth concert is to be announced. Agency: Kenyon & Eckhardt.

Seventh Day Adventist Church has renewed sponsorship, for 22d year, of The Voice of Prophecy over Mutual (Sunday, 10-10:30 a.m. EDT). The renewal is for a full year effective Sept. 15. Agency is Milton Carlson Co., Los Angeles.

The Savings and Loan Foundation, Washington, has purchased American Spectacle and The Red, White and Blue, one-hour NBC-TV color specials to be presented in 1964. American Spectacle will be telecast Friday, March 20 (7:30-8:30 p.m. EST). The Red, White and Blue has been set for either late June or early July. Agency: McCann-Erickson.

Oldsmobile division of General Motors, through D. P. Brother, Pepsi-Cola, through BBDO, and The Toni Co., through North Advertising, have bought the 43d Miss America Pageant to be telecast by CBS-TV Saturday, Sept. 7 (10 p.m.-midnight) from Atlantic City, N. J.

Agency appointments...

- International Equity Corp., Bala-Cynwyd, Pa., has appointed Geyer, Morey, Ballard, New York, as advertising agency for its subsidiary, Jontine Inc. Agency will develop advertising for new Jontine line of medicated toiletry preparations for treatment of hair and scalp.

- N. W. Ayer Inc. has been appointed as agency for new products in the proprietary drug field by Menley & James Laboratories, affiliate of Smith, Kline & French Inc. Company said Ayer appointment would not affect relationship with Foote, Cone & Belding, which handles Contac, Duracitin and other Menley & James products.

- Smith Brothers Inc., Poughkeepsie, N. Y., makers of Smith Brothers cough drops, has appointed Pritchard, Wood, New York, as agency.

- Bowman Dairy Co., Chicago, appoints Earle Ludgin & Co., that city, as its advertising agency. J. Walter Thompson formerly handled the Bowman account which has billings of approximately $400,000.

- The American Home Foods division of American Home Products Inc. names Richard K. Manoff Inc. for G. Washington's line of instant broths and seasonings. Account was at John F. Murray, American Home house agency. No media plans were announced.
Isn't Arbitration Better Than a Nation-Wide Rail Strike?

When two people find it impossible to agree, they frequently leave the decision up to a third party. This is arbitration.

Arbitration, we believe, is the only way left to head off a crippling nation-wide rail strike. The railroads have repeatedly said they are willing to leave the decision in the work rules dispute to an impartial third party. The rail unions have consistently refused to trust their case to such impartial analysis and decision.

The only remaining solution appears to be action by Congress requiring both parties to submit to arbitration.

What's Wrong With This? What Could Be Fairer?

The public overwhelmingly favors arbitration over a rail strike. A recent nation-wide survey by one of America's oldest and most respected opinion research organizations showed a three to one vote among the general public for arbitration in the transportation industry (60% for, 20% against, 20% no opinion).

Do union members share their leaders' opposition to arbitration?

They Do Not!

The same survey showed 54% of union members in favor of arbitration over a strike, 30% in opposition, and 16% no opinion.

How do union families who stand the brunt of a work stoppage feel about arbitration? By a greater majority than the general public, they favor arbitration over a strike. Sixty-six per cent of the union families support arbitration, while only 19% oppose, and 15% express no opinion.

In view of the basic fairness of an impartial third party decision when two sides fail to agree; in view of the overwhelming public support for the principle of arbitration in transportation; and in view of the disastrous consequences of a nation-wide rail strike, Congress can serve the public interest best by promptly enacting legislation requiring a settlement of the issues in this dispute.

American Railroads
**RAB'S RADIO SURVEY TAKES SHAPE**

It won't be elementary, though Dr. Watson is in charge.

The Radio Advertising Bureau said last week the Advertising Research Foundation will begin an examination this week of RAB's plans for a $200,000 radio measurement methodology study.

Also in preparation for the study, the bureau last week announced the naming of Dr. Alfred N. Watson, a pioneer in the use of probability sampling in this country, as director of advanced research at RAB (Weeks Headliner, page 10). In that post, Dr. Watson will direct the new study being sponsored by RAB.

The methodology project will be conducted for RAB by Audits & Surveys, New York, a marketing research company.

RAB said executives of Audits & Surveys also would attend the ARF meeting which is scheduled for Thursday (Aug. 1). At the session, the basic survey design will be described and shortly thereafter, RAB said, the methodology study plan will be submitted for review by ARF's technical committee.

RAB said that field work for the study would begin by mid-September. The survey design plan has been shown to representatives of the National Association of Broadcasters to “aid them in deciding whether to co-finance the project with RAB.”

According to RAB, the NAB and its research committee members will receive a “full written description of the study plan within the next 10 days.”

In describing Dr. Watson's assignment at RAB, Miles David, administrative vice president of the bureau, said Dr. Watson will direct a “broad program of research in areas beyond audience measurement as well as directing our current study of ways to measure radio’s audience size.”

Mr. David said Dr. Watson will be concerned with a “variety of studies” that will look into aspects of advertising effectiveness relatively unexplored by media.

He noted that it’s the intent of RAB to have the radio medium assume a leadership role by investing in advanced research areas. Mr. David pointed to such questions as how the effect of advertising varies with the selling technique used, how sophisticated copy compares in retention and believability to “hard sell” techniques, and what may be the effects of a change in the environment in which a message is heard.

Dr. Watson's career began with the government in the 1930's. He rose to be assistant chief statistician of the U. S. Bureau of the Census before he joined Curtis Publishing where he became president of that firm's wholly owned National Analysts subsidiary.

He was executive vice president and senior project director of Alfred Politz Research Inc. from 1958 to 1961, when he was made vice president-market- ing for the United States Rubber Co. He is a visiting professor of marketing at Columbia University and has been a director of research grants at the Sloan School of Industrial Marketing of the Massachusetts Institute of Technology.

**Rep appointments . . .**

- KBLA Burbank, Calif.: H-R Representatives, Los Angeles, as national representatives.
- KCHU-TV San Bernardino, Calif.: Savalli-Gates Inc., Los Angeles, as representative.
- WCMB Harrisburg, Pa.: H-R Representatives, New York, appointed national representative.
- WCRB Waltham, Mass.: George P. Hollingbery Co., Boston, as representative.
- WMAS Springfield, Mass., and WEXT Hartford, Conn.: Bolling Co., New York, appointed national sales representatives. WEXT, now under construction, has projected air date of Sept. 15.

**Regional TV buy**

A three-station group to be known as the “Georgia-Tenn. Network” has been formed by Blair Television's BTA division and will be offered as an area buy.

The stations, WALT-TV Atlanta, WTVC (TV) Chattanooga and WTVM (TV) Columbus, Ga., are all ABC-TV affiliates and will offer unified availabilities.

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**An overnight success—after 98 years**

B. F. Myers Furniture and Appliance Store in Goodlettsville, Tenn., grew up in a hurry last year after 98 years as a relatively small operation.

The reason? A daily morning television program on WLAC-TV Nashville called *Country Junction*, which the Myers Co. chose to carry its advertising messages. Quicker than you could shout "Hank Snow," business exploded last year for Myers.

Beginning with three spots a week, the company said results were "more than gratifying." The advertising was then stepped up to one hour sponsorship on Saturday morning. As a result the company reported it had broken all sales records for 98 years.

The sponsorship was increased to three different days, in addition to the Saturday program, with extra time for special sales.

The company reported that after its first year of TV advertising, sales had increased 1,000% over the previous year. During that time, it became necessary for the Myers store to increase its staff from nine to 43, its warehouses from one to five, and its delivery vans from two to 12.

Even the switchboard needed revising, with 12 phones used now instead of the two formerly used.

And for the first five months of this year, the sales have continued with Myer's continued sponsorship of *Country Junction* show. Sales so far this year are 800% above the records set in 1962.
HONG KONG

...one of 268* syndicated TV film series which use BMI licensed music and were telecast locally during the past year

* out of a total of 390 syndicated TV film series

BROADCAST MUSIC, INC.
589 FIFTH AVENUE - NEW YORK 17, NEW YORK

BROADCASTING, July 29, 1963
Alberto-Culver TV budget up to $40 million
$250,000 RADIO TEST STARTING IN 10 MARKETS

Beginning with the fall television season, Alberto-Culver Co. will be pumping $40 million into the visual medium on an annual basis—a healthy notch above the firm's present $30 million rate.

Plans for a test of radio also are under way (CLOSED CIRCUIT, March 18).

Details were disclosed Thursday (July 25) during the company's annual sales convention in Chicago. Alberto-Culver's spending in spot TV will continue at its present $1 million-a-month rate with the rest concentrated in buys on all three TV networks.

Alberto-Culver has repeatedly credited TV as the key reason for its meteoric growth since 1955. It is a 52-week advertiser which doesn't believe in the summer hiatus.

Alberto-Culver's 1963-1964 ad budget will go almost entirely into television with these two minor but significant exceptions:

1. Alberto-Culver has just begun buying a heavy saturation test of radio to start late in the summer for an indefinite period in about 10 markets for Command men's hair dressing through J. Walter Thompson Co., Chicago, and (2) last fall's tiny test splash in magazines will be a little bit higher this year.

Close Watch: With the initial radio budget in excess of $250,000, the test will be very carefully controlled, subjected and researched, according to Charles A. Pratt, director of advertising and public relations who recently was elected vice president (BROADCASTING, July 8). The magazine budget will run around $500,000, it was estimated.

Leonard Lavin, Alberto-Culver president, told the sales meeting the company plans to diversify soon into the food products and household products fields. He said the development and exploration of specific product opportunities are already in progress. The firm, which originally used TV to build up sales momentum and volume in the hair preparation field under its VO5 label, recently also expanded into the proprietary market.

Alberto-Culver agencies in addition to JWT are Compton Advertising and BBDO, also Chicago.

The firm's network buys for the new season include eight prime-evening programs (five on ABC-TV, one on CBS-TV and two on NBC-TV) and 14 daytime programs (eight on CBS-TV, five on NBC-TV and one on ABC-TV).

The share of sponsorship varies but the schedule gives Alberto-Culver full exposure all week both day and night.

The nighttime TV networks buys include: ABC-TV-Jamie McPheeters, 100 Grand, Breaking Point, Greatest Show on Earth and Ben Casey; CBS-TV—Gunsmoke, and NBC-TV—The Virginian and Dr. Kildare.

C-E citrus ad plans
strong on television

Tentative advertising plans outlined this week by Campbell-Ewald to Florida citrus industry representatives in Lakeland call for heavy reliance on television and magazines, predominantly east of the Mississippi River.

Agency representatives and Florida Citrus Commission staff members discussed advertising and merchandising possibilities for the fall and winter months at a "workshop session" held in the commission auditorium Monday.

A decision on the program will probably come Aug. 21 at a special meeting of the commission in Asheville, N. C.

The fiscal year began July 1, and about $500,000 is being spent during the summer and early fall on processed products. It is estimated that another $2.5 million will be available during the remainder of the year, and this was the portion of the program discussed this week.

As recommended by agency spokesmen, the program would use about half the available funds, $1.25 million, for television time, mostly one-minute commercials on ABC and CBS network programs—a total of 218 minutes of nationwide network time, both day and night.

Approximately $800,000 would go into general circulation and women's magazines, mostly half pages in color. The balance would be used in trade papers, Canadian outlets, production expense and special merchandising support.

Commercials in production...

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

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 6.


Cherokee Village (resort area), one 60 for radio (jingle). Edwin Hubbard, production manager. Approximate cost: $1,300.

Chicken Shack Restaurant, one 60 for radio (jingle). Larry Muhoberac, production manager. Approximate cost: $1,300.

Deeya Cosmetics, one 60 for radio (jingle). Hub Atwood, production manager. Approximate cost: $1,300.


Red Dagger Wine, one 60 for TV. Al Rinker, production manager. Agency: Ben R. Goltsman Inc. Larry E. Wallock, president. Approximate cost: $1,800.

Radio survey unveiled by Blair stations

Blair Radio and the 55 stations it represents last week disclosed the results of a nationwide survey designed to measure radio listening of all types, both in-home and out-of-home.

Titled "National Survey No. 1," the study was conducted by The Pulse Inc. using a sample of 2,125, said to be almost double the sample normally accepted as representative of the nation. Blair Radio said the results can be projected to 51.7 million radio households.

Arthur McCoy, president of Blair Radio, reported that the male heads of households, for example, spend 235% more time listening to radio than reading newspapers and 40% more time with radio than with magazines. The female heads of households spend 239% and 450% more time with radio than with newspapers and magazines respectively.

The study shows that almost half, or 48.9%, of the Blair Group Plan audience are in the "white collar" group, compared to 38.1% for the total sample. It also points out that Blair stations rank high in families of three or more people; with children 17 years
Last Friday there were 12 radio choices in Houston; TODAY THERE ARE ONLY TWO!

What Happened?
Simple.
KTRH-CBS is now info/radio in Houston. 24 hours a day.
The only one. Total.
That leaves one music-news format on eleven stations.
The two radio choices you have in Houston today are quite simple.
Want your message in the background, with the music?
Simple choice.
Buy juke-box radio.
Want your message up front, where the sales are?
Simple choice.
Buy KTRH-CBS, info/radio. The influential, information radio buy in Houston.
Info/radio involves the listeners. All of them.
Makes them listen with their ears wide open.
Makes them think.
Wakes them up to what's going on.
Gets them involved with us . . . and our advertisers.
When they want to go to bed, they leave KTRH, 740. For the sack,
If they don't leave us, they'll be awake all night. And not even
Houston-sized Texans can think and sleep at the same time.
What are you supposed to do?
Call CBS Radio Spot Sales for details.
Or us.

KTRH-CBS HOUSTON'S MOST INFLUENTIAL STATION
RICE HOTEL, HOUSTON
What does Perry Como think about when he's facing the cameras? "Well, I'm thinking about lying down," he's confided to interviewers, "but there's no place to lie, so I stand up."

No television singer, we might add, has ever stood up so well. For 14 years now, Perry's been one of the medium's greatest attractions. And next season his seven, full-hour specials will be among the highlights of NBC-TV's '63-'64 line-up.
The color broadcasts of "Perry Como's Kraft Music Hall" will premiere Thursday, October 3. The same time slot on the following week will bring the first performance of the color series, "Kraft Suspense Theatre."

Thus, on the Thursday nights when viewers aren't getting comfy with Como, they'll be getting duck-bumps with drama. That's Kraftsmanship.

Properties under development in the suspense series include "The Fox Hunt," a tale of a jailer who permits prisoners to escape just so he can track them down; and "Only One Day Left Before Tomorrow," the problem of a girl who must choose between marriage to a man she loathes and her possible conviction as a murderess.

Between the two types of television offerings—songs and suspense—the new Kraft time period (Thursdays 10-11 p.m. NYT) looks especially promising. What's more, the entertainment gamut of these programs represents a range that typifies the diversity of our 1963-64 schedule.
A television shopping aid for car buyers

Prospective buyers who prefer to look at a car without going to the dealer have found the commercials in Family Night at the Movies on wttv(cy) Bloomington-Indianapolis, Ind., fill the bill.

The station has set up a live camera on the used car lot at Smart & Perry Ford City, sponsor of the program, and six spots in the show feature cars requested by viewers.

"The most amazing thing is the fact that it produces sales," according to Jack Smart, firm's president. Family Night is presented 7:30-9:30 p.m. Friday. At the opening of the show viewers are asked to phone in a description of the car they're shopping for. Later in the program as many of the cars are shown as possible, and all calls are acknowledged on camera. The first show brought 120 calls and more than 200 were received on the second show.

If a requested car isn't on the lot, viewers are reminded that since someone is looking for such a model, Smart & Perry will trade for it on a new Ford. Mr. Smart says after the first show a couple drove 90 miles to trade in a '60 Pontiac, requested but not in stock.

Mr. Smart noted that "not all of the results come in terms of direct sales or sales leads. The program gives us an opportunity to have the prospective car buyer see the high caliber of our sales personnel and to hear on-camera testimonials from satisfied customers."

"One man, who has bought six new Fords from us in the last 10 years, invited himself on the show to tell the viewers how much he liked our company."

Bob Holben, station manager of wttv, calls the program "live television with an instant measure of results." To support this he cites the showing of a '59 Ford on the program. The car had been bought new from the dealer and just traded in on a current model. No one asked to see it, but it was shown as a curiosity. Eighteen people called to ask the price, and the family which came in to claim it, said they had left their outdoor barbecue to do so.

A combination of station and sponsor promotion is credited with audience reaction and acceptance of the "Car Shoppers' Tele-Sale." For a week preceding the first show Smart & Perry ran ID's asking viewers to "phone in the car you want to see; we'll show it to you on TV."

The same invitation was carried for two weeks in all of the dealer's print advertising and three weekly shopping papers carried a front page feature story on the "tele-sale."

of age or under, and with an educational background of high school or better.

A presentation on the study was given in advance several weeks ago to media executives of 45 top advertising agencies. Since it contains data on various demographic characteristics of the audience (age, income, occupation, family size) in addition to audience size by periods of the day, the study should prove helpful to advertisers and agencies in market selection, Mr. McCoy stated.

The study claims that the Blair Group Plan stations have audience superiority over each of the radio networks. It states the Blair stations have a 52.9% advantage of average home impressions over the affiliate of "network A:" 36.8% over network B; 44.4% over "network C" and 62.5% over "network D."

Subsidiary firm formed for international trade

De Garmo Inc., New York, and Botsford, Constantine & Gardner, Seattle, have formed a jointly owned subsidiary known as Botsford/de Garmo.

The new agency was formed to expand new business among domestic advertisers with, growing international marketing problems, and among foreign-based companies seeking coverage in U.S. markets, according to Joseph Maguire, president of Botsford, Constantine & Gardner.

Advertising, marketing and public relations services will be provided by the new agency to national and international firms through 29 wholly owned domestic and international offices, associates or affiliates.

Officers of Botsford/de Garmo are Joseph Maguire—chairman; John de Garmo, president; de Garmo—president; William Walker, de Garmo vice president—secretary-treasurer.


tvk moves • TVB West Coast offices move to 444 North Larchmont Boulevard, Los Angeles, Aug. 1. New telephone number is Hollywood 9-8231. Jack O'Mara is vice president in charge of West Coast operations.

New BAR client • Fuller & Smith & Ross has added Broadcast Advertisers Reports's national weekly spot TV service to the list of services FSR now offers its clients. The agency will now be provided with detailed monthly proof-of-performance statements for spot TV schedules and with weekly TV competitive activity reports based on BAR's monitoring of stations in the top 75 markets.

Ad Staff move • Ad Staff Inc., Hollywood, a commercial production company, has moved to new offices at 1680 North Vine Street.

Free booklet • Air Check Services, Chicago, is offering a free booklet listing approximately 700 markets from which recording and monitoring services are available on a low-cost annual subscription basis. The booklet also gives competitive data from all monitored markets. Air Check is located at 1743 West Nelson Street, Chicago 13.

What's in a name • The Decatur, III., advertising agency Nichols, Plink & Associates Inc. has changed its name to Robert Nichols & Associates Inc. No changes in personnel are involved and the company remains at 1061 West Main Street.
V GOSPEL TIME' DELIVERS THE TOP RATINGS

Atlanta 61.1%
Chicago 31.4%
New York 19.0%
Charleston 62.9%
Memphis 58.9%
PULSE 1963

V GOSPEL TIME' REACHES A $20 BILLION MARKET

V GOSPEL TIME' IS AVAILABLE IN YOUR MARKET NOW

cost per thousand that is considerably lower than a comparable radio buy.

V GOSPEL TIME' DELIVERS A LOYAL AUDIENCE FOR YOU

half hours available. All featuring the outstanding Gospel singers and leading choirs in America. On
-tape. Now in production: 26 additional half hours. Fully sponsored in 24 markets. Additional
ets are still available. All markets available 1964 season. For further information contact Len Sait.
Don't drive editorials 'underground'
HARRIS WARNS THAT TOUGH LAW WOULD HAVE THAT RESULT

The National Broadcast Editorial Conference which convened Thursday (July 25) in Athens, Ga., exceeded the fondest hopes of the sponsoring Georgia Association of Broadcasters when 130 radio and television opinion writers registered.

Unusual interest in the conference and the high turnout from more than two dozen states, Puerto Rico and Canada undoubtedly were helped by a congressional hearing on editorializing held two weeks ago (Broadcasting, July 22).

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and a member of the subcommittee which conducted the hearing, said that if Congress intends to write the fairness doctrine into law to put a tighter rein on editorializing, it should be careful not to be so tough that broadcasters abandon "overt" editorials and "go underground" with their opinions instead.

In a speech prepared for delivery to a banquet Friday (July 26), Representative Harris reminded his audience that he's been an advocate of on-air editorials for several years, and he cited a speech he made on the subject in 1958 to prove it.

But he stressed his concern and that of his congressional colleagues that editorializing is a powerful instrument which must be guided. "In no area of broadcast programing is the public interest more difficult to protect. In no area will protection be needed more as the practice of editorializing assumes greater prevalence," he said.

His speech was expected to be a highlight of the three-day conference, sponsored jointly by the GAB and the Henry W. Grady School of Journalism of the University of Georgia. In addition to Representative Harris, the committee—the group most likely to draft and push to enactment any legislation in this area—was represented by Kurt Borchardt, its communications specialist, who was to participate in a panel on government relations Friday.

Defends Hearing • In his speech, Representative Harris sought to answer broadcaster criticism of his committee's hearing when he said it had "not only the right but the duty to go into this admittedly highly sensitive subject." He said FCC decisions on editorializing have construed the "public interest" to reach "diametrically opposite results" and Congress "would be derelict" if it didn't look into the problem. (The FCC in 1949 reversed its 1941 Mayflower decision, which held that editorializing was not in the public interest.)

He went on to say "Congress and the commission would be remiss in their duties" if they failed to not only look into "overt editorializing"—that which is pretty well labeled as such—but also to look into other practices; "There is the type... by means of licensee selection of news editors and commentators sharing the licensee's general opinions... [and] by making available the licensee's facilities to persons and organizations reflecting the licensee's viewpoint either generally or with respect to specific issues."

The congressman did not expect to provide "easy answers to many difficult questions. My hope is to suggest some pertinent questions for your critical consideration."

Turning to editorializing for or against political candidates—a subject which concerned his subcommittee during the hearing—Representative Harris said the "apprehensions" of political office holders (not just members of Congress) "are not based so much on lack of trust in the fairness of broadcasters as on the certain knowledge that radio and television broadcasting are today among the most powerful mass media of influencing public opinion."

He noted that while politicians might therefore wish to discourage this kind of editorializing, they (here he meant Congress and his committee, over which he wields great influence) would be wiser "to attempt to bring about the enactment of an amendment to the Communications Act to assure fairness to politicians" in this area.

Who's To Judge? • Suggesting that politicians themselves may not be the best judges in deciding what is fair to politicians and what is fair to the public, Representative Harris said, "I can assure you, however, that politicians as a rule may object to having their 'rights' of answering broadcast editorials depend on the discretion of broadcasters."

He discussed HR 7072, a bill which would apply Section 315's equal opportunities provisions to editorializing, and said that while there are some "inherent" difficulties in its approach, "these... can be corrected."

"Hard and fast" rules may be difficult to achieve but "we must nevertheless strive to do so," Representative Harris said. The existence of the conference itself "seems proof to me that you agree with that proposition."

In a discussion of regulation and a National Association of Broadcasters recommendation that licensees not editorialize until they are ready "to act fairly and to employ an adequate staff..."
The fight of broadcasters to retain freedom of editorial opinion has been supported in the editorial columns of several newspapers. The papers, which do not face government control of what they print, took afford at the comments of Representative Robert W. Hemphill (D-S.C.) who asked Congress to stop “abusive editorializing” on the air (Broadcasting, July 22).

The New York Daily News called the congressman’s proposal “censorship.” It continued: “Hemphill should be turned down cold. We’re for TV and radio editorials. But we also think the stations and networks airing them would be wise to imitate a longtime News practice, by setting up equivalents of our Voice of the People column. Let dissenters yell their heads off [and] you also stir up as much public interest as possible in what the paper or the TV or the radio station or network has to say.”

The Wall Street Journal cited Representative Hemphill’s remark to the House commerce subcommittee at the editorializing hearing that “it affronts my sense of justice and fair play to have one of these monkeys get on the radio station.”

Said the Journal: “Now and then, for example, the viewpoints of some congressman and other government officials affront our sense of justice and fair play; in fact we may feel they don’t know what they are thinking about. And, sadly, we can’t shut them off just by turning the page or flipping the dial.”

Referring to the same comment by the congressman, the Washington News said if any citizen “gets on the air and is uninform ed, stupid or unfair, his listeners have an instant remedy. They can tune him out, and if they are sufficiently fed up, can quit listening to the station... Political power over the broadcasters—through ability to revoke licenses—already is oppressive and inductive to timidity... If Congress takes any action on these airwave editorials, boresome as some of them sound to us, it should guarantee them protection from the bureaucrats, rather than put them under some restraint.”

The New York Herald Tribune complimented the testimony of FCC Chairman E. William Henry before the subcommittee. The best answer on whether stations should editorialize, the paper said, “is Mr. Henry’s statement that broadcasters now editorializing are conducting themselves fairly and with an eye to the public service, and that whatever abuses might arise could be easily policed... we are happy he has rejoined the battle led by his predecessor to encourage broadcasters to use the airways to air their views.”

The New York Times noted the FCC’s encouragement of station editorializing and said “This is as it should be... The American public, getting its information from a multitude of sources, does not hold any one sacrosanct...”

“To regulate editorializing on the airways... would be even more difficult than the provision of law requiring equal time for political candidates... As a practical matter, a station can no more give exact equal time in minutes to candidates than can a newspaper give exact equal space in inches... License renewal need not be automatic. But neither should it be political, which is what it would be in danger of becoming if Congress got into the act of telling the stations how to deliver their editorials.”

as the foundation for meaningful and intelligent editorialization,” Representative Harris asked, “Are the NAB and the FCC getting ready to establish minimum standards with respect to staffing? I hope not.” Standards of procedure are necessary, he said, but then asked, “is exclusive or primary focusing on the question of staffing going to be helpful?”

A licensee operating an “electronic juke box” who does not give time for discussion of public issues “has not equipped himself in any sense of the word to editorialize on such issues or candidates even if he should hire a qualified person to write the editorials for him,” Representative Harris said.

Earn The Right • “I submit that the right to editorialize must be earned and this right should be properly exercised only within the content of exposures of the issues or the candidates over the facilities of the station.”

Editorials furnished by organizations, networks or editorial services must be so identified on the air, he said. Sponsored material advocating political positions or candidates must be so identified by the item already covered by Section 317, which requires identification, Representative Harris pointed out.

In his conclusion, he returned to a point he made often during a probe of broadcast measurement services: “The committee’s payola and ratings investigations have demonstrated the tremendous power which organizations not licensed by our government, such as phonograph record manufacturers and distributors, and ratings services have exercised over the programs broadcast by many licensees. If, unknown to viewers and listeners, persons not controlled by individual licensees, such as editorial services, were to achieve similar control over broadcast editorializing, the potential harm to the public could be infinitely greater than it has been in these other situations.”

Smith’s Plea • Howard K. Smith, ABC-TV commentator, opened the conference Thursday with a plea to the federal government not to place restraints on the broadcast of opinions, both through editorials and commentary. “The two can be classed together as members of the same family,” he said. “Both are arguments and conclusions that deliberately seek to take one side of a public issue...”

He warned that a proliferation of specific rules tends to produce timidity and has a negative influence “to take the stimulation out of the editorials and defeat their purpose. A dull and cautious editorial or a strong stand on a banal issue are no help to anyone.”

Congress, Mr. Smith said, must abandon the hope of the ideal—“the expectation that strict legal legislation will produce perfect balance of opinion and eliminate the need for hard, human, fallible judgment. Like all else in life, editorial judgment is highly imperfect and we must live with that as we must live with all other aspects of our imperfect processes.”

Those in Congress who seek to prohibit broadcasters from airing opinions have their own answer in the “amazingly few” abuses by radio and television in the past, Mr. Smith said.

He said he has had to devote a large part of his professional career to the question of whether radio and television should be permitted to editorialize at all. “Not because I wanted to argue about it, but simply to defend my function,” he said. “I believe that we should quite boldly take sides and explain why, in words that are as persuasive as possible.”

Speaking of his most famous controversy, Mr. Smith pointed out the FCC received 2,200 complaints last year on one of his ABC-TV programs—“The Political Obituary of Richard M. Nixon.” He defended the Nixon show which included an appearance by con-
victed spy Alger Hiss is a legitimate form of interpretative journalism with a
balance of views. The FCC, he explained, dismissed all the complaints against the
program.

The necessity to inform the public and help the people understand issues of
today is greater now than ever before, Mr. Smith told the conference. Newspapers, he said, abdicated their
leading position as opinion makers long ago and radio and television have
tended to do the same.

"I say it is your duty to editorialize," he stressed. "They [editorials] must be crisp, clear, stimulating and interesting. Dull editorials have destroyed the usefulness of most newspapers; they can ruin this institution as well. You must go ahead first into genuine controversy. Editorials on banal subjects are a disservice to everyone."

Long History • In a Friday morning session, Dr. Mary Ann Cusack, as-
sistant to the president of the NAB, pre-
pared for delivery a history of broad-
cast editorials and news coverage.

Dr. Cusack reviewed recent congres-
sional concern over editorializing—
shown through House hearings two weeks ago and hearings on Section 315 the last three years. "I am confident, despite the obstacles which some would attempt to place in our paths, that this right of the broadcaster to editorialize will be preserved and will continue to flowish and contribute to a more vibrant society," she said.

Much of the concern over broadcast editorials today, the NAB spokeswoman intimathed, has been caused by the grow-
ing station practice of endorsing politi-
cal candidates. In the 1960 elections, she said, 62 stations editorialized either for or against candidates and two years later the number of stations expressing such opinions had grown to 148.

Raymond Carow, WALB-TV Albany, Ga., and GAB president, said that he is "amazed and delighted over the way this conference has mushroomed." When originally planned three months ago GAB was expecting 50 broadcasters, he said. The large turnout taxed the facilities of the new Georgia Center for Continuing Education on the University of Georgia campus and caused the ses-
sions to be transferred to larger rooms.

Rematch draws $750,000
less than first fight

The closed circuit television produc-
tion of the Sonny Liston-Floyd Patter-
son heavyweight championship fight last
Monday (July 22) grossed an estimated
$1.25 million after taxes from 143 loc-
tions in 109 cities.

SportsVision Inc., New York, which handled the closed circuit telecast, noted that the estimated figure is based on returns from 86 out of the 143 loca-
tions.

The first Liston-Patterson bout fought last September grossed $2 mil-
lion after taxes on returns from a total of 254 closed circuit locations.

NBC International, which purchased the film rights of the fight from Sports-
Vision, sold kinescopes to TV stations in Mexico, Venezuela, Panama, Spain, Nigeria, Kenya, Singapore and Jamaica. The film was flown to the foreign points the morning after the fight.

Swear to accuracy or no pay, Nielsen told

A Colorado broadcaster has told the
A. C. Nielsen Co., Chicago, that his station won't complete payment for a
coverage survey unless Nielsen provides
a sworn statement that the work was done properly.

Nielsen warned through its New
York attorneys that it might take legal
action if payment were not received by
Friday (July 26), but the station, KIMN
Denver, was not going to pay without
written assurances about the survey, said Kenneth E. Palmer, vice presi-
dent and general manager.

KIMN which owes Nielsen about
$2,000, stopped its monthly payments in April at the height of a House sub-
committee investigation of ratings serv-
isces (BROADCASTING, Feb. 18, et seq.), Mr. Palmer explained.

"I'm not implying that it [a Nielsen survey] wasn't made or was improperly done—but we need proof," Mr. Pal-
mer said Thursday (July 25).

The station had requested information about the survey sample, its exec-
ution and tabulation, he said. Instead Nielsen said Mr. Palmer or his repre-
sentative could examine the survey ma-
terial at the company's Chicago head-
quarters. But the broadcaster said he did not feel his people could evaluate it and requested a statement assuring that the work had been properly done.

He has ordered his salesmen not to use the Nielsen report, although they have continued selling with reports from C. E. Hooper and The Pulse Inc., Mr. Palmer said. These two firms pro-
vide sample information, he pointed out.

