It's a three-network horse race in opinion of men who buy the shows .......... 31

It could be baseball in network prime time beginning in April .................. 76

Interpublic adds another agency; becomes largest management company ........ 34

Conflict on role of government controls at campus conference .................. 52

but it stands out as the difference between good and great, and is most frequently invited into the

760,000 Northwest TV homes

*Sept. '63 NSI
7 A M—12 M IDNIGHT, DAILY
**TV MAGAZINE 9/63
We call these features "X" because they’re Xtraordinary!

Here are the science-fiction and exploitation block-busters you've been waiting for! 15 fantastic, gripping features of outer space and the unknown all made between 1957 and 1962.

These never-before-seen-on-TV chillers have already been sold to the five ABC-TV O & O stations—WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, KGO-TV San Francisco and WBKB-TV Chicago... to the Capital Cities O & O’s—WPRO-TV Providence, W-TEN Albany and WKBB-TV Buffalo... and to KCPX-TV Salt Lake City, KARD-TV Wichita and WTTG Washington, D.C.

Get the “X” features for your market, today!

THE 27TH DAY • BATTLE IN OUTER SPACE • THE TINGLER • MOTHLA • 12 TO THE MOON • THE WOMAN EATER • THE ELECTRONIC MONSTER • CURSE OF THE DEMON • THE GIANT CLAW • THE H MAN • ZOMBIE OF MORA TAU • THE STRANGLERS OF BOMBAY • WE'LL BURY YOU! • MEIN KAMPF • THE SILENT WORLD

Distributed exclusively by

SCREEN GEMS
But that's not all

Sure, the new ABC View leads the parade this fall on KTVI, TV 2, but we've made big news ourselves in St. Louis. Our new afternoon programming, featuring Adventures in Paradise, Rifleman and Zane Grey Theatre, lets you sell to everyone old enough to buy from 4 P.M. 'til 6 P.M. Later on, we hold that big ABC evening audience with Annette Chambers, our glamorous new weather girl, and Steve Allen. Thursday nights are spiced with Battle Line. Saturday nights sparkle with our new Spectacular Movie (the first two shows are Hercules and Goliath Against the Giants), and Sunday night viewers spend thrilling moments with Chiller Theatre. Obviously, the combination for action in St. Louis is ABC and
KRLD-TV News plus the CBS Television Network lineup of News, Sports and Entertainment make Channel 4 the NUMBER ONE Station in the Dallas-Fort Worth area.

To get your ad message to the best-informed, most-entertained viewing audience in Texas, see your ADVERTISING TIME SALES representative.

*Excerpt from the Nielsen Station Index Report for the period ending July 28, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.
Smoke and Fire

Report of surgeon general’s scientific committee on effect of cigarettes on health is expected to break before Christmas holidays and will create new problems for cigarette manufacturers. Report is expected to say, as did British report last year, that cigarette smoking does no one any good, and will be springboard for advocates of anti-smoking law who will demand that tobacco products be labeled as injurious to health. Senator Maurine Neuberger (D-Ore.) is poised to lead campaign.

Problems will promptly arise in connection with advertising and with heavy use of broadcast media. Reverberations will be felt in both television and radio, but tobacco companies are understood to feel they can live with report. Problems also may arise next year in state legislatures with 20 of them convening in January. After initial report, surgeon general is to appoint second committee to deal with controls but steam probably will be taken out of that by Neuberger campaign. Parallel is seen in what happened in England after release 18 months ago of report of Royal College of Physicians deprecating cigarette smoking as injurious to health. Cigarette sales dropped 12-15% but reportedly are now up to pre-report level.

Advisory on advertising

Extensive report that advertising leaders hope will go long way toward dispelling governmental and other critical illusions about scope and effectiveness of self-regulation in advertising is being prepared by Department of Commerce’s Advertising Advisory Committee, for submission to Commerce Secretary Luther Hodges. Idea originated in meeting of Commerce officials and advisory committee, which is composed of executives of 17 leading advertising associations and is headed by president Peter W. Allport of Association of National Advertisers. Book-length report is being prepared for committee by John McMillin, former agency executive and trade magazine editor. Expectation is it’ll be ready this fall or winter.

Movies and pay TV

Extent to which motion picture producers are eyeing pay TV is indicated in contacts being made in Washington. Representatives of at least two top film companies within past fortnight have called on members and staff of FCC to look into possibilities of on-air (as opposed to wire connected) pay TV. Generally they receive non-committal or negative responses, presumably on ground that multiple-station operation (ostensibly through new UHF facilities) would in effect get producers back in exhibition field which they lost 30 years ago under consent decree separating production and exhibition.

Whatever ultimate decision is on broadcast pay TV, which would rest with FCC, there would be no way of preventing wire pay TV without specific legislation to that end. West Coast subscription television project, now headed by Sylvester L. (Pat) Weaver, contemplates wire service, which could be tied into community antenna operations wherever they might be reached.

Time to swing

Intriguing question last week was: What happened in FCC meeting following all-day oral argument on short-spaced drop-in question Oct. 4? One report was that Commissioner Lee Loevinger, swing man in otherwise evenly divided commission, suggested approval of some of seven proposed VHF drop-ins, rejection of others. This approach, however, attracted little interest and, with commissioners bone-weary after listening to almost eight hours of argument, Chairman E. William Henry decided to end meeting, put off decision until his return from Europe later this month. It seems likely commission will either buy or reject entire drop-in package. But which way it will go is still up to Commissioner Loevinger.

No multiple threat

Unless there’s sharp turn-about FCC won’t change its present multiple ownership rules limiting facilities to seven broadcast stations in each class (in TV, five VHF’s; two UHF’s). Although subject has been agitated at staff level, commission informally, as policy matter, isn’t disposed to reopen issue.

FCC staff, however, is investigating ownership from another angle: acquisition by brokerage and investment houses of minority interests in substantial blocks of stock of publicly held companies or through financing operations. In some instances, it’s been discovered that such holdings include companies licensed for in excess of dozen stations in various classifications.

Cut-ins cut out?

Reports from TV stations around the country indicate mounting pressures against practice of charging cut-in fee when network advertiser substitutes, on some stations, commercials different from those in his network program. Three major TV users are said to have asked stations in selected areas, presumably in preparation for test campaigns, to waive cut-in charge, which generally amounts to 10% of applicable hourly rate. Some reportedly promised to put sizable spot budgets into market in return; some were said to have asked for waiver on grounds they’ve made heavy local investments in past. Known results to date: rejection.Advertisers are identified as Procter & Gamble, Colgate-Palmolive and American Home Products.

Struggle for space

Industrial users in communications evidently are making slow but steady headway with FCC on their demands for more spectrum space. That largely was purpose of FCC’s visit to West Coast fortnight ago to inspect mobile facilities used by trucking companies, manufacturing plants and others. In forefront of manufacturers urging greater allocation is Motorola Co., which sells large quantities of equipment to these users.

Industrial users make their big pitch on basis of their limited allocation of spectrum space (less than 41 megacycles) as against use by broadcasting of 513 megacycles of what they describe as choice spectrum space. These include 492 megacycles for television, both UHF and VHF; 20 megacycles for FM in VHF range and 1.1 megacycles for AM broadcast.

From little acorns grow

Broadcast research people who’ve been roundly criticized by government officials for allegedly inadequate samples in ratings reports have found some of government’s own sampling procedures to be at least as questionable. New U. S. Bureau of Labor Statistics report on consumer expenditures and income for New York City gives 75 items of information purporting to apply to families connected with armed forces in that area. Sample: one family. In same report data on self-employed household heads in all of New York City is based on sample of 12.
"Hey, why don't you let me set you straight!"

"What's your angle?"

There's only one rule to follow in reaching the total North Florida/South Georgia regional market: WJXT Television! From any angle, the figures prove it... 307% more television homes reached outside the metro area... 17% more inside Jacksonville itself... 42 out of the top 50 breaks... but, why go on? WJXT is the only efficient way to build a schedule that stands up!

Source: June 1963 ARB, Mon.-Sun., 9 a.m. to Midnight
WEEK IN BRIEF

Agency seers think TV season will see all three networks running good race. Majority concede win to CBS, but place and show position jockeying between NBC and ABC. Nevertheless, program offerings are all to good. See . . .

THREE-NETWORK RACE . . . 31

Interpublic becomes largest advertising agency organization with acquisition of EWR&R and its $80 million in billings. Total for all Interpublic groups reaches $493 million in billings. See . . .

INTERPUBLIC INC.: THE LARGEST . . . 34

Tokyo Olympics sold out, with Lorillard, Texaco and Schlitz buying full sponsorship of games NBC bought for $1.5 million. Sarnoff sees future audiences in billions for worldwide TV. See . . .

SUMMER OLYMPICS SOLD OUT . . . 38

Congressional hearings are due on FCC's request for more choice in station sales. Pastore says there are some questions that need answering on the record. Date for sessions not yet set. See . . .

PASTORE PLANS HEARINGS . . . 44

Freedom is a lonely road, Stanton tells Reed College forum. Civic leaders, teachers, intellectuals, all quick to criticize TV, don't show up when liberty is at stake. Cox defends FCC's right to regulate. See . . .

DISPUTE OVER REGULATION . . . 52

Decision expected within "days" on NAB-RAB cooperation in ratings research, but how long this may be isn't clear. Both sides feel meeting was fruitful and allow as how joint efforts will take place. See . . .

ARE NAB, RAB NEAR DEAL? . . . 66

Newspapers rally to broadcasters side in fight over government regulation. Editorials align competitors with many expressing fear that if it's radio-TV today, it may be the press tomorrow. See . . .

PLANNED REGULATION MONSTROUS . . 56

Fetzer proposes baseball spectaculars in Monday night prime time. Reaction from ball leagues is favorable; networks are interested. Price would be $5.5 million, and station time might run as high as $15 million. See . . .

MONDAY NIGHT AT BALL GAME . . . 76

Westinghouse not only angels Broadway play but is telecasting opening night at cost of $80,000. About 25% of this cost may be recouped from advertisers. Experiment being watched carefully. See . . .

DAY AND DATE, TV AND BROADWAY . . 78

ET-to-tape cartridge controversy seen clearing up as soon as committees get standards out. Attack is two-pronged, for turntable and cartridges. Radio board of NAB should have proposals by January. See . . .

BACK AT DRAWING BOARD . . . 80

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new addresses plus address label from front cover of magazine.
when you think
NEW YORK RADIO

think
WMCA
570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.
BROADCASTING, October 14, 1963
CBS-TV again No.1; 2nd slot to ABC-TV

ABC-TV on basis of Nielsen 30-market ratings report for first week of season in which all new programming had premiered claimed dominance on Tuesday and Wednesday nights, and CBS-TV took four nights (Monday, Thursday, Friday and Saturday). NBC-TV topped Sunday night. Nielsen week, ending Oct. 6, covered Monday-Sunday, 7:30-11 p.m. In top 20, CBS-TV took 12, ABC-TV seven and NBC-TV one (Bonanza).

NBC sources meanwhile pointed out that their schedule for that week included two specials and that these usually get lower ratings than regular entertainment shows. They also noted that their Bill Dana Show at 7:7:30 p.m. on Sunday—which many affiliates had considered least likely to draw big audiences—had scored highest share of audience (41) of all network shows in that week.

Top 20, 7:30-11 p.m., week ended Oct. 6

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Beverly Hillbillies</td>
<td>29.1</td>
</tr>
<tr>
<td>2.</td>
<td>Betty Duke (ABC)</td>
<td>27.0</td>
</tr>
<tr>
<td>3.</td>
<td>Donna Reed (ABC)</td>
<td>27.0</td>
</tr>
<tr>
<td>4.</td>
<td>Elizabeth Taylor (CBS)</td>
<td>26.3</td>
</tr>
<tr>
<td>5.</td>
<td>Lucy Show (CBS)</td>
<td>25.9</td>
</tr>
<tr>
<td>6.</td>
<td>Dick Van Dyke (CBS)</td>
<td>25.7</td>
</tr>
<tr>
<td>7.</td>
<td>Ben Casey (ABC)</td>
<td>25.1</td>
</tr>
<tr>
<td>8.</td>
<td>Bonanza (NBC)</td>
<td>24.7</td>
</tr>
<tr>
<td>9.</td>
<td>Fugitive (ABC)</td>
<td>23.7</td>
</tr>
<tr>
<td>10.</td>
<td>Nurses (CBS)</td>
<td>23.7</td>
</tr>
<tr>
<td>11.</td>
<td>Petticoat Junction (CBS)</td>
<td>23.3</td>
</tr>
<tr>
<td>12.</td>
<td>Danny Thomas (CBS)</td>
<td>23.2</td>
</tr>
<tr>
<td>13.</td>
<td>Andy Griffith (CBS)</td>
<td>23.0</td>
</tr>
<tr>
<td>14.</td>
<td>Red Skelton (CBS)</td>
<td>22.1</td>
</tr>
<tr>
<td>15.</td>
<td>Jack Benny (CBS)</td>
<td>21.9</td>
</tr>
<tr>
<td>16.</td>
<td>Hitchcock (CBS)</td>
<td>21.8</td>
</tr>
<tr>
<td>17.</td>
<td>Breaking Point (ABC)</td>
<td>21.6</td>
</tr>
<tr>
<td>18.</td>
<td>Ed Sullivan (CBS)</td>
<td>21.4</td>
</tr>
<tr>
<td>19.</td>
<td>McHale's Navy (ABC)</td>
<td>21.0</td>
</tr>
<tr>
<td>20.</td>
<td>Lawrence Welk (ABC)</td>
<td>21.2</td>
</tr>
</tbody>
</table>

UK show to NBC-TV; Van Dyke quits Judy

Two new developments were announced Oct. 11 in network planning for TV season ahead. NBC-TV will "preview" on-air new show, That Was the Week That Was, being readied for 1964-65 season. Network will teletcast preview program on Nov. 10 (Sunday) at 10-11 p.m. EST. NBC-TV plans to place American version of popular British satirical revue of topical comment on network schedule next year (Leland Hayward has rights to show in U.S.).

CBS-TV said comedian Jerry Van Dyke at his request has been relieved as regular on Judy Garland Show to star in new pilot, My Son Goggle, being prepared for network for next season. Filming on pilot starts Oct. 28 at Filmways TV Productions.

Program firms charged in $412,137 N.Y. fraud

Indictment charging fraud in amount of $412,137 has been issued by federal grand jury in New York against L. Nicholas Dahlman, former president of Broadcast Planning Inc. and Broadcast International Inc., New York, and Benjamin S. Haggett Jr., former executive vice president of Meadow Brook National Bank, New York.

U. S. Attorney Robert M. Morgenstau claimed that Mr. Haggett approved unsecured loans to Mr. Dahlman's firms of more than $212,000 at time when both these companies were insolvent and already owed bank $210,000.

Firms were organized to produce radio-TV programs for stations in U.S. and abroad.

Radio-TV networks, AFTRA negotiate

For first time American Federation of Television & Radio Artists is seeking to cover in its network TV contracts performers' rates for programs produced here and transmitted abroad by communications satellites.

This provision is one of several being sought by AFTRA in negotiations with radio and TV networks for new pact to replace one expiring Nov. 15. Among other demands reportedly made by AFTRA are 10% increase to group dancers on variety shows; elimination of discount formula for performers on daytime series; inclusion of all reporters under network contract except political commentators and analysts, and additional 75% increase in fees for newsmen appearing on pooled broadcasts (currently pay is single-network rate, irrespective of number of networks carrying pooled program).

AFTRA and Screen Actors Guild also are negotiating with advertising agencies and Film Producers Association of New York for new contract covering tape and film commercials (BROADCASTING, Sept. 30).

Anyone for aspirin?

Alberto-Culver Co. is shopping Upstate New York for TV availability for test campaign of new aspirin called "Release." Agency: Compton Advertising, Chicago.

CATV for Utica

Mohawk Valley Community TV Co., 71% owned by licensee of wktv (TV) Utica, N. Y., was granted exclusive franchise for community antenna TV system in Utica Friday (Oct. 11). Gordon Gray, president of wktv and Mohawk, said system would be on air by spring of 1964.

Utica CATV will carry nine channels and has potential of 30,000 subscribers, Mr. Gray said. Local citizens own remaining 29% of Mohawk Valley. Company also has applied for systems in other nearby cities.

Drug store chain bans cigarette advertising

Paine Drug Co. announced Friday (Oct. 11) that it has banned all cigarette advertising in its seven Rochester, N.Y., stores because of "recently overwhelming evidence of effects of cigarette smoking on heart and lungs." Paine stores will not display cigarettes in future and will place them behind counter.

In New York Friday, George V. Allen, president of Tobacco Institute Inc., said original theory that smoking is a direct cancer generator "has virtually been abandoned. Other theories about how smoking might be involved are still theories, to be investigated," he told annual convention of Retail Tobacco Dealers of America.

Hartke goes to Geneva for Senate group

Senator Vance Hartke (D-Ind.) was designated last week to represent Senate Commerce Committee, of which he is member, at International Radio Conference on Space Allocations now going on in Geneva (BROADCASTING, Oct. 7). Senator left yesterday for three weeks.

It was understood that on his return, Senator Hartke, also member of Communications Subcommittee, would introduce legislation to permit preeminent operation for daytime radio stations. Rulemaking to do this has been pending at FCC for more than year.

Applications dismissed

FCC Friday (Oct. 11) said 29 more FM applications had been dismissed for failure to comply with new allocations table. Eighteen others were dismissed earlier in week (see page 62).
Richard D. Dudley, general manager of Wisconsin Valley Television Corp. (WSAU-AM-FM-TV Wausau) for past six years, was elected president, general manager and a director of the corporation. Active in broadcast industry for 17 years, Mr. Dudley will supervise operations of WSAU stations and WMTV-TV Madison. He succeeds George Frechette, who died Sept. 24 (Broadcasting, Sept. 30). Other promotions announced: Bart F. Kelinhan- ser, station manager-program manager; Thomas E. Bolger, wmtv general manager; Roland W. Richard, director of engineering for all of firm’s stations; Martin Hogman, WSAU-AM-FM general sales manager; and William E. Payne, promotions manager.

Mr. Dudley

John R. Reilly, chief of executive office for U.S. attorneys at Justice Department, appointed by President Kennedy to fill unexpired term at Federal Trade Commission of A. Leon Higgenbotham, who has been named to U.S. district court in Philadelphia. Philip Elman, controversial FTC commissioner who has frequently dissented from commission rulings, renominated by President to new seven-year term. Mr. Reilly’s term will run to Sept. 25, 1969; Mr. Elman’s to Sept. 25, 1970. Mr. Reilly, 35 years old, from Dubuque, Iowa, and graduate of University of Iowa Law School, was in Chicago office of antitrust division from 1955 to 1958, participating in number of cases involving price-fixing and other violations of Sherman Antitrust Act. From 1958 until 1960 he was Midwestern representative of Council of State Governments, an organization of state officials, working primarily with Conference of Chief Justices and National Association of Attorneys General. Mr. Reilly was named to Justice post in January 1961 by Attorney General Robert Kennedy.