Mr. Palmer said he has reminded Nielsen that the FCC and the Federal Trade Commission warned licensees last month that they would be held re-
ponsible for the reliability of ratings material used in their advertising and sales presentations (BROADCASTING, June 17).

If Nielsen sues to collect, Mr. Pal-
mer said, "one place or the other they're going to have to swear to the court that they completed the survey."
Cox group to pay $12 million for KTVU(TV)
APPLICATION FOR FCC APPROVAL DUE THIS WEEK

Approval of the sale of KTVU(TV) Oakland—San Francisco to the James M. Cox group for approximately $12 million will be sought in an application to be filed with the FCC this week (CLOSED CIRCUIT, June 3). Months-long negotiations were completed in San Francisco July 18 with the signing of the contract.

The gross price for the channel 2 independent is $12,360,000 in cash for all 20,600 shares of outstanding stock of San Francisco-Oakland Television Inc., licensee of KTVU. The price includes net quick assets of about $600,000.

The total cash consideration, however, is expected to be under $12 million after adjustments are made for a long term debt of $250,000 and payment due on capital stock of $130,000.

Should the net quick assets increase above the $600,000 figure by the time the sale is completed, the price paid will be adjusted by that increased amount.

The Cox group has arranged for a line of credit for the total purchase price with the Chase-Manhattan Bank of New York and with its affiliated companies. A deposit of $600,000 has been made to bind the agreement.

The sale is being made to Miami Valley Broadcasting Corp., licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOQ-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta as well as community television systems in Washington and Pennsylvania. J. Leonard Reinsch is executive director of the Cox broadcast properties.

In the newspaper field, Cox owns the Atlanta Journal and Constitution, Dayton News and Journal-Herald, Miami News and Springfield (Ohio) News and Sun.

KTVU, which went on the air in 1958, is owned by William D. Pabst, Ward D. Ingrim and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stodppard P. Johnston, 4.94% and Harry R. Lubeke, 0.25%. All of the present management will be retained. It was reported last week. Mr. Ingrim is president and general sales manager; Mr. Pabst, executive vice president and general manager.

Major Sales The KTVU sale exceeds the price paid by Metromedia for the

Dear ol' NAB school days

The two-week seminar ended this past weekend with a commencement address by John Daly, veteran radio-TV newsmen and quiz master. "Degrees" were presented to 67 broadcasting executives who attended the course.

SNIFF OUT THESE CLUES!
These noses represent just ten-thousandth of one percent of the noses to be counted in North Carolina's Triple Rich Market of New Bern—Greenville—Washington. Noses that are eager to get a whiff of your products!


GET RICH CONTEST! 5003 PRIZES!
First Prize: A Case of Imported Martini Olives Stuffed with Cocktail Almonds.
Second Prize: A Case of Deluxe Martini Olives Stuffed with Cocktail Onions.
Third Prize: A Case of Compact Martini Olives Plain.
To the first 5,000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of olives.
In case of draw—duplicate olives will be awarded. Winners May Substitute Lemon Peels or Onions (unstuffed).

Send your entry to:
GET RICH CONTEST BOX X-12
Broadcasting Magazine
1735 DeSales St., N. W.
Washington, D. C.

CHANNEL 12

WNL
Greenville—NEW BERN—Washington
independent KTTV(TV) Los Angeles, acquired from the Los Angeles Times for $10,390,000.

Los Angeles is a seven-station VHF market while San Francisco-Oakland has four VHF's.

Other major station sales in recent months:

Hearst Corp. paid $10.6 million for 50% ownership in WTAE-TV Pittsburgh (it already owned the other 50%).

Westinghouse paid $10 million for WINS New York.

Cowles Magazines & Broadcasting paid $8 million for WRECA-TV Memphis.

Harte-Hanks Newspapers paid $6.25 million for 63% of KENS-TV San Antonio (it already owned 37%). Later KENS was sold for $700,000.


Outlet Co., Providence, R. I., department store (and owner of WJAR-AM-FM there) paid $6 million for WDBO-AM-FM-TV Orlando, Fla.

Church resolution protested again

Broadcasters continued last week to protest a resolution of the governing board of the National Council of Churches urging stricter regulation of radio-TV (Broadcasting, June 17).

Carleton D. Brown, president of WTVL Watertown, Me., and member of the National Association of Broadcasters' board of directors, wrote the council that he was "grieved and shocked" at pronouncements put forth as policy of the council members. In a letter to J. Irwin Miller, president of the National Council of Churches, Mr. Brown also questioned the validity of the resolution.

"I am particularly grieved that the National Council favors increased federal control of broadcasting and even suggests that limitation on the freedom of speech is advised," Mr. Brown told Mr. Miller. He said further that he was "shocked" to learn that only 62 of approximately 200 council board members were present when the resolution was approved.

The board's action is a "distinct disservice to thousands of honorable broadcasters who . . . have used their talents and have given generously by contribution or facilities to the support of the church," Mr. Brown said. "I hope your board may become appraised of the unfair nature of this action and I would ask what definite steps you may have in mind to correct the hurt which has been caused."

Two weeks ago, W. N. McKinney of El Dorado, Ark., wrote the council in strong protest of the resolution (Broadcasting, July 22). The NAB plans to arrange a meeting between broadcasters and the council to discuss the resolution.

NAB near blastoff for audited ratings

All systems are "go" in the efforts of the National Association of Broadcasters to provide accredited and audited program ratings for radio-TV. This was the word last week from Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Ratings Council and Research Committee.

The two groups met July 19 in New York. Afterward Mr. McGannon announced that a nonprofit corporation would be established to supervise the auditing of audience research firms (Broadcasting, July 22). The actual auditing will be done under contract by an independent firm.

Mr. McGannon reported last Wednesday (July 24) on the work of various subcommittees of the Ratings Council. Criteria to which ratings firms will be asked to subscribe will be drafted by mid-August, he said, and will be sent to all firms along with a questionnaire on ratings shortly thereafter.

Another subcommittee has been meeting with Radio Advertising Bureau on the latter's request that the NAB support an RAB-planned study of radio audience measurements (see story, page 36). Mr. McGannon said the NAB should have sufficient information by mid-September to reach a decision and make recommendations to the RAB. The radio bureau has asked the NAB for $75,000 to help finance the proposed $200,000 study.

Changing hands

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

• KTVU(TV) Oakland-San Francisco Calif.: Sold by William B. Pabst, War D. Ingrim, Edwin O. Pauley and others to James M. Cox stations for $12,360,000 (see story page 47).

• WALK-AM-FM Patchogue and WRIP Riverhead, both New York: Sold by W. Kingsland Macy Jr. and associate to Chet Huntley, NBC; Jerry Feniger Cowles Magazines & Broadcasting Bill Mulvey, McCann-Erickson; and Ed Wood, Screen Gems, for $217,500 and $150,000 for agreement not to compete. Each of the buyers will hold 25% interest. WALK is a 500 w daytimer on 1370 kc; WALK-FM operates on 97.5 mc with 15 kw. WRIP is a 1

Media transaction? get our viewpoint

The buying or selling of media properties, is a highly specialized field. Blackburn & Company has an enviable reputation for providing the facts both parties need to do business in a complex area . . . facts plus an insight that comes from years of experience. Consult Blackburn first.
Hagerty moves upstairs to AB-PT

QUESTION: WHO STEPS INTO HIS SHOES AT ABC NEWS?

James C. Hagerty last week was promoted from chief of ABC's news operation to an executive position with the network's parent company, American Broadcasting-Paramount Theaters.

Mr. Hagerty, who served for 2½ years as vice president in charge of news, special events and public affairs at ABC, was elected AB-PT vice president in charge of corporate relations (WEBS HEADLINES, Page 10). No successor has been named to fill Mr. Hagerty's news post, and the department will operate under the supervision of Stephen C. Riddleberger, vice president and general manager of ABC News, Robert J. Quinn, executive producer, and John Madigan, director of news.

In announcing Mr. Hagerty's new position, AB-PT President Leonard H. Goldenson said the move was made "in order to take fullest advantage on the varied corporate problems of his many capabilities and world-wide experience." He said that under Mr. Hagerty's leadership, ABC News had been "tremendously strengthened," and that Mr. Hagerty "will still be available to counsel the news department when needed."

Mr. Hagerty, from 1952 to 1960 news secretary to former President Eisenhower, commented: "I may engage in on-the-air work in this country and abroad from time to time in the future, so I do not feel as if I will be severing entirely my news interests or activities."

He said, "Naturally, I regret that it will be necessary to leave the ABC News department," but added that he was "pleased and honored" at his new assignment and considered the position as "challenging and exciting."

Speculation varied on how Mr. Hagerty's talents will be put to use in the future at AB-PT. Some reports indicated that Mr. Hagerty may be called upon by AB-PT to make appearances in Washington when necessary as a spokesman for the company. It also was mentioned that AB-PT would make use of Mr. Hagerty's contacts and experience abroad in ABC's expanding international broadcasting interests. Still another area in which Mr. Hagerty reportedly may be active is that of civil rights, as they concern the theater division of AB-PT, but this report could not be confirmed.

EXCLUSIVE BROADCAST PROPERTY!

MEMPHIS, TENN.

-A five thousand watt daytimer, non-directional, remote control. Mid-south's largest city with second largest Mississippi River port population. Check page 75 in June 17 Broadcasting for latest facts on the Memphis market.

WLOK frequency and transmitter with WHHM's equipment and studios, plus low cost engineering operation. Wide open market for either country-western or good music format. Priced to sell at $195,000.00 with substantial down payment and balance secured with bankable paper.

CONTACT—John D. Stebbins in our Chicago office.

Hamilton-Landis
& ASSOCIATES, INC.
John F. Hardesty, President

NEGOTIATIONS * APPRAISALS * FINANCING OF CHOICE PROPERTIES

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EX-3-5671
MUSIC SHOW SEES NEW SETS

Dealers unconcerned about all-channel prices

FM stereo, AM-FM combinations, small personal TV and color TV appeared to be the brightest new selling prospects last week in Chicago during the 62d annual convention of the National Association of Music Merchants. The AM-FM sets, including new shirt-pocket AM-FM portables, were reported to be "hot" items.

The music show’s record-breaking attendance of more than 12,000 retail dealers, distributors and manufacturers was matched only by the growing diversity of home entertainment products now being offered to the consumer. Most dealers expect a good sales volume for the year’s second half.

Relative indifference, however, seemed to be indicated at the dealer level concerning the new all-channel set law which becomes effective next April 30 and will require all TV sets to incorporate all UHF channels as well as VHF. There was only a sprinkling of dealers among the audience that turned out Monday morning for a major panel session to inform the trade about the new all-channel law.

TV set prices are expected to go higher with addition of UHF, up to about $30 more per set, but it appeared most dealers are not concerned at this time and will leave it up to the national brand manufacturers to do the consumer education job. Some indicated they merely will tell customers the "government" caused the price hike.

Monday’s panel included Commissioner Robert E. Lee of the FCC and James D. Secrest, executive vice president of Electronic Industries Association, and was moderated by W. T. Hamilton, vice president-general manager, WNDU-TV South Bend, Ind. Others participating were Jack Beever, Jerrold Electronics; John J. Frick, Frick Electric and Television Inc., South Bend; Garth Heisig, Motorola; Harold Isenberg, Sears, Roebuck & Co., and Robert G. Weston, FCC.

Tax Break? * Commissioner Lee said he is hopeful Congress will remove the federal excise tax on all-channel sets this year, thus helping set dealers by cutting the price jump for inclusion of UHF. He urged manufacturers to step up all-channel set production now instead of waiting for the April 30 deadline.

Zenith Radio Corp. last week unveiled three new color receivers including a table model priced at $449.95, a $50 cut below the firm’s previous minimum.

About two months ago Admiral introduced its new color leader at $499.95. Subsequently General Electric came out with its $499.95 color model and Sears and several others announced color sets to sell at the under-$400 mark. RCA, Westinghouse, Philco, Magnavox and other major brands also displayed their color lines last week at the music show.

There was interest expressed in Motorola’s new 23-inch color set but the Chicago firm did not have one on display. National Video Corp. is making Motorola’s new tube (BROADCASTING, July 1).

Delmonico International showed two new Japanese-made color sets it will introduce next month in the U.S. One is a 14-inch model at $349.95 and the other an open-list 17-inch model.

Delmonico, GE, Panasonic, Sharp Electronics and Sony Corp. all reported brisk selling of their personal and "tiny TV" models.

The UHF all-channel impact is quite evident in the case of Sony’s successful "Micro-TV" transistor portable (now $189.95). Sony unveiled a plug-in UHF tuner and antenna accessory ($49.95).

Syncom II has two postponements

The launching of Syncom II, postponed twice last week, finally took place Friday, July 26. The communications satellite, capable of handling two-way telephone, telegraph and facsimile transmissions, is expected to be placed in orbit 22,300 miles above the equator. At this height, the satellite will revolve around the earth at the same speed the earth itself turns daily. From earth the satellite will seem to be stationary.

Three such synchronous satellites are expected to be capable of covering the entire earth.

Space officials said the delay was due to a fault in the first stage auto pilot system of the Delta booster rocket. Syncom II, like Syncom I which failed to achieve proper orbit, was built by Hughes Aircraft.

As of today (July 29), Relay 1, the 172-pound spacecraft built for the government space agency by RCA, has operated 203 days. In that time it has carried out more than 1,350 experiments and demonstrations in transoceanic telephone, voice, facsimile and data-processing communications. Relay I was launched last December and is now the sole active relay communications satellite capable of handling TV between the United States and Europe.

New ‘tallest’ tower

Sept. 1 is the target date for completion of what its manufacturer claims will be the "tallest TV tower in the world." The 1,751-foot tower, prefabricated by Stainless Inc., North Wales, Pa., is being put up for WRBL-TV Knoxville, Tenn.

The new tower contains 297 tons of steel and will increase the channel 10 station’s coverage area by 50%, according to John T. Hart, general manager of WRBL-TV. Stainless constructed the current "tallest tower," the 1,749-foot one shared by WBRJ-TV and WTVT (TV), both Columbus, Ga.

**Excluding auto radios.
**Includes 3,082,520 auto radios, compared with 2,642,473 in same period of 1963.
***Excluding FM auto radios.

<table>
<thead>
<tr>
<th>Period</th>
<th>TV (with UHF)</th>
<th>Radio (with FM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-May 1963</td>
<td>2,414,988</td>
<td>3,123,747*</td>
</tr>
<tr>
<td>Jan.-May 1962</td>
<td>2,946,598</td>
<td>3,750,978*</td>
</tr>
<tr>
<td>Jan.-May 1963</td>
<td>2,784,977</td>
<td>6,931,372**</td>
</tr>
<tr>
<td>Jan.-May 1962</td>
<td>2,074,618</td>
<td>7,342,372</td>
</tr>
</tbody>
</table>

**Excluding auto radios.
**Includes 3,082,520 auto radios, compared with 2,642,473 in same period of 1963.
***Excluding FM auto radios.

**Excluding auto radios.
And now FM will have the numbers too

Ambitious NAFMB project will produce market-by-market figures

An audience of 16 million FM radio homes, barely tapped by national advertisers, awaits the coming fall and winter season with its first major numbers project—a nationwide market-by-market ratings system.

At last the medium has grounds to hope that it can confront the buyers of time and space with the type of statistics they want—a lack of which has held national FM buying to a trickle despite rather general acceptance of the 16 million total of FM homes.

Just where does FM stand in mid-1963 after nearly a quarter-century of disappointment and frustration?

In essence, the 1963 FM medium consists of more than 1,100 FM radio stations, one-fifth of which are broadcasting the medium's new glamour service—stereo. These stations—FM only, FM-AM facilities with separate programs and AM-FM stations that duplicate programs—serve an appreciative audience that takes advantage of FM's known superiority in clean transmission, 360-degree coverage and high-fidelity service.

With all its advantages, FM stands as a medium with a great potential. Now, this mid-summer of 1963, FM station operators feel they are developing the accelerated pace and the needed statistical background that will bring closer the elusive goals.

Numbers Needed • In a tour around several important FM markets, supplemented by hundreds of phone calls and in-person interviews, one common statement was heard—FM must have the numbers that national agencies and advertisers demand.

So, for the first time, FM has at hand the beginnings of a major research project designed to give it national statistical dignity.

The project, about to be started by the National Association of FM Broadcasters, is under the direction of its first paid president, Jim Schulke, former Magnavox advertising executive. Here's what NAFMB is starting:

• A syndicated ratings service measuring the FM audience on a market-by-market basis, with a recognized research group doing the work.
• Ten markets to be surveyed during the autumn of 1963.
• A score of markets to be covered next spring, with a goal of 50 markets as fast as the job can be done.
• At least two complete survey projects a year for the next two years.

NAFMB plans to consult the Advertising Research Foundation on their ratings plans. They expect demographic audience breakdowns and marketing traits to be generated by the surveys.

Other services are planned by NAFMB, which has had a paid staff only since late spring. These include:

• A service program for agencies including special presentations for specific clients, based on new research plus general presentations. This follows the pattern of the Radio Advertising Bureau and similar promotional projects.
• Promotional material and sales ideas for local and regional selling.
• Informational services to FM sta-
FM STEREO IS MORE THAN MUSIC ON WSB RADIO

It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful is heard on WSB-FM. Heard better, too. Reflecting different impressions like a many-sided prism, WSB Radio offers different services to listeners from all walks of life.

Atlanta's
WSB-FM
100,000 WATTS OF QUALITY POWER
ion members on national advertisers’ plans.

* A public relations program.

That’s the new look in FM broadcasting, as portrayed by NAFMB. The entire media-advertising world now waits execution of the ambitious undertaking.

Thus FM stands ready to take above average.

where intelligence and pocketbooks are reply with undertaking.

where areley rence ners utistic liiketoneing under加速 pace.”

nay ersers side wait execution of the project al.

This description is an old story to FM operators.

is 16% roughly for many FM operators.

This description is an old story to FM operators.

Major agencies and advertisers seem to believe that FM is a fine service and is good buy in many local markets. But they say it’s hard to buy nationally. Where are the numbers? “It’s hard to buy nationally. Where are the numbers?” they ask.

Why can’t we buy a national package like NBC Radio network news?”

This is an old story to FM operators. They’ve been hearing it for years. Their reply generally runs about like this—FM stations have a loyal audience; those intelligence and pocketbooks are above average. This description impresses local advertisers. Now, at least, here are hopes that major agencies are ready to take a new look at the FM medium.

Stereo Plus * Besides the prospect

“The 16 million FM homes figure may be understated as much as 50%,” in the opinion of Jim Schulke, president of NAFMB.

of NAFMB’s new and important numbers, FM is getting important impetus from its latest technical attraction—stereo, now blessed with standards provided in a 1961 order of the Federal Communications Commission which set up a multiplex or piggyback formula by which an extra stereo and even a second extra signal can be superimposed on the main station carrier.

Stereo is dramatic and has loyal fans but the actual contribution to the effectiveness of programming and commercials hasn’t been established at this early stage. Experimental stereo campaigns were sponsored this year by General Electric (Young & Rubicam) and Chevrolet (Campbell-Ewalt) (see GE-Chevrolet story, page 68).

A temporary complication in recent months has been an FCC freeze on station grants. This freeze has run its course and applications for new stations will be flowing to the commission in the autumn (see FCC roundup, page 61). It’s mighty tough to find vacant assignments in larger markets.

The FCC’s earlier action in setting the multiplex standards used for stereo and background music, plus some auxiliary utility-type services, apparently means the eventual end of the few background music projects in which AM stations blank out or substitute voice messages between musical selections for the benefit of paid subscriber outlets that buy such musical service.

FM’s Economics * Most big cities have two or more outstanding FM stations that operate in or near the black. The full story of FM’s revenues is told annually by the FCC. Latest figures cover the year 1961; data for 1962 will be out in the late autumn.

Using a base of 91 FM stations that operate independently of AM ownership in metropolitan areas, the FCC found 1961 total time sales were $2.8 million, incidental broadcast revenues (mostly background music) $853,000, or total broadcast revenues of $3.9 million (less commissions plus talent and program sales). Since total broadcast expenses were $5.1 million, the year produced a deficit in broadcast income of $1.25 million. In 1960, 85 stations had a deficit of $1.12 million.

Against those hard figures, many FM operators barely stay alive with benefit of hope, tax writeoffs, official salaries and assorted business relationships.

If the NAFMB research produces numbers that are impressive, FM still faces an agency problem. An agency must justify its expenditures to the client. A national agency that budgets say $250,000 for an FM campaign must translate the figure into a 15% commission, or $37,500. That permits parttime service of one staffer, secretarial help and an allotment for office overhead. And time purchases must show a low cost-per-thousand.

From this slim picking the agency must do creative planning if stereo is involved, the going gets sticky. Here many FM stations are eager to lend their expertise, often unselfishly and at an actual loss.

There are some of the reasons big agencies aren’t plunging into FM.

Unappreciated Audience * “I am convinced that if FM stations were receiving reasonable compensation for the unmeasured audiences, they would be delivering, total FM revenues both national and local would be many times greater than they are now—probably in the area of $100 million,” said Mr. Schulke.

He contended current research indicates both total FM audiences and individual audiences of leading stations are highest in those cities with the greatest number of FM-only and 100% separately programed stations. “I believe over 50 million FM receivers will be sold within the next five or six years and that the largest portion will have FM stereo capabilities,” Mr. Schulke said. He added this qualification: “This will happen if manufacturers truly recognize this market and do the merchandising, promotion and advertising job necessary to exploit its potential.”

Recent research, according to Mr. Schulke, shows peak listening in Chicago and Detroit between 9 a.m. and noon; at Cleveland, 4:30-6 p.m. The evening FM audience is only slightly behind these daytime peaks.

“FM’s prime revenue problem,” Mr. Schulke explained, “is that it does not join all other media in providing regularly scheduled and syndicated audience measurement [ratings] research on the market-by-market basis necessary to produce the cost-per-thousand evaluations that are standard in the purchase of broadcast advertising. FM is not
large enough as a medium to change established spot buying procedures.

"There is considerable evidence indicating the basic construction of the AM radio research (from which most current FM audience measurement information is gleaned as a byproduct) is probably biased against FM because of its AM measurement purposes, and the FM audience is thus substantially understated."

He reminded that FM signals are substantially similar to television, both in coverage and engineering characteristics, with a large portion of the regular FM audience outside metropolitan areas as defined by the U.S. census yet within the TV coverage area. This difference can be substantial, he added.

Here are examples cited by Mr. Schulke: The Los Angeles standard metropolitan area is 2.2 million homes compared to 2.9 million in the TV coverage area, a difference of 700,000 homes; in Cleveland the difference is 800,000 (520,000 vs. 1.3 million TV homes).

He continued: "There is evidence that FM set penetrations are higher in suburbia and exurbia than in the standard metropolitan area counties. In January 1962, Fort Wayne, Ind., was credited with 20.8% FM set penetration, but a year later a 27-county coverage pattern of WWO showed nearly 39% FM double.

Measurement Problem • All this adds up to one problem—how to measure the FM audience. The salesmen will take over once the numbers are available.

Having measured FM, there remains the question of the size of stereo's audience. It's growing fast. FCC Commissioner Robert T. Bartley says 90% of the United States is now within stereo range.

The year 1963 may see over 4 million FM sets sold in the United States, including domestic and foreign models plus components and kits. The rate has more than doubled in four years. And stereo tripled phonograph sales in a short period; it sextupled them in the last few years. Sales of phonograph albums have risen. One estimate puts the 1963 FM stereo-volume at a million units.

From a geographic viewpoint, FM stations are concentrated in the northeastern quadrant of the U.S.; a cluster in the Carolinas and Georgia plus some in Florida; across the Mid-South through Texas; a heavy bunching in California and on into the Pacific Northwest; a scattering of stations through the midwestern and mountainous states. But the cupboard is practically bare between Spokane and St. Paul where the population is scant.

Practically all elements enter at this point. FM stations concededly put out a clean, interference-free signal that exceeds the coverage of a TV station with comparable power and antenna height. But the signal is susceptible to shadowing in rugged terrain and in the skyscraper canyons of New York—offset somewhat by bouncing. Surprisingly, FM penetrates Manhattan canyons in a manner that belies the predicted blunderings of a contour map and of course building and apartment antenna systems can pull in local signals.

Stereo's dramatic impact is slightly curtailed in fringe coverage areas when reception of the main and multiplex signals may be cut back by inherent technical traits. More power and higher antenna are usually suggested.

John Owner reports today receipt of thousands of letters from his FM listeners.

A former simulcaster, Owner recently separated his FM from his AM programming. The results: listener praise and advertising support. Owner sees end of the Simulcasting Era when separate AM and FM programming is possible at no increase in personnel cost. He calls the new era "Simul-costing."

IGM Simplification, a unique combination of automation equipment and high quality music, when blended with your local program format permits separate FM programming with no increase in personnel cost.

Let your IGM Representative show you how to Simul-cost your sound!

QXR Network has grown to 36 of top 50 markets under guidance of General Manager James Sondheim.
**WABC/FM introduces stereo to its entire evening schedule starting August 1**

FM stereo comes of age in New York on August 1 when WABC/FM inaugurates stereocasting for its entire evening program schedule. The thousands of New York listeners who have enjoyed WABC/FM's classical music, opera, authentic folk music, jazz, drama, Broadway cast musicals and discussion shows since 1960, will now experience the added presence and excitement of stereo sound every evening from 6:00 p.m. to midnight.

This is the event FM stereo owners in New York have been waiting for. To insure unsurpassed reception to listeners within 75 miles of New York, ABC has engineered the finest FM stereo installation possible. WABC/FM is the only FM stereo station transmitting from atop the tower of the Empire State Building.

The finest FM stereo, the most carefully planned musical programming and unexcelled home reception, are the reasons why WABC/FM is the choice of New York's discerning FM listeners.

**WABC/FM 95.5**

AN ABC OWNED FM STEREO STATION
stereo service on its WABC-FM New York. The step moved Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, to observe: "This marks another major extension of ABC's rapidly growing owned radio stations division." WABC-FM has been offering separate programing from WABC since early 1960.

Mr. Goldenson voiced a favorite theme of stereo broadcasters when he said: "Through the excitement and richness of stereophonic sound we are adding an entirely new dimension of listening enjoyment to our New York FM service." He estimated there are 2½ million FM homes in the New York metropolitan area and added that "stereo broadcasting "is the finest in FM." WABC-FM, he explained, is the only network-owned station to provide separate programing Monday through midnight. For news, all WABC-FM evening programs are to be in stereo including the ABC network symphony.

The WABC-FM stereo signals, according to WABC-FM station director Alexander Smalls Jr., reach out "anywhere within 75 miles of New York." The industry will watch WABC-FM closely, knowing the acceptance of the service will guide the network in deciding future plans of its five other owned FM stations (WENR-FM Chicago, WXYZ-FM Detroit, KQV-FM Pittsburgh, KABC-FM Los Angeles, KGO-FM San Francisco).

WABC-FM's programing will be mainly good music, drama, jazz, show and folk-ethnic tunes. Signals are transmitted from the Empire State tower.

With stereo, WABC-FM is upping its rates 50% in a city where FM rates run a fifth to a tenth of AM rates. The present $15 one-minute spot becomes a flat $25 with the switch to stereo.

Only National Net • The 47-station QXR Network is the only nationwide group of commonly programed FM stations. Sixteen eastern outlets pick up programed off the air, starting with QXR-FM New York. The other 31 are fed by tape. Novo Broadcasting, a division of Novo Industrial Corp., bought the division from the New York Times in 1962; the Times owns WQXR-AM-FM, some of whose programs are fed over the network's live and tape facilities. There are a lot of problems to lick before live stereo can be networked around the country.

Most spectacular event of the past season was the two-ply General Electric package on QXR Network—four major stereo dramas and the Victor Borge series (see GE-Chevrolet story page 68). In its dramas GE named as its goal a speedup in the acceptance of FM stereo by building greater program variety. Most stereo programs have been musical. James Sondheim, network general manager, recalled that the network had grown out of the old Rural Radio Network and had been conceived as a statewide rather than nationwide hook-up. Now QXR has affiliates up and down the West Coast and claims coverage of 36 of the top 50 markets. Mr. Sondheim described programing as adult, including news, discussions, commentaries, drama, classical and semi-classical music, and jazz.

Demographic and diversified market studies of the QXR audience have been conducted under direction of Emanuel Denby, president of Media Programmers Inc. A new series of statistics will emerge soon from the computer. Mr. Sondheim said the success of the GE dramas has caught the interest of advertisers and should speed the medium's growth.

Shortage Of Reps • There's general agreement among FM station operators.

Stereophonic sound offers an entirely new dimension of listening enjoyment, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres believes.

that national selling will be tough until more national reps get into the act. There's more national FM business than many suspect, but generally it's in one-station buys such as Cadillac on KFEN (FM) San Francisco, or in small station clusters. Many agencies consider FM salesmen, as a whole, rather inferior salesmen.

A national rep official, Joseph Weed, New York, said advertisers like to buy a substantial piece of the U.S. when they spend media money, desiring large markets and the best stations—10 or 12 major markets with maybe 20% of the population. They want low cost-per-thousand since media buys must be made on that basis most of the time to satisfy advertiser clients.

FM Group Sales Inc., New York, has a novel approach to the rep problem. It represents from four to six different FM stations in each of the top 10 markets. "This makes cost-per-thousand in FM a reality," said Art Sakelson, president. Last autumn United Air Lines ran an eight-week spot campaign through FM Group Sales in New York, Chicago, Los Angeles and San Francisco. The rep firm has six stations each in Chicago and Los Angeles. "We sell numbers," Mr. Sakelson said.

Herbert E. Groskin & Co., New York, represents 49 stations coast-to-coast. All are good music operations, spanning a range from tuneful show music to classical. Groskin represents Triangle FM stations (WFLF-FM Philadelphia, KRPM Fresno, Calif., WNHC-FM New Haven, Conn., WNBK-FM Binghamton, N. Y., and WFBG-FM Altoona, Pa.). Other groups are three Concert Network stations in the northeastern area and Mid-State Network, Michigan. On the West Coast it has three International Good Music Stations.

Triangle's intense interest in FM is

**Market penetration of FM**

The penetration of FM (percent of radio homes) shows no consistency, judging by latest Pulse figures, ranging from 53.2% in New York to only 19.7% in Indianapolis. Here are FM penetration figures covering 23 major markets as compiled by Pulse:

<table>
<thead>
<tr>
<th>City</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Akron</td>
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<td>Atlanta</td>
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<td>Cleveland</td>
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<td>Fort Wayne</td>
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<td>Fort Worth</td>
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<td>Jacksonville</td>
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<td>Los Angeles</td>
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<tr>
<td>New York</td>
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<tr>
<td>Phoenix</td>
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<tr>
<td>Providence</td>
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<td>Seattle</td>
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<tr>
<td>Tacoma</td>
<td>26.0%</td>
</tr>
<tr>
<td>Washington</td>
<td>41.7%</td>
</tr>
</tbody>
</table>

*Metropolitan area
**18-county area
***3-county area

56 (SPECIAL REPORT)
Can I separate AM and FM profitably?

A: Others are doing it. Without any full-time FM personnel, Station KTTS of Springfield, Missouri, separates from 9 AM to 10 PM daily. Except for two 15-minute newscasts, the station uses Programatic and O-Vation music throughout this period in its FM Programming. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with Programatic.

Can I automate and still be creative?

A: Others are doing it. Nashville's WSIX (AM-FM), for example, since 1959. Operating in the black, WSIX-FM, uses Programatic automation seven days a week, a minimum of seven hours a day. Remaining hours are spent in creative programming—local live and 16½ hours a week in stereo. WSIX-FM has combined the time-saving, money-saving features of Programatic with imaginative programming to build audience ratings which often compare favorably with AM. You can do it too!

Can I cut costs on FM music programming without sacrificing quality?

A: Others are doing it! Roanoke's WSLS (AM-FM), for example. With no extra personnel, WSLS broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music Programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high-quality, adult music. You save on time, music, manpower and money. Find out how O-Vation Music and Programatic Automation can help you.

PHONE, WRITE OR WIRE TODAY!

Programatic Broadcasting Service
229 Park Ave. So., New York 3, N. Y.