Mr. Reilly

Walter Guild, president, and David Bascom, board chairman of Guild, Bascom & Bonfigli, San Francisco, have switched titles and responsibilities. It was noted that as board chairman, Mr. Guild will have more time to devote to his activities for U.S. State Department in field of foreign aid. In conjunction with Dan Bonfigli, executive VP, Mr. Guild and Mr. Bascom have worked almost interchangeably in development and direction of agency policies and philosophies since inception of GB&B in 1949.

Mr. Guild

Peter K. Warren, president of Pepsi-Cola International Ltd., subsidiary of Pepsi-Cola Co., New York, assumes additional responsibility for all marketing functions, including domestic programs, replacing William C. Durkee, senior VP-marketing, who has resigned. Thomas Elmezzi, senior VP-manufacturing, elected executive VP, newly created post. Elected operating VP’s, also new posts, were Charles N. Baker, Frank W. McIntosh, Samuel Desch and Harry Hambleton. Each will be in charge of geographical section of company’s worldwide business. Elected VP’s were Norman Heller, market research; Alan Pottash, marketing services; and Robert Abernathy, technical services. Seymour Lusterman, VP-marketing research, and John J. Soughan, VP-marketing services, have resigned. Stephen J. Gulio, VP-technical services, will continue with Pepsi-Cola but in another capacity. Donald M. Kendall, who was elected president and chief executive officer of Pepsi-Cola Co. last month (Broadcasting, Sept. 16), said new management realignment will enable corporate officers to provide more efficient overall supervision and, at same time, allow division and subsidiary officials greater latitude to develop programs for their respective areas.

Mr. Warren

Ted Rogers, executive producer at MGM-TV for past two years, appointed assistant to John W. Kluge, president and board chairman of Metromedia Inc., New York, with general corporate responsibilities. Mr. Rogers was with NBC-TV as producer from 1955 to 1958, subsequently becoming executive producer for network’s program department in New York. In 1960 he headed Hollywood production company, Ted Rogers Associates.

Mr. Rogers

For other personnel changes of the week see FATES & FORTUNES

Clyde R. Spitzner, director of sales and programs at WFTL-AM-FM Philadelphia, appointed to newly created post of general sales manager for broadcast division of Triangle Publications. Mr. Spitzner, with Triangle organization for past five years, was formerly commercial manager of WIP-AM-FM Philadelphia and a director of Wm. Penn Broadcasting Co. (WPEN-AM-FM Philadelphia). Triangle stations are WFTL-AM-FM-TV Philadelphia, WIPB-AM-FM-TV Altoona and WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y.; WNBC-AM-FM-TV New Haven, Conn.; and KFRE-AM-TV, KFPM(FM) Fresno, Calif.

Mr. Spitzner

Edwin Green appointed to newly created post of media director at Lawrence C. Gumbinner Agency, New York. Mr. Green, who has been director of broadcast media at Gumbinner since 1961, now assumes responsibility for all media activities of agency. Prior to joining Gumbinner, he served at Benton & Bowles, New York, as assistant media director.

For other personnel changes of the week see FATES & FORTUNES

WEEK’S HEADLINERS

Mr. Green

BROADCASTING, October 14, 1963
The WGAL-TV market: selling opportunity unlimited. You can get your share of this prosperity with Channel 8. This is because—in its area—WGAL-TV produces more business than any other station, and has more viewers than all others combined.*

*Statistics based on ABB data and subject to qualifications issued by that company, available upon request.

Market figure: SROS 1/1/62-1/1/63

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

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

BROADCASTING, October 14, 1963
What makes a great salesman?

By the time he was fifteen, Harvey Firestone could buy, sell, or swap a horse with the best of them. But his first really important sale involved rubber buggy wheels, not horses. He sold them to an unknown young mechanic for use on a contrivance which was destined to outmode Old Dobbin. That mechanic was Henry Ford, who years later would purchase millions of pneumatic tires for his ubiquitous Model T’s.

Convinced that motor-driven vehicles would replace those pulled by horses, Firestone switched from buggy-selling to the manufacture of rubber tires. His first successful tire, dubbed “The Perfect Side-Wire Tire” was backed by such sound sales promotion he found it difficult to produce enough to satisfy demand. To further increase sales Firestone set up a unique nationwide system of retail outlets. His “Ship by Truck” campaign led to the establishment of a new industry, brought the country better roads—and sold still more tires!

Harvey Firestone’s imaginative mind and organizational genius made him the best-known man in the rubber industry. He pioneered—and sold—non-skid treads, low-pressure balloon tires, and tires specifically designed for trucks and farm tractors, contributing significantly to the development of American highway transportation.

Imagination and sound organization have aided the growth of the Storer stations, too. Advertisers know these stations sell with creative, community-keyed programming, sound management, and round-the-clock operational efficiency. In Toledo, Storer’s great salesmen are WSPD and WSPD-TV, two important stations in an important market.
6 MAJOR STUDIO FEATURE FILMS
NOW AVAILABLE FOR FIRST TV RUN

...BIG because their stars are... Mickey Rooney • Julie London • Fay Spain
Dan Duryea • Mamie Van Doren • Steve Cochran • Jan Sterling • Paul Anka
Dean Jones • Gigi Perreau • Yvette Mimieux • Agnes Moorhead • Russ
Tamlyn • Terry Moore • John Drew Barrymore • Jim Backus • Mel Torme
Diane Jergens • Cathy Crosby • Ray Danton

...BIG because their stories are.
All action, drama, suspense

...BIG because their release dates are.
All 1956, 1959, and 1960

...BIG because their running times are.
96 min., 94 min., 94 min., 92 min., 90 min., 85 min.

DATEBOOK
A calendar of important meetings and events in the field of communications
*Indicates first or revised listing

OCTOBER
Oct. 13-18—Second Advanced Advertising Management Course 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 subcommit-
ttee which is planning this course.

Oct. 13-18—Society of Motion Picture and
Television Engineers' 54th conference. Hotel Somerfield, Boston.

Women in Radio and Television stages a
"special report" on the President's Commis-
sion on the Status of Women. 7 p.m., Na-
tional Press Club. Senator Maurine Neu-
berger and Representative Edith Green,
both Democrats of Oregon, and Mrs. Esther
Peterson, assistant secretary of labor and
vice chairman of the Commission on the
Status of Women, will head the panel. Panel
also includes Anne Denton Blair, Triangle
Stations, and George Herman, CBS News
and host of Women of Washington.

Oct. 14—ASCAP symposium for young
composers and lyricists, 8 p.m., Lytton
Center of Visual Arts, Hollywood. Harry
Ruby and Arthur Hamilton will discuss
popular songs of yesterday and today.

Oct. 14—Western States Advertising Agen-
cies Association, dinner meeting at Sher-
ton-West hotel, Los Angeles. "Clients
Night" program, with Robert Cody, direc-
tor of advertising for Security First Na-
tional Bank; Ken Hudnall, VP of Peterson
Publishing Co., and Robert Kleos, manager
of marketing services, Beckman Instru-
ments, as featured speakers. Bill Boyhardt,
of Boyhardt, Lovett & Dean, is program
chairman.

Oct. 14—New deadline for reply comments
on FCC's proposal to adopt NAB's commer-
cial time limits.

Oct. 14-15—Radio Advertising Bureau man-
egement conference at The Executive Inn,
Detroit.

Oct. 14-15—Twelfth annual convention of
the North Dakota Broadcasters Association.
Ray hotel, Dickinson.

Oct. 14-18—Fifteenth annual fall conven-
tion of Audio Engineering Society, Bar-
bizon Plaza hotel, New York.

Oct. 15—Philadelphia chapter meeting of
American Women in Radio and Television,
Sheraton hotel. Elizabeth Davis, president-
elect of national American Women in Radio
and Television, will be guest speaker.

Oct. 15-17—Ninth Tri-Service Conference
on Electromagnetic Compatibility at Mu-
seum of Science and Industry, Chicago.
Leading scientists will discuss the growing

NAB CONFERENCE DATES
National Association of Broad-
casters fall conference dates:
Oct. 14-15—Statler Hilton hotel,
Hartford, Conn.
Oct. 17-18, Leamington hotel, Min-
neapolis.
Oct. 21-22, Pittsburgh Hilton hotel,
Pittsburgh.
Oct. 24-25, Americana hotel, Miami
Beach.
Nov. 14-15, Dinkler-Andrew Jack-
son hotel, Nashville.
Nov. 18-19, Texas hotel, Fort
Worth.
Nov. 21-22, Cosmopolitan hotel,
Denver.
Nov. 25-26, Fairmont hotel, San
Francisco.
Take a good look...

at San Diego

You'll see what the 1,187,000 people in this growing market see daily: new skyscrapers thrusting upward into a smog-free sky...ships from the far corners of the world plying the waters of a busy port...stimulating advances in education and research. This change, growth, action...all is evidence of the vigor which led San Diego to be named an All America City for 1963 by Look Magazine and the National Municipal League. San Diegans are served best by the Time-Life Stations: KOGO-TV and KOGO-AM/FM. Their pace and programming...in tune with the vigorous tempo of this vital city...are dynamic, aggressive, community-oriented.

KOGO-TV|AM|FM—SAN DIEGO

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

BROADCASTING, October 14, 1963
REAL GROWTH of SERVICE!

Yes, WWTV/WWUP-TV has had an enormous audience-increase in the past year—now covers an area with 492,100 homes. This is more TV homes than many great cities can boast. WWUP-TV, Sault Ste. Marie, made most of the difference!

Matter of fact, we believe Upstate Michigan is the greatest "new opportunity!"

You television advertisers can find in the entire U.S. Nearly a million PEOPLE. Annual retail sales, nearly a BILLION dollars.

Consult your jobbers and distributors in the area as to the influence WWTV/WWUP-TV has in our 39 counties—or ask Avery-Knodel for a detailed market analysis.

problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the Joint Advisory Committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will make a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—Pulse "Man of the Year" luncheon, honoring John Kluge, president of Metromedia Plaza hotel, New York.

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

Oct. 16-18—Fifteenth annual convention and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 16-18—Advertising Federation of America, seminar at the Muehlebach hotel, Kansas City, Mo. Mel Blanc, head of Mel Blanc Associates, Hollywood, will deliver the keynote address.


Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 18.

Oct. 18—Meeting of the Alabama AP Broadcasters Association, Birmingham.

Oct. 20—Hollywood Museum ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olsen, former postmaster, and Jack S. Warner, Warner Brothers Pictures, are co-chairmen.

Oct. 20-21—Texas Association of Broadcasters convention, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, as featured speaker. Cabana hotel, Dallas.

Oct. 21—Hollywood Advertising Club, luncheon, 12 noon at Hollywood Roosevelt. Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, will speak on "Via La Revolution! (Marketing and Machetes)." George Allen, of GB&B's Hollywood office, will be program chairman.


Oct. 22—Fourth annual Journalism Achievement Awards Dinner, 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Severeid and Bernard Kiogire.


CBS, NBC and ABC,
PLUS STRONG MIDDLE GEORGIA PROGRAMS

WMAZ-TV has selected outstanding programs for 1963-1964 from the three major networks. Added to these are strong local news, sports, farm features, entertainment and public affairs programming that appeal to the specific interests of the half-million people in the 33-county Middle Georgia Market.

Here is the WMAZ-TV market... almost ours alone... the dynamic 33-county MIDDLE GEORGIA MARKET, cultivated and served well by this strong station since 1953.

With Macon as its center and largest city, the MIDDLE GEORGIA MARKET is rich in industry, agriculture, and opportunity.

It's yours for the asking. Ask us!

EXCLUSIVELY YOURS
WITH THIS STRONG ONE-IN-THE-MARKET STATION

Affiliated Stations

WFBC-TV
NBC Channel 4
Greenville, S. C.
Serving Greenville,
Spartanburg-Asheville

WBIR-TV
CBS Channel 10
Knoxville, Tenn.
World's Tallest Tower

Represented by Avery-Knodel, Inc.
Mr. Charles F. Schmitt
Vice President
First National Bank of Maryland

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

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

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

RADIO WITH REASON
Mark of Deluxe Television

This is the camera you see wherever they insist upon the finest in television. More and more this deluxe 4½" I.O. equipment is becoming the symbol of TV leadership. Everyone is impressed with its "new look," its striking performance and its built-in aids to production. Your studio can benefit from this symbol of television distinction. To own it is to move up!
RCA TK-60

DELUXE 4½ INCH I.O.

The Most Trusted Name in Television
MONOCHROME TV CAMERA

...for the finest in television

4 1/2" I.O. AT ITS PEAK CAPABILITY

UNVARYING PICTURE QUALITY

BUILT-IN PRODUCTION AIDS

SIMPLIFIED MULTI-CAMERA OPERATION

More and more this deluxe camera is becoming the symbol of TV leadership... designed for those with the reputation for providing that extra measure of quality in productions. Its unique appearance and built-in production features make the TK-60 every inch the "Camera of the Sixties".

The Image Orthicon at its Best
Using a large 4 1/2" image orthicon tube tailored to its highest capability, the TK-60 produces the ultimate in fine pictures—with vastly improved gray scale and resolution never before achieved.

Unvarying Picture Quality
TK-60 Cameras do not need to be adjusted from day to day, nor do they need extensive warmup before being used "on air". Pictures of unvarying quality "snap-in" each time the camera is turned on, and are ready for use in a few moments. Picture quality lasts—hour after hour, day after day, week after week.

Built-in Production Aids
Among its new production features are a large, bright 8 1/2-inch viewfinder with maximum usable highlight brightness of at least 150 foot-lamberts and a resolution capability better than 700 lines; also provision for the cameraman to see special effects on the viewfinder.

Simplified Operation
A new concept of control simplifies multi-camera operation—making it possible to handle as many as six TK-60's simultaneously. The video operator need only be concerned with light (remote iris control) and level (contrast or brightness control).

Reliability-Plus
Reflecting the results of intensive engineering development achieved in more than 20 years of studio camera production, the TK-60 is a thoroughly integrated camera chain, fast becoming the standard of the industry. Latest advances in the camera art have been incorporated. Transistors and nuvistors are used wherever they do the most good. New solid state and gaseous regulating components provide super stabilization of circuits for uninterrupted production.

Proven in Use
Nearly 200 of these deluxe new cameras are now in daily operation... bringing new pictorial perfection to TV presentations.

MOVE UP TO THE CAMERA OF THE SIXTIES

Because the TK-60 is so striking in appearance and designed for producing tops and live pictures that impart increased sales impact to commercials, you will find benefits accruing from the first day of operation. The TK-60 is a selling tool that radiates prestige... the symbol of deluxe television. To own it is to move up.

See your RCA Representative or write: RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden 2, N.J.
And we like the use they have made of RCA's great new camera - it must be the mark of deluxe television!
A common approach

EDITOR: I seldom disagree with your editorials, so perceptively do they analyze industry issues, but I must register a dissent from some of the views recently expressed on the commercial time standards in the NAB codes Broadcasting, Sept. 30).

Difficult as they are to devise and enforce, time standards do provide a common approach to a problem that is very difficult to handle individually. Broadcasters, advertisers and, most important, the public benefit alike. The record of compliance, particularly in television, is a lot better than is generally realized.

I certainly agree that the imposition of time standards by government is wrong, but I think the danger of government meddling in this area is greater without codes than with them.—C. Wrede Petersmeyer, president, Corinhiian Broadcasting Corp., New York.

Clean up the New Frontier

EDITOR: Let me compliment you on your fine editorial, “Who’s Boss” (Broadcasting, Oct. 7). One of this nature should have been written long ago. It’s high time Congress took a hand in cleaning up this “New Frontier” mess in the FCC.—Tom Little, news director, W20B, Princeton, Ill.

Talent, money and work

EDITOR: I read with great interest the Monday Memo comments of Charles E. Claggett, president of Gardner Advertising, on the potential of radio and television (Broadcasting, Sept. 23).

I agree with him wholeheartedly that most of the industry is not trying hard enough to provide “solid food as a relief from the cloying taste of pap and froth.”

As a St. Louisan, Mr. Claggett is familiar with our efforts at KMOX Radio to provide challenging, provocative, meaningful broadcast fare, rather than programming that dulls the thought processes and dulls the civic conscience. We now program more than 50 hours weekly of our information format, in prime commercial hours, and this program approach has built, rather than diminished audience, and attracted a record number of advertisers.

In a business whose practitioners pride themselves on creativity and intellectual energy, why is the hackneyed and the mediocre the rule rather than the exception?

I don’t think the answer need go as deep as government regulations or the marketplace requirements of making a steady profit and not alarming clients. Such reasons might be respectable and
provide a good hiding place. However, I feel the reason is somewhat less lofty.

I believe that all too many of us find that challenging, creative broadcasting and compelling advertising are just too much work for us to contemplate. Meditatively and the status quo enable one to set and maintain a comfortable work pace without midnight oil or midday stress. It's easier, that's all.

Whether we are in media or in client or agency, we have all found how easy it is to define an objective, how difficult to achieve it. If the objective is a concrete one, such as a marketing goal, we assume there is no magic in achieving our aim. We know it will take steady, persistent work.

Yet if our goal is a creative one (higher-level programing, more effective and imaginative advertising) somehow we fail to face the fact that we achieve intangibles, too, by the very tangible ingredient of hard, brainbusting work.

I agree that as we stand in the mid-20th century it is a betrayal of our public franchise to achieve new technical potential, only to dilute or nullify it with meaningless programing content.

It takes talent, of course. It takes courage. It takes money. But most of all it takes work.—Robert Hyland, vice president of CBS Radio and general manager, KMOX St. Louis.

356 owners

EDITOR: Your report of the transfer of WTSA Brattleboro, Vt. (Broadcasting, Oct. 7), is correct except insofar as you report me as the purchaser.

This station was purchased from Theodore Feinstein by the Brattleboro Broadcasting Corp., a wholly owned subsidiary of Atlantic States Industries Inc. I am the purchaser only to the extent that I am president of both Brattleboro and Atlantic States, but the parent corporation is owned by 356 stockholders across the United States.


(The original story stated that WTSA was sold to "Robert Price and group for $80,000." Atlantic States also owns Nassau Herald, Lawrence, N.Y., Rockaway Journal, Far Rockaway, N.Y., and Peninsula Printing Co., Lawrence, N.Y.)

Musical editorials?

EDITOR: If you wanted to get some propaganda across to teen-agers—possibly to encourage them to declare themselves conscientious objectors rather than be drafted—would you confine your message to a serious editorial, or would you prefer a song with a "message" played over and over in the hours the youngsters might be most likely to listen?

I have been struck recently with the propaganda content of such records as "Universal Soldier" or "Soldiers Who Want To Be Heroes." It's my guess that they are being played on a lot of stations whose managerial teams meet and seriously discuss editorial topics and would think a long time before taking a stand against strong national defense as a deterrent of war. Does editorial responsibility end with the labelled editorial? We don't think it does.

When some of the pundits get together in seminars, etc., they might ponder this one, and first check their own music logs.—O. J. Keller, WTAX Springfield, Ill.

Fair and accurate

EDITOR: I would like to thank you for the very fair and accurate reporting of my comments in your feature on sports programing (Broadcasting, Sept. 30). Incidentally, I have reread the pro-football story (Broadcasting, Aug. 19) and find it an excellent reference article.—Carl Lindemann Jr., vice president, NBC Sports, New York.