Name ________________________________

Address ________________________________

City __________________ State __________

Programatic® an International Service of Wrather Corporation
All FM is divided into three parts

From a management-media viewpoint, FM stations are divided into three types: Stations that rebroadcast all or part of the programs of AM stations commonly owned or operated; stations associated in ownership with AM stations but 100% independently programed, and independent stations that have no ownership ties with any AM station.

The most enthusiastic FM operators, as a class, are the independents. They often take a dim view of FM stations that rebroadcast the programs offered by AM affiliates. Historically these independents have featured music of a serious type, sometimes strictly longhair. Some of them look down their noses at standard and popular music. Demographic studies of their audiences have shown superior intellectual and financial attainments. The most frequent reference made to this audience is a comparison with the high-rate specialized magazine New Yorker, hence an audience that can buy luxury merchandise.

But literally hundreds of FM stations have shifted toward a broadcast musical formula, often bracketing different types of selections during the day. Many stations now emphasize "made-to-listen-to" music. Some of those in the background music business—WDLF (FM) Detroit and WOAT (FM) New York, to name a couple—feature tuneful selections without hitting the extremes of longhair or rock 'n' roll. Incidentally, the bouncy music of the Nashville type (Broadcasting, Jan. 28), including the now-stylish folk and country-western fare that many AM stations feature, can now be heard around the national FM dial.

Though some FM independents consider FMers with AM ownership ties as a sort of traitor to the cause, FCC Commissioner Robert T. Bartley takes the position that a lot of the present FM audience was built by the programing of prosperous AM stations with network service and/or prestige programs such as those originated by WJR Detroit.

programs to its list of affiliates as a prime contractor, much as the AM and TV networks serve their affiliates, a network official said. Ohland/Robeck represents both AM and FM stations programing classical and semi-classical music, including WQXR-AM/FM outside New York.

But the big radio-television reps are mostly apathetic toward FM except where they serve an especially aggressive station or an FM affiliate of an AM-FM combination with separate programing.

Once these majors start door-knocking around Madison and Fifth Avenues it's a good bet FM national spot will start to increase.

In Philadelphia the Triangle FM operation has been set up as a unit under Mr. Bennett who considers it "the growing medium today." Sales efforts are bringing results locally. The operation is not stereo, with Triangle apparently awaiting availability of more stereo program material. Triangle's syndicated program service provides 16 hours programing a day, covering a wide range of instrumental music.

Services, Equipment * The FM medium faces the future with a full complement of automated programing services and related equipment, and more can be expected to enter the market as station revenues increase.

Station equipment, from transmitters to sky-high radiators, has been highly refined and stereo circuitry has emerged from the inefficient experimental gear of past years to crisp, sharply tuned signals. Receivers are getting better but many engineers see room for improvement. Listeners are still subject to the engineering efficiency of the individual FM station, which leaves something to be desired in the case of some of the pioneering racks of early post-war years.

At RCA it was stated the company makes "just about anything you can think of for a station." This ranges from transmitters up to 50 kw, antennas (including ring types that can be hitched to existing towers) and stereo. RCA installed a 50 kw FM transmitter at WMJF-FM Grand Rapids, Mich. Gates, Bauer, Fairchild, Collins, ITA Electric, General Electric, CBS Labs, and many others produce gear embracing the latest technical developments.

Among syndicated program services and automation producers are Triangle, International Good Music, and Programatic. Using Ampex, Schafer, Clark-Root, and other types of automation equipment, these services now offer the economies of automation and quality music of diversified types.

International Good Music provides Heritage classical service, including stereo plus Premier good-music (part stereo) and Sovereign middle-of-the-road selections. Programing is bicycled to 45 stations, 30 FM and 15 AM.

Programatic Broadcast Service provides automatic music service on tape and associated automation devices.

Nems-Clarke has a "wireless" rebroadcast receiver.

All the major receiver manufacturers—RCA, Zenith, Magnavox, GE, Motorola, and the rest—have improved models. Many are making FM auto sets; Motorola was a pioneer in the field. H. H. Scott, McIntosh and other makers of custom components are featuring stereo.

As the FM medium grows it's certain manufacturers will keep improving their station and consumer equipment.
Hang onto your audience

—even when it's in fringe areas with those tiny transistor sets or in autos. Use the AUDIMAX® automatic level control! It's your route to as much as quadrupling your effective marketing area without increasing station power a single watt! Here's how: the exclusive gain platform principle of the AUDIMAX insists on maximum modulation ... a clear, natural signal, even in fringe areas, with no distortion. The AUDIMAX logic and memory circuits discriminate between momentary and general changes in signal, to maintain gain at just the right level regardless of input. Yes, the AUDIMAX acts almost like another station engineer. The AUDIMAX thinks for itself! For details, call collect or write Professional Products, CBS Laboratories, a division of Columbia Broadcasting System, Inc., High Ridge Road, Stamford, Conn.
Everybody knows... FM delivers a QUALITY audience... NOW... the FM Group Concept adds the Missing Ingredient... QUANTITY... 4 to 6 stations in top major markets in ONE Package... with ONE order... and ONE invoice.
Leading National Advertisers find FM a BETTER BUY than AM Radio. FM Groups rank THIRD in Los Angeles... SECOND in Chicago... 6-10 PM, Monday through Friday*... proving NO adult radio buy is complete without FM, when bought economically, efficiently through FM Group Sales.

*Pulse, Inc.
FM HAS LED A RUGGED LIFE

In spite of commission’s favor, medium’s history has been marked by as many setbacks as gains.

Historically the FM medium has been the darling of the FCC, coddled to the commission’s bosom as the ultimate form radio should take.

All prewar and wartime development of FM was upset when the FM band was moved from the 42-50 megacycle band to its present spectrum strip, 88-108 megacycles. The pioneers of FM fought this move but had to move reluctantly to a spot inside the television band between channels 6 and 7. A lot of television sets in early video days had a continuous tuner that would bring in FM stations but the trend switched to turret tuners that can’t pick up FM signals.

The medium survived the transition increasing agency-advertiser interest, increasing audience and the other evidence of progress.

Variable Climate • The Pennsylvania Avenue climate for FM has been variable in recent years. To help FM stations make a buck or two the commission set up its multiplex or piggyback rules by which they can conduct additional background and other non-broadcast services on the same frequency. It followed in mid-1961 with the technical standards for stereo. Already 250 FM stations are broadcasting in stereo or will be soon.

Exactly one year ago, July 26, 1962 the commission adopted rules revising the FM rules and allocation standards, setting up new classes of stations and zones (Broadcasting, July 30, 1962). A table of minimum mileage separations for use in assigning stations to communities on a “go-no-go” basis was proposed and a new concept—a table of FM station assignments similar to TV—was proposed.

Complaints were heard and promptly dismissed. The National Association of FM Broadcasters’ opposition to a rule that keeps Zone I (Northeast) Class B stations from using maximum power is still pending. The association contended 85% of the 500 Class B FM stations “would be forever foreclosed from improving facilities by increasing power and antenna height.”

Freeze Imposed • A specific table of FM assignments was proposed by the commission Dec. 21, 1962 and it imposed a freeze on the grant and acceptance of all FM applications for new stations except in the Rockies and Plains states. This freeze is ready to be thawed soon, it appeared in July, promising a new flood of FM applications.

Last May 17 the commission issued a notice of proposed rulemaking designed to limit the number of AM stations depending on the size of the community and the number of FM stations assigned to it (Broadcasting, May 13, 20). This made most FM proponents unhappy, though many were delighted that the FCC had indicated it might abandon its idea of an FM table of assignments. The commission indicated it will probably adopt some variation of an assignment system based on protected contour concept.

And then the rulebook hit the fan. For several years the commission had been hinting that AM stations owning FM outlets should program them separately or let someone else have the FM facility. Taking the cue, many AM-
FM duplicators split up their programming all or part of the day.

But the May 17 proposal astonished many of these owners of both AM and FM stations that had split up their programming because of a new gimmick. The FCC suggested the filing of competing applications at renewal time against dual AM-FM operators, especially in major markets and if the two stations aren't programming separately or the FM station is operated as secondary to its AM twin.

On top of that the commission indicated it had this long-range goal—separate ownership of AM and FM stations in the same community.

That posed a new dilemma to AM-FM operators, who have been credited by some FCC sources as well as many industry officials with a major role in building the FM medium to its present stature of 16 million plus homes and over 1,100 stations on the air. There was some feeling that AM-FM operators were to be given the dubious reward of loss of their FM facility because they had built audience and had followed the FCC party line by separate FM programming.

The National Association of Broadcasters is upset about the FCC's attitude toward FM. "Just as FM had finally been raised to the launching pad, and all systems indicated 'go' the commission has come forth with some weird proposals that have bewildered the medium," said John F. Meagher, NAB radio vice president.

"For two years we have been kept busily engaged in preparing petitions and comments dealing with a variety of innovations designed to have a heavy and long-lasting effect upon FM. One called for a cutback in the facilities of 130 existing FM stations. Another looks toward forcing divestiture of their FM stations upon a great many of the pioneers who kept FM alive during its darkest days.

"Now that more and more FM broadcasters are catching their first whiff of the sweet smell of success, it is hoped the medium will be permitted to move toward the fulfillment of its early promise in an orderly and reasonable manner."

$150,000 bonanza gives NAFMB life

The National Association of FM Broadcasters was given a financial shot in the arm when Magnavox Co., placing through Kenyon & Eckhardt, sponsored a spot package that started Dec. 1, on participating NAFMB member stations.

Magnavox was happy; NAFMB sure could use the money and is spending it right now. The arrangement was helpful to both.

The Magnavox campaign was based on a $150,000 contract between the sponsor and NAFMB, with funds to be used to open a New York office as NAFMB headquarters (BROADCASTING, Nov. 26, 1962). Magnavox carried spots on 150 FM stations around the country for a six-to-nine-month period, stations turning over income from the campaign to NAFMB. At the time Frank Freimann, Magnavox president, said the campaign was "the largest use of FM in the medium's history."

Here's the official Kenyon & Eckhardt appraisal of the FM campaign:

"It has been our belief that the quality of broadcasting standards which characterize the FM industry in general represent valuable markets for products of many types. The package which we negotiated for Magnavox gave us an opportunity to use the medium on a scale which would not have been possible otherwise.

"At the same time, the package permitted Magnavox and Kenyon & Eckhardt to work with the NAFMB for the FM industry, in laying the groundwork for the establishment of standards and systems for development of the knowledge necessary to make FM a more frequent and affluent 'partner' in the difficult task of formulating marketing and media strategies and plans.

"Both K&E and Magnavox look forward to even more fruitful and sophisticated data and experience which can be derived from the continuing efforts of the FM industry, agencies and clients."

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<table>
<thead>
<tr>
<th>FM stations increasing</th>
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<tbody>
<tr>
<td>FM stations on the air at year-end:</td>
</tr>
<tr>
<td>1950</td>
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<tr>
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<td>1960</td>
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<td>1961</td>
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<tr>
<td>1962</td>
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<tr>
<td>1963*</td>
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* At mid-year

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**THE CONCERT NETWORK, INC.**

WNCN New York
WBCN Boston
WXCN Providence
WHCN Hartford

Programming the world's finest music, news and weather.

New York office
11 East 47th St.
Plaza 2-0870
TOTAL PACKAGE CONCEPT ASSURES MAXIMUM STEREO PERFORMANCE

A complete FM stereo broadcast package — specially engineered to deliver the greatest stereo realism possible — is now available from Gates Radio Company.

His exclusive system features a power range of stereo transmitters from 10 watts to 20,000 watts, the new Cycloid antenna with through sixteen bays, a dual limiter, stereo Cartridge, the use of two stereo audio consoles, two professional stereo turntables (12 or 16-inch) — plus other important accessories that add realism to the signal and separation to broadcast sound.

All equipment in the package was archived, designed and manufactured after the FCC rules and regulations concerning FM stereo were finalized — yet each product was extensively field tested.

To assure maximum stereo performance, the new FM station will have a fully integrated system designed specifically for stereo — and Gates is the only manufacturer in the broadcast industry to offer such a complete equipment plan. This package concept solves the broadcaster’s problem of purchasing equipment from several different sources — which could result in incompatibility of stereo broadcast transmitters.

Many FM stereo stations already on the air may find that they are getting full stereo performance to an incomplete system. By using the package diagram on the right, they can determine the equipment needed to assure true stereo transmission. And the monaural station should investigate to see how relatively simple and inexpensive it is to convert to the “wonderful world of stereo” with the complete Gates package.

Full technical information on this FM stereo package is now available. Write Gates Radio Company, Quincy, Ill., for the FM Stereo Fact File.
Expected growth of national FM revenues by 1973


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<td>$347.0</td>
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<td>1964</td>
<td>605.0</td>
<td>13,915.0</td>
<td>2.3</td>
<td>810.0</td>
<td>5.83</td>
<td>1.48</td>
<td>11,600.0</td>
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<td>1965</td>
<td>641.0</td>
<td>14,743.0</td>
<td>2.3</td>
<td>858.5</td>
<td>5.83</td>
<td>1.52</td>
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<td>1966</td>
<td>670.3</td>
<td>15,417.0</td>
<td>2.3</td>
<td>889.6</td>
<td>5.83</td>
<td>1.56</td>
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<td>696.1</td>
<td>16,010.0</td>
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<td>934.5</td>
<td>5.83</td>
<td>1.60</td>
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<td>722.0</td>
<td>16,566.0</td>
<td>2.3</td>
<td>969.1</td>
<td>5.83</td>
<td>1.64</td>
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<td>756.0</td>
<td>17,388.0</td>
<td>2.3</td>
<td>1,012.0</td>
<td>5.83</td>
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<td>788.9</td>
<td>18,145.0</td>
<td>2.3</td>
<td>1,058.5</td>
<td>5.83</td>
<td>1.72</td>
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<td>1971</td>
<td>822.1</td>
<td>18,908.0</td>
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<td>1,110.0</td>
<td>5.83</td>
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<td>1972</td>
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<td>1,149.3</td>
<td>5.83</td>
<td>1.80</td>
<td>16,800.0</td>
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<td>20,550.0</td>
<td>2.3</td>
<td>1,198.1</td>
<td>5.83</td>
<td>1.84</td>
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Assumptions:
1. GNP will grow at the rate of 4.1% on an adjusted 1961 base as predicted by the National Planning Association.
2. National advertising expenditures will continue to average around 2.3% of GNP.
3. National radio advertising expenditures will remain at the plateau of 5.5% of total advertising expenditures (average of 1959-1961 period).
4. That the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over the last five years (1956-1961); and a 36% rate over the last three years (1958-1961).

Prediction: FM to pass AM in 1970’s

HARVARD RESEARCH OFFERS PROJECTION TO PROVE THE POINT

FM station operators who find the going rough stand a chance of getting a tremendous reward for their efforts, according to a series of projections compiled by the Harvard Graduate School of Business Administration.

A special research study conducted at Harvard came up with a series of recommendations that have stirred wide attention. In essence they foresee FM catching up to AM and then passing it, possibly by 1975 (BROADCASTING, April 8).

The media world had its first look at this interesting study when it was presented to the March 30-31 meeting of National Association of FM Broadcasters at Chicago by T. Mitchell Hastings Jr., Concert Network. FM operators were delighted, other broadcasters showed keen interest while wondering if it might be on the optimistic side, and the advertising world took a let’s-wait-and-see attitude. Mr. Hastings said the figures “represent historic trends of revenues and costs projected into a meaningful picture of the future.”

Projections - The Harvard figures showed that radio, both AM and FM, took in 5.8% of national advertising expenditure in 1962. Then the Harvard data projected this expenditure for all media from $13 billion in 1963 to $16 billion in 1967 and $20.5 billion in 1973.

At this point the Harvard report projects total radio revenues upward, using a constant figure of 5.8% of total advertising expenditure for the two radio media. This carries total radio from $762 million in 1963 to $1,198 billion in 1973. The billion point, under this projection, is reached in 1969. In discussing independent FM, the survey refers to FM stations that have no common AM ownership.

The Harvard report goes into the relative roles AM and FM will occupy in the next decade or so. It projects the revenues of FM independent stations from a tiny $1.4 million in 1956 to $13.7 million in 1963 to a substantial $38.2 million in 1966 and on to $374 million in 1973.

And then the story gets even more interesting. FM’s $374 million in 1973 is surpassed by AM’s $500 million plus, but, according to the Harvard projection, AM’s total started downward 1970. The dramatic moment when FM rises above AM comes in late 1977. From then on, an FM enthusiast can see the revenue trend mounting sharp as AM continues to fall.

Continuing Growth - These projections are based on FCC broad cast revenue data. They are tied to the assumption—that the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. That percentage has been growing at a 33% compound rate over a five-year period (1956-61) and at a 36% rate over the 1958-61 period.

Interlocked with FM’s growth is swift increase in the demand for FM receivers, according to the Harvard study. The forecast shows FM an AM-AM set production overtaking AM in 1968, based on domestic production FM imports. The report indicates, could speed up the FM superiority by at least a year.

Harvard’s projection of FM set pr
Can an FM Station have
65 years of experience?

If it's a Triangle Station it can. For the combined experience of the five Triangle Stations totals 65 years...a lifetime of broadcasting!

Some Triangle Stations have served their communities for more than two decades. Others are comparative newcomers. But all of them, as well as other major broadcasters across the nation, are programmed by the Triangle Program Service...an FM service still available in many markets.

For advertisers, Triangle FM means access to a big, loyal audience...well able to buy and ready to buy when prompted by the right kind of commercial. Because the number of commercials per hour on Triangle FM Stations is restricted, availabilities are limited. Contact any Triangle representative for current availabilities and information on audience dominance.

For information on Triangle Program Service...

TRIANGLE PROGRAM SALES
230 Park Avenue
New York 22, New York

For availabilities and rates on Triangle Stations...

HERBERT E. GROSKIN & CO.
310 Madison Avenue
New York 17, New York

WFIL FM
PHILADELPHIA, PA.

WNBF FM
BINGHAMTON, N.Y.

WFBG FM
ALTOONA, PA.

WNHC FM
NEW HAVEN, CONN.

KFRE FM
FRESNO, CALIF.
FM stations which carry the airline's sales messages.

new medium will be living up to the hopes of its pioneers.

With increased revenues forecast, the Harvard survey took a look at operating costs and station profits. Of special interest is the prediction that in 1964 independent FM stations as a whole will pull out of the red for the first time, predicting the 400 operating independents will have a $1,500 profit per average station. By 1966 the 550 independents will have boosted this figure to $12,100 each.

The Harvard research project took a look at the size of the FM industry (number of stations on the air) and again peeked into the future. Harvard started with the approximately 500 stations operating in 1956 (both independently programed and duplicating stations). Finding a steady growth rate of around 15% a year starting in 1958, Harvard projects the number of stations to 2,000 in mid-1966 and carries it on to 2,200 by the end of 1967. In view of the variables involved in plotting the number of stations likely to be operating, the study shows a total of 3,200 FM stations in either 1970 or early 1975 depending on the predicted rate of slowdown in new FM stations as better markets are saturated.

**Share of audience figures prove growth**

A significant aspect of FM's growth is found in the increasing appearance of stations in the regular radio indexes compiled on a nationwide basis by C. E. Hooper Inc. "Our criterion for reporting any radio station, whether AM or FM, is that they have 1% or more of the overall share of audience in our interviewing," said Frank Stisser, president of the Hooper firm.

"In many cities more than one FM station has sufficient audience to be listed in our indexes," he said. "On the whole, FM set ownership and listening seems to be on the upgrade."

The researcher has a special problem in connection with FM measurements, according to Mr. Stisser. He put it this way:

"From our end of the business it seems that many people who are listening to FM radio have a problem identifying the FM station they are listening to. FM stations historically seem to pride themselves on lack of interruptions; therefore they do not identify themselves as often as most AM stations. Furthermore, with the trend in radio toward more and more open programming exclusively, many AM stations have gone to good music or middle-of-the-road music formats which, prior to this time, seem to have been almost exclusively the province of FM."

Mr. Stisser cited these markets where FM stations have sufficient audience to be listed in Hooper reports: Akron, Ohio; Albany-Troy-Schenectady; Bakersfield, Calif.; Chicago, Cleveland, Columbus, Dayton, all Ohio; Detroit; Fort Worth, Houston, both Texas; Kansas City, Mo.; Lansing, Mich.; Lincoln, Neb.; Los Angeles, Miami, Milwaukee, Norfolk-Portsmouth, Va.; Philadelphia, Pittsburgh, Rochester, N. Y.; Sacramento, Calif.; San Antonio; San Bernardino-Riverside, Calif., San Diego, San Francisco; Syracuse, N. Y.; Tampa-St. Petersburg, Fla., and Washington.
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. YE-22, Building 15-5, Camden, N.J.
ADVERTISERS LIKE STEREO

GE and Chevy experiments prove it successful; both plan further use of multidimensional sound

Two of the nation's top advertisers have completed stereo experiments—General Electric Co. and Chevrolet Motor Co. Both spent the late winter and spring months in serious attempts to decide (1) how to use stereo for programming and commercials and (2) how effective stereo is in comparison with other media.

GE tested a major series of four top-flight dramas and Victor Borge musical programs on WQXR Network. Young & Rubicam, New York, was the agency. Chevrolet confined its tests to WDRM-FM and WDRM-FM Detroit, with Campbell-Ewald participating in the effort to learn more about multidimensional sound.

GE discovered, judging by early compilation of a major research look at the four-drama series, that stereo can, in effect, do a visual selling job—in other words, get visual commercial impressions on radio.

Stereo Sells = What GE wanted to do was simple and basic. It was anxious to find out if appliances featuring good appearance and performance could be effectively sold by stereo. According to Thomas H. Castle, GE manager of advertising and public relations for the radio-television division, the tests demonstrated that GE's styling leadership and performance theme for radio and TV receivers can be effectively sold with the visual appeal provided by stereo, according to preliminary research.

Chevrolet and Campbell-Ewald got Willard Klose, Campbell-Ewald's radio-TV director, planned special commercials for stereo's double dimensions as of a past era. "We want to learn exactly what dimensions stereo can add to drama. After all, GE pioneered stereo on WQXR (FM) Schenectady, N. Y., as the first station to take the air with multiplex programming when the FCC's authorized system became effective June 5, 1961."

"What we're trying to do is marry good sound and good drama."

The GE line has few monophonic radio receivers, a trend that is now industrywide. In GE's case there are only three portable FM monaurals in the line.

GE's drama series premiered last March 6 on WQXR Network with "The Turn of the Screw," starring Agnes Moorehead. Peter Ustinov starred March 27 in "Billy Budd"; Joseph Cotten led the cast in the April 17 drama, "The Fall of the House of Usher," and the final drama was "Visit to a Small Planet," featuring Cyril Ritchard and Dina Merrill.

Both GE and Y&R profited from the four-drama test. They tried a number of commercial techniques but as Mr. Castle observed, "There's still a lot to be learned."

When the GE series was all over and WQXR Network was reading its mail and answering its phones, James Sondheim, president, said he was thoroughly convinced there is "a large, enthusiastic nationwide audience for quality dramatiza-tions on radio."

Chevrolet is one of the oldest radio users on the books. A few veterans at Chevy still remember Rubinoff and his magic violin as well as symphonic programs.

Just this summer it wound up its first stereo campaign, strictly experimental in nature. Aware of FM's development, it joined with Campbell-Ewald in the two-station Detroit series. Chevrolet wasn't too concerned about the size of the audience but it was anxi-
ous to get mail reaction. This came, and Mr. Izard and Campbell-Ewald are studying it. Most of the reaction centers around the content of commercials and technique.

Free To Experiment - Chevy gave C-E complete freedom. Woody Klose, radio-TV creative director of the agency, was placed in charge of production, facing up to the job of putting sounds and words together in a meaningful way through the double dimension of stereo. The commercials were taped for stereo and also blended for AM radio.

Facing up to the task of devising effective stereo messages, the agency ran into interesting problems. For example, how to express the jet-smooth theme for the Chevrolet motor? This was solved by driving out to Metropolitan Airport where jets were picked up; bump-in-the-road effects were done with the car door open and then closed.

Possibly the most irritating of the commercials, and at the same time the one most liked, centered around a salesroom theme. A customer anxious to buy the top of the line—Impala convertible—tried futilely to interrupt a wordy salesman who mentioned 31 models in the line, working from the left mike. The customer tried to interrupt from the right mike. When the salesman had finished with the line, the customer said, "You left out the Monza club coupe." Another commercial used a ping-pong effect, with the script calling for a little girl on a swing singing the Chevy theme song. This problem was worked out in stereo by having a little girl sing while riding on a swing.

In all a dozen commercials were produced. Both sponsor and agency spoke highly of the cooperation received from Marshall Carpenter Jr. of WDTM and Harold Tanner of WLDM.

At the time the series was started last winter the sponsor estimated there were 12,000 stereo sets in Detroit, a figure the city's stereo stations believe is much too low. In any case, set sales are big and the stereo audience is growing fast.

Among the famous players who appeared on the General Electric stereo tests were Agnes Moorehead (I) who starred in "The Turn of the Screw" and Peter Ustinov who was in "Billy Budd." Both were on QXR.

“Cream of the Crop”

THE QXR NETWORK

Albany-Troy, N. Y. WFLY
Atlanta, Ga. WOKE
Baltimore, Md. WFMN
Binghamton, N. Y. WSKQ-FM
Birmingham, Ala. WSYL-FM
Boston, Mass. WORB
Bridgeport, N. J. WJZJ-FM
Buffalo, N. Y. WSBN-FM
Chicago, Ill. WYRX-FM
Cincinnati, Ohio WZAX-FM
Cleveland, Ohio WCLV
Columbus, Ohio WQMR-FM
Corning, N. Y. WCLU-FM
Dayton, Ohio WSKY-FM
Denver, Colo. KFML
Detroit, Mich. WBOA-FM
Greensburg, N. C. WQMO
Hartford, Conn. WNIB
Houston, Texas WBAM
Indianapolis, Ind. WIBN-FM
Ithaca, N. Y. WIBR-FM
Jamestown, N. Y. WJTN-FM
Kansas City, Mo. KCMO-FM
Los Angeles, Calif. KFIV
Miami, Fla. WWLL-FM
Milwaukee, Wisc. WFMN
Minneapolis, Minn. WLCW-FM
New Orleans, La. WNOX-FM
New York, N. Y. WQXR
Norfolk, Va. WVEC
Philadelphia, Pa. WPSI
Phoenix, Ariz. KFSI
Pittsburgh, Pa. WLOA-FM
Portland, Ore. KPKN
Providence, R. I. WICN
Reoakove, Va. WSLR-FM
Rochester, N. Y. WROC-FM
San Diego, Calif. KOOM-FM
San Francisco, Calif. KFRC-FM
Seattle, Wash. KLBN
St. Louis, Mo. KCVF
Syracuse, N. Y. WSYR-FM
Tampa, Fla. WTBX
Tucson, Ariz. KSFM
Utica-Rome, N. Y. WURJ-FM
Washington, D. C. WASH
Worcester, Mass. WTAG-FM

A SERVICE OF NOVO BROADCASTING

FINE MUSIC • DRAMA • DISCUSSION • NEWS

BROADCASTING, July 29, 1963
FM today—coast-to-coast view
Medium assuming increasingly important place in many markets

What is the present status of FM broadcasting in the United States? One way to find out is to take a look at some of the larger markets where FM stations have become an important part of the broadcasting picture.

While a detailed examination of all of the stations in all of the markets is obviously impossible in limited space, Broadcasting's reporter has visited the following random group, talked to station, advertiser and agency executives. The trends he has uncovered are outlined in the following capsule reports.

Atlanta
For years much of the South lagged behind the Northeast, Midwest and West Coast in the development of FM service. Now Atlanta is reported to have at least two of six FM stations operating in the black—WSB-FM and WXL(FM). Three stations with AM ties are separately programed. Two more stations will soon take the air.

Latest WSB-FM figures show 33.7% saturation or 101,500 FM homes served. The station started separate programing in June 1962. One salesman works full time on FM aided by lapover from other station personnel. Programing is popular with some serious music. It's sold as "best sound," with some automation. Most accounts are local, including GE and Zenith campaigns from distributors. WSB-FM contends most FM listeners are "neither stiffnecked or highbrow." In early summer WSB-FM celebrated its first anniversary as "The Stereo Voice of the South" by announcing it was in the black.

Distributors report phenomenal increases in stereo sales, now running 30% to 40% of total FM sales. With WXLs and the other four commercial stations, FM is well promoted in Atlanta.

Birmingham, Ala., has five FM stations. At least two operate with stereo.

Chicago
They're talking in million terms in Chicago—one million or more FM homes served by local stations. One of the nation's more prosperous stations, judging by a look at the market, is WPMT(FM), featuring fine arts music. WPMT puts its annual gross at a half million dollars, with probably nine tenths coming from broadcast time sales and the rest from its Perspective magazine listing the program schedule. Stereo is broadcast 120 hours a week.

An estimated 25% of radio homes are described as stereo-equipped. New sponsors are Midas Mufflers, Continental Casualty, Tab (Coca Cola) and Peoples Gas Light. Commercials are limited to three minutes an hour. George P. Hollingbery Co. was recently named national representative.

WDFH(FM) programing is broad based. A WDFH survey shows 51% of homes surveyed had FM sets. Hooper radio ratings show FM stations doing well, four of them appearing frequently and others occasionally. WRSV(FM) is a "swinging station" in Skokie. It has twisted the old arty FM concept by the tail. It boasts that an FM void has been filled and has the sponsor list to show for this dramatic innovation. WNIB(FM) has serious spoken-word programs, classical concerts and one adult jazz show—"important music" is

DOMINANT
IN
DETROIT*

WLDM/FM STEREO

ESTABLISHED 15 YEARS

*SEE PULSE—FEBRUARY 1963
the way the station describes its schedule.

Chicago has 19 FM stations in the metropolitan area and 11 suburban operations, a total of 30 commercial outlets. About one out of five operates in the black.

Chuck Klein, head of the management consulting firm, FM Unlimited, said FM is at last coming into a competitive position with AM as advertisers reach the audience they want. "The FM dike is about to be opened," he said, commenting on the future prospects of the medium. He pointed to a need for diversification of FM programming.

Three stations feature stereo—WFMT, WKYI(FM) and fulltime WFMT(FM) Zenith-owned noncommercial outlet. Other stereo stations are WSCB-FM, WFMQ(FM) and WMAQ-FM. WFMT programs light classical and instrumental standards with popular appeal.

**Detroit**

The nation's No. 4 market, as FM salesmen are happy to term the city, is featured by FM diversity and advanced stereo. Two stations—WLOM (FM) and WDTM(FM)—operated by Harold Tanner and Marshall M. Carpenter Jr. respectively, have come up with important stereo contributions. They carried a Chevrolet-Campbell-Ewald test of stereo that ended in midsummer (story page 68) and helped greatly in the production and technical details.

WDTM ran a checkup of Chevrolet stereo reaction, getting favorable comments on both its Boston Symphony concerts and the stereo commercials. The station features serious music whereas WLOM tends toward standards and relaxed selections. WLOM has a Muzak franchise.

J. L. Hudson Co., world-famed department store, is a longtime WLOM sponsor. It embraced stereo in 1962. The store is in the $300-million bracket. Mid-State FM Network, with headquarters in East Lansing, has four stations—WABX(FM) Detroit, WGMZ(FM) Flint, WQOC(FM) Midland-Saginaw-Bay City and WSWM(FM) East Lansing. All are fulltime stereo. WXYZ-FM Detroit is watching the stereo experiments of its ABC sister station in New York, WABC-FM. WWJ-FM, WJTK-FM and WJR-FM, pioneer Detroit broadcast operations, duplicate AM programs.

**Appliance Booster** — A. V. Witbeck, operating a leading Detroit appliance store (mostly GE lines), is an FM and stereo booster. Except for a few small newspaper ads each year, he's exclusively an AM stereo advertiser (WLOM), and uses six to 18 spots a day. "We get the people with more money and have less than 25% installment buying," he said. The store once moved 531 kitchen disposals in 10 days on WLOM, a feat that astonished the GE organization. Fred Syerson, head of Hi Fi Systems Co., said his store sells stereo gear and records via WLOM. "No major components manufacturer makes monaural equipment any more," he said.

Mr. Carpenter said WDTM features "Foreground FM" and caters to "intelligent listeners." WDTM is stereo 16 hours a day. It features news commentaries and discussion programs with its serious music, plus some jazz.

Interest in auto FM receivers runs high in the motor capital. Among popular makes are Delco, Dynaco, Blaupunkt, Motorola, Granco, Bendix, Toshiba and Sony. Mr. Syerson said his store had sold 400 FM portables recently to buyers who planned to connect them to their auto antennas so they could get FM on the highway. Going back to stereo, Mr. Syerson observed, "Stereo stopped the slump in the $60
Kansas City

With over 40% FM homes saturation, the 11 stations in Kansas City (four duplicate fulltime, one parttime) bill close to $175,000 a year. Two—KCMO-FM and KMBC-FM—are fulltime stereo. KTSR-FM is 100% religious; KPRS-FM duplicates its AM affiliate, and KCUR-FM is educational, operated by University of Kansas City.

A three-year-old Pulse study shows 113,200 FM families in the metropolitan area. E. K. Hartenbower, manager of KCMO-FM, said national spot delivered by QXR Network and Ohland/Robeck, its rep, "has been by far the best in our history." KCMO-FM gets far out into Kansas and Missouri with its high tower.

Mr. Hartenbower credits independent programing during the entire dozen years of operation with the station's progress. It has a Muzak franchise. Like WRFM(FM) New York and a number of other stations, KCMO-FM requires playback men handling stereo discs to wear gloves to avoid fingerprint distortion.

Arthur B. Church, a pioneer broadcaster and station owner (KMBC), was Kansas City's first FM operator. He dropped the station 12 or 13 years ago.

Los Angeles

"Los Angeles is an FM community," Jack Kiefer, owner of KMLA(FM) and president of the FM Broadcasters Association of Southern California, observed. "There are about 1.25 million FM homes in our metropolitan area, second only to New York and ahead of the AM count in all but the top five markets in the land. And I'm pretty sure that our combined billings would put us ahead of New York and make us the No. 1 market in volume of FM advertising."

Until the FCC begins separating FM from AM data in its annual market re-ports or keen competitors start showing each other their balance sheets, the precise rank of Los Angeles in FM billings will remain a matter of conjecture. But there's no doubt that it's very near the top. A dozen of the market's independent FM stations put their client lists for 1962 together and, after duplications had been eliminated, came up with a list of nearly 600 advertising campaigns, admittedly incomplete for the market as a whole. In sharp contrast to the situation only a few years ago when virtually all FM business was local, the 1962 advertisers on Los Angeles FM include scores of national brand names, whose advertising was placed in large part through agencies on Madison Avenue and Michigan Boulevard.

National Advertisers • From Alpine to Zenith, the Los Angeles FM advertising roster is studded with such familiar names as Beech-Nut, Buitoni, Capralan, Coca-Cola, Ford, GE, Hamms, John Hancock, Kent, Lanvin, Magnavox, Mazola, Philip Morris, the New York Times (Western edition), RCA Whirlpool, Santa Fe, Saturday Evening Post.

Independent programing has helped build KCMO-FM Kansas City, Mo., in the opinion of General Manager E. K. Hartenbower.
Post, State Farm, Texaco, TWA and United Air Lines. And that's only a sample.

The list indicates another change in FM advertising. Not long ago it was chiefly for products appealing primarily to the highbrow, longhair symphony set. It is still true that the Los Angeles FM family tends to be better educated, with higher incomes than the average. A great many of the Los Angeles FM listeners like to go to jazz concerts and stock car races and to do their FM listening with a can of beer at hand.

There's a diversity of programing on the 40-odd FM stations tunable in the Los Angeles area. The eight non-commercial educational stations offer erudite lectures and unfamiliar music, in contrast to the middle-of-the-road music-and-talk programming of the 11 FM outlets that duplicate the programs of their AM affiliates. Eight stations devote some or all of their broadcast day to FM multiplex stereo programing and one offers AM-FM stereo. There are stations whose programing is virtually all talk and those offering only jazz music.

There are about one and a quarter million FM homes in our metropolitan area," says Jack Kiefer, owner of KMLA(FM) Los Angeles and president of the FM Broadcasters Association of Southern California.

Active Group • The local FM broadcasters association is in large measure responsible for the pre-eminent position of Los Angeles in the world of FM. On frequent occasions the member stations have dropped their intramural battles for business to combine forces for the general good. They have individually given time to promote such products as FM converters for TV sets and FM auto radios, with payment going into the association coffers for use in underwriting surveys or promotion campaigns for the area FM market. The success of FM and Fine Arts, monthly magazine now in its fourth year with a circulation of 55,000 (at $5 a year) is in large measure due to the spots it has received since its inception from the major FM stations, according to its editor, Geoffrey Nathanson, who asserts that while similar magazines have been started in many cities, his is the only one to become established. And the FM broadcasters as readily admit that in making their full program schedules easily available to the set owners, the magazine has more than earned its gratis air time.

New York

The largest city also is the largest FM market in the nation. By pooling the
William H. Reuman mixes classical music with news and stock market reports on WRFM(FM) New York.

assorted data provided by stations the FM audience listening to a score of stations adds up to as many as 3 million homes. Biggest event of the summer was the addition of stereo by WABC-FM; key network outlet (see page 54). Actually New York has lagged behind some of the other major markets in taking on stereo.

WTFM(FM) has one of the nation's most handsome and efficient plants out near the World's Fair site. It combines an original international program theme with stereo. It is associated in ownership with the 26 Friendly Frost appliance stores. Concert Network, operated by T. Mitchell Hastings Jr., links WNCA(FM) New York, WHCN(FM) Hartford, WXCN(FM) Providence and WBCN(FM) Boston. The network operates on the principle that good music is good advertising.

WRFM(FM) was founded in 1953 by William H. Reuman, who says he has a couple of offers every month to buy the station. Programing mixes classical and pop plus stock market and news programs. An investor's roundtable is featured.

New York's FM stations have plenty of numbers and their popularity is growing steadily. Long Island and other outlying communities are heavily FM saturated.

WQXR-AM-FM, New York Times-owned, feeds programs to the separately owned QXR Network which in turn serves an eastern station group by FM air-hop and sends tape to the rest of its coast-to-coast affiliates (see page 56). According to WQXR sources, the station audience runs about 50-50 AM and FM. The FM outlet programs 30 hours a week in stereo and estimates 17.2% of its homes can receive stereo.

Fair A Plus • WTFM figures its international theme and adjacency to the World's Fair will be effective when the fair gets under way. Jerry Kaye is president of Friendly Frost, plus a new five-store Magnavox franchise. Dave Polinger, manager, said WTFM is the only 24-hour stereo station in the market.

QXR Network is getting fall-winter orders in early summer instead of later in the year, said James Sondheim, president. He cited this as an encouraging feature. He added another thought: "We're fostering the rebirth of radio networks." QXR Network carried two major GE series last season, featuring...
four major stereo dramas and Victor Borge (story page 68).

WTFM has a cutie—a small FM receiver that tunes only one station. Guess which one? Several thousand have been bought, mostly by doctors and dentists, Mr. Kaye said.

The upstate cities have a lot of FM markets ranging from good to mediocre. WUPM (FM) Utica started broadcasting monaurally April 23, 1962. It had 24 "quality" sponsors. In September 1962 it moved into stereo and has been in the black ever since. Programming is broad except rock ‘n’ roll is barred along with country and western. A magazine concept is followed— commercials are heard mostly at half-hour breaks. Salesmen sell both program and spots. Several thousand persons in the area work at the GE radio receiver plant that builds FM sets for the nation.

WQAL (FM) Philadelphia has a tenth of 500,000 FM homes, according to best estimates. One survey is nearer 700,000 FM homes.

WPBS (FM) is operated by the Philadelphia Bulletin. Like WFIL-FM and WQAL (FM), it's actively promoted and sold at what has become a lively competitive pace in this big market. WPBS estimates stereo saturation at 15% (four stations are stereo-equipped). With Music, WPBS says it has a million-dollar investment. WIP (FM) broadcasts stereo.

The growth of FM is the most important development of the past decade in broadcasting,” Roger W. Clipp, of Triangle Stations with five FM outlets, believes.

of its earnings schedule.”

Abe Voron, WQAL, said that the station is in the black. Local agencies are buying but the campaigns are generally small, he said, adding, “Public acceptance of FM is running well ahead of agency, advertiser and rep recognition.”

Roger W. Clipp, vice president Triangle Publications Inc. and general manager of the radio-TV division which has five FM outlets, made this statement when he named a top executive, David J. Bennett, to direct the group’s FM operations, “The growth of FM is the most important development of the past decade in broadcasting.” The company produces Triangle Program Service, a syndicated operation.

San Diego
San Diego listeners are served by 13 FM stations, offering a diversity of program fare from strictly classical to solid jazz in the music department and with almost as wide a selection in the world of words. Five of the FM stations are affiliated with AM outlets, but one offers nonduplicated programing after

Philippines
A dial-turner can get 26 nearby FM stations in Philadelphia, most of which are independent or independently programmed; five AM-FM operations duplicate programs. Saturation runs about 50% which translates to 500,000 FM homes, according to best estimates. One survey is nearer 700,000 FM homes.

WPBS (FM) is operated by the Philadelphia Bulletin. Like WFIL-FM and WQAL (FM), it's actively promoted and sold at what has become a lively competitive pace in this big market. WPBS estimates stereo saturation at 15% (four stations are stereo-equipped). With Music, WPBS says it has a million-dollar investment. WIP (FM) broadcasts stereo.

A tenth of WPBS business is national—Fels, Curtis Publishing, Delta, and Philadelphia Electric are among sponsors. Only 19 months old, the station has a staff of 27 and "is running ahead

NEW... PEAK LIMITING AMPLIFIER!

The Bauer "Peak Master" is the smallest, completely self-contained limiter available that can be used in critical broadcast, recording and motion picture audio applications. 3½" of Rack Space • Vernier Input — Output Controls • Switchable VU Meter • Fast Attack Time • Adjustable Release Time • $440.00 • Send for Complete Details Today!

K-Que
HOUSTON
THE NATION’S FLAGSHIP
FM
NOW!

41.2% Special Hooper report, May-June 1963, on penetration.

FM set ownership in Houston market
K-Que... the FM station with AM type share of audience... with an 8.8 Sunday Hooper (May 1963), tops 6 AM stations in Houston!
280,000 WATTS OF PURE PLEASURE, 98 HOURS WEEKLY STEREO

San Diego
San Diego listeners are served by 13 FM stations, offering a diversity of program fare from strictly classical to solid jazz in the music department and with almost as wide a selection in the world of words. Five of the FM stations are affiliated with AM outlets, but one offers nonduplicated programing after
3 p.m. and two don't do any duplicating. Four of the FM stations offer multiplex stereo service, three of them full-time. Of the 13 FM stations in the San Diego area, 11 are commercial, two noncommercial educational.

A recent survey underwritten jointly by a group of San Diego FM operators showed 48.8% penetration of FM ownership in the sections of the city where the middle, upper-middle and upper income families reside. Because the survey did not cover the full metropolitan area, a spokesman for the group declined to estimate how many FM homes the area contains, but an outside source put the figure at certainly not less than 200,000 and probably not more than 250,000.

Many New Arrivals - One reason that it is difficult to compute the number of FM families in San Diego, or throughout Southern California, for that matter, is that thousands of families are moving into the area each month, many of them bringing AM, FM and TV receivers, record players, hi-fi rigs and stereo gear with them. Such imports don't get into records of the Electric League of Southern California, which show that nearly 600,000 FM receivers were purchased from firms cooperating with ELSC in the seven-year period, 1956-1962, in seven counties - Kern, Los Angeles, Orange, Riverside, San Bernardino and Santa Barbara. In January 1956 there were 1,162 FM set sales reported; in December 1962 the total was 14,749 sets. (The league admits even these figures are incomplete, with some domestic and many foreign makes not reported.) But the trend is unmistakable. The 1962 total of 103,088 FM receivers reported sold in the seven counties was more than the combined total of 1956 and 1957.

The number of stereo receivers is just as hard to calculate. A midsummer 1962 survey showed approximately 40% of a selected sample of FM set owners had stereo equipment and a like percentage were contemplating its purchase. Robert Bell, president, Packard-Bell Electronic Corp., has said that of the 4.4 million stereo sets which Electronic Industries Association predicted will be built this year, 10% will be purchased by families in greater Los Angeles. Any way you figure it, there's a lot of stereo listening being done in Southern California.

San Francisco-Oakland - Take it from Gary Gielow, co general manager of KFNS (FM), a widely publicized station, "San Francisco is one of the hottest, if not the hottest, FM market in the U.S. today." He placed saturation at 50% of 450,000 homes. The market has more FM than AM stations -26 FM to 20 AM—and is a stereo center with an estimated 150,000 homes. This estimate is one of the nation's highest and indicates a ratio of 1-3 FM homes for stereo.

Five FM stations appear regularly in Hooper ratings. Advertiser acceptance is good. KFNS (FM), for example, lists Cadillac, Bank of America, United States Lines, U. S. Rubber, Yellow Cab, Metrecal, Sabena Airlines, Burgermeister...

Now FM comes first

Encouraging sign for FM is the fact that in many cities combination radios no longer are being advertised as AM-FM but rather as FM-AM. Here's section taken from a larger radio advertisement in a Philadelphia newspaper. The same paper also listed General Electric and Arvin receivers as FM-AM combinations.
FM's success is ascribed locally to the
zealous promotion campaigns of station
operators such as KFOG(FM), KPEN and
several others.

Seattle
FM listening is a treat in the Pacific
Northwest Seattle-Tacoma market and
out into the valleys and shores. Six-
en FM stations are operating. In
Seattle there are 11 AM and 11 FM
stations. KING-FM programs separately
from KING-AM eight hours a day. Cort-
and T. Clark, manager of KLSN(FM),
must be bought differently from AM because the listener spends
more time at the receiver.

Four or five spots a day is saturation
FM, Mr. Clark said, compared to
5-20 in AM. Greater Seattle FM
broadcasting Association has nine mem-
ers who jointly promote the medium.
KLSN broadcasts 108 hours a week in
teto. KETO-FM and KISW(FM) also
arry stereo. KLSN has a pro-
ram guide, Preview, produced in its own
udios; 1,500 subscribers pay $3.50 a
ear for it. Mr. Clark said KLSN bills
for the first half of 1963 are 50% above the same 1962 period. He added
that FM's audience holds up in sum-
er. The daytime audience, he added,
ouns about 60% of nighttime. "In many
arkets one lone television spot costs
t more than a month-long saturation
ampaign on FM," Mr. Clark said.

KETO-FM is associated in William E.
Boeing Jr. ownership with KFFM(FM)
Portland, Ore.

Texas
Houston, Dallas and San Antonio are
experiencing a satisfying growth rate
in FM. A spot check around the state
shows intensive activity in several mar-
ks. The Houston FM Association isn't
active but it's still the focal point for
the 12 local station operators who have
done some joint promotion.

KQUE(FM) is in the black, according
David Morris, manager (KNUZ is the
AM affiliate). Stereo is broadcast 2
p.m.-midnight weekdays, 6 a.m.-2 a.m.
over the weekend. National business is
developing slowly. Mr. Morris said a
saturation survey showed 41.2% of the
554,444 radio homes in the market
have FM. The station draws regular
mail from points as far away as Flor-
da, Alabama and well down the Gulf
Coast.

Lynn Christian, managing KODA-FM,
said Houston has about 18,000 stereo
sets, according to a March 1963 study.
Four stations broadcast in stereo and
a fifth is due. He cited Pulse data show-
ing 185,000 FM homes in the metro-
politan area. One local FM station, he
said, programs in Spanish.

In Dallas John C. Coyle, KVL-FM
operator, is sold out 6 p.m.-6 a.m.,
using pop albums, quiet jazz, contem-
porary classical and one vocal in the
middle of each quarter-hour. Time is
sold in half-hour segments. "The man
who studies FM can go out and sell it," Mr. Coyle said. KVL-FM will carry
the Dallas Cowboys pro football games
in stereo, he added.

A San Antonio saturation study by
telephone exchanges shows 34% of all
homes have FM, or 70,235 homes. This
is described as a gain of 52.7% over a
November 1960 study.

There are many sharp differences between the WQXR
audience and average listeners to other radio stations.
One difference: the remarkable loyalty of WQXR lis-
teners. They are not typical dial-twisters. In fact, a large
percentage of them never listen to other radio stations
in metropolitan New York. We repeat, never listen to other
stations. Take this difference—audience loyalty—add to it
other unique differences, such as unusually high incomes,
better educations and occupations, and you reach an in-
escapable conclusion: WQXR should be an integral part
of your advertising program in the New York market. It
makes all the difference. Get the complete score from us
today by calling LAckawanna 4-1100. WQXR AM/FM,
SET PRODUCTION GAINING

FM receivers now common in automobiles with most manufacturers offering combinations in $100 range

Radio manufacturers look forward to FM as one of the most promising growth areas in consumer electronics, according to William Long, director of marketing services on FM for Electronic Industries Association. "The number of FM stereo stations on the air is rapidly approaching 250 and is helping to continue the steady rebirth of FM that began in 1958," he said. "This year FM promises to be at the highest production level in the last decade."

Mr. Long said FM is a key factor in the replacement market. "With disposable income at high levels," he said, "FM finds ready acceptance as the consumer seeks to improve the quality of the entertainment he purchases. FM is becoming standard in the large and growing radio-phono combination market. It's an item the dealer can demonstrate with good effect and is therefore easier to sell than some other consumer products."

A look at EIA's figures (see table page 80) and those gathered by the Department of Commerce and other industry sources indicates that at least 3 million FM receivers (including component rigs and imports) were added to the nation's receiving capability in 1962. An estimated 1 million to 1.25 million Japanese sets had FM tuners; at least 100,000 of these were stereo.

Stereo Gains - About 1.2 million phono consoles were sold last year, with 550,000 having stereo. For the first five months of 1963, according to EIA figures, 275,000 phono consoles included stereo reception. This is 2.2 times the rate for the comparable 1962 period.

Practically all component gear and most radio consoles are now stereo, a check of manufacturers shows. Last year an estimated 275,000 component tuners were sold; it's estimated; the figure could be higher.

The major auto manufacturers are showing genuine interest in AM-FM radios. There is no available data on the total number of domestic and imported (Japanese and German) auto receivers with FM capability. Larry Jones, sales-service manager for automotive products at Bendix estimates that 40,000 to 50,000 Ford cars will have FM radios in the 1963 model year; 15,000 Volkswagens will have FM radios. "The use of FM in automobiles is a gradually growing market," Mr. Jones said.

About 72% of Mercury Monterey's sold are factory equipped with radios, this is the way the new FM-AM sets installed in Ford cars appear on the instrument panel.

5% of them having FM tuners. Through the first six months of 1963, 17% of Lincoln purchasers specified the new AM-FM radio (an AM radio is standard equipment on this deluxe automobile).

Fords With FM - The AM-FM sets on Ford-built cars are fully transistorized. Five pushbuttons provide instant selection of two AM and three FM stations. Factory suggested list price for AM-FM is $130 compared to $60 for the standard AM radio.

Factory-installed AM-FM units were first offered on the 1963 model Ford Galaxie, Thunderbird, Mercury Monterey and Lincoln Continental. If customer interest warrants, AM-FM will be offered on other models; in any case.

HERE'S AN EXCITER
that WILL FACE THE MUSIC!
AND GIVE YOU
BRILLIANT STEREOPHONIC AND SCA REPRODUCTION.
Direct FM 10 WATT EXCITER • Model LPE-10
* approved for educational service.
* the ultimate in circuit design and unique construction.

MOSELEY ASSOCIATES INC.
Tel: 967-1469 or 967-8119
Area Code 805 PO Box 3192
Santa Barbara, California

BROADCASTING, July 29, 1963
Book discussions draw big audience

A series of commercials on KODA-FM Houston has developed into a program with an intellectual background. Titled Bookmarks, it is voiced by Jack and Aline Fisher Pulliam who in 1960 were owners of a book store.

The original Pulliam commercials on KODA-FM were in the form of brief book reviews calling attention to particular works the store owners found most interesting. Once the commercials had run their course, the station asked the Pulliams if they would like to do a book review program. They would, and within a year the series was being tape-syndicated to a dozen cities and more are in the works.

Now the format is getting broader. It includes interviews with visiting authors. The present audience is estimated at 9.5 million daily listeners.

higher usage is anticipated in the 1964 line.

Roy Nelson, Delco radio account executive at Campbell-Ewald, Detroit, said at least one out of three 1963 Cadillacs has FM radio tuning. An AM-FM set runs about $100 more than AM-only in the case of Cadillacs. Chevrolet introduced AM-FM radios last March as optional equipment on the standard models.

General Motors, of which Delco is a subsidiary, is known to be experimenting with auto stereo. Several cars operated by GM executives are rumored to have stereo prototypes. Because of stereo’s appeal, Pontiac and Oldsmobile will have optional simulated stereo receivers in the 1964 models. These are reverberation units in which the signal from the rear speaker is delayed 30 milliseconds.

Chrysler lines introduced AM-FM in the 1963 models. They are offered on Plymouth, Dodge, Dodge 880 and Chrysler models. Factory retail prices
Agencies like FM, but want more research

CONFUSING NUMBERS PICTURE MAKES BUYERS HESITATE

“Give us your numbers,” agencies keep telling FM station salesmen and the scattered members of the station representative fraternity who are showing an interest in soliciting time for their clients.

Concededly the Madison Avenue agencies, and their brethren around the nation, are numbers conscious. It's natural for them to want specific figures on size of audience, listenership and demographic details about the composition of the audience.

Yet there's an obvious trend toward recognition of the specialized nature of the FM audience and its buying power. Some agencies, however, feel FM is overloaded with fractionized audience groups and they're looking for broad appeal. Many stations are quite aware of the desire for broad-based audiences, and the appearance of FM ratings in the Hooper reports confirms the belief that mass-appeal programing can bring more and better numbers.

Many Studies - FM's research library offers scant pickings to the agency buyer who wants statistical enlightenment and lots of it. The Pulse Inc. has compiled FM saturation figures (percent of AM homes, see page 56) but stations aren't always happy with these ratios. Hooper's radio reports, Independent Research Measurements, Politz, DATA, QXR Network, FM Group Sales, Mid-State FM Network (Michigan), Sindlinger and others have extensive statistical information but the agency man accustomed to the high stacks of AM, TV and periodical data isn't easy to satisfy when confronted by the figures FM stations and groups have compiled by stretching their limited budgets. (See research data Broadcasting, June 4, 1962, Feb. 20, 1961.)

Here's an example of statistical confusion: Pulse gives the Indianapolis metropolitan area 19.7% FM saturation of $129.30 and $157 are listed, the higher being for cars carrying the Chrysler name. Deluxe AM radios run $59.50 and $129.40. Percentages of cars sold with AM-FM are: Plymouth 0.1%, Dodge 0.1%, Dodge 880 0.6%, Chrysler 0.3%.

The motor majors have used limited FM time, mostly through dealer groups. Chevrolet experimented last spring with stereo (story page 68). Chrysler divisions have bought "scattered and spotty" FM.

At Ford it was stated that several dealers are buying time as well as Lincoln-Mercury dealer advertising associations in Los Angeles and Cleveland.

“FM actually has more factual information than is generally believed,” says David Wedeck, vice president of Benton & Bowles.

For information on these and other systems, write

MOSELEY ASSOCIATES INC.
P.O. Box 3192, Santa Barbara, Calif.
Telephone—Area Code 805 967-1459 or 967-8119

WASHINGTON's pioneer FM Station
now presents STEREO!

Affiliated with and represented by the QXR Network

SERVING THE NATION'S CAPITAL FOR 15 YEARS

BROADCASTING, July 28, 1963
Sales of FM receivers

U. S. factory sales of FM receivers by years: (Total FM sets including phono consoles, radio, TV). Source: Electronic Industries Assn.

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>2,228,000</td>
</tr>
<tr>
<td>1951</td>
<td>1,267,000</td>
</tr>
<tr>
<td>1952</td>
<td>670,000</td>
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<tr>
<td>1953</td>
<td>659,000</td>
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<td>1954</td>
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<td>1956</td>
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<td>1958</td>
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<tr>
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<td>1,640,000</td>
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<tr>
<td>1961</td>
<td>1,930,000</td>
</tr>
<tr>
<td>1962</td>
<td>2,568,000</td>
</tr>
<tr>
<td>1963*</td>
<td>3,300,000</td>
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</tbody>
</table>

*Broadcasting estimate

grown substantially, having today a larger audience than ever before but still quite selective. "While FM radio usage is on the increase," he continued, "FM management's awareness of the application of this medium as an advertising vehicle has not kept pace.

"The medium has been growing up but it still has a long way to go. Its price structure is becoming more realistic as FM management is showing some awareness of the national advertiser's problems and objectives," Mr. Wedeck continued.

"We can't ignore FM's growth when we're thinking of radio. The medium has lots of unique advantages that can make it extremely effective for many advertisers.

"Benton & Bowles has had very satisfactory results with FM in the last few years." Currently Philip Morris is using six Los Angeles FM stations. Another B&B client, Texaco, is reported in four markets.

Supporting Mr. Wedeck's feelings is Mori Stone, QXR Network vice president. Mr. Stone says QXR gets its data for "quality" radio users from studies conducted by Media Programers Inc., a statistical firm with a computer-designed operation. MPI has already come up with national and special analyses for QXR.

---

H. H. Scott, Inc. Dept. 65-07
111 Powdernmill Road, Maynard, Mass.

Rush me complete technical details on new 310-E FM Stereo Tuner.

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City_________________Zone________State________

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Lee, Ford explain clear channel stand

COMMISSIONERS TELL HARRIS THEY QUESTION APPROACH TO PROBLEM

FCC Commissioners Robert E. Lee and Frederick W. Ford have given Rep- resentative Oren Harris (D-Ark.) their reasons for not endorsing the letter the commission sent the congressman July 1 on the clear-channel proceeding.

In that letter a response to one received from Representative Harris, the commission rejected his suggestion to consider the matter further and said it would proceed with its plan to duplicate 13 of the nation's 25 clear channels, (Broadcasting, July 8). The commission maintained concern about the soundness of this approach as a means of providing service at an early date to underserved areas.

Representative Harris, who is chairman of the House Commerce Committee, and who is reported considering legislation to block implementation of the clear-channel breakdown order (Closed Circuit, July 15), solicited his views of the two commissioners.

Neither commissioner took issue with the principle of duplication. Instead, both raised questions about the commission's approach to the problem of granting power in excess of the 50 kw limit now imposed on all AM stations.

Lee's Objection - Commissioner Lee has long favored higher power for clear channels, expressed disagreement with his commission's response to one of the congressman's questions on this subject. The commission said that class-A stations, even if duplicated, could be granted higher power, but that in most cases they would have to use directional antennas to protect the duplicating assignment.

Commissioner Lee said the use of such an antenna would prevent a 1-A station "from realizing the full potential" of the groundwave and skywave service it could otherwise provide. He also said antenna site problems would discourage stations from seeking higher power.

He noted that many 1-A frequencies are occupied by foreign stations that must be protected under the terms of the North American Regional Broadcasting Agreement. The directional antenna that would be required to protect these stations plus the newly created II-A duplicating stations "would be incapable of radiating 750 kw" over a wide area, he said.

Commissioner Lee feels that the clear-channel stations can be granted higher power even if duplicated. But he would have the duplicating station protect the primary outlet.

Experimental Approach Favored - Commissioner Ford in his letter to Representative Harris said that in duplicating 13 channels, the commission has dealt with only half the problem of providing service to underserved areas. The other half, he feels, involves the use of higher power by the remaining 12 clear.

He expressed disappointment that the commission didn't say it was prepared to grant experimental authorizations for higher power under test conditions. He said he favors the experimental approach rather than a change in rules since "the issue of higher power is a complicated one, with implications that may not be fully appreciated."

Duplication of the 13 channels, he said, will cause some loss of secondary service. But he said he has hoped "this would be offset, not only by whatever primary service the new stations will provide to underserved areas, but also by an increase in secondary service which would result from higher power."

MORE ETV CHANNELS

31 added for instructional, cultural use by schools

Educational television last week was granted the use of 31 additional channels in the 2500-2690 mc band for the transmission of "instructional and cultural material to schools and other selected receiver locations." The FCC's action, educators believe, will make available a new low-cost closed circuit system.

The rulemaking, effective Sept. 9, had proposed either the 1990-2110 mc band or the 2500-2690 mc band be adopted. The National Association of Broadcasters, CBS and NBC opposed use of the lower band, requesting that it remain for intercity relay and remote pickup facilities, but endorsed use of the higher band by educational broadcasters (Broadcasting, Sept. 24, 1962).

The new service is officially described as an "instructional television fixed service" and the 31 channels will allow transmission of different subjects simultaneously. Reception is limited to selected points in "accredited public and private schools, colleges and universities for the formal education of students."

Also eligible for the service are hospital and related institutions, commercial and industrial establishments and professional groups or individuals, provided that the transmissions are for instructive purposes. The service can be used for transmitting administrative affairs of the licensee as well, the commission said.

Who's Eligible - The commission

Henry calls for network ratings records

The FCC is going to scrutinize the effects of broadcast ratings on the programing of all TV networks.

Chairman E. William Henry has written to ABC-TV, CBS-TV and NBC-TV, explaining the public concern during last winter's congressional tally against ratings (Broadcasting, Feb. 18 et seq.), led by Representative Oren Harris (D-Ark.), he was asked if the commission had the ratings records of network programs that were subsequently cancelled. His letters note that he agreed to obtain the statistics, and the networks are asked to comply by Oct. 1.

His correspondence details the records the commission wants for all evening programs of the past three seasons (1960-61, 1961-62, 1962-

63). The networks must supply three national Nielsen and American Research Bureau total homes ratings and the Nielsen shares of audience for each program in the 7:30-11 p.m. Monday through Saturday and 6-11 p.m. Sunday time slots. Each show cancelled in the next season is to be marked with an asterisk.

The networks also must submit ratings information on weekly or alternate weekly evening programs that were carried less than an entire season and not on the network the next season. Two national Nielsen and ARB total homes ratings and Nielsen shares of audience must be given for each of the shows in these categories. Ratings and shares for competing programs on the other two networks must also be detailed.
said that the same standards that qualify a licensee for a noncommercial educational television station will be used to judge an applicant for the new service.

Transmitter operations will have to be supervised by qualified operators, the commission said, but that routine operation will be allowed by third-class engineers. Remote control will be permitted and the unattended operation of relays.

Power was slated at 10 w but the commission said higher power "may be authorized in special cases." External power measurements will be required only once a month and directional antennas are to be used when necessary.

The 2500-2690 mc band is presently being used by about 90 fixed stations but that there will be no further authorizations made for such operations for three years, "pending a determination of the ultimate needs of the new service."

Translators approved

The FCC last week granted requests by the Midwest Program on Airborne Television Instruction Inc. for two new translators to serve Cleveland by relaying the programs of the educational group's KS2XGA and KS2XOD in Montpelier, Ind. The new translators will be operated on channels 81 and 83.

MPATI, as a part of its overall midwest airborne educational project, last January petitioned for the assignment of six UHF channels (Broadcasting, Jan. 21). The FCC's channel 81 grant stipulates that use of the channel must be discontinued if any TV station which goes on the air in the future is short-spaced.

Juke box operators may start paying fees

The House Judiciary Committee approved a bill Thursday (July 25) to erase an exemption which has protected juke box operators from paying royalties to composers for playing their recorded music since the nickleodeon days of 1909.

The legislation specifies no fixed fee but leaves that up to negotiation between the operators and the performing rights societies.

Hearings on two other bills seeking similar ends were held in May. A new, simplified proposal was introduced by Representative Emanuel Celler (D-N. Y.), chairman, last month and was approved without further hearing last week.

Broadcast Music Inc. testified in favor of removing the exemption.

Ad

Beverley Wilshire Hotel

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

Hernando Courtright's

Beverly Wilshire Hotel

Beverly Hills, California

Prefer single owners

Commissioner Lee Loegering, the FCC's newest member, has made it perfectly clear that "between multiple owners and equally qualified single owners, I would prefer the single owners." This view will not surprise broadcasters aware of his former position as assistant attorney general in charge of the Justice Department's antitrust division.