No moonlighting

EDITOR: The photo shows an amazing resemblance between Marv Shapiro, Television Advertising Representative Inc. vice president and Eastern sales manager, and the "well-informed man"

in the current Newsweek billboard. Marv assures us he has not been moonlighting, and we're told by Newsweek that the artist who created the illustration used no specific model. This close resemblance is of particular interest because TVAR represents both wtop-tv Washington and wjxt(tv) Jacksonville, Fla.—the Washington Post-Newsweek stations.—Robert M. Hoffman, vice president, TVAR, New York.
Now for TV
more stories...
more speed...
more footage...

UPI NEWSFILM

The world-wide television newsfilm service of United Press International.
How Western Electric serves your Bell telephone company

Most people think of Western Electric as a manufacturer of telephones and the equipment that makes telephones work. They're partly right. But this important Bell System unit has quite a few other vital jobs to do for America's 21 Bell telephone companies.

Example: a recent addition to a huge switching system that makes telephone connections in the Southern Bell Telephone Company's largest central office in Atlanta. In Western Electric tradition, we worked closely with our teammates in the Bell System to get the job done.

Here's how we went about it: First, our engineers sat down with Bell Laboratories and Southern Bell planners to determine the kind of custom-made, complex equipment that would be needed. Then the major equipment for the system was assembled to strict standards of quality at our factory in Oklahoma City. Meanwhile, people at our on-the-spot distribution center in Atlanta were coordinating shipments and gathering other vital components for the job. And finally, a skilled Western Electric team installed the new system and tested it exhaustively.

On this project in Atlanta, as in hundreds of others across the nation, Western Electric helped translate a designer's idea into completed phone calls. Because of the work we do, telephone communications can grow and change with the nation's needs.

We work best because we work together.

Teamwork. New switching equipment is installed at this Atlanta telephone central office of Southern Bell Telephone Company. Above, left to right, WE Engineer Van Van der Plaats, Nolen Ridgeway of WE Installation, Andy Anderson of Southern Bell and A. B. Johnson of A. T. & T. work out final details of the installation. For months before the cutover, Western Electric installers, systems equipment engineers and Southern Bell people worked side by side to complete these new facilities.
Delivering the goods is an important part of the Southern Bell expansion. After the Atlanta distribution center receives the equipment request from Southern Bell, it is sent to systems equipment engineering headquarters for exact specifications. In addition to this processing work, WE's 35 distribution centers supply and repair thousands of products for the 21 Bell telephone companies. Above, a Southern Bell order is filled with items from the center's huge inventory.

Engineering: Western Electric's Atlanta office receives the order for new equipment from Distribution. Then WE people prepare exact specifications for equipment and how it will interconnect with the rest of the Bell telephone network.

Manufacturing is carried out at Western Electric's 13 major manufacturing locations across America—and at its many smaller locations. Many of our communications products are developed by our Bell System teammate, Bell Telephone Laboratories. Here at the Oklahoma City Works, complex crossbar switching frames are assembled from thousands of parts by skilled men and women. Crossbar switching assemblies like these are essential to the new telephone central office installation in Atlanta, Ga.
MONDAY MEMO from Clay Stephenson, Clay Stephenson Associates

Creativity: the missing factor in ‘modern radio’

Clay Stephenson was to address the Radio Advertising Bureau’s regional management conference in Dallas on Sept. 17. But a hurricane disrupted airline schedules and Mr. Stephenson never reached Dallas. This MONDAY MEMO is a condensed version of the speech that was never made.)

I take exception to a statement in the Sept. 9 issue of Broadcasting. It ran like this:

"From agency executives attending its management conference, RAB expects that conferees will learn what individual radio stations can do to help agencies use radio in a better way, and what station managers should know about agency attitudes on radio."

I take exception to this statement only because I think it reflects a preoccupation with external symptoms at a time when self-analysis could be far more productive for the radio industry.

The greatest help you can give to agencies lies in the contribution you make to radio itself. Divert your attention from agency attitudes until you have examined your own attitude toward the medium you represent. Your attitude can turn attention to the potential merits of radio and away from the pure mechanics of buying.

In an era of intense competition, such as that which exists in almost all categories of business, including broadcasting, it would seem that quality of product would be ever-improving.

Left Overs • Modern radio programing, which consists for the most part of an unimaginative, much warmed-over dish of music, news, weather and sports, could hardly be less interesting. If this is "modern radio," it is a medium without destiny.

Radio has many burdensome problems. Every intelligent person in advertising knows these problems and sympathizes with your efforts to solve them.

Recognizing the existence of these problems, I would suggest that there are only two alternatives open to you. You can spend your energies attacking them as though they were separate, unrelated plagues inflicted on you by persecutors, or you can spend your energies in the creative development of a new vitality and distinction for your station. The second course will be the more rewarding for you and for radio.

The individualists in this country seem to get fewer and farther between as our population grows. Our generation is, by and large, a timid lot. We are afraid we might be wrong. We seek refuge in mathematical formulas. We engage in endless research, not so much in the hope of learning, as in the hope of developing statistical guides which will free us from the responsibility for independent thought.

Benevolent Dictator • The laws with which we are binding ourselves, the authority we are turning over to our government reflect our timidity. We ask our government to look after us, to protect us from our own mistakes, to feed and clothe us in our old age, and to tell us that this is not charity but something the government "owes" its people. We are molding our federal government into a benevolent dictatorship. And we are doing it deliberately.

Broadcasters are acutely aware of the government's unrelenting lust for power. You are hemmed in on all sides by the regulations and threatened regulations of government agencies, agencies which you and I and our contemporaries have encouraged to grow. You are doing business in an era when a governmental bureau can say with authority, "it doesn't matter what your audiences like; it's your job to give those audiences what we think they need."

A case in point, was the hearing on local television programing which took place in Omaha. The FCC's policy on program regulations, as detailed by Commissioner E. William Henry, who presided over the Omaha hearing, made it clear that the only judge of programing is the FCC itself.

The 'Public Interest' • You are working in an era when the words "in the public interest" are used as a tool of control. We, of our own volition, are relinquishing to a handful of men the power to decide for us what is "in the public interest." We are creating a monster which has the ultimate potential of decreeing that it is "in the public interest" for stations to editorialize in support of an administration proposal; or that it is "in the public interest" for you to employ the unskilled or for you to cease operation entirely.

The "public interest" is not served when we delegate to any small group of human beings the authority to decide for us all what is and is not "in the public interest."

The problems which plague radio—the overpopulation, the scarcity of advertising revenue, the distortions of audience measurements, the specter of governmental controls—are only symptoms of a deeper problem which it is within your power to control.

Step aside from the symptomatic problems and work to put a creative spark back into radio. Make radio so forceful and exciting that advertising dollars are drawn to it by the sheer power of its vitality. Make your station so imaginatively and distinctively different from the others that the prices of ratings will cease to determine your destiny. Endow your station with such striking individuality that your own open competition can separate the men from the boys in your crowded industry. Compete with each other, and with all other media, using the only legitimate weapon you have at hand, the dormant potentials of radio.

It is difficult for me to accept the possibility that this country has become so totally absorbed with music that it wishes for nothing else from radio. It is difficult for me to believe that a choice between one kind of music and another, or between one announcer and another, constitutes the ultimate diversification in radio programing. When there is so little to distinguish you from your competitor, is it any wonder that advertising buyers may rest their decision on cost? Or that they rely blindly on the guidance of audience measurements, even when they know those measurements to be in error?"
Vienna to the Wailing Wall
Genghis Khan

Tribal chieftain to world conqueror—by the power of positive salesmanship, Tribujo—The Genghis Khan
united innumerable mongol tribes under a single horse-tail banner, then led them to a victorious sweep in the gates
of Vienna. His salesmanship was the dominant force in the medieval world for more than a generation. Mandarin,
yes, but above all The Genghis Khan was a Salesman. Domination by the power of positive salesmanship is
the keystone of balloons policy in every market. WIL is a dominant force in St. Louis—\( \text{powerful sales is \text{a} salesma} \)

Your products and services with maximum impact and effective advocacy. Above all—WIL is a Salesman.

Buy RADIO when you buy music.
Buy BALABAN when you buy radio.
Buy WIL when you buy St. Louis and
you BUY the greatness that BUYs.

WIL

THE BALABAN SYSTEMS
in business with the stars
John T. Reeder, President
Sold Nationally by Robert K. Tannenow.

30

BROADCASTING, October 14, 1963
1963-64: A THREE-NETWORK RACE

- CBS-TV conceded best chance to make off with first money
- Agency men see ABC-TV and NBC-TV in neck and neck test

Advertising agency executives most directly concerned with network television's new season think it'll be much more exciting than last year's—at least as far as network competition is concerned.

They aren't sure that the programs themselves, as a group, are more or less exciting this year. But they appear convinced, after watching the new season's premieres, that what some of them had feared would pale into a two-network competition will be a real three-network horse race after all.

The real horse race, however, will be for second place, not first, in their judgment. They concede first place to CBS-TV by a majority that approaches unanimity, although there is substantial disagreement as to whether CBS-TV's lead will be greater or smaller than last season.

They rate NBC-TV and ABC-TV as neck-and-neck for second position, with ABC-TV favored by a slight majority. A number of agency executives predicted ABC and NBC will end the season in a draw.

Comeback Seen = The anticipated comeback of ABC, generally ranked third during the past season, appeared to erase fears being expressed last spring that CBS and NBC might extend their margins significantly and leave ABC even farther behind. A seriously faltering third network, it was noted then, could in time severely limit the network opportunities available to advertisers as well as devalue the investments of current clients and curtail the public's program choice.

The agency evaluations of network position, obtained in detailed interviews with key program executives at more than 20 of the biggest agencies involved in network television, took into account the complete nighttime schedules of the networks.

In addition the executives gave their assessments of the season's new program entries—and appeared to find the "strong" and "weak" candidates about equally divided.

Standouts = Five of the new shows stood out in the nominations for programs apt to be winners, and another five received substantially more votes than any others at the bottom end of the scale. In between, the rest were ranked variously from probable winners to probable failures, with many rated capable of going either way.

My Favorite Martian and The Danny Kaye Show on CBS and Burke's Law on ABC tied for first place in nominations for winners. Close behind came Outer Limits on ABC and Petticoat Junction on CBS. The Bob Hope series on NBC barely fell short of this top circle, and clearly would have made it if the comedian himself were to appear every week instead of sharing time with anthology programs.

Top contenders at the next level included Mr. Novak and The Lieutenant on NBC, Phil Silvers' Show on CBS, The Fugitive, Farmer's Daughter, Patty Duke Show and Breaking Point on ABC.

Middle Areas = Among those placed in the middle area that could be a take-off point for success or failure—or that could become a permanent home—were Arrest and Trial and The Greatest Show On Earth on ABC, The Judy Garland Show, East Side, West Side and Great Adventure on CBS, and Grindl, The Richard Boone Show and Kraft Suspense Theatre on NBC.

Those most often rated unlikely to succeed were Redigo on NBC and Jaimie McPheeters, The Jimmy Dean Show, The Jerry Lewis Show and Channing on ABC. Glynis on CBS also placed high in the "unlikely" category.

The agency executives, whose new-show views are summarized on a network-by-network basis below, emphasized that in a number of cases their judgments were affected more by time periods and the stature of the competition than by the show's quality alone. They cautioned that a change of time period can convert a "miss" into a "hit" —and vice versa—and that in any case...
the whims of public reaction can confound the most solemn professional predictions.

Interested Parties * The agency executives canvassed in the survey were admittedly not disinterested. All have clients represented in the 1963-64 nighttime schedule. In many shows where their own clients are not sponsors, competitors of their clients are.

Many acknowledged the existence of such biases but on promise of anonymity undertook to disregard them. In a number of cases they severely minimized—in the light of the competition indicated in the premieres—the prospects of some of the shows they or their agencies had a hand in selecting.

Here is the executives' consensus on the new shows, network by network:

**ABC-TV**

The strongest new shows on ABC-TV, according to the programers: Burke's Law—the Friday, 8:30-9:30 p.m. comedy-detective drama, featuring Gene Barry as a millionaire bon vivant who works as a police detective, was placed at the top of ABC's new offerings. This was from the point of view of production, story interest and Mr. Barry's performance, as well as a weakening which many executives saw in the competing Route 66 on CBS-TV.

Outer Limits—a science-fiction drama on Mondays at 7:30-8:30 p.m., this show was characterized as the young viewers' delight by a substantial number of buyers interviewed. But several thought it was held back just a little by its early time period. A typical comment: "The grade school social event of the week."

Several other shows on ABC-TV mentioned as contenders but not in the same context as the top two:

The Fugitive—this one-hour drama (Tuesday at 10) about a man (David Jansen in the role) unjustly accused of murder, appears to have caught the fancy of the majority scoring the show. But that same majority hesitated to go "all the way" in predicting a success. Some saw "troubles" ahead in the concept.

Two half-hour comedies, Patty Duke Show and Farmer's Daughter, were held in esteem by most of the agency people, but with some reservations about Patty Duke.

Blame Production * The detractors of Patty Duke by and large put the blame on the production, not on Miss Duke, whose talent they acclaimed. Another reservation was the time slot. Some thought the series could be "fixed up" and made into a good rater.

Daughter, half-hour comedy with Washington as its locale, was universally liked, though a substantial number found it somewhat bland and facing tough competition from Twilight Zone (CBS-TV) and Jack Paar (NBC-TV).

Potentially strong on ABC-TV: Breaking Point (psychiatric drama on Monday, 10-11), was considered well-produced but up against East Side, West Side, also a heavy dramatic vehicle on CBS-TV. Another: Arrest and Trial that fills 8:30-10 on Sundays. For the latter the verdict was: well-produced and interesting, but with no chance against the opposition's big strength (half of Ed Sullivan and Judy Garland on CBS-TV, all of Bonanza on NBC-TV."

Middle Area * In the wide middle ground, the assessment of The Greatest Show on Earth concerned Jack Palance—some rated the show high because he's the star, others said he's great but not in the right role. Another was Sid Caesar and Eddie Adams, who alternate in shows at 10 on Thursday. Some agency executives pointed out that for the limited, adult audience sought by their cigar sponsors, the shows served a purpose. Several thought Mr. Caesar would be off after this season.

Rated at the low end of the scale were these programs: the two-hour Saturday Jerry Lewis Show (a preponderance of opinion was down on the show, scattered sentiment thought it could rise as the season progressed and if the content improved); the hour-long Travels of Jaimie McPheeters which opens the Sunday evening, the Jimmy Dean Show, and the hour-long Channing on Wednesday at 10.

**CBS-TV**

In the forefront on CBS-TV: My Favorite Martian—all but a few put this new situation comedy, built around a space ship that crashes on earth, in a "hit" position and the rest rated it as a series as likely to succeed as any other new entry on CBS-TV.

The Danny Kaye Show—though it rated up with Martian on the top-end of the scale, there were a few agency people who played down its chances or otherwise saw some troubles ahead because of the time period or because they just weren't Kaye fans.

Right behind both: Petticoat Junction, a half-hour situation comedy initially spun off from Beverly Hillbillies, had a far from unanimous approval, much of the affirmation given grudgingly because of the time period (it follows popular Red Skelton, precedes the Jack Benny Show and is against Greatest Show on ABC-TV and Richard Boone on NBC-TV, both considered of only average strength).

Phil Silvers Show was rated likely to succeed, mainly on the strength of Mr. Silvers who was generally expected to improve the show.

The Judy Garland Show (Sunday at 9-10) received the most divergent reaction of any new program series on any network. One out of nine saw her series as a sure hit; a little under half of those interviewed thought it would "grow" as the season progressed, several thought it was only "fair" or in...
the "middle ground" and a few saw it falling to last the season. In summary: one big question mark.

Average * In the "middle" area: East Side, West Side (most thought it will weather the season but that it has not lived up to initial expectations and pilot); Great Adventures (nobody expressed excitement; most likened it to "public service or FCC programming"). On the bottom: Glynis (half-hour comedy series about husband-and-wife team involved in crime-fighting.) The show, it was judged, lacked production value, has a weak lead-in from the preceding CBS Reports and is against the strong Virginian on NBC-TV.

**NBC-TV**

NBC-TV's contenders for honors this season, according to the agency executives, are more chance than some of the "surer" successes seen on the other networks. The top contender: The Bob Hope Show. Bob Hope, these experts felt, will have audience despite those weeks when dramas in the show's anthology fail to make a top grade. Mr. Hope's prestige and attraction were assessed as very great.

Near the top of the parade were Mr. Novak, considered well produced but with the time period against it, and The Lieutenant (a show with potential, according to a substantial number).

The middle grouping on NBC-TV included Grindl (panned by a large number, but the time period was believed strong enough to help its ratings and probably salvage the series, which stars Imogene Coca).

Others were the Richard Boone Show (most expressed disappointment over it); the Kraft Suspense Theatre, which includes Perry Como specials (some saw Kraft's time period as especially helpful to the series), and the half-hour David Wolper Hollywood Story (which, as it follows the Monday movie on NBC-TV, was said to be "tied to the movie audience").

Trailing these shows and placed on the low end of the scale: Espionage, Temple Houston and Harry's Girls and on the very bottom, Redigo. The verdict on this group was based on such factors as weak story lines and lesser production values.

**Business briefly . . .**

Sylvania Electric Products Inc., a subsidiary of the General Telephone & Electronics Corp., has announced a 25% increase in its $1 million fall advertising campaign, which will include radio spots. The entire campaign—aimed at home entertainment products—will be concentrated in a three-month period starting this month and carrying through December. Sylvania agency: Kudner, New York.

**Farmers Insurance Group through Honig-Cooper & Harrington, Los Angeles, and Pennzoil Oil Co. through Eisaman, Johns & Laws, Los Angeles, have each purchased one-quarter sponsorship of the NBC-TV broadcast of the 18th annual Junior Rose Bowl football game, Saturday, Dec. 14, 1 p.m. to conclusion, PST. This will be the first national telecast of the event, which pits California's leading junior college team against another top-ranked junior college team from elsewhere in the country to decide the national junior college football championship.**

**The Maxwell House Division of General Foods Corp. through Benton & Bowles will participate in NBC-TV's The Bill Dana Show, Mr. Novak, Espionage, Temple Houston, International Showtime and Saturday Night at the Movies. R. J. Reynolds Tobacco through William Esty will participate in NBC-TV's The Lieutenant for 49-week period beginning Oct. 5. Consolidated Cigar Corp. through Compton Advertising will participate in The Richard Boone Show, also on NBC-TV. Chesebrough-Pond's through William Esty will participate in same network's Saturday Night at the Movies from January to March 1964.**

Borden Foods Co., New York, this month will place two new products in test areas through introduction campaigns featuring spot TV and newspaper advertising. The new products are Borden's Danish margarine and Borden's Kava, a low-caffein instant coffee. Borden agency: Doherty, Clifford, Steers & Shenfield, New York.

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**Comedy replaces quiz**

A new comedy panel show called Laughs for Sale was tapped by ABC-TV last week to replace 100 Grand, the first casualty of the current season (Broadcasting, Oct. 7). 100 Grand was ABC-TV's ill-fated attempt to revive the big-money quiz.