Interviewed for Storer Broadcasting Co.'s Report to the People by Linton Wells, director of Storer's Washington news bureau, Commissioner Loegering also defended the FCC's equal time doctrine. "I think that in fact the FCC policy [on editorializing] is a perfectly sound one. It seems to me that the 1949 statement on editorializing is well done, is founded on good principles and that what it requires is enforcement, possible implementation and specification."

Commission returns pay TV application

Failure to provide the FCC with the necessary information resulted last week in the return of the pay TV application of Melco Pay TV Co. and KVUE(TV) (ch. 40) Sacramento, Calif. for a three-year experiment on the station.

Melco and KVUE filed the now returned application last April proposing what would have been the third on-air pay TV experiment in the U. S (Broadcasting, April 22). WKTU(TV) Hartford, Conn., is presently operating a system and another is scheduled to begin on KCTO(TV) Denver in October (Broadcasting, July 8).

The commission said that the Melco KVUE application failed to show that it was financially feasible in that it only source of funds would be from sale of stock totalling $379,000, aside from any revenue from the test itself. The commission also noted that Melco KVUE offered "no assurance that the stock could be sold."

Also questioned was the amount of information supplied concerning Melco Melvyn E. Lucas was listed as president of both Melco and KVUE but no other legal and financial information was offered, the commission said. Such information is required under the rules establishing pay TV systems.

Other Opposition - The commissioner last week took notice of an opposition.
to the Melco-KVUE application filed last May by Camellia City Telecasters, but said that it made no judgments on the points raised by Camellia. Camellia raised questions similar to the FCC's concerning the pay TV application.

Camellia has filed an application for channel 40 to compete with KVUE's pending renewal of license, and said that a grant of the pay TV test would hurt its competitive status in a hearing (BROADCASTING, June 3).

KVUE, however, has requested that the Camellia application be denied due to the doubtful character qualifications of its principals and their alleged history of speculating in broadcast properties.

KVUE claimed that two Camellia principals, Jack F. Matranga and Irving J. Schwartz (both 25%), were also principals of Capital Radio Enterprises which was an original applicant for channel 40, but requested dismissal in 1958. Capital was also applicant for channel 46 in Sacramento, KVUE noted. Mr. Matranga was also charged with failing to carry through an application for a new AM station in Placerville, Calif., and later failing to utilize an option to purchase 25% of KJAY Sacramento arising from his deal to dismiss the Placerville application.

KVUE has been off the air since March 19, 1960. In his application Mr. Lucas said that he hoped the pay TV test would be approved promptly so that the station could have an "early reactivation."

Antenna farm comments requested by FAA

The Federal Aviation Agency has released certain proposed criteria for the establishment of television antenna farms and is seeking comments from the broadcast industry. Comments are requested by Sept. 1.

The FAA described its proposal, which was sent to parties the agency believed interested, as a guide for the agency's field offices when considering the antenna plans of applicants for new or modified structures. One of the standards of the proposal would require that an antenna farm be large enough to handle antennas for all of the channels allocated to the area.

An FAA source described the proposed criteria as a "yardstick" for studying applications to the FCC and said the criteria were not in the form of proposed rules. He added that the agency hopes for responses from the broadcast industry.

However, at least one industry organization has expressed fear that the criteria could have further repercussions than are apparent and might prove inflexible. The question that may be asked is if the FAA's proposal may indicate another federal agency is seeking to control the industry, i.e., if an antenna farm is required to be large enough for all allocations.

Examiner contested in Little Rock case

KATV(TV) Little Rock, Ark., told the FCC that Hearing Examiner Thomas H. Donahue "failed to maintain an open and impartial mind" in arriving at his decision to deny KATV's proposed transmitter move from a Pine Bluff location to a Little Rock site.

Examiner Donahue, in an initial decision issued last June, accused KATV of failing to live up to an agreement with the Pine Bluff Chamber of Commerce which guaranteed continued service to that community. He recommended denial of the transmitter move and questioned KATV Inc.'s character qualifications to be a broadcast licensee (BROADCASTING, June 10).

In its exceptions to that decision KATV said last week that it has had no thought of "abandoning... Pine Bluff" and would not even if it were as "dollar conscious" as Examiner Donahue had charged. KATV said that it would hardly want to forego the revenue available from the second largest city in its service area.

The station told the commission that it can't improve its competitive position if it must keep its tower where it is in agreement with the chamber of commerce contract. As a result the station sought the best alternative, KATV said. KATV admitted that its Pine Bluff studio had been closed but that it maintained facilities in Pine Bluff-mobile and microwave equipment.

KATV said that its station identifications recognize Pine Bluff and that alleged complaints that they didn't were not backed by any witnesses.

What FCC Does and Doesn't: KATV said that the commission is not bound to consider the station's contract with the Pine Bluff civic leaders in making any public interest determinations, and that this is the extent of the station's request.

KATV further offered that if the commission considers a "profit motive" as having an adverse showing on the character qualifications of a licensee there would hardly be a commercial broadcaster who could meet such qualifications.

The station suggested that if its proposed move were granted, it could establish translator stations to serve any lost service areas such as was recommended in the WTEM(TV) Vail Mills and WAST(TV) Albany, both New York, case (BROADCASTING, Feb. 18). Just as in the Albany case, KATV said, a more competitive service could be established.
FCC GETS FLOOD OF HELPFUL HINTS
Lengthy opinions offered on Philadelphia, Boston cases

The FCC was inundated with advice last week on how to settle the complex case involving the NBC-Philco Broadcasting fight over channel 3 Philadelphia and the network's proposed swap of its Philadelphia properties for RKO General stations in Boston.

NBC and Philco filed their conflicting opinions in proposed findings running about 500 pages each. RKO General and Westinghouse Broadcasting Co., another party to the proceeding, were more succinct, with comments of 10 and 47 pages respectively.

The commission's Broadcast Bureau didn't submit its views, but may do so after reviewing the comments. Deadline for the bureau's filing is Aug. 23.

Chief Hearing Examiner James D. Cunningham, who presided at the October-to-May hearing, is expected to issue an initial decision before January 1964.

Besides the comparative questions as to whether NBC or Philco is better qualified to operate channel 3 and the proposed NBC-RKO General swap, the hearing examiner will have to rule on some 15 issues. These include allegations of antitrust or anticompetitive practices leveled against both NBC and its parent, RCA, and Philco and its parent corporation, Ford Motor Co.

Needs Renewal First • NBC is seeking renewal of wrcv-tv Philadelphia and its AM companion station as a first step toward exchanging them for RKO General's wnac-am-tv and WRKO (FM) Boston. The network is under a Justice Department consent decree to divest itself of the Philadelphia stations by June 30, 1964.

NBC, in its findings, denied it or RCA had been guilty of antitrust law violations or anticompetitive practices. It also said that it has operated wrcv-tv in an "outstanding" manner that merits renewal of the station's license. Philco, NBC added, has failed to provide evidence that it could be relied on to provide worthwhile television service to the Philadelphia area.

Philco, on the other hand, said RCA's noolo contendere plea in an antitrust suit in 1958 is evidence that it was guilty of antitrust violation. Philco also said its familiarity with Philadelphia, where it is located, should be considered an important factor in deciding the comparative issue. It added that NBC's operation of wrcv-tv was "dismally inadequate" and that the network's involvement in the television quiz scandals was a further reflection on its qualifications as a broadcasting station licensee.

RKO General and WBC, in their findings, were concerned principally with the proposed station swap. WBC had said this question should be examined in view of the relationships among RKO General; San Francisco-Oakland TV Inc., licensee of ktvu(tv); and SFO stockholders and the manner in which RKO-General "employed those relationships to obtain SFO agreement to transfer the station's construction permit to NBC." Some of the principals of SFO are former RKO General employees.

RKO General cited a 1960 Justice Department report to support its contention that it never attempted to induce SFO to enter into any agreement with NBC. The proposed sale of ktvu to NBC was canceled by SFO in 1961. (The sale of ktvu to the Cox station group was announced last week [see story page 47].)

WBC said it is concerned with its own rights as well as those of viewers in Boston. Westinghouse's wbz-tv in that city would lose its NBC affiliation if the network is assigned the wnac-tv license. That station is now affiliated with ABC.

The swap, therefore, WBC said, will cause a substantial change in the programming of two of Boston's three VHF stations, causing a disruption of the area's viewing habits without "any countervailing advantages" to viewers.

WBC said that RKO General is interested in the exchange only because

FCC requires facts to oppose a grant

Stations that want the FCC to block the appearance of new competition in their area because of potential economic injury had better be prepared to document their argument with considerable detail.

The commission made this clear last week in a case involving the grant of an AM construction permit in Greensburg, Ind., for Tree Broadcasting Co. Wtre(fm), the only station in Greensburg, asked consideration, contending, among other things, that competition for advertising revenue in the town of 6,605 would degrade the quality of service that either wtre or the new station could provide.

The commission, however, said Wtre had not presented enough of an argument to warrant a hearing on this issue.

Wtre, the FCC said, should have included in its petitions such facts and allegations as:

• Whether the proposed operation would draw a portion of its revenues from those now received by wtre.

• The total annual retail sales in Greensburg and the surrounding area, and whether sales were growing, declining or were stable.

• The total actual and potential advertising revenue available in the area.

• Whether other revenue is available to replace that which might be captured by the new operation.

• "Actual knowledge" of the extent to which Wtre would lose revenues to a new station.

Furthermore, the commission said, even if Wtre had made enough of an argument to raise a question as to whether Greensburg could support a second station, it "alleged no facts to support its claim that there will be a loss or degradation of aural service to the area."

The commission said these points don't exhaust the list of those that might be made in support of an economic injury argument. But, it added, they "represent a fair approach to the question of determining when a hearing is needed to investigate whether additional competition, 'normally favored,' would be harmful to the public.

The commission said it cannot entertain an economic injury plea that is expressed "in extremely general and speculative terms."

Although it was turned down on the economic injury issue, Wtre had more luck with two other arguments—one alleging the commission's 10% interference rule would be violated by the new operation and another charging the applicant lacks financial qualifications to build and operate a station.

The commission has asked Tree Broadcasting to submit new data on the population that will be included in the interference area and on the reasonableness of its estimates of construction and operating costs. Failure to provide the information in 60 days will result in the grant being set aside and a hearing ordered.
Philadelphia is a larger market than Boston and that NBC is concerned only with complying with the consent decree. As a result, WBC said, neither city would be served by a licensee with a knowledge of or interest in its TV needs.

Puerto Rican stations face license revocation

Revocations or heavy fines may be in the offing for WKYN and WFQM(FM) San Juan and WORA-FM Mayaguez, all Puerto Rico, the FCC warned last week. The commission charged that “it appears” the stations, after having asked and been refused permission, surreptitiously intercepted and rebroadcast shortwave news programs of the Defense Department’s Armed Forces Radio Service in New York. The commission said evidence indicates that the stations’ rebroadcast of the programs were delayed, but were made so as to create the impression that “the programs were coming directly and simultaneously from the Mutual Broadcasting System.”

WKYN is licensed to Quality Broadcasting Corp., WFQM to Supreme Broadcasting Inc. and WORA to Radio Americas Corp. Alfredo R. de Arellano Jr., president of all three corporations, is majority owner of Radio Americas, which in turn controls the other two organizations. The FCC’s order to show cause why their licenses should not be revoked cautioned the stations if they avoid the death penalty, fines up to $10,000 may be imposed.

Disposition of ch. 37 postponed indefinitely

The contest for channel 37 in Paterson, N. J., will have to be suspended until the FCC reaches a final decision on reserving the channel for astronomical purposes, the commission said last week. Progress Broadcasting Corp., one of four applicants for the Paterson assignment, had petitioned the FCC to defer proceedings until final decision was reached. The other competitors are Spanish International Television Inc., Bartell Broadcasters Inc. and Trans-Tel Corp.

Radio astronomers want channel 37 reserved exclusively for their own use (Broadcasting, April 29, May 6, June 3), and the FCC currently is weighing the merits of TV versus astronomy on the channel. Last week’s action stayed the hearing proceeding and ruled that action on all pending motions would be held in abeyance until the fate of the channel is decided.

 Commissioners Robert E. Lee and Kenneth A. Cox dissented to the action, while Commissioner Frederick Ford did not participate.

Support on excise tax suspension asked

ALL-CHANNEL BROADCASTERS SEEK COMPETITIVE PRICES

A unanimous executive board of the Committee for the Full Development of All-Channel Broadcasting urged the FCC last week to back the movement to suspend excise taxes on all-channel TV receivers. Many manufacturers and UHF broadcasters have recommended this move to make all-channel sets competitive in price with VHF-only receivers.

In contrast to the acrimony at the board’s meeting last May (Broadcasting, May 6), the meeting last week was harmonious. The committee spent most of its time in adopting a set of parliamentary procedures. Among other things the group agreed that a majority of the 21 members would constitute a quorum.

In other actions the committee:

- Asked the FCC to rule that community television systems within the Grade A contour of a TV station be required to carry programs of that station as against the same program from a more distant station. This would aid UHF stations, it is felt, because in many instances CATV systems have been using the signals of a VHF station, even though there is a local UHF outlet in its area carrying the same program. The recommendation was made by a subcommittee headed by William Putnam, WWLP(TV) Springfield, Mass.
- Requested the FCC to furnish a slide-tape presentation for use in dealer and consumer education on UHF, and to look into the possibility of having the government reprint a resume of the proceedings of the three dealerservicemen clinics held to date, in Washington, New York and Chicago.
- Approved a request to the FCC to permit its technical subcommittee to test various ratios of visual to aural power by operating TV stations.

Several potentially controversial topics were passed over by the group. These include studies of the FCC’s multiple ownership rules, network affiliations, program resources, community TV, pay TV, audience ratings and advertisers’ practices.

Members of the executive committee of the Committee for All-Channel Broadcasting met July 25 in Washington and some of the members of the group are shown here. They are (from l to r): Thad H. Brown Jr., Committee for Competitive TV; Sarkes Tarzian, components manufacturer; Harvey Struthers, CBS; Peter Kenney, NBC; Seymour N. Siegel, WNYC-TV New York; Edgar W. Holtz, Washington attorney; FCC Commissioner Robert E. Lee, chairman. Others who attended the meeting, not shown, were Ben Adler, manufacturer; Wayne Masters, Melpar; Lester W. Lindow, Association of Maximum Service Telecasters; William T. Hamilton, WNDU-TV South Bend, Ind.; Richard T. Hull, WOSU-TV Columbus, Ohio; Frank A. Kear, consulting engineer; Frank Marx, ABC; William Putnam, WWLP(TV) Springfield, Mass.; James D. Secrest, Electronic Industries Association; Vincent T. Wasilewski, NAB, and Lawrence Webb, Station Representatives Association. Absent were Mort Farr, Philadelphia appliance retailer; Albert O. Hardy, International Brotherhood of Electrical Workers; Percy Russell, Washington attorney, and Adam Young, station representative.

BROADCASTING, July 29, 1963
Subcommittee releases Pacifica testimony

LACK OF REPORT KEEPS MYSTERIOUS VEIL ON HEARING

The Senate Internal Security Subcommittee Sunday (July 28) made public a secret testimony taken in January from persons involved in the operation of three noncommercial FM stations licensed to the Pacifica Foundation of Berkeley, Calif.

The subcommittee made no report and in the absence of any clarification of the background and purpose of the proceeding did little to dispel the mystery which surrounded its secret sessions held Jan. 10, 11 and 25.

The subcommittee's line of questioning showed considerable interest in the source of Pacifica informational programming and the political backgrounds of persons responsible for its preparation.

Pacifica's policy of presenting regularly scheduled commentators, including some admitted Communists, who discussed politics, economics, philosophy and other issues, also received special attention.

Senators who participated in the hearing were loath to discuss it on the record last week, but it was known that Senator Thomas J. Dodd (D-Conn.), vice chairman who presided at several of the January sessions, and Senator James O. Eastland (D-Miss.), chairman of the parent Judiciary Committee, and possibly other subcommittee members, too, were preparing statements for delivery on the Senate floor, probably this week.

Senator Dodd said at the time of his appearance that the subcommittee was concerned with persons who appeared on and worked for Pacifica stations (Broadcasting, July 28 and 14). The stations are all listener-supported and program heavily in classical music and informational programming, much of it controversial and reflecting viewpoints of practically all hues, including that of Communists.

It was the appearance of Communist spokesmen on the air and the relationship of some Pacifica principals to the party either now or at times in the past which colored the bulk of the subcommittee's questions.

Senator Dodd said in a statement directed to the witnesses which was made public during the course of the hearing that Congress might be justified in requiring that anyone who is a member of a subservient organization be identified as such if he appears as a commentator on radio or TV. Similar identification might likewise be required of persons writing byline articles for publication.

The seven witnesses who were subpoenaed and testified: Trevor K. Thomas, Pacifica acting president; Jerome Shore, executive vice president; Joseph L. Binns, WBAI manager; Mrs. Catherine Cory Gunterzt, Pacifica vice president and former KPFK manager; Dr. Peter Odegard, member of the board of directors; Mrs. Dorothy Healey, who identified herself as "chief spokesman of the Communist party of Southern California"; and Mrs. Pauline Schindler, a retired Los Angeles school teacher.

The hearing record contains in addition to the direct testimony of the witnesses many supporting documents about programs either provided by the subcommittee or by witnesses after the hearing.

Pacifica stations had not always identified commentators, among whom were some Communists as well as persons espousing other political viewpoints, and when it did identify people, their self-identifications were used. Much questioning concerned the political associations of the witnesses and incorporators of the foundation.

In one of the few hints of a subcommittee position on Pacifica, an appendix to the testimony included transcripts of personality sketches on two admitted Communists: Elizabeth Gurlay Flynn and Mrs. Healey. "The glamorous description of two subjects of personality interviews programmed by ... KPFK ... provided sharp contrasts between the autobiographical data presented to radio listeners and the facts as revealed by public records," the appendix sketch said.

The appendix also states: "While a station may have a clear right, in certain instances, to use its facilities for the advancement of particular causes, the station undoubtedly is responsible for the causes it so advances. Such factors are properly for consideration in any determination of the public interest, convenience, and necessity of the station's operation."

How FCC members will spend August

The FCC's traditional August vacation is just around the corner, but the trend among the commissioners is away from formally planned vacations.

Chairman E. William Henry will remain at work until Aug. 14, when he is scheduled to speak to the Communications Committee of the American Bar Association convention in Chicago (Broadcasting, July 22). After that he plans a couple of weeks in Memphis, returning in time to enroll his children for the new school year.

1: Commissioner Robert T. Bartley will not be in his offices but has no definite plans for August. Commissioner Robert E. Lee has no plans.

1: He will also speak at the ABA convention (Aug. 9).

1: Commissioner Rosel H. Hyde will attend the executive committee meeting of the National Association of Railroad and Utilities Commissioners Aug. 1-2 in Portland, Ore. He will then spend some time in his home state of Idaho.

1: Commissioner Lee Loevinger appears to have the busiest itinerary. He will remain at work, like the chairman, until Aug. 14, when he, too, will address the ABA, after which he and his family will drive to Minnesota. While in Minneapolis he plans to appear on WCCO's Open Mike, and make several speeches, which have not been definitely arranged. The commissioner will then address the National Association for Education in Journalism in Lincoln, Neb., on Aug. 26.

Commissioner Kenneth Cox will stay in the Washington area and go camping with his family, but has no further plans.

Commissioner Frederick W. Ford will spend his vacation resting at home, having no travel plans.

'Made in' labels for foreign TV shows?

Three California Democrats have put the dispute over "runaway" film productions officially before Congress through bills requiring that films made outside the U.S. be labeled with the country of origin when exhibited in this country.

The bills, HR 7670, 7672 and 7752 (by Representatives Cecil King, George E. Brown Jr. and Everett Burkharter), would amend the Federal Trade Commission Act to make non-disclosure of
overseas films “an unfair method of competition and an unfair and deceptive act or practice in commerce.” The foreign-made label also would have to be used in all advertising for the films.

TV films, both programs and commercials, have been interpreted by lawyers as coming under the bill’s definition: “any motion picture publicly exhibited within the U. S.” A spokesmen for the Motion Picture Association said if the bills become law, TV would be affected more than theaters because of the threat of boycotts of sponsors’ products.

These congressmen and several of their California colleagues have backed other legislation intended to discourage American film makers from producing movies overseas while domestic crews lose work opportunities.

Rules changes—no occasional waiver—si

The FCC won’t change its rules governing the acceptance and processing of AM applications for changes or new stations on channels adjacent to clear channels, the agency said last week. But it promptly granted waivers of the rules for three of the four stations which had asked for the change.

WLAD Danbury and WCNX Middle-
town, both Connecticut, WAEB Allen-
town, Pa., and WLAD New York were the petitioners for the rules changes, and all except WAEB were granted waivers. The FCC said that WAEB’s request for a waiver will be considered in connection with another case involving the station now before the agency.

The FCC refused to change the rules because, it said, “each proposal must be considered on its own merits and the number of such cases is small.”

FCC proposes channel changes in Southeast

The FCC last week proposed to assign channel 11 plus to Staunton-Waynesboro, Va., an assignment requested by Charlottesville Broadcasting Corp., the licensee of WINA-AM-FM Charlottesville, Va. The reservation would mean that WTVD-TV Durham, N. C., would have to change from channel 11 plus to channel 11.

In inviting comments, the FCC noted that Staunton and Waynesboro are within the zone set aside to protect radio astronomy being conducted at Green Bank and Sugar Grove, both West Virginia. The commission also said, however, that the area now is served only by WSVA-TV Harrisonburg, Va., and “it is evident that the public would benefit from additional outlets and services.” Another factor which should be considered, the FCC said, is whether the assignment of a second VHF channel to the area might have a “significant adverse impact” on the local development of UHF.

Commissioner Kenneth Cox dissented to the proposed rulemaking and Commissioner Lee Loevinger abstained from voting.

KWK request for oral argument granted

The FCC last week granted the request of KWK St. Louis for an oral argument on the matter of the commission’s revocation of the station’s license. The argument will be held Sept. 9.

The revocation was based on findings that KWK conducted fraudulent promotional contests in the form of treasure hunts, in which the prizes were not hidden until the last day, and a Bonus Club that created hardships for its winners.

KWK’s request for an oral argument is part of the station’s campaign to convince the commission that a lesser penalty, such as a fine, would be adequate punishment (Broadcasting, July 1).

KWK has also been granted a stay of the effective date of the revocation, today (July 29), until all litigation of the case has been concluded.

NABET asks commission to keep stiff rules

The National Association of Broadcast Employees and Technicians, AFL-CIO, has asked the FCC to reconsider its order permitting some AM and FM stations to employ first-class radiotelephone operators on a part-time contract basis (Broadcasting, July 15).

The union said relaxation of the present requirement that stations employ full-time operators would result in poorer technical service.

The FCC, in announcing the rule change, expressed the “hope” the affected stations would benefit financially and thereby be able to provide better service. But the union said this was “absurdly inconsistent” with the agency’s acknowledgement that stations may have to go off the air if on-call operators cannot arrive in time to do needed work.

NABET also said that shortage of first class operators, cited as another reason for the rule change, could only be aggravated by permitting stations to use parttime help. There will be less inducement to enter the field if the job opportunities in it are reduced, the union said.

The rule affects AM stations using a non-directional antenna and operating with no more than 10 kw and FM stations operating non-directionally with 25 kw or less.

Bayer advertising gets examiner’s OK

A Federal Trade Commission hearing examiner has held that Sterling Drug Inc. didn’t monkey with the truth when it made claims for its Bayer Aspirin based on a clinical report published in the Journal of the American Medical Association.

Examiner Eldon P. Schrup recommended dismissal of the complaint of false advertising issued against Sterling, its house advertising agency, Thompson-Koch Co., and Dancer-Fitzgerald-Sample Inc. as unsupported by the evidence.

The FTC filed a complaint against Sterling for the Bayer ads Jan. 31. Sterling was charged with implying that the tests showed Bayer will not upset the stomach, is more gentle to the stomach than other analgesic products containing more than one ingredient. That the findings of the medical team were endorsed and approved by the U. S. government, and by the AMA. The clinical tests were actually contracted for by the FTC.

Before the FTC hearing the agency unsuccessfully sought a court injunction against the advertisements, which included both network TV and radio. The

Continued on Page 91
agency was turned down by both the U. S. District Court in New York and the U. S. Court of Appeals in the same circuit.

Last March the FTC issued a similar complaint against Plough Inc., maker of St. Joseph’s Aspirin. Plough Inc. owns five radio stations, in Memphis, Chicago, Boston, Atlanta and Baltimore.

ABC granted stay in KOB case

All appearances indicate the lengthy KOB case is going to last even longer. The FCC last week granted ABC a stay of its order released several weeks ago requiring that the network file an application proposing a directional operation of WABC New York until a final court decision.

That was the latest move by the commission to settle the 21-year-old protection case involving KOB Albuquerque, N. M., and WABC. Both stations operate on 770 kc resulting in nighttime interference to KOB from WABC's nondirectional operation. ABC had requested the stay until it could get an appeals court ruling on the matter (Broadcasting, July 22).

Hubbard Broadcasting, licensee of KOB, last week filed strong opposition to a stay for ABC. The company charged the network with attempting to extend the case another 12 to 18 months while it makes up its mind "whether to file a directional proposal to protect KOB."

Hubbard also suggested that if the commission denied WABC's renewal application and granted Hubbard's application for the 770 kc facility in New York (which is presently on file) the new station could be on the air in six months. It asked the commission to compare that to a two-to-three-year delay in the present protection case. Another alternative would be to designate WABC's renewal for hearing with Hubbard's application on the protection issue, the company suggested.

Simpson bill would bar agencies from lobbying

Federal agencies would be specifically prohibited from using public money to lobby, with offenders threatened with criminal penalties and fines up to $500, under a bill introduced last Thursday (July 25) by Senator Milward Simpson (R.-Wyo.).

Charging that the Kennedy administration actively lobbied for a "yes" vote on a recent national wheat referendum, Senator Simpson said "the farm bureaucracy [the Agriculture Department] openly and threateningly brought pressure on federally licensed radio and TV stations to give free time for the government's version of the issues . . . ."

An agriculture spokesman said the department sought only to explain to elected farmer committeemen the responsibilities of licensees to provide public service time (Broadcasting, June 24).

FTC tells Westinghouse to correct its labels

Federal Trade Commission Hearing Examiner Joseph W. Kaufman last week issued an initial decision recommending Westinghouse Electric Co. to cease implying that television picture tube replacements made of used bulbs are new.

The examiner ruled that the practice of enclosing notices and labeling the tubes to the effect that they are enclosed by used bulbs is not sufficient to inform the consumer who often doesn't see the tube carton because of repairman installation of tubes. He also noted that the advertisements of replacement tubes, bearing the fact they are made of used bulbs, doesn't reach "the ultimate consumer."

It was suggested by Examiner Kaufman that notices that the bulbs are used could be placed on the tubes themselves.

Magnuson hospitalized

Senator Warren G. Magnuson (D.-Wash.), chairman of the Senate Commerce Committee, was hospitalized in Seattle last week after suffering a re-occurrence of malaria, a disease he contracted overseas in 1944.

The senator, whose committee is conducting hearings on civil rights and railroad work rules legislation, suffered a high fever early in the week, but was reported in better condition near week's end and was expected to return to Washington this week.

Meanwhile, Senator John O. Pastore (D.R.I.), chairman of the Communications Subcommittee, has been acting chairman of the full committee in Senator Magnuson's absence and has been conducting the hearings.

Broadcasting legislation on Section 315 and other matters will be passed over until the other issues are settled.

New hearing ordered on transmitter moves

The FCC last week ordered a new hearing on the applications of WERT-TV and WPTV-TV, both West Palm Beach, Fla., proposing they move their transmitter sites 12 miles southwest in the direction of Miami.

This latest hearing was ordered in compliance with a court of appeals decision remanding the case back to the commission in order to hear the objections of WTVY-TV Miami (Broadcasting, Jan. 28). WERT-TV and WPTV have been given the requested move and are presently operating at their new sites. The commission said they may continue to do so pending a final conclusion of the case.

Court asked to rehear Orlando channel 9 case

The U. S. Court of Appeals for the District of Columbia was asked last week to rehear Orlando channel 9 case. WORZ Inc., the so-called unsuccessful applicant, asked that all nine circuit judges hear the argument.

Earlier this month, a three-judge court in an unsigned opinion told the FCC to hold an oral argument to determine whether the grant should be continued to WLOF-TV, or be given to WORZ Inc. (Broadcasting, July 5).

At issue is the question of whether WLOF-TV principals were aware of and condoned the approach of one of its lawyers to former FCC Commissioner Richard A. Mack.

Broadcasting, July 29, 1963
NEXT NAACP STOP: NEW YORK

Effort to integrate TV programs and commercials will include talks with advertisers and agencies

The National Association for the Advancement of Colored People plans to move its efforts to integrate TV to New York, according to Herbert Hill, national labor secretary of the NAACP.

Mr. Hill said the NAACP will call upon agencies and advertisers with demands that Negroes be included in all TV series and in commercials.

Demands made by the NAACP that technical crews of all TV filmed programs and motion pictures be integrated met with favor at its meetings with executives of the International Alliance of Theatrical & Stage Employees and craft union business representatives in Hollywood on July 19, according to Mr. Hill.

The NAACP committee (consisting of Mr. Hill, James L. Tolbert, president of NAACP Hollywood-Beverly Hills chapter and Thomas G. Neusom, regional representative) and George Flaherty, IATSE international vice president and business representatives of local craft unions, worked out a formula that will, if approved by the 22 IA unions, be a historic breakthrough in the union membership. Although there was no formal statement forthcoming from IATSE, Mr. Flaherty said he would recommend that the NAACP proposal be ratified by the 22 IA locals.

It would generate a joint demand by IATSE and the NAACP to producers to add one Negro to each technical crew in the industry. It was the first concrete development on the Hollywood race issue since the NAACP threatened nationwide demonstrations and boycotts to support demands for greater job opportunity.

Following the IATSE session, Mr. Hill declared that the NAACP was "very pleased with the opportunity to meet with Mr. Flaherty and the 22 business representatives" and noted that this was the first meeting of its kind ever held.

"We regard it as the beginning of other aspects of employment in the film industry for our people," he said.

The only reason why the NBC-TV *Hazel* series, sponsored by Ford Motor Co. was chosen as the first production to be integrated was because the NAACP understands it is the only one whose technicians aren't as yet assigned for the new season's filming, Mr. Tolbert said to clarify earlier statements. "Factors for choosing *Hazel* had nothing to do with the sponsor. We have no bias against Ford."

The eight major demands made on the TV and motion picture industry and craft unions during the negotiations in Hollywood were in substance:

1. On TV programs, if Negroes are shown in any menial capacity, such as chauffeur, janitor, servant or elevator operator, a Negro must also be portrayed in a professional status, such as doctor, banker, or lawyer.

2. On each TV series, a running part must be made available for a Negro. (A running part is a continual role in each episode of the series).

3. Negroes must be used on TV commercials.

4. In theatrical films, for each nine non-Negroes employed in the cast, one Negro must be used. This is based on principle that 20 million Negroes represent one-ninth of the nation's 180 million population.

5. Similar one-ninth representation must be given Negroes in makeup of technical crews working behind the cameras.

6. Negroes hereafter must be depicted in the film arts as they "factually and actually" are in the context of the nation's social and cultural life.

7. A civil rights grievance commit-tee should be established, giving any Negro the right to seek redress without fear of retaliation by a union or employer.

(8) Apprenticeship programs should be set up to train Negroes for any or all types of jobs in the industry. Only one or two such programs now exist, informed sources said.

Warning was also given that integration leaders will "count noses" in the television and motion picture industries and if Negro noses do not appear full retaliatory measures will be taken.

As matters stand now, no further meetings are scheduled between the NAACP and IATSE negotiators, pending outcome of the rank-and-file vote on the "one Negro" proposal for all technical crews.

$200 million for overseas film sales

Companies belonging to the Motion Picture Association of America will gross more than $200 million during the 1963-64 season from the sale of feature films and TV film series to the U. S. networks and to stations here and abroad, William H. Fineshriber, vice president for TV of the MPAA, reported today (July 29).

Mr. Fineshriber, who also is vice...
It wasn't scientific, but it worked

First you get a small piece of 15-gauge welder's glass from a friendly welder. Then you go to the local hobby shop and spend $9.95 for a child's 30-power telescope. You tape the welder's glass across the front of the telescope, place this against the lens of a television camera and attempt to hold it there securely with masking tape (which has a tendency to stretch).

Get a steady handed engineer to hold the telescope in place; cross your fingers; pray for sunshine and the next thing you know you have televised an eclipse of the sun.

There may be more scientific methods to use, but wcsh-tv Portland, Me., made its system work from 5-6 p.m. on July 20, when a 98% solar eclipse took place.

With its equipment on the roof of the Congress Square hotel in Portland, wcsh-tv reported "perfect pictures were taken and viewers were treated to a clear, armchair view of the eclipse."

According to the station, it developed its "contraption" because every available piece of solar photographic equipment in the state was already scheduled for use, and "it was out of the question to consider the expense of purchasing the lenses and allied gear suggested by astronomers and scientists."

Howard Nielson, news editor; Henry Magnusen, assistant news editor, and Dewey Dow, night news director provided the commentary on the one-hour live show, sponsored by the Maine Savings Bank.

Technical supervision was provided by Charlie Brown, chief engineer.

Wcsh-tv, fed the program to WLBZ-tv Bangor, Me. (both owned by Rines Stations).

president of the Motion Picture Export Association of America, returned recently from a six-week tour of European markets. He noted in his report that while gross income from foreign sales currently represents a modest share of total receipts from TV, its contribution to net profits is vital to the economic health of member companies. He cited these positive factors in the European market: the inauguration of a second channel in France next April; increased coverage planned for commercial stations in Monte Carlo and Luxembourg; plans for a second channel in Sweden and the start of the second on BBC-TV channel in the United Kingdom in 1964.

MPAA member companies are Allied Artists, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, Universal Pictures, United Artists and Warner Bros. Major suppliers of films to TV, whose sales are not included in the MPAA figures since they are not member companies are: ABC Films, CBS Films, NBC Films, MCA, Desilu Sales and Four Star Distribution.

Classical specials planned

CBS-TV last week announced plans for six classical dramatic specials to be produced for the fall season by John Houseman. Mr. Houseman, producer of the forthcoming CBS-TV series, The Great Adventure, will begin work on the classical series following completion of six of the one-hour Adventure programs. A new producer will be appointed to continue the Adventure series after Mr. Houseman has "established the concept of the series," according to Michael H. Dann, CBS-TV vice president, programs. Details of the specials were not available.

Mr. Houseman was reportedly dissatisfied with the network's attitude toward The Great Adventure series, feeling there was "a discrepancy between the initial concept and the commercial world of television."

NBC-TV signs for bowl game

NBC-TV has signed to carry its ninth post-season football game next winter—Junior Rose Bowl—Saturday, Dec. 14, from Pasadena, Calif. Contract signed with sponsoring Pasadena Junior Chamber of Commerce will put junior college game on national TV for first time in its 18-year history.
ACT TWO FOR BIG MONEY QUIZ SHOWS?

There will be more on TV if '100 Grand' is a hit

ABC-TV last week laid down the "rig-proof" ground rules for its re-entry into the big money quiz show business this fall. Indications are that the network may be preparing for a possible boom in that field by the 1964-65 season.

An ABC-TV official said that a half-dozen game and quiz shows are being prepared, some of them of the big money variety, and "all of them with an eye toward the 1964-65 season."

A decided return to the field, however, will depend on results this season when ABC-TV starts what may be the test-balloon show, 100 Grand, detecting whether or not the atmosphere has cleared following the 1959 quiz scandal eruptions. One producer of audience participation shows predicted last month that there will be four or five big money quiz shows on the networks in a year (Broadcasting, June 10), and the ABC-TV spokesman said last week that "it would be ridiculous for a network such as ours with our belief in the concept of big money quizzes not to be preparing more shows of that type."

Also last week, CBS-TV fattened its supply of game shows by taking an option on the Paramount-TV produced Where Are You From?, but the network flatly denied any possibility of a drift toward big-money shows on CBS. Paramount indicated that it had produced five other pilots of game and quiz-type shows for CBS-TV, but Michael Dann, vice president, programs, emphasized that "we have a positive policy about big-money quiz shows. We're against them."

Barry Back * The Where Are You From? show will feature Jack Barry, formerly a co-producer of the Twenty-One show on NBC-TV. Mr. Barry is also executive producer of the five pilots. At the time of the 1959 quiz show scandals, in which Twenty-One and Mr. Barry were involved, CBS-TV removed all its game and quiz shows from the air, and it wasn't until 1961 that game shows—none with big prizes—returned in a substantial way to its schedule.

NBC-TV, which maintained a schedule of small-prize game and quiz shows during the 1959 congressional hearings, said it planned to maintain its current pace of audience participation shows, with no plans to re-enter the "big money" quiz area.

ABC's Rules * The format of the 100 Grand show will be one of pitting the contestant against a professional in the field chosen with the questions being written solely by the opponents themselves. All contestants will be required to sign an affidavit attesting to the fact that they alone have prepared their questions; that they have not revealed their questions to anyone prior to validation by a team of judges under the supervision of a network continuity representative, and that they are familiar with the penalties for violating the laws governing such contests.

Amateur expert and professional expert will not meet until just prior to the show, and the producers will have no contact with either the amateur or professional until both contestants enter the studio for a few moments before air time. Neither will the program's producers know the questions or the answers until the contestants confront each other on the air.

The final round of questioning, should the amateur survive five weeks of competition against five different professional experts, is provided by the public.

The 100 Grand show is slated in the 10:10-30 p.m. Sunday slot, opposite CBS-TV's Candid Camera, a four-year veteran in that slot, and NBC-TV's Div- Pont Show of the Week, which has occupied the 10-11 p.m. spot for three years.

Film sales . . .


Continued on Page 95
Liz's show in the can

Television Productions of America has announced completion ahead of schedule of "Elizabeth Taylor in London," the special in which Miss Taylor will make her TV debut over CBS-TV Oct. 6 (10-11 p.m. EDT). The program, which was originally called "Elizabeth Taylor's London," is being sponsored in the U.S. and Canada by Chelsestra Co. through Doyle Dane Bernbach (Group W) will present a series of six half-hour programs entitled "Focus On The Soviet Challenge." The series was taped at the University of Wisconsin's seventh annual Institute of U.S. Foreign Policy seminars examining the Russian problem as it relates to U.S. foreign policy.

Fisher on pay-TV • Eddie Fisher in Las Vegas, a program taped at the singer's last performance at the Desert Inn in that city, will be shown on subscription TV in Hartford, Conn., Aug. 3 and Aug. 7.

Philosophical series • Conversations on Death, a seven-part philosophical series began July 7 on WIC(TV) Pittsburgh and will continue through Aug. 18. Subjects explored include "The God of Death and Life," "Rebirth and Salvation in Buddhism," and "Resurrection and Human Wholeness." Ray Stewart of WIC(TV) is host. The programs were produced in cooperation with Chatham College's year-long series on "Religious Perspectives on Death and Existence Beyond Death."

Series on delinquency • WABC New York has begun a three-part documentary series on methods used to combat juvenile delinquency in New York City called "Challenge '63: The Redeemers." The premier program described educational Alliance, a settlement house in Manhattan. Future programs will deal with approaches used by youth workers and the experiences and opinions of boys helped by these workers.

Personal touch • Elaine Explains, a new series of 30-second vignettes relating to charm, modeling, etiquette, love and marriage, are available through the Omaha Recording Studio, 2963 Farm Street, Omaha. Produced by Elaine Jabenis, the service consists of 10 vignettes delivered weekly for unlimited use. Samples are available. A boy and his dolphin • "Flipper," a half-hour series based on a new Metro-Goldwyn-Mayer movie, is being produced by MGM in association with NBC-TV for the 1964-65 season. The color series will relate the adventures of a boy and a dolphin. Producer and director of the show will be Leon Benson, and Art Arthur has been signed as associate producer and story editor. The first episode will be filmed in Florida and the Bahamas in mid-October.

'Open End's' new N. Y. home will be WPX(TV)

Confirming earlier reports, WPX(TV) New York, will present David Susskind's "Open End" discussion program beginning next fall (BROADCASTING, July 8). Under the agreement, signed last week, Mr. Susskind will produce 39 two-hour shows each year, 13 of them for summer rerun.

WPX will slot the programs Sundays (6-8 p.m.) starting Oct. 6. They'll be produced independently of WPX at the Videotape Center in New York.

The deal has apparently been under negotiation since last May when Mr. Susskind lost WNEW-TV New York and five other outlets for the program when he and the Metropolitan Broadcasting television stations abruptly parted company in a dispute over control of the show.

Open End will continue to be offered in syndication.

Prix Italia entries chosen

The Kremlin, an NBC News special, has been selected as the United States entry in the Prix Italia 1963 to compete in the television documentary category.


The competition will take place from Sept. 15 to Oct. 1 in Naples. The Broadcast Foundation of America, international division of the National Educational Television and Radio Center is the official American representative of the Prix Italia.
BROADCAST ADVERTISING

Norman Gladney, president of Taplinger-Gladney Co., New York advertising agency, resigns to join Elgin National Watch Co., that city, in newly created post of assistant to Henry M. Margolis, chairman and president of watchmaking firm (CLOSED CIRCUIT, June 24). Mr. Gladney will supervise variety of special marketing projects and direct advertising, sales promotion and PR for all Elgin consumer lines. Mr. Gladney is former VP and marketing director of Golden Shield Corp., then a subsidiary of Sylvania Electric, and at one time served as director of TV, radio and sales promotion for Bulova Watch Co.

Prudence Kent, media director of Gresh and Kramer, Philadelphia advertising agency, elected VP. Mrs. Kent joined agency in 1953 as copywriter. She is also G&K’s corporate secretary.

James Graham, radio-TV department director, and Robert Haig, copy director of Reach, McClinon & Co., New York, elected VP’s. Mr. Graham, with Reach, McClinon for past six years, was appointed to his present post year ago. Previously he was business manager for radio-TV department of Lennen & Newell. Mr. Haig joined agency two months ago. He formerly directed copy department at Kuder Agency and served as creative director at Cockfield, Brown & Co., Montreal, Canada.

Thomas C. Carroll, named VP and director of merchandising for Lever Brothers Co., New York. Mr. Carroll was formerly marketing VP of Lever division. Richard E. Baiter, appointed marketing VP of new household products division, and Robert E. McGhee elected marketing vice president of new personal products division. Mr. Baiter was formerly marketing vice president of Pepsodent division. Mr. McGhee was merchandising manager in Lever division.

Hunting Briggs, director of advertising and public relations for military products division of Hoffman Electronics, Los Angeles, joins Beverly Hills office of Rosenbloom/Elias & Associates, Aug. 1, as VP and western branch manager. He succeeds Sydney M. Cohen, who recently moved to Smock, Debnam & Waddell, Los Angeles, as account supervisor.

Eugene Patterson, account executive at Dancer-Fitzgerald-Sample, New York, elected vice president.

John V. Doyle, VP and supervisor on General Motors Corp. institutional account at Campbell-Ewald Co., Detroit, elected senior VP with responsibility for management of all Campbell-Ewald accounts, with exception of Chevrolet Motor account. Mr. Doyle joined C-E in New York in 1951.

Richard Gray, VP of Van Praag Productions, joins Los Angeles office of Geyer, Morey, Ballard as TV account executive on Danny Kaye Show, which will be sponsored by American Motors, Armstrong Cork andRalston-Purina, starting this fall (Wednesday, 10-11 p.m.) on CBS-TV network. Mr. Gray was formerly associated with GMB as radio-TV producer. He left agency in 1961 to become production manager of WFAM-FM-TV Dallas-Fort Worth, and moved to Van Praag Productions year later. Mr. Gray has also worked with NBC-TV and BBC-TV in London.

John R. Mooney, media director of McCann-Erickson, Chicago, joins Pittsburgh office of Fuller & Smith & Ross in same capacity. Before joining McCann-Erickson, Mr. Mooney served as account executive at Tatham-Laird, associate media director at Needham, Louis & Brorby, market research associate at Wilson & Co., and market research director for Jacques Manufacturing Co. He replaces Robert C. Pekarek, who has resigned.

Ronald J. Levin, formerly of Realty Adv., Los Angeles, in charge of promotional activities, joins Fuller & Smith & Ross, that city, as copywriter.

E. Ziegenhagen, director of advertising and PR for Babcock & Wilcox Co., appointed chairman of advertising management committee of Association of National Advertisers. He succeeds Thomas B. McCabe Jr., VP in charge of marketing for Scott Paper Co.

W. Dwight Smith, former art director at Aubrey, Finlay, Marley & Hodgson, Chicago, joins E. H. Russell, McCloskey & Co., that city, as director of de-
NAB names Brown, Dille membership chairmen

Carleton D. Brown, president and general manager of WTVL Waterloo, Me., and John F. Dille Jr., president of WSJY-TV Elkhart-South Bend, Ind., named co-chairmen of National Association of Broadcasters 1963-64 membership committee.

The committee, made up of members of association's radio and TV boards of directors, provides policy guidance in recruitment and retention of NAB members.

Other membership committee members are John F. Box Jr., WL St. Louis; John J. Coyle, KWIL Dallas; Julian F. Haas, KAGH Crosseit, Ark.; Glenn Marshall Jr., WJXT-TV Jacksonville, Fla.; Allan Page, KGWA

at agency. John H. Currie Jr., VP and senior art director, named associate creative director. Robert McDonnell succeeds Mr. Currie as art director.

Walter Adler, member of media department of Dancer-Fitzgerald-Sample, New York, appointed media director, effective Sept. 1, for agency's San Francisco office. Mr. Adler replaces Sever Toretti, who is returning to DFS's New York headquarters.

THE MEDIA

George J. Lund

Mr. Lund

Mr. McMillan

Mr. Dille

Mr. Brown

Mr. Argow

Mr. Beighley

Mr. Beighley

Mr. McMillan

Mr. Cheney

Raymond J. Cheney

Sid Beighley, VP and general manager of WMBR-AM-FM Jackson- ville, Fla., since June 1956, elected VP of WTV, that city. Mr. Beighley joined WMBR in 1952.

Nicholas Duca Jr., former credit and collection analyst at CBS Spot Sales, joins Peters, Griffin, Woodward, New York, as credit and collection manager. Marvin Schrager, former accountant for CBS-TV, joins PGW as billing manager. New appointments are part of PGW's expansion plans for expedited billing and accounting service for advertising agencies and station clients.

Rich Weaver, sports director of KFX Wichita, Kan., assumes added duties, effective Aug. 8, with KLIF Dallas and Dallas Cowboys Football Network. Mr. Weaver will handle play-by-play for all 11 NFL games played by Cowboys.

Jerry Cronin, account executive at KNX-AM-FM Los Angeles, elevated to national sales manager. Frank Oaxart, eastern sales representative for KNX and Columbia Pacific Radio Network, has been transferred from New York to Los Angeles and added to station staff as account executive.

Paul J. Miller resigns, effective Aug. 16, as general manager of WWVA-AM-

TV Chicago, appointed account executive in Chicago office of CBS Television Stations National Sales.

Jonathan Schiller, former music director of WFOV-FM Hamilton, Ohio, joins WIAA-FM Interlochen, Mich., as program director and air personality.

Edward Argow, sales manager of McGavren - Guild Co., New York, elected VP. Mr. Argow joined firm's New York office in 1959 and was promoted to manager of Chicago office in 1960. In 1962 he returned to New York as sales manager. Prior to joining McGavren-Guild, Mr. Argow served as assistant sales manager and manager of Canadian division of Forjoe Co., New York. He also was timebuyer and assistant account executive at Dancer-Fitzgerald-Sample, New York. Thomas K. Hardy, formerly with Metro Broadcast Sales, joins McGavren-Guild's New York sales staff.

George A. Sperry, formerly of Transcontinental Television Corp., joins CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich., as director of advertising and promotion. Before joining Transcontinental, Mr. Sperry was program director of WBPZ-TV Lock Haven, Pa.

Carlo Anneke, for past three years local sales manager of KTLA (TV) Los Angeles, promoted to general sales manager. At same time it was announced that Marty Connelly, KTLA national sales manager, resigned. Mr. Anneke joined Los Angeles outlet as account executive in July 1959. Following year he was appointed local sales manager. Jerry Marcus, for four years account executive, elevated to assistant general sales manager of KTLA(TV) and Paramount Television Productions Inc., that city.

Jim Stevenson, since August 1961 account executive at CBS-owned WBBM-
FM Wheeling, W. Va. Mr. Miller joined station in 1931. No future plans were announced.

Coy H. Deal, assistant manager of WKSJ West Jefferson, N. C., appointed manager of WJSK Granite Falls, N. C. Both stations are owned by James B. Childress organization.

Clay Collins, formerly of WTRX and WMFM, both Flint, Mich., joins WTHH Port Huron, Mich., as air personality.

Jerry Lawrence, account executive at KJJJ-TV Los Angeles, appointed TV sales executive in Los Angeles sales office of RKO General Broadcasting. Mr. Lawrence succeeds Edwin C. Metcalfe, recently named director of sales for CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich. Both facilities are owned by RKO General Broadcasting.

GOVERNMENT

Donald E. Bishop, VP of Advance Public Relations Inc., New York, joins public affairs staff of U. S. Department of Commerce in Washington as assistant to James G. Morton, special assistant to secretary for public affairs. Before joining New York PR firm, Mr. Bishop served in various capacities with NBC for 11 years. He was director of community services for owned-stations division, director of publicity for division, and manager of program publicity for NBC press department.

ALLIED FIELDS

Gene King, former program director of WCBS New York, elected VP of World Wide Information Services Inc., that city. Previously he was program director of Voice of America, New York director of Radio Liberty, and program director of WOR New York. Mr. King has also served as chief of U. S. government's broadcasting activities in Europe, with headquarters in Paris.

Henry S. Noeldlinger, veteran motion picture research consultant and author and for many years with MGM research department, appointed manager of National Education Association’s newly established Motion Picture, Television and Radio Information Center in Los Angeles. The center will open Aug. 1 in Kirkeby Center at 10889 Wilshire Boulevard, Westwood, and “serve mass communications media as they interpret education to the pub-

Continued From Page 95

It’s a continued and continuing story. Local advertisers invested more money on WFBR-Baltimore in the first six months of 1963 than in any like period in the station’s forty-one year history.

Our local advertisers love that constant ringing of the cash register. By the way, they are also very friendly and would be glad for you to join them. Come on in . . . the selling’s fine. Ask Blair.

Baltimore

BalTIMORE
lic." Mr. Noerdlinger's first assignments for NEA will be liaison with MGM-TV on production of Mr. Novak, weekly half-hour dramatic series for NBC-TV beginning Sept. 24, and with CBS-TV on The Great Adventure, hour-long weekly drama based on actual incidents in American history, to begin Sept. 27.

Charles J. Shaw appointed data processing manager of H-R Facts Inc., division of H-R Television and H-R Representatives Inc. Mr. Shaw was formerly with Dean Witter and Co., investment bankers, as programming supervisor.

PROGRAMING

Peter S. Rodgers, VP and general sales manager of National Telefilm Associates, Los Angeles, elected senior VP of firm. He will continue to direct all NTA sales activity.

Jack H. Hartley, sales promotion manager of WKBN-TV Youngstown, Ohio, appointed national sales manager for Video Varieties Inc., Pittsburgh-based TV producer-syndicator. Mr. Hartley will be in charge of all sales operations, as well as sales service to clients. During World War II, Mr. Hartley was officer-in-charge of radio for Office of Secretary of Navy. Since, he has served as director of news and special features for NBC-TV and station director of WYES Cleveland.

Philip Gittelman named producer of Portrait series which will be broadcast Fridays from 10:30-11 p.m., EDT, beginning Aug. 9 on CBS-TV network. Mr. Gittelman, formerly series' associate producer, succeeds Richard Siemianowski, who has been named executive producer of network's new Chronicle series. Harry Reasoner, CBS News' correspondent, will continue to conduct informal interviews for Portrait series.

HAC elects officers


Harry Abrams and Noel K. Rubaloff, both formerly with MCA Artists and UTM Artists, have established their own artists and program packaging agency at 357 North Canon Drive, Beverly Hills, Calif.

Norman E. Gluck, an executive with Universal Pictures Co., New York, named to newly created post of sales coordinator for home office. Mr. Gluck will continue to handle duties in connection with Universal's TV distribution agreements with Seven Arts and Screen Gems.

Herb H. Berman and Harry Sanger, former eastern and southeastern division sales managers for Richard H. Ullman Inc., join Mark Century Corp., New York, in similar capacities. Mr. Berman will make his headquarters in firm's Buffalo, N.Y., office; Mr. Sanger will be located in Miami, Fla.

Michael R. Santangelo, vice president and executive assistant to David Susskind, president of Talent Associates-Paramount Ltd. since April 29, has left company. He said last week he had effected his release in June because he could not reach agreement with company on anticipated contract. Mr. Santangelo earlier had been assistant to vice president for programing at Westinghouse Broadcasting Co. He reported he plans to become active in production of TV, motion picture and stage properties, and will announce details of projects shortly.

Jack Sobel, national sales manager for Screen Gems since November 1960, named manager of national sales, West Coast, responsible for maintaining contact with and service West Coast sales offices of networks and western agencies and advertisers. Before joining Screen Gems, Mr. Sobel was associated for nine years with General Artists Corp., where he attained position of vice president in charge of sales for television.

George L. George, executive secretary of Screen Directors International Guild since 1957, resigns to become administrator of SDIG's trust fund.

NEWS


Rod Trongard, news director at WLOL Minneapolis-St. Paul, appointed director of news, sports and special events, newly created post.

Edward S. Shaw, news director of WAMS Wilmington, Del., named news director of WHYY-TV, that city.

Larry Peck appointed news director of WABY Albany, N. Y.

Dan Kops, president of WAVZ New Haven, Conn., and WTRY Troy-Albany-Schenectady, N. Y., elected to board of directors of Associated Press Radio and Television Association, representing eastern district. Other new directors are Carl Lee, WZKO-TV Kalamazoo, central district; Frank Galther, WSB Atlanta, southern district; Gene Shumate, KRXV Rexburg, Idaho, western
district; and Ken Nybo, KBMY Billings, Mont. director-at-large for APRTA's western district.


Ray Scherer, NBC News' White House correspondent, appointed congressional correspondent. Move, reportedly, was made to strengthen network coverage at Capitol for new half-hour Huntley-Brinkley Report which begins Sept. 9 (Monday-Friday, 7-7:30 p.m., EDT). Mr. Scherer will be replaced by Robert MacNeil on NBC News' staff of White House correspondents, which includes Sander Vanocur and Robert Goralski.

John Fuller, formerly of KCLN Clinton, Iowa, joins news department of WQAD-TV Moline, Ill.

Lester Bailey, information officer for U. S. Department of Labor's San Francisco regional office, joins news department of KGO-TV San Francisco.

EQUIPMENT & ENGINEERING

David H. Foster named secretary of Collins Radio Co., succeeding S. J. Storm, who retired. Mr. Foster joined Collins in 1959 as general attorney and will also continue in that post. Collins has moved office of secretary from Cedar Rapids to Dallas where other corporate offices are located.

M. Lloyd Bond, president of NorthEastern Engineering Inc., resigns to accept $10,000-a-year post as assistant commissioner for communications of General Services Administration's transportation and communications service.

Thomas J. Dempsey, advertising and sales promotion manager for Reeves Soundcraft division, named to newly created position of director of public relations for Reeves Industries, New York. Before joining Soundcraft in 1953, Mr. Dempsey was account executive for Duane Jones Agency, that city.

E. Finley Carter, former executive head of Stanford Research Institute and its first president, elected to board of directors of Eitel-McCullough Inc., San Carlos, Calif. Before joining institute, Mr. Carter was VP and technical director of Sylvania Electronic Products.

General Earle F. Cook, U. S. Army (Ret.), appointed director of technical operations for eastern area of Radio Engineering Laboratories, the communications subsidiary of Dynamics Corp. of America. He assumes his duties Aug. 1, and will establish his offices at REL in Bethesda, Md., division headquarters. General Cook, prior to his retirement on June 30, was Army's chief signal officer.

George G. Perris, former distributor sales manager of semi-conductor products at National Transistor Co., appointed merchandising manager of semiconductor products for distributor products division of International Telephone and Telegraph Corp., Lodi, N.Y.

INTERNATIONAL

Arnold V. Gilbert, for six years member of New York office of Marplan, a division of Communications Affiliates Inc., named manager of international marketing research firm's Tokyo office. From Tokyo office, Marplan will service clients in Japan, Hong Kong, and Philippines. Mr. Gilbert will also serve as research director of McCann-Erickson-Hakuhodo Inc., the Japanese advertising agency owned jointly by Hakuhodo Inc. and McCann-Erickson Corp. (International).

Robert H. Thompson appointed assistant international director of J. M. Mathes Inc. Mr. Thompson, who was formerly with Foote, Cone & Belding as field account executive in Paris, will work with clients in overseas markets.

DEATHS


Robert Sparks, 63, producer of "Blondie" films and creator of such TV series as Gunsmoke, Perry Mason, Have Gun, Will Travel, December Bride and Rawhide, died July 22 of heart attack in Hollywood. Mr. Sparks was husband of actress Penny Singleton, whom he met when she starred in "Blondie" motion picture series. At time of his death he was working at MGM on new TV series, The Travels of Jaimie McPheeters.

Marjorie MacInnes Tuttle, 62, former executive secretary to officials of RCA, New York, died July 22 at Lenox Hill Hospital after long illness. Mrs. Tuttle joined RCA as stenographer when company was first organized in 1919. She was married in 1947 to late Arthur B. Tuttle, who was then VP and treasurer of RCA Communications. Mr. Tuttle later served as vice president and treasurer of RCA.

Arthur M. Stander, 46, radio-TV comedy writer, died July 20 at UCLA Medical Hospital, Los Angeles, of cerebral hemorrhage. Former writer for Fanny Brice on NBC Baby Snooks radio show, Mr. Stander also wrote Danny Thomas show for five years, created It's Always Jan series and pilot of Andy Griffith Show. For past several years he was under contract to Four Star Productions.
**Special write-offs cause net loss at Desilu BUT PROFITS ON CURRENT PRODUCTION INCREASE**

Although Desilu Productions Inc. figures a net loss for its fiscal 1963 year, ended April 27, there was an increase in profits from operations.

The loss resulted from special write-offs of deferred show costs and pilot development costs incurred during the 1961-62 and prior fiscal years, provision for possible loss in connection with certain TV series produced more than three years ago for syndication and a contested prior year federal income tax assessment. The net amount of these adjustments reduced profits for the current fiscal year by $1,857,006, but carryback tax benefits are expected to improve the company’s net cash position by approximately $1.3 million.

For the new year, President Lucile Ball says, Desilu will again have three TV series on network television: *The Lucy Show*, second season on CBS-TV; *Greatest Show on Earth*, one-hour series in color starring Jack Palance, to be introduced in September on ABC-TV, and a second new series, *Glynis*, starring Glynis Johns and Keith Andes, to be introduced also in September over CBS-TV.

In the live television field, Desilu has three programs currently on the air: *Don’t Say*, five times weekly over NBC-TV; *By the Numbers* and *Zoom*, once a week over XTLA(TV) Los Angeles.

Leaving ABC-TV is *The Untouchables* whose 118 one-hour programs have been turned over to Desilu Sales Inc. for domestic syndication.

Ten series not owned by Desilu will use the company’s facilities during the new season. They are: *Andriffish Show*, Ben Casey, Bill Dana Show, Breaking Point, Danny Thomas Show, *Dick Van Dyke Show*, Joey Bishop Show, Lassie, My Three Sons and My Favorite Martian.

Desilu facilities also have been chosen by George Stevens for the physical production phases of the theatrical motion picture *The Greatest Story Ever Told*.

In a statement to stockholders, calling the annual stockholders meeting at the company’s office in Hollywood Aug. 20, the salary of Miss Ball is given as $72,307.82, with remuneration as an actress totaling $152,750 (of which $150,000 was deferred). Other remuneration: Desi Arnaz, who resigned from the company when he sold his stock to Miss Ball in November last year, $94,230.94 as president, and $35,436 as program director; Jerry Thorpe, $65,000 as vice president in charge of programing and $3,270 as program director; W. Argyle Nelson, $60,000.20 as vice president, production and studio operations, and Edwin E. Holly, $56,173.03 as vice president, administration and finance. Messrs. Thorpe, Nelson and Holly also received deferred compensation.

Fiscal year ended April 27: 1963 1962

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<th>Earned per share</th>
<th>$0.54</th>
<th>$0.33</th>
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<tr>
<td>Gross income</td>
<td>14,259,238.00</td>
<td>14,233,850.00</td>
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<td>Profits before taxes</td>
<td>1,278,797.00</td>
<td>272,478.00</td>
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<tr>
<td>Non recurring gain from sale of TV film production</td>
<td>340,640.00</td>
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<tr>
<td>Net profit (loss)</td>
<td>(855,387.00)</td>
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Goodwill Stations declare dividend

Operating revenues in all stations showed gains for the six months period ended June 30, Goodwill Stations Inc. reported last week. Second quarter sales continued to show gains over the same period last year, although profit was off slightly due to certain non-recurring expenses.

A dividend of 12½ cents a share, payable Sept. 4 to stockholders of record Aug. 21, was voted by the board, which also elected J. R. Johnson, Bank of America, San Francisco, a director to succeed Francis M. Smith, resigned. Goodwill Stations are WJR-AM-PM Detroit, WJRT(TV) Flint Mich., and WSZ-AM-TV Charleston-Huntington, W. Va.

Six months ended June 30:

<table>
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<tr>
<th>1963</th>
<th>1962</th>
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<td>Earned per share</td>
<td>$0.57</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>3,833,306.00</td>
</tr>
<tr>
<td>Operating profit (before depreciation and amortization)</td>
<td>1,145,496.00</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>446,028.00</td>
</tr>
<tr>
<td>Net income</td>
<td>342,496.00</td>
</tr>
<tr>
<td>Cash flow</td>
<td>785,359.00</td>
</tr>
</tbody>
</table>

**Ampeks earnings up**

Ampeks Corp., Redwood City, Calif., last week released its annual report for the fiscal year ended April 27 and showed an increase in earnings.

1961 1962

<table>
<thead>
<tr>
<th>Earned per share*</th>
<th>$0.94</th>
<th>$0.41**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>84,105,000.00</td>
<td>84,100,000.00</td>
</tr>
<tr>
<td>Research and development</td>
<td>7,541,000.00</td>
<td></td>
</tr>
<tr>
<td>Federal and foreign income taxes</td>
<td>1,845,000.00</td>
<td></td>
</tr>
<tr>
<td>Net income</td>
<td>3,003,000.00 <strong>Based on 27,996 shareholders in 1963 compared to 27,328 in 1962.</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Based on 27,996 shareholders in 1963 compared to 27,328 in 1962.** After deducting certain item applicable to prior years.

**Magna Co. sales increase**

Magna Co.’s consumer sales increased 20% in the first six months of 1963 compared with the same period last year, Franklin Freimann, president, said last week. He estimated that consumer products sales, including a line of color TV sets introduced in the spring, would increase further this fall.

Orders for TV, stereo and other consumer products were 50% higher in June than in the same month last year, the Magnavox president reported. Sales of government electronic equipment declined, Mr. Freimann said.

Six months ended June 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.58</td>
</tr>
<tr>
<td>Net income</td>
<td>6,705,212.00</td>
</tr>
<tr>
<td>Net income</td>
<td>1,488,504.00</td>
</tr>
</tbody>
</table>

**Reeves’ earnings up**

Reeves Broadcasting & Development Corp., owner of WUSB-TV Charleston, S. C., KBAX-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va., and a studios division in New York City, reported last week an increase in earnings for the first half of 1963 as compared to the same period last year.

First six months:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.72</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>2,750,500.00</td>
</tr>
<tr>
<td>Net income</td>
<td>1,476,689.00</td>
</tr>
<tr>
<td>Cash flow</td>
<td>330,000.00</td>
</tr>
<tr>
<td>Net profit</td>
<td>1,096,689.00</td>
</tr>
<tr>
<td>Cash flow per share of common stock</td>
<td>2,736,619.00</td>
</tr>
</tbody>
</table>

**Taft to pay dividend**

Taft Broadcasting Co. pays a quarter dividend of 15 cents a share on Sept. 12 to stockholders of record Aug. 15.