Sponsor of the Laughs show is El Producto Cigar Co., a division of Consolidated Cigar Corp. Compton Advertising is the agency. The show goes on Oct. 20 in the Sunday, 10-10:30 p.m. period.

The show will feature top-flight comedians who will perform routines and sketches of comedy writers as "yet undiscovered." A trace of the one time big-money quizzes: Hal March, who was master of ceremonies on the $64,000 Question before its demise, is host on the new show.

Among programs picked as this fall's flops were "Travels of Jaimie McPheeters" (l), ABC-TV's new entry in the Sunday 7:30-8:30 p.m. spot; "Glynis" (c), CBS-TV's half-hour comedy series about a husband and wife crime-fighting team, Wednesday 8:30-9 p.m.; and "Redigo" (r), Tuesday, 8:30-9 p.m. on NBC-TV.
The largest acquisition in the history of the advertising field was completed last week when Interpublic Inc. bought David B. Williams Inc., which owns Erwin Wasey, Ruthrauff & Ryan and its various affiliates in Canada, Great Britain and other parts of the world.

The move reportedly makes Interpublic Inc. the largest advertising organization in the world, though the J. Walter Thompson Co. remains the world’s largest agency. Interpublic officially is a “management company” rather than an agency, since it is composed of various agencies, including McCann-Erickson and McCann-Marschalk.

Erwin Wasey, Ruthrauff & Ryan and its affiliates have billings of about $80 million, of which approximately $25 million are in overseas offices. McCann-Erickson and McCann-Marschalk have total billings of approximately $413 million. Walter Thompson’s worldwide billing is estimated at $420 million.

Erwin Wasey invested about $20 million of its domestic $55 million billing in radio-TV in 1962. McCann-Erickson allocated approximately $66 million of its $165 million domestic spending in radio-TV last year, while McCann-Marschalk earmarked almost $14 million of $40 million in domestic billing to radio-TV in 1962.

The announcement of the acquisition of the David B. Williams Co. by Interpublic was made jointly by David B. Williams, president of the Williams organization, and Marion Harper Jr., president of Interpublic. The purchase of the Williams company is understood to have involved stock and cash.

The Williams organization is owned by David B. Williams and his father, Howard D. Williams, chairman of the finance committee, whose office is in Los Angeles. Both Williamses will retain their positions at Erwin Wasey.

The joining of the two management companies, it was said, creates “the most comprehensive facility in the marketing communications field with more than 7,000 employees and 160 offices in 37 countries.” Interpublic now will add the agencies owned by David B. Williams Co., consisting of Erwin Wasey, Ruthrauff & Ryan and Erwin Wasey, Ruthrauff & Ryan Ltd. in the United Kingdom, plus a minority interest in Eravaco Advertising in Scandinavia and a 50% interest in Erwin Wasey Gmbh of West Germany. It will enlarge Interpublic by a staff of 1,000 with offices in the U.S., Canada, United Kingdom, Scandinavia and West Germany.

Before the acquisition, Interpublic consisted of McCann-Erickson; McCann-Marschalk; Pritchard, Wood & Partners Ltd., England; Johnstone Inc., New York; Afamal Advertising (Pty.) Ltd., (South Africa) and Communications Affiliates Inc., which encompasses Infoplan, Marplan, SCI, the Institute of Communications Research, and McDonald Research Ltd., an international public relations company, an international research service, a U.S. sales promotion firm, an advertising evaluation service and a Canadian research organization respectively.

The Interpublic companies operate with their own separate managements and client rosters.

Mr. Harper noted that the purchase includes the acquisition of “substantial investments” in the securities of companies outside the communications field. These investments were not disclosed.

David Williams called the transaction “altogether natural” since the two operations have similar interests. He observed that Williams’ clients will gain “ready access to Interpublic’s extensive services in research, public relations and sales promotion.”

McCann-Erickson and McCann-Marschalk have handled competing accounts on the premise that they are separate agencies. Erwin Wasey, it was noted, has accounts that conflict with M-E and M-M. Several EWR&R clients have indicated they plan to “study” the situation.

**LOCAL VS. NATIONAL**

Agencymen suggest pay for reps when ads placed locally

The problem of a double standard for radio rates—local vs. national—would be minimized if stations would agree to pay their sales representatives a commission on national business placed directly with the station at local rates.

This suggestion was advanced by William L. Sanburn, president of Winius-Brandon Co., a St. Louis agency, at a Radio Advertising Bureau management conference in Omaha last Tuesday.

Mr. Sanburn said his agency “deplores” the local or “cut-rate,” but is obligated to its clients to try to get it.

He said he hated to see the reps lose their commission when the agency succeeds in getting the local rate. If stations would guarantee their national reps either a half or a full commission in such cases, he said, the agency could

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**Network TV gross time billings for August**

<table>
<thead>
<tr>
<th>Month</th>
<th>1962</th>
<th>1963</th>
<th>Change</th>
<th>% of 1962</th>
<th>% of 1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>$16,075.1</td>
<td>$15,271.6</td>
<td>+0.12%</td>
<td>$132,474.1</td>
<td>$141,225.1</td>
</tr>
<tr>
<td>January</td>
<td>$18,264.8</td>
<td>$20,669.6</td>
<td>+13.73%</td>
<td>$182,232.2</td>
<td>$192,123.8</td>
</tr>
<tr>
<td>February</td>
<td>17,435.7</td>
<td>24,675.7</td>
<td>+41.9%</td>
<td>$187,953.7</td>
<td>$202,348.4</td>
</tr>
<tr>
<td>March</td>
<td>19,378.0</td>
<td>26,489.3</td>
<td>+37.9%</td>
<td>$206,204.9</td>
<td>$234,070.9</td>
</tr>
<tr>
<td>April</td>
<td>18,577.0</td>
<td>25,047.9</td>
<td>+37.1%</td>
<td>$222,991.7</td>
<td>$252,453.8</td>
</tr>
<tr>
<td>May</td>
<td>19,299.7</td>
<td>27,395.1</td>
<td>+44.3%</td>
<td>$245,311.7</td>
<td>$274,696.4</td>
</tr>
<tr>
<td>June</td>
<td>17,070.5</td>
<td>26,729.1</td>
<td>+59.2%</td>
<td>$214,778.3</td>
<td>$239,328.2</td>
</tr>
<tr>
<td>July</td>
<td>15,927.8</td>
<td>27,401.9</td>
<td>+73.4%</td>
<td>$229,674.2</td>
<td>$242,463.9</td>
</tr>
<tr>
<td>August</td>
<td>16,271.6</td>
<td>26,868.7</td>
<td>+65.1%</td>
<td>$258,534.2</td>
<td>$262,349.6</td>
</tr>
</tbody>
</table>

*May, June and July figures changed as of Oct. 2, 1963.*

**By day parts**

<table>
<thead>
<tr>
<th>Day time</th>
<th>1962</th>
<th>1963</th>
<th>Change</th>
<th>% of 1962</th>
<th>% of 1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$19,606.0</td>
<td>$19,612.0</td>
<td>+0.3%</td>
<td>$205,793.7</td>
<td>$209,415.4</td>
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<tr>
<td>Sunday</td>
<td>$25,388.0</td>
<td>$25,466.0</td>
<td>+0.3%</td>
<td>$218,232.2</td>
<td>$223,831.7</td>
</tr>
<tr>
<td>Monday</td>
<td>17,027.6</td>
<td>18,249.3</td>
<td>+7.1%</td>
<td>$203,232.2</td>
<td>$215,677.9</td>
</tr>
<tr>
<td>Tuesday</td>
<td>21,191.4</td>
<td>25,194.9</td>
<td>+19.0%</td>
<td>$252,991.7</td>
<td>$293,933.8</td>
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<tr>
<td>Wednesday</td>
<td>19,914.9</td>
<td>25,904.9</td>
<td>+30.3%</td>
<td>$240,311.7</td>
<td>$294,599.5</td>
</tr>
<tr>
<td>Thursday</td>
<td>19,414.9</td>
<td>23,414.9</td>
<td>+20.5%</td>
<td>$233,991.7</td>
<td>$280,056.8</td>
</tr>
<tr>
<td>Friday</td>
<td>18,688.7</td>
<td>25,368.7</td>
<td>+36.2%</td>
<td>$230,311.7</td>
<td>$296,060.0</td>
</tr>
<tr>
<td>Nighttime</td>
<td>14,599.1</td>
<td>17,399.1</td>
<td>+18.9%</td>
<td>$158,832.2</td>
<td>$181,186.4</td>
</tr>
<tr>
<td>Total</td>
<td>$54,205.1</td>
<td>$66,224.0</td>
<td>+23.6%</td>
<td>$558,232.2</td>
<td>$695,328.2</td>
</tr>
</tbody>
</table>

*Source: TVB/LNA-BAR*
For sparking sales in the Carolinas, Charlotte is your launch-off. Wholesaling and distribution center of the Carolinas with $2 billion yearly sales. 75-mile radius population biggest in the Southeast. The city and this close-knit area are WSOC-TV's bailiwick. Ask us or H-R to show you how we can give you more results for your money in this market. Realistic spot buyers will welcome the facts. **Charlotte's WSOC-TV**
North Carolina just a puff away from Erin

Three North Carolinians are appearing on television and radio in Ireland to advertise Irish cigarettes made with North Carolina tobacco.

The B. J. Carroll and Company Ltd., Dundalk, Ireland, sent an Irish film crew to the tobacco fields of Brandley Speight to produce commercials on which Mr. Speight appears. The sound commentary was provided by Mac Nicholson of WNCT (TV) Greenville, N. C.

The Carroll company, which uses American tobacco exclusively in its products, also presents a radio program—Carolina in the Morning—on the Irish Network. The radio show is Joe Lynch, winner of the Irish actor of the year award. A portion of the program, which features Bob Arthur, a student at the University of North Carolina, is taped at WNCT Greenville, and airmailed to Ireland for broadcast.

In the photo, Donal F. Carroll, president of the Irish tobacco company, discusses the radio-TV projects with officials of the Greenville stations involved in his advertising: (1 to r): Tom Snowden, WNCT; Mr. Nicholson, WNCT; Mr. Carroll, and John Clark, WNCT.

at least be “completely honest with the national reps who call on us.”

“A lot of stations are doing this already, and as far as we can see it is working out very well,” he said.

As an alternative but “pretty drastic" solution he suggested that national reps “get a firm commitment that a station will not and cannot cut them out by selling at a local rate to advertisers they call on.”

Mr. Sanborn characterized ratings as “strictly popularity contests.” For products that everyone buys, he said, a good part of the budget will go to the station with the biggest rating, but for clients with specialized appeal he said he looks for programming that attracts the best prospects for those products.

The agency head, who said his firm invests $3 million a year in broadcast media and puts three-fourths of this into radio, outlined his views on what makes a good media salesman. He characterized radio station sales representatives as “a different breed of cat,” younger, “sharper,” more enthusiastic and more imaginative than print media representatives.

“I think radio has a good image, if you want to use that word,” he said. “These representatives are living proof that radio is not dead—not by a long shot. In fact, from the people who call on us for your radio stations, radio appears to be the youngest and most enthusiastic of all media.”

McGannon calls for RAB to slow down

Donald H. McGannon, president of Westinghouse Broadcasting Co., and chairman of the National Association of Broadcasters' Research Committee, told the Broadcast Advertising Club of Chicago last week that “the only area of difference we have with the Radio Advertising Bureau at the moment is the speed or impetuosity with which RAB proposes to advance” its proposed study of radio research methodology (see story page 66).

He explained that in fairness to the “people who are going to pay this bill” (NAB's requested share of the $200,000 total is $75,000) “we also have to be satisfied that the end result is going to be an economically valuable one and not some theoretically wonderful thing that sits there as an entity and can’t produce any value for you or me in the conduct of business.”

Generally speaking, Mr. McGannon explained, the NAB committee’s relationship with RAB and also the Television Bureau of Advertising, especially the cooperation received from them, have been “excellent.”

The RAB proposal, Mr. McGannon noted, relates only to the third part of the three-point NAB project, that which is concerned with the long-range methodology study of audience measurement. He hoped such might “broaden our attitudes and viewpoints and maybe get to a point somewhere in the future where they will show a qualitative as well as a quantitative improvement.”

The first of the other two essential aspects of the NAB project, he noted, is the plan to “undertake an audit of the existing rating services and in effect ascertain that they are doing what they say they are doing.” In order to do this, he explained, the second element comes into play. This, he said, “is the fact that some criteria must be evolved, not only as applied to all rating services, but also that would apply to the individual rating service.”

Mr. McGannon said that “hopefully” by the end of October the analysis of the rating questionnaires sent by the NAB committee to the various rating services will be ready. Then, he estimated, the “bringing together of the ethical standards and criteria with the analysis” should be accomplished by mid-November to comprise the foundation of the audit, with organizations to conduct the audit selected by the end of December. Thus, he said, the audit could be “actually started” in early 1964.

Recalling the pulse of Capitol Hill at the time of the ratings hearings, Mr. McGannon told the BAC, “I would say that the reactions of the individual congressmen was if anything very, very positive; very, very apprehensive insofar as what the hearings developed.”

Rep appointments ...

- KCFL Cedar Falls, Iowa: Broadcast Time Sales, New York, as national representative.
- WICC and WJJZ-FM Bridgeport, Conn.: Bill Creed Associates, Boston, as New England representative.
- WDPW-FM (Philadelphia) FM Associates, New York, as national representative.
- KOME Tulsa, Okla.: Mid-West Time Sales, Kansas City, Mo., as regional sales representative in St. Louis, Kansas City, Memphis, Omaha and Des Moines.
First in Hoosier Hearts

Auto pioneer Elwood Haynes built first horseless carriage in Kokomo, 10 years before this 1904 Haynes Model.

First in Hoosier Homes

September 28, 1963—A great Hoosier heritage was recaptured as the 5th Annual WFBM-TV Antique Auto Tour . . . sputtering but determined . . . rolled through the Hoosier countryside from Indianapolis to Bloomington and back. The reception had not changed much from the first appearances of the “Haynes” back in 1894. Heads turned. Kids laughed. People all along the way cheered (more than 150,000 spectators last year) as some 150 famous-make vintage and antique automobiles brought a touch of automotive history “Back Home Again in Indiana.”

WFBM-TV keeps in close touch with viewers in rich satellite markets surrounding Indianapolis. Let us show you why this makes Indianapolis different from other TV markets. Ask your Katz man!
NBC'S SUMMER OLYMPICS SOLD OUT

Sarnoff calls for worldwide open communications channels

P. Lorillard Co., Texaco, Inc. and the Joseph Schlitz Brewing Co. have purchased full sponsorship of NBC-TV's coverage of the 1964 Summer Olympic Games in Tokyo. NBC acquired exclusive U. S. TV rights to the 18th Olympiad for about $1.2 million.

While in Tokyo, Robert W. Sarnoff, NBC board chairman, told newsmen that the "awesome potential" of global TV puts a heavy responsibility on the world's broadcasters, and he called for an international organization committed to maintaining open communications channels among nations.

Robert W. Sarnoff, NBC board chairman (r), shakes hands with Shinno-suke Abe, board chairman of Japan Broadcasting Corp., after signing contract giving NBC exclusive U. S. rights to televise 1964 Summer Olympics from Tokyo. In back are Michael Braun, attorney representing NBC (l) and Shigeru Yosano, secretary-general of Tokyo Olympic Games Committee.

Los Angeles. Carl Jensen is account supervisor.

- La Vida Fruit Products Co., Fullerton, Calif., has appointed Grant Advertising, Hollywood, to handle national advertising for Charlie's Dutch Chocolate Drink, a new product.

- Italian Line has named Doherty, Clifford, Steers & Shenfield effective Jan. 1, 1964.

Many tie-ins planned on network radio buy

Merle Norman Cosmetics, through Nides-Cini, Los Angeles, has signed a 52-week contract for Don McNeill's Breakfast Club on the full ABC Radio Network (Monday-Friday, 9-10 a.m.), starting Nov. 18. The Los Angeles cosmetic firm will use five participations a week for the first 13 weeks, three a week for the second 13 weeks and two a week for the remainder of the year. The $185,000 for radio will be augmented by $71,500 worth of space in women's magazines.

The Merle Norman line of cosmetics is sold exclusively through Merle Norman Studios, some 2,000 independently owned retail outlets across the country. One purpose of the radio campaign will be to expand the number of studios. Don McNeill will congratulate new owners on the air. Once each week, he will also call one of the studios, chosen at random, to interview on the air any customer who happens to be there. Personal appearances on the program for studio owners will also be arranged as contest prizes or special incentive promotions.

Other program tie-ins include newspaper mats, easel boards for instore displays, tickets for the show when it is on tour to be dispensed through Merle Norman Studios in that city, Merle Norman samples as gifts for the studio audience, a beauty tips magazine to be produced by Nides-Cini with a regular column contributed by Mr. McNeill.

ABC affiliates will sell local participation to the studios in their cities, enabling them to tie in with the program at local rates. Local participations will also be available to the cosmetic company for studio recruiting, with Mr. McNeill delivering the commercials himself.

In addition to the tie-in opportunities offered by the network radio show, a major reason for its selection as key-stone of the new campaign is the distinct parallel between the Don McNeill audience and Merle Norman customers revealed by market research, Nides-Cini said. "Our current objective is to secure the customers we already have and to
Reader’s Digest calls it

ONE OF THE FIVE FUTURE WONDERS OF THE WORLD!

It links Tidewater Virginia with New York and Miami on the fastest, most direct and profitable North-South route in America. This new bridge-tunnel will give Eastern industry new and broader access to America’s markets through the world’s greatest harbor (Hampton Roads).

Tidewater is already one of the fastest growing markets in the U.S. What a place to put a new-business dollar—right now! TideWTAR is a better way to spell it, and the best way to sell it!

WTAR TELEVISION & RADIO
CBS AFFILIATES FOR NORFOLK—NEWPORT NEWS, VIRGINIA

Represented by Edward Petry & Co., Inc., The Original Station Representative
add new ones of the same type,” it was explained. Audience loyalty and the fact that the program’s star “is known to believe in the products he sells” are other reasons for the purchase, plus his 30 years on network radio (about the same length of time that Merle Norman has been in business) which has established him as a radio personality.

The campaign will be announced to studio owners through personal teaser letters signed by Merle Norman herself, a high-style brochure giving details of the campaign, the schedule of Merle Norman participations and other pertinent information, with a personal message from Merle Norman urging local partsipations in the program or adjacencies, a bound-in record with greetings from Don McNeill and other members of the Breakfast Club staff and executives of the cosmetic company, a letter from ABC Radio President Robert Pauley congratulating/welcomeing studio owners, followed in a few days by personal calls on studios by ABC affiliates salesmen to invite the studio owner to a closed circuit broadcast at the station and to try to sell him on a local radio tie-in with the national program.

The closed circuit broadcast will be a miniature Breakfast Club show tailored exclusively for the cosmetic company and including personal messages from company and network executives.

Lee says listener has final control on TV

FCC Commissioner Robert E. Lee last week told a luncheon audience at the International Film-TV Festival and Audio-Visual Exhibition in New York that there has been an overemphasis on the government’s regulatory role in the area of commercial TV programs.

Mr. Lee stressed that the FCC is concerned primarily with determining whether programs are being presented in the public interest, and he added, “listeners exercise the final control by a flick of the switch.”

The question of commercial regulation was the topic of a panel discussion earlier on Oct. 10. One panel member, NAB code authority manager Stockton Helfrich, reaffirmed the NAB’s stand against recent proposals for government imposed standards on commercial time.

Mr. Helfrich also said, “the proponents of increased and risky government regulation could achieve the reforms they favor by a more informed and active support of the self-regulatory effort.”

The panel members agreed that TV commercials need some form of control, and the majority opinion tended toward self-regulation. Norman Cash, president of the Television Bureau of Advertising, maintained that the public is the most effective controller of broadcast advertising. And he added, “if viewers don’t like a product or commercial, then let them not buy it.”

Fred Papert, chairman of Papert, Koenig & Lois, advertising agency, noted that much broadcast advertising is spotted with half-truths and said there is a tendency for advertisers to ignore the public’s acceptance of the commercial message.

A dissenting note was sounded by actress Monique Van Vooren, who called for a commercial control group made up of broadcasters, the public and the FCC.

TV seeks retail account

A team of television’s top salesmen knocked on the door of one of the biggest retail giants in the nation Monday (Oct. 7) — Marshall Field & Co. of Chicago — and asked for business from an area that traditionally has been newspaper-oriented.

Norman E. (Pete) Cash, president of Television Bureau of Advertising, made a formal presentation to top Marshall Field advertising executives. He was accompanied by the key officials of Chicago’s four TV stations.

A similar presentation to Chicago’s Carson, Pirie, Scott & Co. is scheduled for early November. Carson’s is a heavy user of local radio. Chicago-based Sears, Roebuck & Co. meanwhile is running a TV test in Chicago, Kansas City and New Orleans through North Advertising. Some local Sears stores have used TV for many years.

Leebmann to FC&B for third time

Leebmann Breweries (Rheingold beer), Brooklyn, N. Y., returned to Foote, Cone & Belding, New York, on Jan. 1, 1964, from J. Walter Thompson Co., New York, which has had the account for two years. Rheingold bills approximately $7 million, of which an estimated $2.5 million is allocated to local and national spot radio and television.

This will mark the third time that Rheingold will be handled by FC&B. In 1939 Lord & Thomas, the FC&B predecessor agency, was named to the account. Rheingold moved in 1946 to Young & Rubicam for eight months and returned to FC&B in early 1947. In December 1961, Rheingold shifted to the Thompson agency.

Norman H. Strouse, J. Walter Thompson president, in a memorandum to the
Reach 'em with a **SPOT OF TAE**

*(the "homes reached" station in Pittsburgh)*

For an A.M. coffee break or P.M. snack, TAE-time is prime time for viewers in America's 8th largest market.

Check your Katz representative. You’ll find TAE up among the leaders in low cost-per-thousand homes reached. Daytime or nighttime...

Take TAE and see.

**WTAE CHANNEL 4**

*Basic ABC in Pittsburgh*

*THE KATZ AGENCY*
staff, stated that Rheingold and the agency were parting "quite honestly and simply" because of "a disagreement on policy."

Rheingold is expected to spend about $1 million in spot TV this year. The remainder of its broadcast budget is allocated to sponsorship of the New York Mets baseball games on radio-TV and to local radio.

Commercials in production...

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


Ford Motor Co. (Falcon), one 60 TV, background music for film. Phil Frank, production manager. Agency: J. Walter Thompson. Sid Woloshin, agency producer.

Campbell Soup Co. (tomato soup), one 60 and one 30 for TV, background music for film. Phil Frank, production manager. Agency: BBDO. Bernie Huber, agency producer.

Duffy-Mott Co. (Sun sweet prune juice), one 60 TV, background music for film. Phil Frank, production manager. Agency: Sullivan, Stuhafer, Colewell & Bayles. Rod Albright, agency producer.


Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.


Snazelle Productions Inc., 155 Fell Street, San Francisco.

Chrysler Corp. (Simca 1000), one 60 and three 20's for TV, live on film; two 60's, four 20's for radio, music and voice. Ernest E. Snazelle Jr., production manager. Agency: Richard N. Meltzer Advertising, San Francisco. Robert MacGregor, account executive. John Mercer, agency producer.

WGN Mid-American Videotape Productions, 2501 West Bradley Place, Chicago 18.


Also in advertising...

Atlanta office • The Devney Organization, station representatives, has opened a new office in Atlanta to be managed by David Carpenter. The address is 1401 Peachtree Street N.E., suite 271. Telephone: 876-8548.

Agency research • BBDO has sponsored a research program exploring costly and time-consuming communications problems suffered daily by processors and retailers of food. An immediate goal of the program is to define and offer some solutions to the communications problems which exist in the specific areas of new products and promotion. BBDO said it is conducting the study in cooperation with the National Association of Food Chains.

New agency • Harvey Pool, account executive at Charles Bowes Advertising, Los Angeles, has opened his own agency, Harvey Pool Advertising, at 5700 Sunset Boulevard, Hollywood 28. First client is KPOL Los Angeles.

Customer analysis • CBS Radio Spot Sales, national sales representative, has released an analysis of its customers by product category. The figures show major gains in the fields of auto acces-
Open Detroit office • Prestige Representation Organization, a radio station representative firm, has opened a new office in Detroit. The office, headed by Max Goldfarb, is located in suite 424 of the Book Building. Telephone, Woodward 1-9704. PRO also has sales offices in New York, Philadelphia, Chicago, Los Angeles and San Francisco.

New product • Alberto-Culver Co. has announced another new product, Derma-Fresh medicated hand cream, which will be heavily promoted in television starting this month. Agency: Compton Advertising, Chicago.

40th year • The Advertising and Selling Course, sponsored by the Advertising Club of New York, enters its 40th year of operation when it opens Oct. 14 at 6:15 p.m. at the United Engineering Center, 345 East 47th Street, in New York. The course will include 18 seminars and nine specialized workshop sessions involving copy, media selections, better selling, sales promotion, advertising production and marketing management and research.

TV time for Europeans • Overseas Broadcast Services Ltd., a worldwide sales organization in the international radio-TV field, has been appointed European sales representative for Teleguide, the closed-circuit hotel TV service in New York. OBS has the rights to sell advertising time to European advertisers wishing to reach the New York tourist market through Teleguide.

Seattle merger • Miller, Mackay, Hoek & Hartung Inc., advertising agency in Seattle, plans to merge with McCann-Erickson Inc., which has headquarters in New York. MMH&H accounts will be consolidated with those of McCann-Erickson's Seattle office, the combined operation to be managed by James R. Miller.

Chicago workshops • The Chicago Federation Advertising Club has begun its annual fall series of workshops devoted to the basics of all aspects of advertising and marketing, including radio-TV. A total of 72 workshops will be held.

New consultant • New consulting firm specializing in the Negro market has been organized by Todd Branson, formerly account executive with WYNR Chicago and before that radio-television director of Standard Rate and Data Service. Mr. Branson will advise in all aspects of selling the Negro consumer, including advertising in various media. Address: Suite 528, 333 North Michigan Avenue, Chicago; phone: Franklin 2-7100.


Agencies move • Kenyon & Eckhardt, Los Angeles, has moved to 1717 North Highland Avenue. Phone: Hollywood 4-4177. Needham, Louis & Brorby has moved its Los Angeles office to 10889 Wilshire Boulevard.

Schlitz, CORE accord • Executives of Schlitz Brewing Co., Milwaukee, and the Congress of Racial Equality met in New York last Wednesday (Oct. 8) to discuss CORE's request that the brewing company's advertising utilize Negroes. A CORE official said later that the organization was satisfied that Schlitz would proceed with "integrating" its TV commercials and print advertising.

Earlier, CORE had expressed dissatisfaction with Schlitz, claiming it had no clear-cut reply from the company on its advertising.
GOVERNMENT

More 'discretionary power' for FCC?

PASTORE PLANNING HEARING ON STATION SALES LEGISLATION

The chairman of the Senate Communications Subcommittee revealed last week that he intends to conduct a public hearing on legislation that the FCC says it wants to increase its authority in sales of broadcast stations.

Senator John O. Pastore (D-R.I.) said Thursday (Oct. 10) that the legislation raises some serious questions that he thinks the commission should answer and put on record at a public hearing. Broadcasters also would be asked to testify. No hearing date was set.

In a letter justifying its request for the legislation this summer, the FCC said it needs "greater discretion to adopt flexible procedures for considering how the public interest will best be served in considering applications for transfer or assignments of a construction permit or license for a broadcast station."

The effect of Section 310(b) of the Communications Act "has been to permit the licensee to choose his successor," wrote FCC Chairman E. William Henry.

S 2052, introduced at the commission's request by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, would permit the commission to consider whether someone other than a proposed transferee could better serve the public interest.

That approach was approved by the commission as part of its legislative package for 1963, but a stronger version recommended by Commissioner Robert T. Bartley was not introduced in the Senate (Broadcasting, Aug. 19).

Commissioner Bartley has proposed that applicants seeking to buy a station be required to show that "an improved broadcast structure" would be created if their request were granted.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, has introduced both HR 7477 and 7478 versions, (Broadcasting, July 15, 8). Representative Harris said, however, that he did not intend to bring the bills to hearing this year (Closed Circuit, Aug. 26).

Present language in the act that the commission wants to amend was added by Congress in 1952 and was to "annul the commission's 'Avco' procedure," Chairman Henry's justification letter points out. That procedure required proposed sales to be publicized locally so that competitive bids could be accepted. Congress killed this when the procedure caused "severe economic and other hardships," Chairman Henry explained.

Senator Pastore said last week that he's wondering what new problems the FCC's legislation might cause. "I don't believe the seller should have full authority to determine who can best run a station in the public interest," the senator said.

"But," he continued, "I don't know..."
either what would happen [under this legislation] if, for example, a broadcaster was offered $5 million for a station, but the FCC found a potential buyer with better qualifications to serve the public interest, who could only pay $2 million.

“What happens to the $3 million?” he asked.

Protests heard on plan to redefine markets

Government plans to redefine approximately 60 of the 215 standard metropolitan areas in the U.S. (Closed Circnt, Sept. 30) have run into pockets of protest from many of the areas involved.

As a result, the Office of Statistical Standards of the Bureau of the Budget, which sets the geographical boundaries for metropolitan areas, is in the process of re-evaluating some of the planned changes.

Representative Tom Steed (D-Okl.) has threatened to stop the appropriations for the bureau if it follows through with plans to add his home county (Pottawatomie) to the Oklahoma City metropolitan area. Representative Steed, a member of the Appropriations Subcommittee, said he would use every weapon at his command to stop the “annexation” of Pottawatomie and McClain counties. His Shawnee (population 25,000) home would be harmed economically by combining it with Oklahoma City area (50,000), he said, with the markets now having no common interests.

An official at the Budget Bureau said last week that a delegation from Tampa-St. Petersburg, Fla., had made a persuasive argument in an attempt to keep that hyphenated market from being split into two separate areas. He said an earlier decision to divide the cities for statistical purposes is being reconsidered.

Final decision on the 60 new market areas is expected from the bureau this week or next. This is the first re-evaluation of the 215 areas since 1958 and it will be based on 1960 census figures.

Walter F. Ryan is chief of the Office of Statistical Standards and decisions of his office are based on recommendations made by a Federal Committee on Standard Metropolitan Statistical Areas, of which Mr. Ryan is chairman. Representatives are on the committee from the bureau, Housing and Home Finance Agency, Department of Agriculture, Bureau of Employment Security, Federal Housing Administration, Bureau of Labor Statistics, Bureau of the Census, Department of Commerce and the Federal Reserve System.

The Standard Metropolitan Statistical Areas are used by government offices and agencies for all official federal reports. Geographical boundaries are established under a set of basic criteria, including population (50,000 or more), labor force (at least 75% must be nonagricultural), and normal social and economic integration of the areas.

Are they loyal?

"Be Prepared" is the motto of the Boy Scouts, and Explorers' Post 170X of Los Angeles had better be prepared to show cause why its Citizens Radio Service license should not be revoked. The FCC told the post last week that it has 30 days to reply.

The scouts are in hot water because they failed to provide the FCC with information on their qualifications to hold a license and didn't answer commission inquiries on the subject. Presumably the FCC wants to know if the scouts are honest, loyal, reverent, etc.
LEE FEARS CH. 37 PERMANENTLY LOST
But Keating asks if astronomy rulemaking goes far enough

FCC Commissioner Robert E. Lee sees the 10 years the commission has reserved channel 37 for radio astronomy as very likely stretching out to infinity.

And, in a statement dissenting to the commission action, the commissioner expressed doubt the reservation would result in an effective contribution to scientific knowledge — certainly not enough to warrant removal of the channel from television use.

Commissioner Kenneth A. Cox joined Commissioner Lee in his dissenting statement.

In making channel 37 (608-614 mc) available for the exclusive use of radio astronomy for a 10-year period throughout the United States, (Broadcasting, Oct. 7), the commission departed from the original proposal in its rulemaking proceeding. That would have merely protected the University of Illinois' radio telescope at Danville, Ill., which operates on channel 37, within a 600-mile circle for five years.

The commission acted after receiving scores of petitions from scientific groups. They contended that use of the Danville installation would not eliminate the need for stellar observations on channel 37 in other locations throughout the country and that the five-year period would not provide sufficient time to meet the needs of radio astronomy.

No Stations on 37 - Channel 37 is allocated to 19 markets. No stations operate on the channel, although applications for the frequency in two cities, Paterson, N. J., and Melbourne, Fla., are pending. The commission will propose a replacement for the Paterson assignment in its contemplated revision of the UHF assignment table.

Commissioner Lee, the commission's staunchest supporter of UHF television, finds "no solace" in the 10-year limit placed on the reservation. Commissioners who succeed the present members, he predicted, will find it extremely difficult to reject the arguments of radio astronomers for continued use of channel 37.

The astronomers, he said, "want time to study that which will have been discovered. In this science, space is measured in terms of light years and time is measured in millennia."

He said he would have voted with the majority if channel 37 were the only frequency available to radio astronomy. But, he said, that science has been given "radio windows throughout the spectrum" on 16 bands, nine of which are reserved on an exclusive basis.

He also expressed concern that the Danville radio telescope operating on channel 37—located in the middle of the television broadcast band—will be subject to heavy interference. He said this interference would come from electrical devices, whose emissions "clutter the spectrum," as well as from TV stations operating on channels 36 and 38 and from the local oscillators of television receivers tuned to channel 30.

Not in Public Interest - Consequently, he said, "I cannot display the confidence of the majority of the commission that its action will be effective, contributory to the scientific world and hence in the public interest."

The commissioner indicated some bitterness over the manner in which the rulemaking proceeding originated, and said Congress should give the commission the authority to prevent a similar situation developing again. The University of Illinois committed itself to a heavy investment in the Danville installation, which it is building in cooperation with the Office of Naval Research without first checking its proposed use of channel 37 with the FCC. "Only a university," Commissioner Lee said, "certainly not a commercial enterprise or a government entity, could have come out so favorably."

He pointed out that the commission has no authority over radio telescopes, and said this was "a loophole" in the Communications Act which must be plugged. He said Congress couldn't have foreseen that radio astronomy interests would build nonemitting radio telescopes and then "exact from the commission" protection against the users to whom the bands are assigned.

FCC Criticized - Commissioner Lee took note of the criticism leveled at the commission during the rulemaking proceeding that the agency is more concerned with TV entertainment than with the needs of science. He said "in some circles" the view is held that television broadcasting is an "entertainment medium," "a commercial bonanza" and "a waste of spectrum space."

He said he might agree if TV broadcasting were judged "by much of what appears" on television and by the fact that many UHF channels are idle. But, he said, these criteria don't provide a "fair evaluation of a proper allocation of spectrum space."

And if science wants to make itself attractive to coming generations, he said, "it will see to it that the use to which television is put is not wasteful, but rather contributory to an enlightenment of the public."

The commission action came on the eve of the international radio conference at Geneva, where efforts will be made to allocate frequencies for satellite communications and radio astronomy. The U. S. delegation will press for a worldwide reservation of the channel 37 band for the astronomers. Some European countries support this proposal.

But Commissioner Lee said their needs and those of the U. S. are not the same. He said those countries, with smaller areas and populations than the United States, "apparently have little foreseeable need" for all 70 UHF channels and may, therefore, regard the wide use of the UHF band for television "as somewhat of a luxury."

He indicated he doesn't regard use of 70 UHF channels for television in the U. S. as a luxury.

A Different Tack - Senator Kenneth
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### Table: Greyhound Package Express

<table>
<thead>
<tr>
<th>Location</th>
<th>Buses Daily</th>
<th>Running Time</th>
<th>10 Lbs.</th>
<th>20 Lbs.</th>
<th>30 Lbs.*</th>
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<td>New York—Philadelphia</td>
<td>32</td>
<td>2 hrs.  — min.</td>
<td>$1.25</td>
<td>$1.40</td>
<td>$1.65</td>
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<tr>
<td>Los Angeles—San Diego</td>
<td>42</td>
<td>2 hrs. 30 min.</td>
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<td>1.25</td>
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<td>Chicago—Milwaukee</td>
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<td>Cincinnati—Louisville</td>
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<td>1.50</td>
<td>1.70</td>
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<td>Richmond—Norfolk</td>
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<td>3 hrs.  — min.</td>
<td>1.30</td>
<td>1.50</td>
<td>1.70</td>
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BROADCASTING, October 14, 1963
B. Keating (R-N.Y.) said last week that the rulemaking to reserve channel 37 was a step in the right direction, but he wondered whether the action goes far enough.

Senator Keating said he would "seek out scientific opinion in order to determine whether the action that was taken stopped short of fulfilling the permanent objectives of the program."

"Any erosion of the protection afforded such a frequency as channel 37 [on a long-run basis] would be extremely detrimental to the future progress of radio astronomy and wasteful of the sizable investment in facilities which has so far been made," the senator said.

Pilots protest tall tower grant

A group of Wisconsin pilots complained to the FCC last week that if WKBT(TV) La Crosse constructs a 1,629 foot antenna it will affect their legal rights and create flight hazards. The pilots said the proposed antenna is in a visual flight rules flyway. They are seeking reconsideration of the grant.

The pilots in their joint petition also claimed there were irregularities of procedure involved in the clearance given WKBT's tall-tower proposal that were of "material prejudice" to them.

The men are Willard C. Pire, Paul R. Giles, Darrel W. Gibson and Richard L. Hense. They said they are all licensed by the FAA and have flown a joint total of 12,000 hours.

The pilots said they received no notice of the WKBT application or they would have taken their objections to the FAA's informal airspace meeting held in St. Louis on June 21, 1961. However, they also said they were not informed of the FAA meeting either.

The pilots noted that the FAA's notice of the St. Louis meeting was sent to the La Crosse airport manager while further pointing out that the board chairman of the airport, Robert Johns, was also the attorney for the WKBT application.