First quarter ended June 30:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.38</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>3,200,000.00</td>
</tr>
<tr>
<td>Net income</td>
<td>1,514,667.00</td>
</tr>
<tr>
<td>Federal income taxes</td>
<td>859,240.00</td>
</tr>
<tr>
<td>Net income</td>
<td>655,427.00</td>
</tr>
</tbody>
</table>

**Dividend declared**

Scripps-Howard Broadcasting Co. declared a dividend of 25 cents a share payable Sept. 10 to stockholders of record Aug. 22.

Six periods Jan. 1-June 15:

<table>
<thead>
<tr>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.50</td>
</tr>
<tr>
<td>Net income</td>
<td>3,875,000.00</td>
</tr>
</tbody>
</table>
**INTERNATIONAL**

**BBC audience report for first quarter**

The latest report issued by the BBC audience research department shows that on the average day from April to June 1963 more than two people out of every three watched some television in Britain, with more than 23.5 million viewing BBC-TV and 22.5 million the commercial network. BBC-TV's average over-all audience was 6.1 million compared with six million a year ago. The commercial network had 6.3 million compared with 6.5 million a year ago.

During the quarter, viewers able to choose between the two networks spent on average 6.3 hours a week watching BBC-TV and seven hours watching the commercial network. This gave an audience ratio for the quarter of 47% for BBC and 53% for the commercial network. In the corresponding quarter of last year BBC's share was 46%; in both 1960 and 1961 it was 37%.

The report shows that the public for elevation in the United Kingdom exceeds 43 million.

For radio, the report records increases both in the total audience and in the time spent listening. The number of people able to receive radio programs went up by about half a million to 46,600,000 or over 95 per cent of the population. The average time spent listening to BBC radio went up to 8.3 hours per head in a week in April-June from 7.7 hours a year ago.

**Anglo-Soviet agreement**

The BBC has signed an agreement with the Soviet government system for increased radio and TV program exchanges. The agreement covers provision of production facilities by both sides for each other in Britain and the Soviet Union and attachment of staff between the organizations where it is useful to meet specialized needs.

BBC Director-General Hugh Carleton-Greene will visit the Soviet Union next year.

**Abroad in brief...**

JAPANESE SLOGAN MADE = BBC has signed an agreement with the Czechoslovakian post office to extend the newly signed agreement with Czechoslovakia to other parts of the world. The agreement covers provision of production facilities by both sides for each other in Britain and the Soviet Union and attachment of staff to the organizations where it is useful to meet specialized needs. BBC Director-General Hugh Carleton-Greene will visit the Soviet Union next year.

**FOR THE RECORD**

The following table of assignments contains the 80 commercial FM channels assigned to the listed communities.

**How FM channels have been assigned**

Channels whose number is followed by A are for Class A stations. All others are for Class B stations in Zones I and I-A and for Class C stations in Zone II. The table lists 2,830 assignments in 1,858 communities (see story, page 27).
STATE AUTORIZATIONS, APPLICATIONS

As compiled by Broadcasting July 18 through July 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 activity.

Abbreviations:—dir., direction; grn., green; Assis., assistant; subm., submission; mut., mult.; perm., permit; asst., assistant; ant., antenna; au., author; aff., affidavit; exist., existing; ass'ned., assigned; con., construction; tests, test; est., estimated; trans., transmission; mod., modification; train., training; pics., pictures; sst., spectrum; auth., authority;تها.; sht., short; ed., educational; ann., announced.

New TV station

APPLICTION

Houston—Radio Station KXYZ Inc. UHF channel 39 (568-566 MHz) ERP 270 kw vis. 135 kw aur. Ant. height above average terrain 880', above ground 687'. P. O. address Fifth Floor, Gulf Building, c/o Leonard, Kamin, Houston. Estimated construction cost $354,357; first year operating cost $150,900; revenue $205,900. Studio and trans. locations both Houston; Geographic coordinates 29' 45' 31" N latitude, 95' 48' 41" W longitude. Type trans., 6-tube; gen., 6-tube; gen., 6-tube.

SA—Broadcasting

EDWIN TONBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

101

WROB West Point, Miss.—Granted in- crease in power over 1500 kw, from 250 w to 1 kw, continued nighttime opera- tion with 250 w; conditions. Action July 17.

New FM station

ACTION BY FCC

Cheney, Wash.—Eastern Washington State College. Granted CP for new FM on 88.9 MHz to company 89.5 w: above average terrain 18 feet. P. O. address can be fixed. Conditions: must be satisfied that construction cost $500; first year operating cost $2,000. Principals: board of trustees. Action July 5.

Existing FM station

ACTION BY FCC

KEFM(FM) Oklahoma City—Granted CP to change trans. site and station location to Midwest City, inc., ant. height from 125 feet to 160 feet, continued operation on 94.1 MHz. Action July 5.

Ownership changes

ACTIONS BY FCC

WAVP Avon Park, Fla.—Granted assign- ment of 1/2 of license (and renewal of license provided in Assignment be consummated within 25 days) from William A. Jacob (100%), trustee of WGRB in FM Broadcasting Corp., to Helen W. King. Action July 17.

WASS Sarasota, Fla.—Granted assign- ment of license from Betty Lehrman (42.3%), Glen J. Lee Friedman (34.3%), Robert Hogg (15%), Coaxial Ltd. (4.9%) and J. James Collier (each 5%), d/b/a Radio Sarasota Inc., to William A. & Louise D. MacMullen, fee owner. Action July 17.

KBIG(FM) Grand Island, Neb.—Granted transfer of control of licensee corporation, KBIG, Inc., from John Poole Broadcasting Inc. (54.3%), to Mr. Poole and Mr. Sherry Poole (each 26.7%), and to Roy W. L. Costoles, president, Nebraska Broadcasting Co. Consideration $600,000. Action July 17.

Northland Broadcasting Inc. Consideration 890,000 w: Dr. Callowhan, Mr. Beckwith is majority owner of petroleum outfit, both have interests in WERL Eagle River, Wis. Other minority owners of assignee have connections with WERL. Ann. July 18.

Hearing cases

INITIAL DECISION

* Hearing Examiner Forest L. McClennan issued initial decision looking toward grant- ing application of Port St. Lucie Broadcast- ing Co, for new AM on 1590 kc, 1 kw, DA, D. in Port St. Lucie, Fla., conditioned that pre-sunrise operation with daytime facil- ities is precluded pending final decision in Doc. 14149. Action July 12.

DESIGNATED FOR HEARING

KAYE Puyallup, Wash.—Designated for hearing application to change station call letters, to increase ant. height to 380 feet, made by KEKW Aberdeen, KONP Port Angeles and KCOX Port Angeles, which application is being held. Action July 22.

* By memorandum opinion and order, com- mission, on record by Court of Appeals, (1) set aside Sept. 5, 1962, grant of application of Dutchess County Broadcasting- ing Corp., for new FM on 102.5 MHz, in Dutchess Co., N. Y., reversed, and (2) granted for hearing WIKP Poughkeepsie, N. Y., from 250 w to 1 kw, now operating 86 w, and to 5 kw, will be increased to 1 kw, with over 5000 homes, in the same city, WIKP has been held granted, pending for new FM in same city; Smith has been granted a new FM in same city, and by Commission, on consideration of record, the effect of the application has been held pending. Action July 22.

APPLICATIONS

WAFA-TV Huntsville, Ala.—Seeks transfer of control of permittee corporation, Rocket Television Inc. (28.130 shares issued), from E. Beasley Jr. (6,840 shares), John S. Gregory Jr. (3,360 shares) and J. B. Rutland (a share). Action July 22.

KGBG(FM) Los Angeles—Seeks transfer of control of licensee corporation, KBGF, Inc., from John Poole Broadcasting Inc. (54.3%), to Mr. Poole and Mr. Sherry Poole (each 26.7%), and to Roy W. L. Costoles, and Edith Poole (50%), individually. Action July 18.

KINS Pittsburg, Calif.—Seeks transfer of new FM station to 125.5 MHz, licensee corporation, Face-Shear Radio Inc., from John H. and Bedford F. Pace (each 25%), to Robert L. Cordiner (50%), individually. Action July 22.


KFKA Greeley, Colo.—Seeks transfer of control of licensee corporation, Mid-Western Radio Corp., Inc., from Betty LeBrun (55.5%), to Harry E. Green Jr. and Ralph H. Green, (30%), and to Robert E. Green (14.5%), individually. Action July 17.


KHDN Hardin, Mont.—Seeks relinquish- ment of positive control of licensee corporation, United, to General Bills, fee owner. Action July 17.

WAVY Roseburg, Ore.—Seeks assignment of license and CP from Phillip E. Water (50%) and Milton A. Roland and George F. Bailey Jr. (each 25%), d/b/a Pacific Western Broadcasters Inc., to Lyle E. Fenner. Action July 17.

KQEN Pendleton, Ore.—Seeks assignment of license from John J. W. T. Robinson, (50%) and Robert E. Cobins and James L. Reeder (each 25%), d/b/a United Broadcasters Inc., to Roanoke Rapids Radio Corp. (70.6%) and John H. Wuest (/4%), (each 15%), d/b/a United Broadcasters Inc.; Roanoke Rapids Radio is owned by Henry M. B. Best Jr. and Roy L. Baxley (each 15%), (each 15%), d/b/a United Broadcasters Inc.; Roanoke Rapids Radio is licensed to WCBO Roanoke Rapids; Dr. Boone is physician; Mrs. Best is half owner of insurance agency; Mr. Moore is owner of insurance agency and financial interest. Action July 17.

WIVE Ashland, Va.—Seeks assignment of license from Robert E. D. Baxley (47.5%), Arnold S. Foy (30%), and Jerald E. Baxley (22.5%), d/b/a United Broadcasters Inc., to Roanoke Rapids Radio Corp. (70.6%) and John H. Wuest (/4%), (each 15%), d/b/a United Broadcasters Inc.; Roanoke Rapids Radio is owned by Henry M. B. Best Jr. and Roy L. Baxley (each 15%), (each 15%), d/b/a United Broadcasters Inc.; Roanoke Rapids Radio is licensed to WCBO Roanoke Rapids; Dr. Boone is physician; Mrs. Best is half owner of insurance agency; Mr. Moore is owner of insurance agency and financial interest. Action July 17.

ACTIONS BY BROADCAST BUREAU

WBDO-AM-FM-TV Orlando, Fla.—Granted transfer of control of license corporation, Pioneer Broadcasting Corp., from William H. Goodman, Clarence H. Gifford Jr., and W. V. Reidrout, d/b/a Bahama Heights Hotel, to Charles W. Goodwin Jr., (50%), and 1 associate, and H. E. Martin, Mr. Reidrout's widow, (50%), individually. Action July 17.

KEBS Gladiawater, Tex.—Granted assign- ment of license to Conceptual Investment Co., to Morton Maydor and G. T. Tynan (each 15%), and others to H. Philip Nesbitt (39.3%), Emil L. O'Neil (31.5%) and Grady Blackwell (14.2%), all d/b/a Conceptual Industries Inc. Consideration $30,000. Action July 17.

KEBS Gladiawater, Tex.—Granted assign- ment of license to Conceptual Investment Co., to Maydor, Maydor, Maydor and G. T. Tynan (each 15%), and others to H. Philip Nesbitt (39.3%), Emil L. O'Neil (31.5%) and Grady Blackwell (14.2%), all d/b/a Conceptual Industries Inc. Consideration $30,000. Action July 17.

KEBS Gladiawater, Tex.—Granted assign- ment of license to Conceptual Investment Co., to Morton Maydor and G. T. Tynan (each 15%), and others to H. Philip Nesbitt (39.3%), Emil L. O'Neil (31.5%) and Grady Blackwell (14.2%), all d/b/a Conceptual Industries Inc. Consideration $30,000. Action July 17.
PROFESSIONAL CARDS.

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-8400
Member AFCCE

COMMERCIAL RADIO
EQUIPMENT CO.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
D1-7-1319
WASHINGTON 4, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0113
Washington 4, D. C.
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6666
Washington 5, D. C.
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
222 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCCE

WILLIAM B. CARR
Consulting Engineer
AM-FM-TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
Büth 1-1551

Y. A. D. Ring & Associates
41 Years Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Member AFCCE

JOHN DENVER
Edward KANSAS L.
Phone
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (1 Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
5712 Frederick Ave. Rockville, Md.
(1 suburb of Washington)
Phone: 301 427-4564
Member AFCCE

JAMES DENVER
Washington, Phone
Member AFCCE

S. H. CRONER
CONSULTING ENGINEERS
5th & Federal
Washington, D.C.
Member AFCCE

JAMES N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
222 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCCE

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: BROADWAY 8-6733

Service Directory

BROADCASTING, July 29, 1963

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0113
Washington 4, D. C.
Member AFCCE

LOHES & CULVER
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

GUY C. HUTCHESON
P.O. Box 82 Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

GERALD BARKLEY
Consulting Engineer
Research & Development for Broadcasting, Industry & Government
50 Franklin St. Diamond 3-3716
Fitchburg, Massachusetts

PAUL DEAN FORD
Broadcasting Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

BARKLEY & DEXTER LABS., INC.
Donald P. Wise James M. Moran
Consulting, Research & Development for Broadcasting, Industry & Government
50 Franklin St. Diamond 3-3716
Fitchburg, Massachusetts
### Summary of Commercial Broadcasting

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CP's on air</th>
<th>CP's not on air (new stations)</th>
<th>Total applications for new stations</th>
<th>Lic.</th>
<th>CP's out on air (new stations)</th>
<th>CP's not out on air (new stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,810</td>
<td>146</td>
<td>348</td>
<td>FM</td>
<td>1,091</td>
<td>88</td>
</tr>
<tr>
<td>TV</td>
<td>520</td>
<td>85</td>
<td>115</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Operating Television Stations**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>484</td>
<td>91</td>
<td>578</td>
</tr>
<tr>
<td>47</td>
<td>21</td>
<td>68</td>
</tr>
</tbody>
</table>

**Commercial Station Boxscore**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,809</td>
<td>1,090</td>
<td>519</td>
</tr>
</tbody>
</table>

**Routine Roundup**

**Actions by Review Board**

- In consolidated proceedings on applications of C. M. Taylor for new AM stations in Elizabethon and Blountsville, respectively, both Tennessee, in Docs. 15111-2, granted petition by Taylor to extend time to Aug. 5 to file opposition to Holston's petition to enlarge issues. Action July 22.

- By memorandum opinion and order in proceeding on applications of Brish Broadcasting Co., Wauchula, Fla., denied late filed petition by Hardee Broadcasting Co. (WAUTC), Wauchula, for an issue concerning protection of facilities by applicant. Action July 22.

- Granted petition by Arthur D. Smith Jr. (KMTS), Murfreesboro, Tenn., to extend time to Aug. 5 to file applications for new AM station in Brish Broadcasting Co. to enlarge issues in proceeding on AM application. Action July 22.


- By memorandum opinion and order in proceeding on applications of Geoffrey A. Lapping for new AM in Blythe, Calif., in Doc. 14891, (1) denied petition by respondent KYOR, Blythe, to enlarge issues; and (2) on own motion, enlarged issue to determine (a) efforts made by Lapping to ascertain programming needs and interests of area to be served and manner in which he proposes to meet such needs and interests, and (b) in light of evidence adduced in connection with "suburban" issue, whether Lapping can be relied upon to carry out program proposal. By separate memorandum opinion and order denied late filed petitions by Lapping to enlarge issues added March 7 by Review Board and to strike KYOR's petition to enlarge issues. Action July 18.

- By memorandum opinion and order in proceeding on applications of Southern Radio & Television Co., Lehigh Acres, and Robert Heckshiser (WMYR), Fort Myers, both Florida, in Docs. 14909-10, (1) granted request by Broadcast Bureau to withdraw motion to dismiss applications for failure to comply with Sect. 1,362 local notice requirements; (2) granted Joint request by applicants for waiver of Sect. 1,362 of rules insofar as it requires publication immediately after designation for hearing; and (3) waived Sect. 1,362 insofar as it requires statement concerning such notice be filed within seven days of last day of publication, and accepted tendered notice. Action July 18.

- By memorandum opinion and order in proceeding on AM applications of Marshall Broadcasting Co. and Wright Community Broadcasting Co. in Marshall and East Lansing, respectively, that time to file replies to motions for stay of proceedings and for leave to file replies be extended from July 19 to Aug. 16 to file initial reply comments in rule making concerning simplex operation by FM stations, Action July 18.

### Subscription Application

**Broadcasting** The Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- [ ] 52 weekly issues $8.50  
- [ ] 104 weekly issues $14.00  
- [ ] Payment attached

- [ ] 52 issues & 1964 Yearbook $13.50  
- [ ] Please bill

- [ ] 1965 Yearbook $5.00 (so long as supply lasts)

**Occupation Required**

- [ ] Name  
- [ ] Title/Position

- [ ] Address 
- [ ] Business  
- [ ] Home

- [ ] City  
- [ ] Zone State

---

104 (For the Record)
By Chief Hearing Examiner James D. Cunningham

* Designated for Sol Schildhause to preside at hearing in proceeding on AM application of Duchesne County Broadcasting Co., Fort Myers, Fla., to revoked. Action July 22.

* Designated Examinee Forest M. McClenning to preside at hearing in proceeding on AM application of KZYE, Waco, Tex., scheduled hearing at Waco, Tex., scheduled hearing for Sept. 23, and hearing for Sept. 25. Action July 22.

By Hearing Examiner Basil P. Cooper

* Granted petition and supplement by Rhinelander Television Cable Corp., for leave to amend application for new AM in Rhinelander, Wis., to modify in minor degree manner in which proposed construction is to be financed. Action July 18.

* Granted petition by Broadcast Bureau to extend time from July 18 to July 28 to file proposed findings and proposed order of April 6. Action April 6. Action July 22.

* Granted petition by Broadcast Bureau to extend time from July 18 to July 28 to file proposed findings in proceeding on AM application of WKYR, Incl., Cumberb., Md. Action July 18.

By Hearing Examiner Millard F. French

* On own motion, scheduled conference for Sept. 23 to continue proceeding in proceeding in proceeding on AM application of Saul M. Miller, Kutkow, and S. States Broadcasting Corp., Blue Ridge, Va., to changed on basis of additional transcripts from the record. Action July 22.

* In Largo, Fla., TV channel 10 proceeding in Docs. 14445 et al., granted motion by WTSP-TV Inc., and corrected transcript as requested, with exceptions, to on own motion, further corrected transcript. Action July 22.

By Hearing Examiner Arthur A. Gladstone

* Granted petition by O. L. Witt, Woodburn, Ore., to continue July 28 hearing to Sept. 23 in proceeding on AM application.

By Hearing Examiner Walther W. Guenther

* Pursuant to agreement of parties at July 22 prehearing conference in proceeding on AM application of KZYE, Waco, Tex., to stay nunc pro tunc until July 12 effective date of July 10 memorandum opinion and order. Action July 17.

By Hearing Examiner Sol Schildhause

* Pursuant to agreements reached at July 10 prehearing conference in proceeding on AM application of Central Broadcasting Co. (WCCG), Belmont, N. C., scheduled certain procedural dates and continued Sept. 5 hearing to Oct. 29. Action July 18.

By Hearing Examiner Herbert Sharman


BROADCAST ACTIONS by Broadcast Bureau

* WAPE Jacksonville, Fla.—Granted increased daytime power on 690 kc, from 25 kw to 50 kw, continued nighttime operation with 10 kw, make changes in daytime antenna, system (increase height), and make changes in ground system; conditions.

* WDAE Tampa, Fla.—Granted license covering use of old trans. as aux. trans.

* KCBC(FM) Kansas City, Kan.—Granted CP to install new trans. and new ant., increase ERP to 76 kw and decrease ant. height to 250 feet.

* WBGU-Muncie, Ind.—Granted authority to operate SH (7 a.m. to 7 p.m.) for period ending Oct. 15.

* KCKG Sonora, Tex.—Granted extension of authority to operate with sign-off 8 p.m. (except for special events) for period ending Oct. 22.

Actions of July 22

* WTVQ-TV Rockford, Ill.—Granted license covering changes; ERP 176 kw vis. and 855 kw aur.

* WMTW-TV Poland Spring, Me.—Granted license covering changes (main trans. and ant.); ERP 87.1 kw vis. and 43.6 kw aur., and use of old ant. as aux. ant.

* WTVG-Waterbury Conn.—Granted license covering changes (main trans. and ant.)

* KRTV-TV Great Falls, Mont.—Granted license covering changes.

* WATF-TV Traverse City, Mich.—Granted license covering changes; specify type ant.; height 1100 feet.

* KXTV-TV Sacramento, Calif.—Granted licenses covering changes (main trans. and

Continued on page 111

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—
Richard C. Crisler, Paul E. Wagener, Alex Howard
5th/3rd Bank Building, phone 381-7775

NEW YORK—
733 Third Avenue, Suite 2105, phone Murray Hill 7-8436

BROADCAST, July 29, 1963
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20c per word — $2.00 minimum
- HELP WANTED 25c per word — $2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGEN-
- All other classifications 30¢ per line—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St. N.W., Washington 6, D. C.

APPLICANT: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately). No refund for returned ads.

Classified advertising requires display space.

CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple outlet. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A sales-partner, with experience in sales field proven. Preferably family man. Must have cash to invest. 60% stock available to right party, with possibility of 59%. Station situated near top-rated cities and local markets. Located in Utah. 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted manager for aggressive Illinois station with metropolitan service area population of 200,000. Must be capable of directing sales, news and programming departments. Good at advertising. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programming, promotion and sales. Salary in accord with ability and experience. Fine opportunity. Send resume and picture to box 132, BROADCASTING.

General manager strong in sales. Midwest. Successful record and good refer- ence essential. Box J-266, BROADCASTING.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, BROADCASTING.

Entron, Inc., a leading community antenna system equipment manufacturer and system owner has a two system manager position open in Detroit, Michigan (and the other in Pennsylvania). While specific experience in city is not necessary, applicants should have minimum of three years related experience. Experience, including knowledge of sales promotion, modern business controls and some financial management. Some technical background will be helpful. Resumes including salary history and salary require- ments should be addressed to Treasurer, Entron Inc., 2141 Industrial Parkway, Silver Spring, Md.

Sales

Columbus, Ohio... Immediate opening for good salesman, management experience or faster. Must be dependable and have good salary plus. Please write fully. Box G-12, BROADCASTING.

Radio salesman wanted. We are a fulltime station in a Metropolitan Michigan market, and have learned we may look forward to expansion in the next months. His list has been yielding com- missions of over $10,000 per year. We are anxious to hear from experienced salesmen desirous of discussing this posi- tion in strictest confidence. Prime requests are a proven sales record in local radio sales and experience with complete sales territory. Please make your resume as elaborate as you like, and include salary history and refer- ence and reward position with a good station. Box J-316, BROADCASTING.

Help Wanted—(Cont’d)

Sales

Salesman-announcer; excellent deal for ex- perience combined salesman-announcer at top-rated modern music format in Pennsylvania market. J-338, BROADCASTING.

Religious time salesman to sell preachers for Southern California’s leading religious station. $500 per mo. draw against lib. commission. Further selection necessary. Send resume and snapshot. Box J-335, BROADCASTING.

Announcer-Salesman. Fast pace, but no screaming, Metropolitan. Box J-362, BROADCASTING.

Experienced salesman for WCLW am and fm. Send resume. Box J-375, BROADCASTING.

Salesman-announcer opening immediately. Average pay runs many company bene- fits. Require proof of North Carolina’s smallest market station, must be dependable, sober, com- munity minded, experienced and willing to grow with station. Write or call 246-6001. J. Ardell Sink, General Manager, WKGK, West Jefferson, N. C.

Opportunity knocks! Salesmen resigned to accept position at small out- side station. We were just at the brink of making the sale but the opportunity you can sell, can become part of the community, get along with the staff and be ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn’t have much turnover—two have been here 15 years. New man will have a protected account list already in excess of guarantee—but guarantee, Management one of the nation’s most active in broadcast circles. The area is a quiet city area of more than 35,000 located 75 miles from large metropolitan city. This is an unusual opportunity for people in this area. If you are interested send photo and resume to Bill Dahlsten, General Manager, WELD, La Habra, Calif.

Here’s a real opportunity. Single station market with potential unlimited. Will furnish necessary start up money necessary to open and get established. Business in that will exceed guarantee. Prefer man who can write and announce own com- mercials. Top flight staff to work with, 15% commission, guarantee and car allow- ance. Excellent insurance program, must be married. Live in beautiful vacation land of Wisconsin. No bad habits. Write WOBT, Rinehlander, Wis.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is ready for a challenge. Must be experienced and have good part record. Write fully. Box J-48, BROADCASTING.

Do you have sales relationship with radio management in your region or state? Representatives are needed by new radio syndicate to secure to P. O. Box 510, Tucson, Arizona.

One application opens 600 station contacts. Must have experience. Young men. Write Box J-300, Broadcast Employment Service, 4625 Tenth Avenue South, Minneapolis 17, Minnesota.

ANNOUNCERS

Capable deejay newsmen. Illinois adult music Killowatt. Fine opportunity for quali- fied announcer with good gather, write and deliver news in professional manner, pressure of radio group. Must be married. This is a permanent and rewarding position with a good station. Box J-316, BROADCASTING.

ANNOUNCERS

Midwest chain operation has several open- ings for 1st phone personalities and news- men. Security and opportunity for ad- vancement are both available. Send tape and resume to Box J-139, BROADCASTING.

Classical music man with solid combo operate-announcer commercial experience. Good smooth delivery and voice must be so- phisticated in classical music programing. Send resume. Box J-158, BROADCASTING.

Qualified announcer with first class ticket for Oklahoma radio station. Box J-289, BROADCASTING.

Warm, personable announcer wanted for leading Houston adult music station. Imme- diate opening, $75,000.00 salary. Staff doesn’t have much experience. Send tape and resume to Box J-363, BROADCASTING.

Announcer, experienced in play-by-play sports, wanted in facility in northern New Hampshire. Send tape and resume, etc. Box J-363, BROADCASTING.

Professional modern music radio group in east has opening (because of promotion) for experienced morning drive. Both stations must have good news understanding and delivery. High rated station in one of top ten markets. Consider applicants from smaller markets if they have demonstrated ability and potential. Must be steady, reli- able, enthusiastic and creative. No screamers, drifters, boozers or chasers. Station has solid, warm and friendly atmosphere. Excel- lent opportunity. Send complete back- ground, actual air-check tape and resume, etc. Box J-310, BROADCASTING.

Good, steady, sober morning man with first phone. Ability to handle maintenance. Box J-321, BROADCASTING.

Swinging deejay for high-rated number one, top forty station, medium Penn- sylvania city. Send resume and salary open. Box J-329, BROADCASTING.

Midwest TV station invites applications from experienced radio announcers. Op- portunity for news, commercials, children’s program. Send picture, audio tape to Box J-346, BROADCASTING.

Experienced staff announcer for good music Killowatt near Chicago. Excellent turn around rate, many extra benefits for mature man who can gather, write and deliver news, commercials, sports, plus bright music shows. Send tape complete resume, telephone number. Box J-359, BROADCASTING.

Bright, Happy. Fast but no rock & roll nor frantic. Box J-363, BROADCASTING.

Wanted: combo-announcer, first phone needed immediately. 1,000 watt low fre- quency. Small Virginia town, good signal over 1.5 million people in 65K coverage. $100 per week to start. Must have experience. Box J-368, BROADCASTING.

Adult good music format station in Penn- sylvania’s Lehigh valley needs good staff announcer with solid combo experience. No mainte- nance, strong on announcing. Box J-193, BROADCASTING.

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BROADCASTING, July 29, 1963
Help Wanted—(Cont'd)

Announcers

Experienced, all-around announcer for 1 kw daytimer, about September 1st. Must ad-lib and make sure some public appearances. Prefer permanent family man to become part of good公司将. Salary starting at $12,000. Resonable hours, $125.00 weekly to start. Tape, resume and photo to KDXX, Brookings, S. D.

Need announcer beginning August 25th. $400.00 per month to start. KBRR, Freeport, Texas.

Opening for announcer with restricted permit. Non-personality type operation. Good resume and commercial delivery required. Want young, single man, XYWM, Showlow, Arizona.

Wanted: Announcer with first class license. Station WARD, Abenham, Md.
Immediate opening for nighttime dj. Adult music kilowatt. Market over 50,000, plus 18,000 Pursue students. Send tape and resume. Salary to be negotiated. Send work samples to Dick Lingle, WASK, Lafayette, Ind.

2 staff positions now open radio-tv announcer and newsmen. Experience required. WBOC Inc., Salisbury, Md.

Swinging deejay with 1st phone for top 40 orientation. Technical background preferred. Immediate opening. Call or write C. A. Program Director, WESB, Bradford, Pa.

Great opportunity for competent sportscaster, strong on play-by-play. Great sports and outdoors area. Send tape references and salary requirements to William Winz, Program Director, WESB, Bradford, Pa.


Young announcer-salaries. Guarantee $100 weekly to start. WSTV, Stuart, Fla.

Country music dj . . . good opportunity in Atlanta market. Must have maturity. Announcer able to handle sell-ad, dj commercials, entertain on own account in addition. Background in all phases of music. No drums or horns. Send tape & letter to Wm. B. Hill, radio station WYTH, East Point, Georgia.

Announcers needed, also audion tapes recorded, duplicated, edited. Resumes written, editors, service, technical work. DARSONS. Box 231, Roosevelt, N. Y.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write Broadcast Employment Service, 4855 Tenth Avenue South, Minneapolis 17, Minnesota.

DJ’s learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumental. $3.95. Broadcast Intros, 975 North 39th, Milwaukee 8, Wisconsin.

Technical

Chief engineer for directional am in major market. Must have experience in all phases of maintenance. Prefer one who is good announcer and can do some production. Box J-105, BROADCASTING.

Do you have a first ticket and good on maintenance? We are in a fine western New York market and can offer you a fascinating and other opportunities to match your talent. Box J-51, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired, 1st class license required for engineering. Box J-286, BROADCASTING.

Help Wanted—(Cont’d)

South Carolina regional daytimer needs first class engineer for maintenance, plus ability to direct for Combo work. Long established operation with low personnel turnover. Will consider engineering responsibilities, salary open depending on experience or qualifications. Send complete resume in first letter. Any tapes will be returned. Box J-308, BROADCASTING.

Florida resort area daytimer needs announcer. Send tape, resume and snapshot. State minimum starting salary. Box J-312, BROADCASTING.

Chief engineer for full maintenance and announcing radio. Mississippi. Send tape of voice qualifications. Box J-286, BROADCASTING.

Transmitter engineer for northern West Virginia directional. Permanent Job. Experience not necessary. Send resume and recent photo to Box J-358, BROADCASTING.

Wanted, first class radio telephone operator. Employed by C. A. Program Director, WESB, Bradford, Pa.

Immediate opening for chief engineer. WBMD, Baltimore, Md. Know board work. Must have thorough knowledge not just 1st ticket. Opportunity with excellent future for right man. Send complete resume and references.

Engineer with first phone. Fulltime opening beginning last week of August. Contact John Whiteacre, WILS, Lansing, Michigan. JV 2-1655.

Opening available immediately for qualified chief, KBRZ, Boise, Idaho.


Young single man, 1st phone, no experience, good voice. Write Charlie, Carpenter, 7254 Dave St. Sacramento 26, Calif.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write Broadcast Employment Service, 4855 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

News editor wanted for Ill. kilowatt metro-politan station. Fri. & Sat. news coverage. Long established station with 3 professionals, national network, merchandising. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired, 1st class license required for engineering. Box J-287, BROADCASTING.

Have opening for qualified play-by-play sports announcer. Good salary, good work conditions. Send tape, snapshot and resume. WCBQ, Station, Box J-308, Broadcasting, or Collect 919-938-2341.

Farm director—To voice and sell award-winning farm program at established 5 kw kilowatt southeast Michigan independent on cme of Lake Macatawa. Immediate opening. Send photo, tape, resume. WHFB, Benton Harbor, Michigan.

SITUATIONS WANTED

Management

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-183, BROADCASTING.

WANTED

Need a manager or program director . . . 4 years experience in successful management . . . interested in seeking modern format only . . . heavy market . . . family man . . . college grad., aged 34, excellent references . . . will consider all locations. Available August 19th. Box J-247, BROADCASTING.