In the same vein the pilots said Howard Dahl is one of the officers of Viking Aviation Inc., the party responsible for handling FAA notices, and is also president and part-owner (21%) of the television station.

The pilots said the FAA held no public hearing and that they did not discover that the agency had made a "determination of no hazard" until it was too late to appeal. When on July 2, 1963, the determination expired, the Aircraft Owners and Pilots Association, along with several other parties, asked the FAA to investigate the situation. The FAA agreed to do so. WKBT argued the agency had no grounds since construction had already begun. The four pilots said they submitted evidence to the contrary.

But the FAA ruled that the agency lacked jurisdiction in the case because the FCC's construction permit was still valid and that it only acts as an adviser to the commission. Because the commission has a policy of granting construction permit extensions before the authorization has actually expired, the pilots said, they could not obtain a public hearing on the matter.

The pilots said construction of the tower has not progressed so far that it could not be easily halted. They said only the concrete base has been laid.

The FAA, in its proposed criteria for tall towers, said that anything over 500 feet in rural areas would be presumed to have an "adverse effect" on visual flight operations (Broadcasting, Sept. 30).

Lafayette fines stick

Pleas by two Lafayette, La., stations for remission or mitigation of fines totaling $1,250 were denied by the FCC last week. The commission announced the fines for the stations—$1,000 for KLTY-TV and $250 for KPEL—last April
versed an earlier ruling and affirmed them in July (Broadcasting, July 8). The fines resulted from broadcasts of teaser spots without identifying the product or sponsor.

KLFY-TV’s arguments in opposition to its fine, the FCC said, were mainly restatements or arguments already considered and rejected. KPEL’s brief claimed its fine was unjust because its violations were not repeated, as the law stipulates, but just one error which was compounded 42 times—the number of times the spots were broadcast by the station. The FCC was “unimpressed” with this contention and cited a legal precedent to bolster its position.

**Outgro spots must specify limitations**

American Home Products Corp. has made “sweeping claims... which cannot be substantiated and are... unlawful” in TV commercials for Outgro, the Federal Trade Commission ruled last week in ordering the company to clearly disclose the drug product’s limitations.

In fact, the FTC said, the name Outgro, sold for the treatment of ingrown toenails, itself is deceptive. But it reversed an earlier ruling by a hearing examiner prohibiting the use of the name. “Prohibiting the use of a valuable trade name—one that has been used by respondent for more than 30 years—is a drastic measure which we prefer not to invoke...” the FTC said. An appropriate affirmative disclaimer that Outgro does not in any way affect toenail growth, shape or position, will serve to protect the public, it added.

In a decision written by Commissioner Philip Elman, the FTC said that the record contains many instances of “excessive advertising claims” for Outgro. Commissioner Elman said that a typical Outgro TV commercial leaves the clear implication that the drug product used alone “will restore an ingrown toenail to normal...” The average viewer would probably believe that Outgro is a completely effective home remedy for ingrown toenail; he is not told and would not be likely to understand that Outgro is merely a local anesthetic and cannot give more than temporary, symptomatic relief...

The FTC last week also announced a consent order which halts false therapeutic claims by Imperial Relampago Corp. for three of its drug preparations —Alcolado Relampago, Bronkomulsion Relampago and Serabrina La France. Imperial had been charged in an FTC complaint with misrepresenting the products in radio and TV commercials and printed advertisements.

**Fresno TV manager opposes ETV tactic**

Harvey Sheldon, commercial manager of KAIL-TV Fresno, Calif., supports educational television—except when ETV proposes commercial competition.

Mr. Sheldon has undertaken a determined program to solicit opposition to the San Joaquin Valley Community Educational Television Association. The ETV association plans to file an application for noncommercial educational channel 18 in Fresno.

Mr. Sheldon has said the proposed channel 18 operation intends to compete with the five Fresno area commercial stations. Mr. Sheldon believes the ETV association will seek support from local businessmen that will amount to the same thing as selling them advertising time. He has already written to the FCC giving notice that KAIL-TV will oppose the ETV application when it is filed.

John C. Crabbe, general manager of KVIE(TV) Sacramento, an educational station, was reported by the Fresno Bee to have considered Mr. Sheldon’s position as unusual for a commercial operation to take. Mr. Crabbe said it is difficult to imagine how a noncommercial station could compete for the advertising dollar.

**if you were a Texan**

You’d have nine Marconi Mark IV cameras, plus color equipment... more Marconis under one independent TV roof than any place in the world! And, you'd use them for network remotes, as portable equipment for your two mobile cruisers... in your three large Communications Center studios for a myriad of commercials, productions, local programming... and, sometimes, just for special effects like Chroma Key...

We’re prepared to provide this fleet of cameras for your peculiar needs — and a competent, richly experienced crew available to assure the excellent production which your assignment demands. Sort of a Texas service for those who’d be Texans... Makes you wish you were... a Texan.

**WFAA-TV**

*The Quality Station serving the Dallas-Fort Worth Market*

ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.
NEEDED: DEFINITION OF 'PUBLIC'

Puerto Rican stations defend AFRS rebroadcasts

Can an audience of armed forces personnel served by Voice of America stations be equated with the "public" within the purview of the Communications Act? Not in the view of three Puerto Rican radio stations attempting to stave off an FCC action that could lead either to the revocation of their licenses or the imposition of heavy fines.

The stations, WKYN and WPOQ(FM), both San Juan, and WORA-FM Mayaguez face charges that they intercepted and rebroadcast without permission shortwave news broadcasts of the Armed Forces Radio Service emanating from New York. The stations, which are under common control, are also said to have given listeners the impression the programs came directly from the Mutual Broadcasting System.

The commission has ordered the stations to show cause why their licenses should not be revoked if the total amount of the stock or securities of the publishing corporation have not been maintained, and the stations are under common control. It has also been alleged that the two stations have been masquerading under names which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide holder. Names and addresses of individuals who are stockholders or security holders appear in the Communications Act requirement that prior clearance be given. They said the requirement applies to originating stations broadcasting to the public. And the programs they rebroadcast, they said, originated not over AFRS facilities but over two outlets leased to the Voice of America—WBOU Bound Brook, N. J., and WDSI Brentwood, Long Island.

Furthermore, they said, the AFRS programs are prepared on tape for dissemination to armed forces personnel—"not the general public."

They also denied violating commission rules in not disclosing the programs were mechanical reproductions. They said such disclosure is required only when, in the judgment of a station's management, the "element of time" is of special significance.

The stations said there was no intent to give listeners the impression the delayed AFRS news programs were coming directly from MBS. They said that they intended to rebroadcast MBS programs and that the interception and rebroadcast of the AFRS shows occurred either through a violation of instructions by station personnel or through error.

WKYN is licensed to Quality Broadcasting Corp., WPOQ(FM) to Supreme Broadcasting Inc. and WORA-FM to Radio Americas Corp. Alfredo de Arellano Jr., president of all three corporations, is majority stockholder of Radio Americas, which controls the other companies.

Citizens group opposes sale of KOVR (TV)

An organization calling itself the Citizens Committee to Promote Fair Coverage has registered an objection to the proposed sale of KOVR(TV) Sacramento-Stockton, Calif., by McMillen and McClatchy Newspapers (BROADCASTING, Oct. 7).

Mrs. Marilyn Carson, identifying herself as the head of the group, wired Representative John E. Moss (D-Calif.), area congressman, and urged him to obtain a public hearing on the transaction because of a "monopoly of news" situation. Mr. Moss advised Mrs. Carson to channel her protest to the FCC.

McClatchy announced earlier this month it was selling the station to McClatchy Newspapers for $7,650,000. McClatchy owns KFBK-AM-FM Sacramento, KEEE-AM-FM Modesto, KMJJ-AM-FM-TV Fresno, all California, and KOH Reno. It also owns the Sacramento Bee, the Modesto Bee and the Fresno Bee, all daily newspapers.

Mrs. Carson said the sale should not be approved by the FCC because the proposed owner would have a "monopoly of news." She said the FCC has turned down the McClatchy organization when it sought channel 10 in that area, now licensed to the Great Western Broadcasting Corp., XXTY(TV), a Corinthisan station.
THE ASSOCIATED PRESS
is proud to report another
record high total in the
steady growth of AP
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233 new broadcast members
so far in 1963!

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in any full year.

AP's unmatched exchange
of regional news among
its fast-growing member-
ship is an increasingly
important reason why . . .
The dispute over federal regulation

IT FLARES AGAIN IN CAMPUS CONFERENCE ON TV'S ROLE IN U.S.

Advocates and opponents of tight government controls over broadcast programming met head-on last week in a conference at Reed College, Portland, Ore. The conference was intended to examine "Television: Its Role in the Democratic Process." It became more of an examination of the government's role in TV.

The principal spokesman for the regulators' point of view was FCC Commissioner Kenneth A. Cox whose position was summed up in his statement that the federal government had the power to regulate radio and television "in all their aspects."

The leading voice raised in opposition was that of Frank Stanton, CBS president, who decried government restrictions "that will not let us do our best or our most."

The conference, held Oct. 10-11, featured eight speakers and panel discussions after each speech.

Stanton on Freedom = Educators, professional associations, "learned societies" and civic groups, traditionally outspoken in criticizing television, were taken to task by Dr. Stanton for keeping silent when TV seeks to free itself to do a better job.

He told the conference that in the Washington hearings this summer and fall on the equal-time law and editorializing, the debate was "left to the broadcasters and the politicians, as if they were the only ones who had a stake in the matter, when, as a matter of fact, their interests ought to be the last to be considered."

The equal-time requirements of Section 315 of the Communications Act, he noted, limit broadcasting's contributions to "the fundamental decision-making step in any self-governing society, the choice of its leadership," while editorializing can be a vital force for public awareness of urgent issues.

Yet, he said, in the Senate hearings on Section 315 this summer "there was not a single witness from the academic community or from professional associations or learned societies or—-with a solitary exception—from civic groups."

And in the hearings on editorializing, he noted, the witnesses with one exception have been again, "all broadcasters and politicians—not one from the academic community, only one from civic groups, not one from professional associations, not one from learned societies."

"Television has been involved repeatedly in battles for the freedom to do its job in the information and discussion fields," Dr. Stanton said. "It has usually battled alone, as though it were seeking privileges for itself, when as a matter of fact to use the freedoms we already have costs huge sums of money, inevitable external complaints and enough stresses and strains to make us the best customers of the legal profession in the communications world."

Restrictions like Section 315 actually if we are hesitant or slow or unprepared. But the need is far more pressing for us to be able to do our job at all than to do it the particular and widely divergent ways our individual critics want us to do it.

"We need partners in the grueling, tough, discouraging business of fighting to remove the barriers and neutralize the pressures around us that will not let us do our best or our most."

"... We need spokesmen for every segment of the people joining battle in this struggle. We have seen very few indeed. We have fought it alone."

Television, Dr. Stanton said, "has treated, at length and in depth, every major controversial issue facing this country in the last decade and a half," and can help bring "a greater mutual understanding among the peoples of the world than was ever before possible."

"Television will inevitably become even more deeply immersed in all this, and it should be," he said. "We in America, moreover, must assume the position of leaders, not followers—pace setters, not stragglers. To do this, we must lead from strength, and this presupposes a freedom that is the concern of all the people—not just broadcasters on one side . . . and politicians on the other."

Cox on Controls = FCC Commissioner Cox told the conference that he doubted the public would gain any advantages if Congress repealed Section 315, which requires that all political candidates be given equal opportunities to appear on non-news broadcasts. Such legislation would give broadcasters much more power and influence than other media of communications have, and neither Congress nor the public is ready to give the industry such "complete and unreviewable discretion in the use of federally licensed facilities," he said.

Commissioner Cox said that broadcasters have made valuable contribu-
tions in political campaigns under the present law and "I confidently believe that they can do even more if they really want to." Not many stations have "any real problems" with Section 315, "aside from the burden of occasional correspondence with the commission," he maintained.

Radio and television are the only forms of communication that are subject to direct regulation "in all their aspects by an agency of the federal government," Commissioner Cox said. The FCC's regulatory activities fall into three categories—allocations, technical rules and "the development and application of policies with respect to the non-technical aspects," he said. It is in the latter area, he pointed out, where there is "constant turmoil over our activities dealing with the business practices of broadcast stations or their programing."

On the one hand, he maintained, licensees complain because the FCC is not specific and offers no guidelines to implement its broad policy statements. Then, he said, "when we undertake to satisfy such requests—whether by spelling out more precisely the obligation of fairness in certain cases or by undertaking to make our concern about over-commercialization more definite—we are immediately charged with trying to straight-jacket broadcasters or interfering with the everyday conduct of their business."

Broadcasters contend that the FCC has no right to inquire into programing, Commissioner Cox said. "Significantly, no one has ever elected to stand on this challenge by refusing to supply the information called for," he noted.

**Beville on Free TV** • Hugh M. Beville Jr., planning and research vice president of NBC, defended the commercial TV system and said it would survive the threat of pay TV which is developing in some cities.

He said NBC would have no choice but to enter pay television if pay TV ever reached the point where it threatened the survival of existing networks. But "we are convinced that pay TV will not succeed," he said.

NBC, Mr. Beville reported, is convinced that the viewing public, "which in the long run will determine the issue," will reject the idea of converting a public-interest medium into one "solely dedicated to private profits" and "diversion for the privileged few."

"We are confident, too," he added, "that those who are impatient with television as it is will come to realize that the way to better programing is not through pay TV, any more than the way to better reading is to convert the public library into a book store."

Mr. Beville said NBC believes that "fewer than 10% of American families would be willing or able to meet the expenses of subscribing to pay TV. The remaining 90% . . . would be deprived of any television service worthy of the name."

He said pay TV advocates have gradually raised their estimates of pay TV prices until the annual cost is now put, by some accounts, at $120 to more than $400 per subscriber. By comparison, he said, the average American household now spends $38 on all admissions—to movies, theater, opera, concerts and sports events.

If pay TV should succeed, Mr. Beville said, it not only would outbid free television for major programing but would also, in time, almost certainly accept advertising.

Those who favor pay TV as a refuge from commercials, or who criticize the commercial system and the number of mass-entertainment shows were reminded that it is the commercials—and the mass-entertainment shows—that make possible the informational, educational and cultural programs that are offered in growing number.

Challenging the FCC's current moves toward regulation of commercial frequency, he said that less than one percent of NBC's incoming mail relates to commercials—and that this deals more with "products, taste, placement and other content aspects" than with the number of commercials.

**Swezey on Quality** • Robert D. Swezey, outgoing director of the NAB code authority, was critical of "too many station operators and advertisers" who continue a "business-as-usual" policy during the most dangerous times in the history of the world. He said stations must program to inform the public, must not shy away from controversial subjects, and that advertisers must support these efforts by stations.

Many stations are content to offer a "minimum amount of pedastrian and unimaginative public service programing," he said, while most of TV's richest and most influential advertisers "quite frankly avoid any program material of a controversial nature."

TV, he said, must have more controversy, more editorials and "experimentation with programing of more significance but perhaps less audience appeal."

Mr. Swezey criticized the encroaching government control of programing and the growing tendency of various government officials to withhold or manage the news. "Freedom in broadcasting depends upon . . . those who recognize responsibility and have the courage to assert it," he said. "If they are too few in number or insufficiently stout of purpose, freedom of broadcast will be lost. . . . Neither the broadcasters nor the public can afford to let that happen."

**Laurent on Balance of Forces** • The "tug of war" centering around broadcasting for the past three years is healthy, and the industry will thrive and improve if the current climate is continued, Lawrence Laurent, radio-TV editor of the Washington Post, told the conference.

Recent changes for the good—such as removal of the "foolish restrictions" on news broadcasts of political campaigns—have come out of this tug of war, Mr. Laurent said. "At one end of this tugging is a commission that needles, threatens, urges and occasionally acts with restrained reluctance. Opposite them is the broadcaster—often jittery, occasionally afraid and frequently compelled to assure the public's
Madame Nhu's busy television bookings

Mrs. Ngo Dinh Nhu said in an interview last Wednesday (Oct. 9) on WOR-TV New York that the U. S. Information Agency is "helping feverishly" in a plot to overthrow the South Vietnamese government.

She wasn't sure whether the "plot" had official sanction in Washington.

Mrs. Nhu said, but she indicated that the UPI, AP, the New York Times and the Voice of America, radio arm of the USIA, might be involved.

A USIA spokesman replied Thursday (Oct. 10) that the agency had no comment to make.

Mrs. Nhu's remarks were part of an hour interview recorded for broadcast on WOR-TV last Wednesday.

The U. S. government has given Mrs. Nhu's visit here no official recognition, but news media and press organizations across the country have welcomed her.

CBS last week announced cancellation of a network radio-TV appearance of Madame Nhu on Face The Nation yesterday (Oct. 13). CBS said the broadcast had been changed because "of the many television appearances now scheduled within a short space of time for Madame Nhu."

In Madame Nhu's place on the Face The Nation broadcast, CBS scheduled her father, Tran Van Chuong—formerly South Vietnam's ambassador to the U. S. and an opponent of many of Madame Nhu's viewpoints.

However, Madame Nhu was to appear yesterday (Sunday) on Meet The Press, where John Sharkey, NBC newswoman who was attacked by South Vietnam soldiers while filming the suicide of a Buddhist priest, was one of the interviewers.

officers that the public's airwaves are in good hands.

"I like this kind of balance," Mr. Laurent said. "I would not strengthen or weaken either side. The winner of this tug of war in recent years has been the American public."

Collingwood On Fairness — Charles Collingwood, CBS News correspondent, told the conference that the problem facing the working TV newsmen is not only lack of enough air time to cover everything, but making sure he gives "the true picture" of what he does cover.

Because completeness is an unattainable ideal for any news medium, he said, "it is all the more incumbent upon us to tell the part of the story we are able to tell as accurately and as honestly as we can."

In television, he noted, the problem is especially difficult because the medium itself generates "an inevitable kind of bias," as when crowds gather and heighten the tension when equipment is set up to cover a racial demonstration.

"It's wrong to say, as Southerners sometimes say, that it was all staged for television or provoked by sinister integrationist Northern television interests," Mr. Collingwood said. "But it would be idle to pretend that the television camera does not make a difference. It does, and not only in the South."

"And while I know of no television reporter who would create an incident for his camera, I can think of plenty of people who are more than willing to create incidents for him... Nowdays everyone with a case to plead wants to provide grist for your mill."

Fleming on News — Robert H. Fleming, ABC News Washington bureau chief, hit the "popular belief that the networks are somehow dominated by some very little men, of very little intelligence, who attain titanic status only when they keep good TV programs off the air."

Network television, he said, has built-in problems unfamiliar to the public, and decisions on what programs will be telecast into homes are only partly network decisions. Some of the best network informational programs are not seen in some cities and the reasons are not always "evil, commercial reasons," Mr. Fleming said.

Broadcast newsmen are always trying to get access to more news for the public, Mr. Fleming said, but newspapers are working against these efforts. "And I say they are working against you, and they'll continue to do it until you stop them," he said. The public, he said, has done very little to help broadcast newsmen in their fight to cover Congress, House hearings and court proceedings.

The eighth speaker was Dr. Charles Siepmann, chairman of the Communications Arts Group of New York University, who was to appear on Friday and whose text was unavailable at the time this story went to press.

23 senators join Javits plan for mikes

Senator Jacob K. Javits (R-N.Y.), who proposed in May that the Senate permit broadcasts of its floor proceedings, now is at work just trying to get the Senate chamber wired for sound so reporters and spectators in the galleries surrounding the chamber can hear what's going on.

A recent incident in which a senator claimed he was misunderstood by a reporter sparked new Senate interest and by the end of last week 23 senators had signed as co-sponsors of SRes 202, which Senator Javits offered last month to provide a microphone at the desk of each senator (Broadcasting, Sept. 30).

He first proposed an electronic public address system in 1957.

The list of supporters contains influential Democrats and Republicans alike, including Senators Joseph S. Clark (D-Pa.) and Wayne Morse (D-Ore.), the only two who co-sponsored Senator Javits' resolution to allow broadcasts from the Senate Chamber (Broadcasting, May 20, 13, 6).

However, at least one of the 23 favoring microphones said he does not endorse broadcasts from the chamber.

The Senate always has been concerned about the appearance of its historic chamber, which still looks pretty much as it did when it was first occupied for legislative purposes on Jan. 4, 1859. Senator Javits has suggested that microphones could be installed in the space now occupied by ink wells in each senator's desk.

Opponents of the public address system fear that the chamber will be disfigured by a forest of microphones, but supporters believe the science of electronics has advanced to the stage where small, unobtrusive microphones can be designed and installed.
IN A THREE-STATION MARKET—

When you have more than half of the over-all television audience is that good?

It is—especially when there are three VHF stations in the market. In analyzing the ARB Market-by-Market Audience of U.S. TV Stations surveyed in March, 1963, we found 70 markets with at least three VHF’s in competition. In all 70 there were only four stations that had an average over-all audience of over 50%.

WMT-TV Cedar Rapids—Waterloo was one of them.

WMT-TV  CBS Television for Eastern Iowa. Cedar Rapids—Waterloo
Represented by the Katz Agency. Affiliated with WMT-AM; WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth
Newspapers hit FCC's proposed ad limits  
EDITORIALS CALL PLANNED REGULATION 'MONSTROUS'

"You will be able to count on one hand the number of times I’ll go to bat for my competition during my lifetime," the editor of the Marysville (Kan.) Advocate said in a recent editorial. "I think I’d go to bat for the devil himself if the federal government tried to regulate his activities as closely as broadcasters are regulated."

The Dunkirk-Fredonia (New York) Observer said the FCC’s plan to limit the number of commercials that may be broadcast by radio and TV stations is a "monstrous thing even to suggest."

All across the U.S., dozens of newspapers have put aside their common antipathy toward broadcasting and have come to the industry’s defense in the fight against the federal government. John Couric, National Association of Broadcasters’ director of public relations, said the association is highly encouraged by the response of newspapers to broadcasters’ pleas for help.

Many of the newspapers saw the FCC’s action as a distinct threat to their own freedom. "Are newspapers next?" the Dallas Morning News asked. "If the American people are to be told what advertising they can hear or see, won’t they be told next what advertising they can read in newspapers, and how much? If they can be told that, can’t they be told what they are to read in the news columns and on the editorial pages?"

The Dallas paper said that “to a man, the heads of Washington’s government bureaus declare with fidelity that they believe in free enterprise—then come directives that make free enterprise impossible.”

The Orange (Tex.) Leader editorialized that the “radio and TV people are fighting for our [newspaper] freedom . . . .” The broadcast industry, the paper said, is “regulated by a group of the most arrogant and most patently socialistic bureaucrats in the nation. They believe in—and are striving for—complete control of this industry from Washington.”

Minnesotans Say No  
An editorial written by the NAB staff was reprinted in full by many newspapers and the Minneapolis Tribune took its own statewide poll which showed that 78% of the Minnesota adults interviewed felt the government should not limit TV commercials. Only 16% said the FCC should move in this area.

Two-thirds of the Minnesota adults said that they watch TV commercials; 17% said they normally leave the room when the spots are on, and 6% ignore them completely.

The Salina (Kan.) Journal asked: “Who is the FCC to say that radio should provide Bach rather than boogie; plug poetry rather than laxatives?" And, the Charleston (S. C.) Daily Mail wanted to know what would happen if the government ran broadcasting "the same way it manages the farm economy."

Other papers took the viewpoint that the public, and not government, should "regulate" radio and TV. The Wymore (Neb.) Arbor State pointed out that newspapers have operated for 200 years under “public control” and that broadcasting should be given the same opportunity.

The Seattle Post-Intelligencer said the public would suffer the most if the government adopts time standards because such “dictatorship must inevitably mean programing control.”

"Dangerous talk," said the Winston-Salem (N. C.) Sentinel, while the Denver (Ill.) Sentinel said the "NAB stands on solid ground in objecting to arbitrary regulations that would enforce blanket rules."

In an editorial headed "Hacking at Freedom," the Springfield (Mo.) Leader and Press compared the FCC proposal to decisions of the National Labor Relations Board which "have been classics of illogic. But even the worst rulings of the NLRB, completely devoid of sense as they have been, could be regarded as the apotheosis of sensibility when compared to some of the recent actions—and threats—of the FCC.”

With compassion, Too.  
The Taraboro (N. C.) Southerner told readers: "We are developing more and more a feeling of compassion for the harassed media of radio and TV."

Other newspapers were concerned because the public is not showing a proper concern for the threatened loss of “freedom” by broadcasting. The public should be worried over the “distinct possibility” that the FCC will establish regulations which will be the start of direct program control, the Wichita Eagle said.

The Ocean (N. Y.) Times Herald told the FCC to get out of free enterprise and stick to the original reason for its existence—"regulation of the technical end of the business."

In a major feature story on television, the Worcester (Mass.) Telegram ran a three-column picture of a mother and her two children watching TV with the caption: "Who should decide what they may watch?"

In St. Louis, two competing newspapers have taken opposing editorial positions on the FCC rulemaking, with the Post-Dispatch publishing two editorials in support of the FCC—one in answer to a "letter to the editor" by Robert Hyland, vice president-general manager of KMOX St. Louis.

On Sept. 26, a Post-Dispatch editorial praised the position of FCC chairman E. William Henry that it is time for the FCC to tell broadcasters how many commercials are too many (BROADCASTING, Sept. 30). "We hope it is accompanied by a determination on the part of the FCC . . . to lay down concrete definitions and policies on overcommercialization and to enforce them," the St. Louis newspaper said. "TV and radio audiences are painfully aware that commercials are due for more restraints than self-regulation has thus far imposed . . . ."

Mr. Hyland wrote the Post-Dispatch that he was "deeply disturbed at the implication of your editorial that it is in the public interest for government to control the business end of broadcasting." He pointed out that newspapers devote well over 50% of their space to advertising—much more than radio and TV.

In a second editorial, the Post-Dispatch maintained that the issue of too many commercials on radio-TV is "not to be disposed of by drawing inaccurate parallels with newspaper advertising."

The paper pointed out that its news coverage is not limited by minutes and that it can add pages as needed arises.

The St. Louis Globe Democrat, on the other hand, took the side of broadcasters. The proposed rule would violate the constitutional freedom of radio-TV, the paper said. "Let us hear no more of men in Washington telling the
'Actually, the right to editorialize is the right to be wrong. Editorial views are certainly not sacred nor necessarily right. ... We are concerned with presenting a fair picture of major public issues while declaring our own positions on them; and, when opposing views are sounded, to permit responsible voices to be heard. This has been the KWTV policy since September 1958, and it will continue to be without the necessity of governmental guidelines.'

Excerpt from the KWTV Editorial, September 23, 1963

THE 16TH ANNUAL AWARDS COMPETITION OF THE RADIO TELEVISION NEWS DIRECTORS ASSOCIATION IN RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN BROADCAST JOURNALISM HONORS KWTV OKLAHOMA CITY, OKLAHOMA FOR EDITORIALIZING BY A TELEVISION STATION 1963 PRESENTED IN COOPERATION WITH NORTHWESTERN UNIVERSITY THE MEDILL SCHOOL OF JOURNALISM

The 1963 RTNDA Award is a highly-prized tribute from fellow professionals to KWTV's achievement in electronic editorializing. More important, it stands for the guardianship of the American people's right to know, to discuss, to criticize... and of their guarantees of freedom of speech and democratic action.
broadcaster in Walla Walla just how much time he is to allot for commercials, or we shall one day hear the same men tell him just what he is to put over the air," the Globe Democrat said.

FitzGerald on panel for procedure revision

John L. FitzGerald, former general counsel of the FCC (1958-1961) and now a professor at Southern Methodist University, has been named to a panel of experts in administrative law that will advise a Senate subcommittee on revision of the Administrative Procedure Act.

Senator Edward V. Long (D-Mo), chairman of the Subcommittee on Administrative Practice and Procedure, has announced a list of 20 members of a Board of Consultants on Revision of the Administrative Procedure Act.

The subcommittee is considering S 1663, a bill to improve the act proposed by Senators Long and Everett Dirkson (R-Ill.) (Broadcasting, June 10).

The subcommittee has given its approval to S 1664, a bill that would create a permanent administrative conference to recommend improvements in procedures of federal administrative agencies. The bill, approved this summer, is awaiting action by the full Judiciary Committee which has been busy with civil rights legislation.

Members of the consultants board: Professors Clark Byrne, Lon Fuller and Louis L. Jaffe, Harvard Law School; Professors Frank E. Cooper and Roger C. Cranton, University of Michigan Law School; Dean Joe Covington, University of Missouri Law School; Professor Kenneth Culp Davis, University of Chicago Law School; Professor Thomas J. Emerson, Yale University Law School; Professor Winston M. Fick, Claremont College, Claremont, Calif.; Professor FitzGerald; Professors Marvin E. Frankel and Walter Gellhorn, Columbia University Law School; Professor Ralph F. Fuchs, Indiana University Law School; Professor Leo A. Huard, University of Santa Clara, Santa Clara, Calif.; Professor James Kirby, Vanderbilt University Law School; Dean Robert Kramer, George Washington University Law School; Professor Carl McFarland, University of Virginia Law School; Professor Robert B. McKay, New York University Law School; Professor Nathaniel L. Nathanson, Northwestern University Law School, and Professor Frank C. Newman, University of California Law School.

THE U.S. AND THE ARTS

Bills would give funds to assist growth of art

The Special Senate Subcommittee on the Arts will conduct a week-long public hearing this month to consider legislation that would authorize matching federal grants to states and organizations "to assist in the growth and development of the arts in the United States."

Witnesses from the performing and visual arts will begin testimony Oct. 28. Two bills already introduced approach the subject from different angles, but both would provide federal money.

S 1316, offered by Senator Hubert H. Humphrey (D-Minn.), would not only authorize grants, but would provide statutory authority for a National Council of the Arts.

S 165, introduced by Senator Jacob K. Javits (R.N.Y.) doesn't go that far. It, like S 1316, would set up a U.S. National Arts Foundation to administer federal grants.

The subcommittee, reconstituted last week, is hammering out a bill in the summer of 1962, but the bill failed to reach the Senate floor when the leadership limited action to unopposed bills only.

David Brinkley of NBC News, Washington, the only representative of broadcasting on a list of about 25 persons sent invitations to testify, replied last week that he would not. The network newsman said he had "no expertise" on the subject, and had no views pro or con. Other witnesses sought were from the performing arts, museums, orchestra societies and other cultural groups and institutions.

Both bills the subcommittee will consider would include representatives of radio and television among persons to be named to the arts council. President Kennedy issued an executive order (No. 11112) on June 12 that established the President's Advisory Council on the Arts.

Legislation to establish a council and a grant-giving foundation has been recommended by August Heckscher, who served as the President's special consultant on the arts from March 1962 until June of this year.

Asked whether radio and television stations could apply for grants under the proposed legislation, a subcommittee staff member suggested that this would seem to be the intention of the legislation, and he pointed out that Mr. Heckscher's report to President Kennedy seemed to bear this out.

The report, published as a Senate document this summer, urges federal assistance to educational television such as the National Association for Educational Broadcasting, for example, and for the performing arts and for the visual arts.

Which circle is bigger?

Answer: Felix Grant's. Practically everyone in the Washington area drops around to 630 kc in the course of an evening to hear Felix monologue on jazz. His circle encompasses such diverse aficionados as the Ambassador from (Censored), Charlie-Byrd-lovers, and jazzmen themselves. Felix didn't make jazz respectable—but his quiet voice of authority helped.

What's the profile of his audience? It's the profile of Washington, Beethoven buffs included.

The two circles illustrated are the same size. Don't fall for illusions. Radio lives—and Felix Grant gives it vitality in Washington.
Quints are a KELO-LAND product too, you know. And KELO-LAND TV cameras were first to introduce them to the world — as fast as our mobile news unit could count one... two... three... four... five! Naturally, our quints already are making mush out of food figures ($211,639,000 retail food sales) clocked at KELO-LAND check-stands by Sales Management, Feb. 1, 1963. And remember, I'm talking about just one home. There are some 282,000 tv homes in the Sioux Falls County market; and you can reach more of them on KELO-LAND TV than on all other tv stations combined.*

*Rounded from ARB estimates. Audience Summaries, Feb.-March '63, 9 a.m. to midnight, 7 days a week.

House OK's increase in FTC, FCC budgets

A bill appropriating $13 billion to operate the FCC, the Federal Trade Commission and 22 other agencies in fiscal 1964 was passed by the House and sent to the Senate Thursday (Oct. 10).

The House cut the FCC's request for $16.5 million to $15.8 million but the final figure would still be $499,000 more than the FCC's current operating budget if the Senate agrees to the House action.

The FTC's request was trimmed from $13 million to $12.1 million, but that, too, would represent a $628,000 increase over the agency's 1963 budget.

Both agencies are scheduled to appear today (Oct. 14) before the Senate appropriations subcommittee and are expected to urge restoration of funds cut by the House.

The House passed the recommendations of its appropriations subcommittee without alteration. That unit said in a report that the $15.8 million it recommended for the FCC "will provide 20 of the 95 additional employees requested." The subcommittee recommended that 15 of those new positions be allocated to the Common Carrier Bureau and five to the Bureau of Field Engineering and Monitoring.

The FCC's request for $150,000 to set up a new emergency broadcast system tied in with broadcasting stations was approved.

The report said of the FTC that it "is an important agency, but the committee would like to see it produce more results... and action on more significant cases." The House agreed with its subcommittee which slashed $100,000 the FTC asked for a sworn, but confidential questionnaire and economic study it intended to make of the nation's 1,000 largest corporations.

The 24 agencies whose appropriations are tied to the bill have been operating under what Congress calls "continuing resolutions" since the 1963 fiscal year ended June 30. This allows the agencies to continue to function until fiscal 1964 funds are appropriated, but it also prevents them from initiating new projects and adding new positions, as the FCC intended.

Networks oppose suggested park rules

The television networks, wildlife photographers and just plain nature lovers have told the National Park Service that its proposed restrictions on commercial photography in park areas are unworkable, contrary to the public interest and would impose intolerable costs on photographers.

All who commented on the proposed rules urged the Park Service to reconsider them.

Indications were last week that some government information people agreed, and they hinted that the proposals would be amended. One source said the filed comments "are very constructive" and would get "more than just consideration.""

Although the new rules would exempt bona fide news and amateur photographers, they would require commercial film companies, including television production organizations and individuals, to provide upon request a free copy of each completed film or television program which used park scenes, plus a free print of all unused film (Broadcasting, Sept. 9).

Other provisions would require bond guarantees of compliance, screen credit to the Park Service and compliance with "any special instructions" received from park superintendents.

Broadcasters and others who filed comments with the service attacked the free print provision especially. As ABC put it, the furnishing of free unused film is a "tax."

The networks pointed out that the ratio of film shot to film used sometimes runs as high as 20 to 1, and companies shoot tens of thousands of feet of film. Much of the initially unused film ends up in other productions, they said.

Noting that the Park Service is trying to inform the public about the nation's parks and encourage people to take advantage of them, ABC asked, "why make your public relations difficult with
"A PORTRAIT OF A MAN"

by Anthonisz. Cornelis was painted about 1530 and was for a time wrongly attributed to Hans Hollein the Younger. Realistic clarity of silhouette and detail distinguish Cornelis' works from those of other northern Renaissance masters.

in a class by itself

Masterpiece — exceptional skill, far-reaching values. This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.
The annual salary of the chairman of the FCC would leap from the present level of $20,500 to $36,500 a year if a bill introduced in the House last week becomes law. Salaries of commissioners on the FCC and other regulatory agencies would go up from $20,000 to $33,500.

Representative Morris K. Udall (D-Ariz.) offered an omnibus pay raise bill Monday (Oct. 7) that would boost pay for cabinet officers, federal judges and top ranking officials in all branches of the government. Congressional salaries would rise from the $22,500 for senators and representatives to $35,000.

Representative H. R. Gross (R—Iowa) said he understood that the bill already had a green light from the House leadership and probably would be rushed through the House of Representatives. But Representative Gross, a constant financial watchdog, said the proposed increases were "unconscionable" and that he would do everything he could to see to it that his fellow congressmen "stand up and be counted" rather than shove the bill through on a nonrecord vote.

FCC dismisses several FM applications

The FCC last week began dismissing applications for new FM stations and modification of existing facilities that do not comply with the commission's new allocations table released July 25 (Broadcasting, July 29).

The commission gave 90 days ending Sept. 30 in which pending applications could be amended to conform with the new rules. There were 18 dismissed last week and a commission source said that a total of about 90 will ultimately be dropped. About 50 applications have been amended to meet the rules. The remainder of some 200 applications that are on file do not need to be amended.

UHF slide-tape show ready

A 15-minute color-slide and audio-tape program on UHF television will be loaned to interested groups by the FCC. The program, which is oriented to TV dealers and servicemen, relates the development of UHF broadcasting and discusses its future, and offers hints on proper UHF TV antenna installation.

The program was developed by Commissioner Robert E. Lee, chairman of the government-industry Committee for the Full Development of All-Channel Broadcasting, and the FCC's Office of Chief Engineer. Production was financed by the FCC. Persons interested should contact the Office of Chief Engineer.

Salaries would go up under Udall's bill

needless restrictions and red tape?"

NBC said the Park Service had failed to demonstrate a need for restrictions, calling the rules an "unreasonable burden and contrary to public policy."

CBS said the measures would "discourage" programs on the features of national parks and monuments and would "limit public appreciation and understanding."

Bonding, CBS noted, would be inconvenient, especially in some remote areas. An indemnity letter should be sufficient, the network said.

Kyle decision would grant ch. 9 to NCETA

The history of the channel 9 Redding-Chico, Calif., proceeding may be drawn to a close with an initial decision last week by FCC Hearing Examiner Jay A. Kyle that would grant the facility to Northern California Educational Television Association.

Examiner Kyle concluded, in his decision, that NCETA was financially able to construct and operate channel 9. NCETA's financial qualification was the only issue remaining from the original proceeding which also involved commercial applicant Redding-Chico Television Inc.