Metro-market experienced "go-get-em" looking for next rung on ladder. All past references open for inspection. Money won't bother. Box J-304, BROADCASTING.

Experienced, sales oriented manager available immediately to take over your station. Stable family man. Box J-275, BROADCASTING.

Absentee owners: Breakup of corporation formed to purchase major market radio station has left its president available to manage yours. Past 6 months spent de-positing Top tv salesmen in 3-ad market. National and regional sales experience important. Resume and photo. Box J-311, BROADCASTING.

General/sales manager, seeking change for valid reasons. Presently employed as general manager, sales, promotion, pro-gram director, sales manager, general manager. As salesman in 1961, sold $90,000 for one of nation's leading stations. Expert in latest promotion and office information. Cut costs, increase sales; we'll share the profits. All markets considered. Box J-302, BROADCASTING.

General/station manager, seeking change for valid reasons. Presently employed as general manager, sales, promotion, program director, sales manager, general manager. As salesman in 1961, sold $90,000 for one of nation's leading stations. Expert in latest promotion and office information. Cut costs, increase sales; we'll share the profits. All markets considered. Box J-302, BROADCASTING.

General/sales manager, seeking change for valid reasons. Presently employed as general manager, sales, promotion, program director, sales manager, general manager. As salesman in 1961, sold $90,000 for one of nation's leading stations. Expert in latest promotion and office information. Cut costs, increase sales; we'll share the profits. All markets considered. Box J-302, BROADCASTING.

Agressive salesman with 10 years radio-tv sales experience seeking sales management position as a top top manager. National and regional sales experience important. Top references. Resume and photo on request. Box J-317, BROADCASTING.

Sales manager; excellent executive, can prepare and delegate program, sales, and direct staff, powerful presentations, excellent follow-through, skillful closer, 20 years experience. Major market. Excellent market, with radio-telephone. College, family man, clean record, completely satisfied. Write or call. Box J-323, BROADCASTING.

Manager—13 years experience, all phases. Excellent sales and promotion record. Currently employed, Des Moines, Iowa. Montana, Wyoming, New Mexico, Colorado or Nevada. For information, write Box J-347, BROADCASTING.

Will give you odds of ten to one in a small bet that you can't find better qualifi-ications than those I have as manager or sales manager. I'm sure you will think me adaptable! You can lose a buck or two in the bet, but you can get a man with 20 years of experience from a highly reputable ve-teran. Broadcast' I'm sure you will never lose a job and is available now only for logical reasons. All inquirers will be received, and kept in confidence. Box J-356, BROADCASTING.

Young, aggressive, sincere, personable veteran; family; desires position executive assistant to top management. Top management, sales, sales, sales potentialities: public, community relations . . . public affairs . . . publicity . . . promotion . . . research, specialized responsibilities: extensive, quality, commercial r-t marketing. Toward that end I will present my educational background, my college degree . . . university professor . . . evy day sales experience. Employed, wish to improve position. Top references. J-357, BROADCASTING.
Situations Wanted—(Cont'd)

**Management**

General and/or sales manager, 14 years radio-TV experience. Outstanding sales record. Aged old family man. Box J-394, BROADCASTING.

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 15 years of experience. Box J-397, BROADCASTING.

**Sales**

Sales or station management in Metropolitan Market. Am, 37, college graduate, local club and civic leader. 19 years with present station, alumnus, commercial manager, now station manager. In that period have brought profits up from break-even point, to over $100,000 yearly with no better than fourth rank ratings. Have hired and trained most effective sales force in market. Know how to complete effectively yet maintain standards and rate card. Have money to start new program if presents itself. Box J-318, BROADCASTING.

**Announcers**

Announcer—five years experience. Studying for first place—family man. Box J-84, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production commitments. Will relocate immediately. Box J-117, BROADCASTING.

Creating a new humorous morning personality was tough, but I've been number one. For good size'd yearly income and you may take advantage of this creation. Box J-186, BROADCASTING.

Join me. I have fun with records, production programs, commercial mix. I'm tight, available immediately. Box J-357, BROADCASTING.

Negro announcer, 1st class training, no experience. Need 1st job. Willing worker. Box J-268, BROADCASTING.

Disc-jockey, authoritative newsman, experienced, tight board, bright sound, available immediately. Box J-276, BROADCASTING.

Experienced top forty jock—live wire sound—let me tap speak for me. Box J-278, BROADCASTING.

Experienced, polished, talented air personality, offering 10 years morning, noon or nite discussion type show for the right station in major market. Presently baiting opportunities. Will relocate immediately. Tape and tape available. Box J-389, BROADCASTING.

Announcer young, married, vet. Two years experience. No dust. No rock. Box J-293, BROADCASTING.

Mature, married, announcer desires stable position in western market as dj or pd. Strong on news, 5 years commercial experience. Salary desired $90-100 per wk. Box J-295, BROADCASTING.

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-307, BROADCASTING.

Announcer appeals to all . . . college, 26 . . . 6 years experience, now working . . . bright, warm, strong air salesman . . . personality radio or tv. Box J-308, BROADCASTING.


Night-time radio preferred . . . announcer, salesman, experienced, will travel, available immediately. No station to large or too small. Will report on demand. Box J-314, BROADCASTING.

**Situations Wanted—(Cont'd)**

Want sports position in radio or tv, experienced in both as announcer, also sales. Experienced College, grad, 27, married. Will relocate for right job. Box J-318, BROADCASTING.

Middle of road announcer, will relocate in proper section of country or mid-Canada for right position. 7 years experience in commercial radio experience. Two years college, plus announcing school. Strong commercial work and up-to-date news. Experienced north, south, east and west. Bids in all phases of announcing. No prima donna, references and tape on request. Box J-334, BROADCASTING.

Announcer-salesman wishes to relocate. Currently a salesman in midwest, spends day in all phases of announcing. No prima donna, references and tape on request. Box J-334, BROADCASTING.

Top 40 only. No middle-of-the-road formats. Personality dj with first phone. Bright sound. Own news, board and programming. Box J-339, BROADCASTING.


Available August 12th. Youthful, but mature disc jockey freelancer, wishes to return to first phone for five years experience. Own news, board, and programming. Strong on production programs, shows. Acute in live music. Tight and happy sound with any format. Prefer Indiana, Michigan or Illinois. Box J-343, BROADCASTING.

Need a pleasant voice? I've got one. 7 years experience. 28, married, veteran. Big or medium market. Bright not frantic. Good musical talent. Will relocate, tape available. Box J-349, BROADCASTING.

First phone—young announcer, limited experience, will shoot shift only. Box J-356, BROADCASTING.

Immediately! Experienced personality, newsman/director. Bright, tight, modern professional sound. All replies answered. Box J-352, BROADCASTING.

Young experienced announcer desires position in midwest news department. Fast pace. Box J-358, BROADCASTING.

Residence Canada—Announcer, dj, Swing- ting tight board. Authoritative news. Box J-350, BROADCASTING.

Did you know: that according to postal regulations elephants cannot be shipped by parcel post. Original or is it "aboriginal" elephant? Box J-352, BROADCASTING.

Phone? It doesn't matter in advance of —first phone: MU 6-1693, Bob Ballard 2232 Corithorn, Baltimore.

21 years old, 3 years college, 1st phone (radar endorsement). One year experience with excellent references. Rock and good music background, rock is my forte. Especially want hops and promotion stunts. Prefer location with nearby college, anywhere in U. S. Jim Bartlett, 822 Howard St. Clearwater, Fla.


Third phone. Would like small market, any area. L. R. Smith, 2041 Midwest Ave. LouisVille 4, Ky.

Personable age 27, married. 6 years experience. Will relocate. Interested in service, not operation. N. Land, Box 281, Rout- velt, N. Y.

**Announcers**

Second phone. Announcer 13 years experience all phases except sports. 5 years program director in Rock and music market. 2 years college, speech, 2 years electronics service, married. Will relocate immediately with fringe for all and any hours you need. Available immediately, will travel anywhere. Jim O'Quinn, T-2511, Beaumont, Texas.

Have experience and first phone. Dependable, honest, responsible young man, engineer or announcing. Eddie Crawford, 4017 Parkside Dr., Dallas, Texas.

1st phone Jack! Highly experienced air personality with ability to slot with modern, stable outlet. Heavy copy and production experience. Phone now, 365-302-378.

**Technical**

Former engineer in charge all maintenance 1960. Wrt, fire protection, security, now desires new construction and or maintenance responsbilities. Currently in Boston, Mass, student in private industry and holds security clearance. Box J-271, BROADCASTING.

First phone engineer—three years tv studio, some transmitter experience. Arkansas state U, or Arkansas Tech. 504-333-3155, 504 E. Vermillion, Lafaye, La.

First phone operator with eight years experience. Desire to relocate permanent. Experienced in direction, construction and wiring. Desire midwestern location but will answer any offer. No announcing experience. William Gabbert, Rt. 2, Box 638, Hol Springs Ark.

Broadcast engineer—15 years in am-fm transmitter and studio operation and maintenance, now living in southwest. Desires outlet with broadcast equipment manufacturer. Will relocate—prefer midwest or southeast. Phone 217-227-6455.

**Production—Progrming, Others**

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market northeast preferred. Box J-194, BROADCASTING.

Sportscaster with writing ability for aggressive local coverage. Can double it, as news. Box J-211, BROADCASTING.

Male copywriter. Mature, experienced professional seeking assignment to major-market eastern radio, television station. Box J-229, BROADCASTING.

Consider broadcaster with over 10 years experience in broadcasting if experience & ratings, special events, production, program production. Experience in sports, commercials, news. Box J-235, BROADCASTING.

Due to programming changes, news director, east coast class A market available September 1st. Box J-235, BROADCASTING.

Announcer with personality, producer with ideas and writer that thinks, seeks medium size station to work with. 4 years experience, db. AFRS Tokyo, 28, married, 4 children, salary open. Box J-290, BROADCASTING.

Bright, happy, and swingin' 7 years experience. Have worked top format chain. Prefer to move to medium market with top ratings. Available Immediately. Box J-352, BROADCASTING.

Sportscaster: 8 years experience play by play major league grad . . . family man . . . sponsors references. Box J-358, BROADCASTING.

Public affairs—news . . . producer, photographer, writer. 7 yrs. wire-service & news magazine experience running in both, M.A. degree broadcasting & film now final year. Available November. Box J-332, BROADCASTING.
Situations Wanted—(Cont’d)

Production, Programming & Others

Chicago area stations. Broadcast reporter. Local experience. Top references. Box J-354, BROADCASTING.

Top 40 personality wants to program your horn and make it #1’s, has operated stations as Program and Engineering director with creative production, promotion, sales, 24, family. Box J-344, BROADCASTING.

Smooth sounding airman wants to move up to quality. First phone. Two years experience. Familiar with all formats except top 40. Needs production, has done some play-by-play, would like more. Prefer southwest, west ready now. Chuck Steele, 224 West First Ave., Apartment 1, Scotts- dale, Arizona.

New comedy service for dejays! Original individually tailored open-end comedy bits with scripts. New approach to comedy inserts. WriteFunny Bits Productions, 938 Jones St., Bettendorf, Iowa.

Newman—age 30, family, college graduate. Member metropolitan news staff in K.C. Mo. Solid news background plus 3 years television reporting. Write for copy and deliver in authoritative manner. Major interests, news, sports. Box J-661 Nall Dr., Mission, Kansas, 66207.

HELP WANTED—Management

Midwest television station, in two-station market, seeking a station manager with a first class operation. Five years minimum three years experience. Excellent salary, plus commission. High earning potential. Must have production and sales background. This is fast operation. You will be running the entire station. Answer in detail. Box J-216, BROADCASTING.

Announcers

Network affiliated station, southeastern market, has opening for TV announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, photos and references. Box J-22, BROADCASTING.

TELEVISION

Help Wanted—Management

Top market station looking for negro personal- engeering in engineering and en- gineering departments, both radio and television. If you are degree desired, 1st class li- cense required for engineering. Box J-304, BROADCASTING.

Smoothing airman wants to move up to quality. First phone. Two years experience. Familiar with all formats except top 40. Needs production, has done some play-by-play, would like more. Prefer southwest, west ready now. Chuck Steele, 224 West First Ave., Apartment 1, Scottsdale, Arizona.

New comedy service for dejays! Original individually tailored open-end comedy bits with scripts. New approach to comedy inserts. Write Funny Bits Productions, 938 Jones St., Bettendorf, Iowa.

TELEVISION

Help Wanted—(Cont’d)

Production—Programming, Others

Top market station looking for negro personal- engeering in engineering and en- gineering departments, both radio and television. If you are degree desired, 1st class li- cense required for engineering. Box J-304, BROADCASTING.

Operations manager—for NBC station west- ern Great Lakes medium size market. Must be thoroughly knowledgeable and preferably with some experience. Strong supervisor. Box J-337, BROADCASTING.

Director—to direct live shows at NBC outlet in midwest. Must be thoroughly familiar with commercial staging, lighting preferably with TV announcing background. Box J-338, BROADCASTING.

Children’s personality—male or female to fill important supporting role in high rated show. Must be able to perform in two or more of the following categories: Singing, dancing, acting, drawing, character roles, puppets, pantomime, magic. Major eastern market TV station offers excellent opportunity to work with outstanding children’s personality. Good starting salary. Box J-300, BROADCASTING.

Immediate opening for experienced tv di- rector. Have a complete resume and picture. Box J-360, BROADCASTING.

Major eastern market with heavy live schedule including all major sports needs an outstanding experienced director. Must be capable of handling year round planning, producing, painting and switching. This is a solo spot. The financial rewards are excellent for man who has much to offer. Interviews will be arranged only on the basis of detailed resume. Box J-381, BROADCASTING.

Situation Wanted—Management

Major market commercial manager. Excellent sales-management record and refer- ences. Want responsible position no funny. I can straighten out your sales problems. Box J-256, BROADCASTING.

I tripled billings in one year. Experienced radio-TV salesman. Seeks challenging opportunity. Box J-348, BROADCASTING.

Sales

Proven local and regional television sales record and previous other advertising media. Seek opportunity in, or adjoining tv, national. Box J-331, BROADCASTING.

Anouncers

Let me bring my skills and experience to the news beat in your area. Five and one half years in radio and television and commercial and news experience. Excellent background. Interested in on camera news assignment. Born and raised in the Mississippi. Send requests for audio tape, picture and resume to Chuck Runyon, 1129 S.E. Riverside, Evansville, Ind.

Announcer—5 years radio/TV, booth, on- camera, Broadway work, im- plantation manager, versatile, northeast. Bill Gallagher, 4096 Garland Dr., Jackson, Mich. 517-787-9488.

TECHNICAL

20 years experience—am-fm-tv. Assistant chief, studio supervisor, technical director at commercial and educational stations. Have large degree in electrical. Strong on technical operations of studio at the latter. Complete experience planning and installation including network. Presently director of engi- neering of 5 TV stations. Operate equally proficient at desk or with solder gun. Seek position that needs my capabil- ities, preferably at west coast immediately. Box J-259, BROADCASTING.

WANTED TO BUY—Equipment

Wanted: 150 foot tower console, micro- phones and other related equipment. Building new station, Box R-146, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self- supporting tower, with radio guns, Class II model. Box J-103, BROADCASTING.


Situations Wanted—(Cont’d)

Technical

Engineer Sixteen years radio, six tele- vision. Last five transmitter supervisor at VHF Clear Channel. Box J-315, BROADCASTING.

Production, Programming & Others

Photographer . . . motion picture and still. Specialty in tv news; also great in studio advertising. Box J-218, BROADCASTING.

Production director for ABC network. Fully experienced in program development, scheduling, and production. Will accept assistant directorship. Box J-219, BROADCASTING.

Copywriter, both creative and reliable—seeks money, hard work, a realistic future in sales-oriented tv station. 15 years rich experience throughout the medium; strong on copy. Box J-254, BROADCASTING.

TELEVISION

Newsmen—radio director. Wide experience. Shoots fine camera, edits, writes and airs news reports and documentaries. Highly travelled, excellent image in sports minded market. Box J-256, BROADCASTING.

Television children show personality with proven format. Top rate, easy to entertaining show for kids. Available September 1st. Box J-356, BROADCASTING.

News and public affairs addict. . . four years radio, two years tv, strong on docu- ments. A. B. Durbin, 4524 W. 15th, In b married, young determined, seeking opportunity. Box J-315, BROADCASTING.

Agressive broadcaster, 12 years experience all phases of sales. Seeks sales management position—small-medium market. Top air per- sonality, writer, production manager, Man- aged. College Grad. Could Invest. Box J-335, BROADCASTING.

TV director: Sixteen years radio and television. Available immediately for local, sports, news, production company or tv station. Mature, creative, family man, college, as- sistant director NBC network, experienced in public affairs, proficient in tv, live, remote. No mortgage, desires position in tv, photo, references, send sample upon request. Box J-365, BROADCASTING.

Best television director in nation’s 5th largest market ready for $6000 move. Creative, no field experience. Will not another washer. Young, family Wire: Nutter, Tampa.

BROADCASTING, July 29, 1963

109
WANTED TO BUY

No times, 20 equipment operation until 20.

For Sale

Equipment


3. guyed towers 315' each. Complete Bare

Miscellaneous

30,000 Professional Comedy Lines! Typical set


Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting October 3. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.


Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. For free brochure write: Dept. 3-F Grantham School of Electronics, 1500 N Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks get you license in only school with operating and "must have" license. For information write: Box 7-349, Broadcasting.

FCC license in six weeks. Total cost $225.

television, including equipment and "must have" license. For information write: Box 7-349, Broadcasting.

Acquiring a sufficient license is required for all radio operators. The best darned super hopper scooper man in the business is looking for his next helper. Willing to work in all phases of radio and television. Please call 316-PY 5-1016.

INSTRUCTIONS

make a complete FCC first license application. The applicant must show evidence of practical training as the FCC requires. If you fulfill the necessary requirements, you may be granted a license. If you have the necessary qualifications, you may be granted a license.

Network O & O in major market offers challenging, hard work, little pay, great opportu-

Help Wanted—Sales

Help Wanted—Announcers

Network O & O in major market offers challenging, hard work, little pay, great oppor-

Help Wanted—Programing, Others

NEWSMAN

Responsible midwest newspaper affiliate in metropolitan market seeking experienced professional. Must be able to work as reporter or rewrite. Start in full-time stint position. Strong air delivery necessary. Photograph, tape, resume, and salary requirements.

Box J-284, Broadcasting.
RADIO PERSONALITY
MORNING MAN—On Camera TV Announcer, 10 years experience all phases of Radio and TV announcing. AB Degree, labor, new employed, from to relocate. All replies answered. Tapes, audio and video available on request. Box J-340, BROADCASTING.

TELEVISION
HELP WANTED
Technical

TELEVISION CHIEF ENGINEER
Group operation of TV and radio has opening for highly qualified man at major market VHF. Apply in confidence. D. H. Smith, P. 0. B. 10, Albany, N. Y.

FOR SALE
Equipment

NEED 'EM YESTERDAY?
Get same day shipment on Fidelipac tape cartridges and re-loading service. GUARANTEED LOWEST PRICES

Sparta Electronic Corporation
8450 Freeport Boulevard
Sacramento 22, California
GA 1-270

WANTED IN STOCK
1—Western Electric 405-B2 5 kW AM frequency 620 kc Price $2,500.00
1—Western Electric 405-B2 5 kW AM frequency 930 kc Price $2,500.00
4—Gates BC-290C1 250 watt AM Transmitters Choice—$375.00 each
3—Ratheon RA-250 250 watt AM Transmitters Choice—$450.00 each

CONTACT: Gates Radio
Quincy, Illinois, Phone 727-8200, AC2117.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling Radio and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.

Confidential negotiations, appraisals and set up purchase for investigating. Licenses covering changes and sale of station. Contact Edward O. Gates Radio, Quincy, Illinois.

STATIONS FOR SALE

ROCKY MOUNTAIN, Exclusive, Fulltime.
Gates exceeds $90,000. Priced at $125,000. 25% down.
NEW ENGLAND, Exclusive, Fulltime.
Priced at $125,000. 25% down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

For Sale
Stations—(Cont'd)

And others.

FOR SALE

CONN. RADIO STATION
for sale. Excellent low frequency, daytimer with wide coverage. City population 30,000 and 269,000 within 2.0 my/m contour. Answer only if financially qualified. Box J-368 BROADCASTING.

FOR SALE

MAJOR SOUTHERN MARKET AM
High power facility minimum cash—extended terms to properly qualified purchaser.
Box J-298, BROADCASTING.

THE PIONEER Firm of TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

NORTH S. FRAZIER, INC.
1794 Wisconsin Ave., N.W.
Washington 6, D. C.

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JACK L. STOLL & ASSOCIATES
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Los Angeles 28, California

For Sale
Stations—(Cont’d)

And others.
Beware of the commercial on the conference room screen!

TV viewers see it on a tube—where today's best-selling pictures come from Scotch® Brand Video Tape

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don't view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on "Scotch" Brand Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic "it's happening now" look of tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America's tv set in the living room.

Proof of the picture's in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a tv monitor, side-by-side with a video tape. You'll see at once why today's best-selling pictures come from "Scotch" Video Tape.

Other advantages with "Scotch" Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-73, St. Paul 19, Minn.
OUR RESPECTS to Richard Warren Dinsmore

From staff musician to global salesman

"From now on, any television production company that doesn't think about the foreign market is out of its mind," Richard Dinsmore, vice president and general manager of Desilu Sales, said last week. Just back from a five-week round-the-world trip on which he visited 11 countries and sold some $875,000 worth of Desilu programs, Mr. Dinsmore said that foreign sales now account for 60% of the company's business, which is expected to gross between $5 million and $7 million this year. "And it's going to be even more important," he added.

"There are lots of problems in selling programs abroad," Mr. Dinsmore noted. "In most places you're selling to government buyers with fixed budgets and quotas for the amount of foreign programming they can buy. Only in Australia and Japan does the advertiser or advertising agency have a voice in program buying."

Everyone Wants Entertainment • The most popular U. S. TV shows abroad are pure entertainment with an emphasis on action rather than words. "Everybody enjoys slapstick," Mr. Dinsmore commented, "and that's why Lucy was able to command the highest price ever paid for a half-hour TV series in Japan and that's also true in Australia."

"There's a universal appeal in a circus and we're having no trouble in lining up foreign broadcasts for The Greatest Show on Earth. Cops-and-robbers is another theme with worldwide appeal and The Untouchables is doing great business abroad. Wartime action is sure fire; Combat—to mention a series we don't handle but I wish we did—is big in all markets, even West Germany."

Richard Warren Dinsmore was born May 19, 1916, in Tarrytown, N. Y. His father was a music teacher and Dick's musical education started almost before he was out of his playpen. As a teenager he was so proficient on the oboe, clarinet and saxophone that he spent three summers at the Eastern Music Camp at Waterville, Me., on scholarships. After high school he entered the Eastman School of Music in Rochester, N. Y., where Mitch Miller was a fellow student.

A Start At NBC • Eager to stop studying and get into the real world of music, Dick left Eastman after three years and went to New York City, where he worked as an NBC page while waiting for his card from the musicians' union. Then he became an NBC musician and, intrigued by recording, wangled a transfer to the network's transcription service, NBC Thesaurus, where he had his own recording group, "Men of Note."

Dick wanted to do modern arrangements, a desire not shared by Oscar Turner, then program director of Thesaurus, who could see only one clarinet, two guitars and a six-voice male chorus. Dick realized he was fighting a losing battle—so he became a producer and script writer for Thesaurus and produced recordings with Xavier Cugat, Sammy Kaye, Shep Fields and other popular bands of that time.

With America's entry into World War II, Dick joined the Merchant Marine, serving in the North Atlantic from February 1942 to the invasion of Normandy and then in the Pacific until war's end. He returned to New York, but one January Friday he looked out at a bleak gray sky slashed by hard-driven snow and realized this was not where he wanted to spend the rest of his life. Monday morning found him in San Francisco and before that week was out he was part owner of a recording firm, Sound Recorders. "I was a partner, a producer and, for the first time in my life, a salesman," Dick recalled.

Radio Tape To Live TV • Sound Recorders flourished, producing commercials and recording network programs like the Bing Crosby show, with which they moved from acetate discs to tape recording. When television hit San Francisco, Dick put together a show featuring Alvino Rey, got the San Francisco Ford dealers to sponsor it on KRON-TV and within six months it was the top rated TV program in the city.

With this start, Dick was off and running in television. He joined forces with Lee Giroux and soon they had 17 shows a week on the air. "We had our own building, our own art staff; everything was great. Then the TV films came along and the roof fell in. All of our shows were live; $1,000 a week was our minimum; we couldn't compete with the filmed shows on price. Soon we were down to six shows a week, which didn't even pay the overhead."

Live To Film • Dick wanted to stay in television, but the days of local live production had ended and he wasn't sure where else he might fit in. One day he bumped into an acquaintance from Rochester, John Mitchell, sales head of Screen Gems. He was looking for a western sales manager and did Dick have any suggestions. Dick gave him some names, but a few days later Mr. Mitchell called to say he'd interviewed them but wasn't quite satisfied and would Dick consider taking the job himself. Dick would and for 10 years he spent most of his time on the road, selling Screen Gems programs to stations and local and regional advertisers.

"Ralph Cohn [Screen Gems president] was a great man," Mr. Dinsmore said, "and I greatly admired and respected him. He foresaw the foreign market for TV films long before anyone else. And he kept Screen Gems as an autonomous operation, apart from the parent company, Columbia Pictures. But after his death things changed and I wanted out."

Screen Gems To Desilu • In November 1961 Mr. Dinsmore went to New York and arranged a release from his contract, which still had more than two years to run. On his return to Los Angeles he recalled hearing that Desilu was thinking of setting up its own syndication division. He called Edwin Holley, administrative vice president, and within a few days they put a deal together. Desilu Sales was formed in December and before the end of January Dick was on his first trip abroad for Desilu. In the first six months of operation, Desilu Sales sold more than $3 million worth of programs.

Dick Dinsmore married Bette Kearney, a Rochester girl, in 1938. They have two children, Richard Jr., 21, a student at the University of San Francisco, and Matthew, 8. Dick swims regularly, plays golf when he has the opportunity, and hopes that the day of the supersonic jet will soon be here, to cut the time of global travel and give him more time at home.
EDITORIALS

FM for forward motion

T HE promising developments in FM broadcasting, reported in detail elsewhere in this issue, provide another indication of the vitality of the private enterprise system in broadcasting. Against appalling odds, including hot-and-cold rulings by the government and the coincidental arrival of television when FM was just getting its start, FM has survived and is giving signs of growing into a major communications medium.

The ambitious research project to be undertaken by the National Association of FM Broadcasters ought to be of significant assistance. One of FM's biggest problems has been the lack of statistics to measure its effects. Now if the FCC will just stick with its new FM rules long enough to let the medium grow naturally, the curves of audience and revenue ought to start taking off.

Back to motherhood and flag

A LL signs point toward the adoption by the House of some kind of amendment to the Communications Act that will deprive broadcasters of still another measure of editorial freedom.

The prevailing mood of the House commerce subcommittee, which is engaged in an inquiry into broadcast editorializing, is evident: The members want, at the very least, a guarantee of immediate access to camera and microphone if any station dares to criticize them. Some want to outlaw editorializing altogether, no doubt in the belief that their job security depends upon the silence of broadcasters and the ignorance of the electorate.

Whatever form the legislation ultimately takes, it is certain to be an extension of the "fairness" doctrine that the FCC invented in 1949 to justify its reversal of policy on broadcast editorializing. In its Mayflower decision of 1941 the commission had decided that broadcasters, alone among all the communicators in the country, lacked the constitutional right of free speech. Eight years later it changed its mind, but in reversing its Mayflower policy that had prohibited editorializing, the FCC said that broadcasters were obliged to be "fair" and to affirmatively solicit—and broadcast—opposing opinions.

The fairness doctrine acquired statutory recognition in 1950, when the Congress was considering a liberalization of Section 315, the political broadcasting law that was originally written from the same motives that are now behind the House drive for editorial control. The idiocy of that section had become apparent when Lar Daly, a Chicago political freak, discovered how to use the equal-time provisions of the section to gain exposure on all Chicago stations and finally on a national television network.

The Congress reluctantly voted to exempt news broadcasts from Section 315, but it insisted on tying to that exemption the admonition that it did not relieve broadcasters of the obligation to provide opportunity for the presentation of conflicting political views. Thus "fairness" was elevated to the status of law.

However attractive the principle of fairness sounds when discussed in the abstract, it is difficult if not impossible to apply in practice. What is fair to one may be unfair to another. As we have said before, a decision on fairness by the FCC represents nothing more than a coincidence of prejudices among a majority of commissioners. The same can be said of any body that is given the hopeless task of deciding whether a broadcast has been "fair."

Fairness, we suggest, is merely the announced objective of congressmen who now want to write a law controlling broadcast editorializing. The true goal is the destruction of editorializing and the weakening of broadcast journalism in general. Many politicians are horrified by the portents of a maturing corps of radio and television newsmen who have both the competence and the courage to follow stories past the barriers that office-holders hide behind.

Regrettably, the case that broadcasters have so far presented in opposition to the proposals in the House gives little comfort to those who believe in broadcast freedom. Some witnesses have succeeded only in confirming fears that a tinge of irresponsibility runs through broadcast journalism. Others have endorsed the fairness principle as a protector of the public weal. None has given the more thoughtful members of the House a strong reason to oppose the move toward editorial regulation.

There may still be a chance to head off legislation in the Senate. If that chance is bobbed too, the matter may eventually be rectified in the courts on the First Amendment issue. A court test will take place, of course, only if some broadcaster is willing to lay his license on the line.

Double knockout?

FLOYD PATTERSON may not have been the only casualty of last week's heavyweight championship fight. It could be that theater television took the full count too.

In the past 10 months theater TV patrons have paid a total of $3,255,000 to witness two Liston-Patterson encounters. They have seen less than four-and-one-half minutes of action.

Radio and television developed the public's taste for professional fights and for professional sports in general. The public obviously would prefer to witness these events at home without paying through the nose at the boxoffice and without the burden of battling traffic and getting parked.

The sports industry, being private enterprise for profit, can and does peddle its flesh as it pleases. The motive is purely mercenary. Thus the promoters abandoned the highly profitable sponsorship of championship fights on free TV for the ostensibly more profitable closed circuit theater TV, with utter disdain of public preference.

As a result of the Liston-Patterson brief encounters the public may sour on theater TV and stay away in droves from the next spectacular.

The public will make the decision. That is the way public interest should work.
Sacramento, California
NOW...A NEW WORLD PORT

and BEELINE RADIO KFBK is the way to reach this vital market

Prosperous Sacramento has just opened its new $55 million port and will now more than ever contribute to California's fabulous growth. Smart advertisers know that Beeline Radio KFBK is the effective way to cover the expanding Sacramento Market. And KFBK is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE
new need...new breed

The future agency use of computers demands a NEW BREED of salesman. At RKO General, the future is already here.

DATA PROCESSING: Your RKO General sales executives have been using electronic data processing techniques for some time. Their familiarity with the capabilities and limitations of these machines allows them to allocate time with greater efficiency...to concentrate on new ideas and new approaches to benefit their advertisers.

EXPERIENCE: The men who make up RKO General's NEW BREED are sales executives who have worked at the local level and have personally witnessed the power of radio and television to move merchandise off the shelves and into the shopping carts.

CREATIVITY: The RKO General sales executive is constantly striving for better ways of selling merchandise and services via broadcasting. Many of his stations' innovations, such as weekly movie spectaculars, feature films in prime time or, talk-radio have "set the standards."

RESEARCH: The RKO General sales executives' knowledge of media and marketing, supported by sales-oriented researchers, enables them to suggest how advertisers can best use available data or collect new customer-oriented research.

RKO General Broadcasting/National Sales: NEW YORK LO 4-8000
CHICAGO 644-2470 • LOS ANGELES HO 2-2133 • SAN FRANCISCO YU 2-9200
WOR AM/FM/TV New York • KHJ AM/FM/TV Los Angeles • WNAC AM/TV and WRKO FM Boston • CKLW AM/FM/TV Detroit-Windsor • KFRC AM/FM San Francisco • WGMS AM/FM Washington, D.C. • WHBQ AM/TV Memphis • and The Yankee Network