Redding-Chico had asked the commission to determine if KHSI-TV Chico and KVRP Redding had collaborated to block the rulemaking which assigned channel 9 to the area. The commercial applicant said the NCETA application was designed to strike or hinder its own application. Redding-Chico also raised the question of NCETA's financial qualifications.

On March 12 Redding-Chico announced that it had entered negotiations with Shasta Telecasting (licensee of KVIP-TV) to purchase its station and told the commission if successful it would request dismissal of its channel 9 application. A new company, Sacramento Valley Television Inc., was formed and on June 5 it received commission approval of the transaction.

The NCETA grant will become effective in 50 days provided that it is not contested.

Harris gets mortality record of TV shows

A massive supply of statistical data on TV ratings has been fed into the mill of the House subcommittee which has been investigating broadcast audience measurement.

The material, which would be useful in a study of the relationship between ratings and TV network program mortality, was supplied by the FCC. The commission obtained it from the networks.

The data contains no information not previously available. But it is believed to be one of the most exhaustive compilations of ratings information on TV programs ever made.

It contains a listing of all network offerings regularly scheduled in prime time in each of the last three seasons, along with their Nielsen and American Research Bureau ratings, and with special note made of those that were canceled in the next season.

The data also includes a special breakdown of those programs that failed to survive a single season, along with a comparison of their ratings with those of competing network shows.

Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations, which has been conducting the ratings inquiry, requested the information when the commission testified during the hearing phase of the investigation last winter.

The FCC which has never made a study of the ratings of network programs, submitted the request to the networks. The data was furnished in statistical form, and the commission attempted no analysis of it before sending it to Representative Harris.

In general, the data reveals the not unexpected pattern of low-rated programs falling by the wayside. But there are some exceptions, particularly in the news and special events category.

CBS's weekly news show Eyewitness managed to survive for several seasons before being dropped last year when its Nielsen share of audience was 20.1. NBC's David Brinkley's Journal limped along for two years with a share of audience of about 11 before getting the axe.

Entertainment shows, however, apparently aren't safe even with relatively robust audience shares of better than 30. When Hennesey dropped off CBS at the close of the 1961-62 season, its share of audience was 36. The last share of audience for ABC's Peter Gunn, in 1961, was 35.8.

The relationship between ratings and program mortality, however, is more clearly shown in the record of programs that failed to last a single season. Virtually every one of these shows trailed their competitors, usually by a considerable distance.
WBEN-TV
serves a great community with a great public service effort

Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo

BROADCASTING, October 14, 1963
GE to form broadcasting subsidiary
HOPES FCC WILL RENEW IS RADIO-TV LICENSES

General Electric Co., in an effort to win FCC approval of three long-pending license renewal applications, is seeking permission to assign the licenses to a recently formed subsidiary corporation.

GE's applications for the voluntary assignment of licenses for WGY, WOPM (PM) and WRGB (TV), all Schenectady, N. Y., to General Electric Broadcasting Co. Inc. were submitted to the commission last week.

The stations' renewal applications have been deferred since 1960 as a result of GE's pleas of guilty and no contest to charges of price-rigging in the sale of electrical equipment.

The creation of the subsidiary corporation and the proposed assignment of licenses is a direct result of a commission letter to GE last January. The commission asked what changes GE intended to make in its corporate structure "to assure discharge of the responsibility of top management for operation of the broadcast station in the public interest." (BROADCASTING, Jan. 21).

GE, in its assignment applications said it had been considering the creation of a separate corporation "for some time" and had studied the proposal "in depth" in 1962. GE said that since the licenses were pending, it was not sure the timing for such a move was "proper."

Change of Mind - But the company changed its mind just after receiving the commission's letter last January. It said it concluded that a separate corporation to administer the GE broadcasting interests would not only provide "a good and flexible means of operating a unique business [but] would furnish a vehicle for providing the commission with the kind of assurance it required of participation by top General Electric management in the operation of the broadcast stations. . . ."

GE informed the FCC Chairman Newton N. Minow of its plans in February and subsequently organized the GE Broadcasting Co. Inc. The new company was wholly owned by GE with 5,900 shares of authorized stock to be transferred to the parent company in return for property used in GE's broadcasting operations.

The officers of the new corporation are:

Fred J. Borch, chairman and director. He is a director, executive vice president of operations and member of the executive office of GE.

Herbert Cross, president and director. He is a GE vice president and general manager of the parent corporation's radio and television division.

J. Stanford Smith, director. He is a GE vice president for marketing and public relations and a member of the executive office.

J. Milton Lang, director, vice president and general manager. He is general manager of GE's broadcasting stations business.

Frank A. Pasley, treasurer. He is finance manager for GE's broadcasting stations business.

L. Mason Harter, secretary. He is counsel for GE's radio and television division.

Herman L. Weiss, director. He is a GE vice president and group executive for the consumer products group and a member of the executive office.

Socialist Labor against suspension of Sec. 315

The Socialist Labor Party, long-time opponent of any alteration to Section 315's equal time provisions for political candidates, urged President Kennedy last week to veto a proposed partial suspension for 1964.

Arnold Petersen, national secretary, wrote the President that "signing this bill into law must inevitably result in abridging and trammeling the political franchise for all."

The bill, HJ Res 247, would suspend Section 315 for next year's presidential and vice presidential campaigns, and has been approved by the House and Senate, although in slightly different versions (BROADCASTING, Oct. 7).

The House Commerce Committee was expected to review the Senate version this week and probably recommend the House accept slight changes regarding the length of the suspension (60 days instead of 75 approved by the House) and reporting requirements affecting licensee statements to the FCC.

The effect of the bill would be "to confer a virtual monopoly" of the air to major party candidates in 1964, as happened in 1960, Mr. Petersen said.

NLRB orders WMBD to bargain with unions

WMBD-AM-FM-TV Peoria, Ill., was told last week that it has engaged in unfair labor practices by refusing to bargain collectively with two unions representing employees of the station. The National Labor Relations Board ordered the station to "cease and desist" from the unfair practices and to bargain in good faith with the American Federation of Television and Radio Artists and the International Brotherhood of Electrical Workers.

The labor dispute arose following an NLRB-ordered election among WMBD employees in December 1961. Following a series of disputes over challenged ballots, the unions were certified to represent employees on a 12-11 vote in October 1962.

According to NLRB, the Peoria stations refused to bargain with AFTRA and IBEW on the grounds that challenged ballots of five employees should have been counted. In ordering WMBD to bargain collectively with the unions, the NLRB refused the stations' request for an oral argument on a July initial decision which was adopted as a final order in last week's action.

FTC taking interest in disc firms practices

Trade practices of the phonograph record industry will be the subject of a formal conference before the Federal Trade Commission as a first step in the formulation of rules designed to prevent and eliminate unlawful activities, the FTC has announced.

The conference, with a time and place undecided, will consider discriminatory pricing and advertising allowances, misrepresentation, commercial bribery, deceptive pricing, deceptive use of names and deceptive invoicing, among others. Among those who will be invited to participate include manufacturers, distributors and sellers of phonograph records, magnetic tapes "and similar devices upon which sounds are recorded" for reproduction.

Plans for the talks and proposed rules are only in the preliminary stages, the FTC said, in assigning the matter to its Bureau of Industry Guidance for further planning.

Two congressional names added to radio roster

To congressmen, both Ohio Republicans, may soon join the ranks of 21 other U.S. representatives and senators who are associated with broadcasting ownership either individually or through relatives (BROADCASTING, May 6).

Brown Publishing Co., whose president and principal owner is Representative Clarence J. Brown (R-Ohio), has applied for a new FM station, and Rosemary S. Harsha, wife of Representative William H. Harsha (R-Ohio), has applied to buy part of WNOB Bryan, Ohio. Mr. Brown represents Ohio's seventh congressional district, Mr. Harsha the adjoining sixth.

Brown Publishing has asked the FCC to grant it an FM in Urbana, where the firm already owns the Urbana Daily Citizen, a newspaper. The publishing company also owns several other newspapers in Ohio. Urbana is in Mr. Brown's district.

Mr. Harsha owns 10% of Williams County Broadcasting System Inc., which
has applied to buy WNBO, a daytimer operating with 500 w, except during critical hours, when it drops to 250 w, on 1520 kc. Bryan is located outside Representative Harsha’s district, a consideration in her acquisition, Mrs. Harsha said last week.

The contemplated ownership change in WNBO is a reshuffling of the station’s present ownership, with one stockholder dropping out and Mrs. Harsha and another applicant buying in (also see For the Record, page 94).

Mrs. Harsha said last week that she had been unaware that Mr. Brown’s firm also was planning a move into the broadcasting field.

### Idaho CATV case taken to court of appeals

The ruling of a federal judge forbidding a community antenna system to duplicate a network or film program which a local station is broadcasting has been attacked by a CATV group in the U. S. Court of Appeals in San Francisco.

Challenging the injunction handed down Dec. 10, 1962, by U. S. District Judge William T. Sweigert of the Southern District of Idaho are Cable Vision Inc. and Idaho Microwave Inc. Cable Vision operates a CATV system in Twin Falls, Idaho. Idaho Microwave relays the signals of Salt Lake City TV stations to the Twin Falls cable company.

Defending the ruling is KLIX-TV Twin Falls. Judge Sweigert held that duplication of network or film programs by a CATV system is illegal under Idaho law because KLIX-TV holds “first call” rights. He handed down his opinion in July 1962 (Broadcasting, Aug. 6, 1962).

### Senator Moss adds voice for self-regulation

If the FCC adopts rules restricting commercial time, its action will be “an indefensible intrusion of government into the everyday activity of broadcasters,” Senator Frank E. Moss (D-Utah) said last week.

Calling for the full utilization of self-regulation by broadcasters, Senator Moss said Wednesday (Oct. 9) that FCC rules in this area “will be the first step on the road to complete economic regulation of an industry that should be allowed to grow in a free enterprise climate.”

The senator’s remarks put him on the record with several other lawmakers who have commented on the subject, including Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee. Representative Rogers last week that he was trying to arrange time for a public hearing on bills he has introduced that would block FCC proposals on commercials and on license fees (Broadcasting, Sept. 30).

### Census questionnaires going out to media

A once-every-five-years census of virtually all business and manufacturing firms in the U. S. is coming up early next year, the Department of Commerce reminded news media last week. The census will not include broadcasting stations but will cover advertising in all media.

Radio and TV are omitted from direct questioning because similar information is required annually from them by the FCC, the Census Bureau said. However, statistical information on advertising placed in broadcasting will be obtained from agencies, station representatives and advertisers.

Advertising agencies and representatives will be asked questions covering billings, production costs, service fees and public relations services which are billed separately. Newspaper publishers will be asked to detail not only the advertising they carry but all phases of their operations.
ARE NAB, RAB NEAR DEAL?

Bunker, Collins are flushed with optimism, but McGannon is playing it with a poker face

A decision is expected “in a matter of days” on participation by the National Association of Broadcasters in a study of radio research methodology planned by the Radio Advertising Bureau (BROADCASTING, Oct. 7).

This was the joint word from the presidents of both organizations—LeRoy Collins (NAB) and Edmund Bunker (RAB) following a meeting last Thursday (Oct. 10) of the NAB-RAB Liaison Committee.

Later in the day from New York, Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB Research Committee, said the committee would meet this week to consider the RAB plan. However, he said, the radio bureau will not be invited to attend. Mr. McGannon was not present for Thursday’s meeting but said Governor Collins called him to report what was discussed with the RAB.

As for a decision in a matter of days, Mr. McGannon said this depended on “your interpretation of days, or how long is a short time.” His committee will make the decision on NAB participation, and NAB representatives stressed that its representatives at last week’s meeting were not empowered to say yes or no.

Two weeks ago, Mr. Bunker had asked Governor Collins for an answer by last Thursday but the RAB president said he was “extremely satisfied” with progress made at last week’s meeting.

Spokesmen for both groups said that many misunderstandings were cleared up and that a cooperative agreement is now very promising.

Presidents Collins and Bunker said the meeting “was a most fruitful one and a most cordial one. We look forward to continued cooperation between our two organizations in serving the best interests of the radio industry. . . . The meeting was held . . . for the purpose of keeping each organization apprised of activities of the other and maintaining a close working relationship and understanding.”

In nonratings business, the committee discussed the possibility of a jointly sponsored sales executives seminar similar to those sponsored each summer by the NAB. This proposal will be explored further and will be presented to the boards of both organizations.

Attending the liaison meeting besides the two presidents were Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board; Victor Diehm, WAZL Hazleton, Pa., chairman of the RAB board; Arthur Hull Hayes, CBS Radio, and Robert F. Hurleight, Mutual, members of both the NAB and RAB boards.
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Big-name talent seek broadcast properties

PAAR WANTS MAINE FM-TV, NEWHART AFTER CHICAGO FM

Two TV entertainers have moved into broadcast station ownership, and this may accentuate a trend for television stars to put their money where they make it—in broadcasting.

Item: Jack Paar, NBC personality, has agreed to buy control of WMTW-FM-TV Poland Spring, Me. (Broadcasting, Oct. 7).

Item: Bob Newhart, comedian, and his business partner, Frank Hogan, last week filed an application with the FCC for approval to buy WDHF(FM) Chicago, with a hint that this may be just a beginning of a group of such buys.

If both transactions go through, Messrs. Paar and Newhart will join fellow talent-businessmen Bob Hope, Bing Crosby, Frank Sinatra, Danny Kaye and Gene Autry, among others, in broadcast ownership. All have varying interests in radio and TV stations.

Eighty percent of the Mt. Washington television and FM stations is being purchased by Dolphin Enterprises Inc., the personal company of Mr. Paar, for something under $4 million. The other 20% will be retained by John W. Guider, present president and general manager of the outlets, subject to a ruling from the Internal Revenue Service. Mr. Guider will continue as operating head of the stations and will retain the present staff.

If the tax ruling is affirmative, Mr. Guider is expected to share the one-fifth interest in the channel 8 station with his present associates in ownership, including former Maine Governor Horace A. Hildreth and Peter Anderson who, along with Mr. Guider, now hold approximately 25% interest each.

The WMW-FM transaction is subject to ratification at an Oct. 16 meeting of stockholders of Mt. Washington TV Inc. An application for FCC approval is expected to be filed within a few weeks.

Present at the contract signing in New York last week, in addition to Messrs. Paar and Guider, were Mr. Paar's attorney, Steven Weiss, and financial adviser Richard Nelovero.

WMTW-FM began operation under present ownership in 1954 and is affiliated with ABC. WMW-FM operates on 94.9 mc with 48 kw.

PLANS MORE FM BUYS • The Chicago FM station (founded in 1959 and operating on 95.5 mc with 52 kw) is being sold by James deHaan for $235,000. Mr. deHaan will remain as station manager and chief engineer.

The station is being sold to Federal Broadcasting Corp., a wholly owned subsidiary of Armanco Enterprises Inc. Mr. Newhart owns two-thirds of Armanco, the other third, including 100% of the voting stock, belonging to Frank Hogan, Mr. Newhart's business partner. Besides Armanco, a talent consulting firm, the two own Damos Music Co. in the same proportion, and Bob Newhart Publishing Co. in a 75%-25% ratio with Mr. Newhart controlling the major share.

If their initial efforts meet with the success, it was said, they plan to buy other FM outlets.

Hope & Genesis • Bob Hope was one of the first major broadcast-motion picture stars to enter broadcast ownership. He has 42.5% interest in Metropolitan Television Co., licensee of KCO-AM-FM-TV Denver and KOAA-TV Pueblo, Colo. Bing Crosby is chairman of the broadcast division of Chris Craft Industries, owner of KCO(TV) Los Angeles and KFTV(TV) Portland, Ore.

Frank Sinatra and Danny Kaye, under the name of Seattle, Portland & Spokane Radio, own KXL Portland, Ore.; and KNEW Spokane and KJR Seattle, both Washington.

The singing cowboy, Gene Autry, is a major stockholder in the Golden West Stations (KMPH Los Angeles, KSFU San Francisco, KEX-AM-FM Portland, Ore., and KVI Seattle). Mr. Autry also is controlling stockholder in KIOO-AM-FM-TV Phoenix, and KOLD-AM-FM-TV Tucson, both Arizona.

Changing hands

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

• WMW-FM-TV Poland Spring, Me.: 80% sold by John W. Guider, Horace Hildreth, Peter Anderson and others to Jack Paar for around $4 million (story above).

• WDHF(FM) Chicago: Sold by James deHaan to Bob Newhart and Frank Hogan for $235,000 (story above).

• WHOL Allentown, Pa.: Sold by Vic-
IBEW rejects CBS contract

Members of the International Brotherhood of Electrical Workers have voted to reject a new contract proposed by CBS for radio and TV technicians employed at the company's installations throughout the country. The vote was 606 to 199 against accepting the CBS offer.

The present contract expired last July but employees have been working while negotiations have continued. The fear of job displacement because of automation was mentioned by IBEW officials as a factor in these talks prior to the opening of negotiations, but officials of the network and the union last week declined to pinpoint the reason for rejection of the network proposal.

Though IBEW's national board is authorized to strike, no such action has been ordered. Negotiations are expected to resume this week.

was set for Oct. 2—but on Oct. 1 things began to happen:

* In Boston, three creditors whose bills amount to $900 petitioned for involuntary bankruptcy under federal law.
* In New York, the New York Daily News, a 49% owner of the New York FM outlet, filed a petition for reorganization under chapter 11 of the federal bankruptcy laws.

Since both the Boston and the New York petitions are in federal courts they take precedence over the state receivership, the question now is which federal jurisdiction will prevail—Boston or New York?

Meanwhile, two of the three FM stations are continuing to operate. Boston and New York. Hartford went silent a couple of weeks ago. At one time Concert Network owned WXXX (FM) Providence, but this is being sold to Ballard Broadcasting Co. for $35,000 by receivers.

State groups hear FCC criticism

The relationship of the federal government to the public in deciding cultural tastes was given a hard look last week by Paul B. Comstock, vice president for government affairs of the National Association of Broadcasters, speaking before meetings of the Alabama and Nebraska broadcasters associations.

Mr. Comstock told the Alabama
KMTV's weekly, live "Midwest Neighbor's List," wanted to run KMTV's Special Projects Unit, that Lew wanted to mention KMTV's Special Projects Unit, that Joe wanted to run KMTV's blue-chip account list, that Norm was proud of "Your Neighbor's Faith," and that you had some facts on KMTV's Science Fiction Movies. That's fine, but even if you could get all that in the 2 1/2 x 5", you'd only scratch the surface. What about KMTV's weekly, live "Midwest Hoot?" And KMTV's "Critics Contest?" And our building addition? KMTV's Annual Golf Tournament? (after all, it's Omaha's only true amateur championship) And what about KMTV's Junior Achievement programs with high school students? And the Clarkson Charity Fashion Show closed-circuit? (Wally says KMTV is donating twelve monitors, three studio cameras and five men for that one) Now, if you could get all you mentioned, plus all I suggested, into that small space, I'd probably still vote against it. Like I said, too much copy and not enough space. Too cluttered. Too busy. No sell. And who'd read it? I'll vote for "compliments of a friend."

(Petry and everybody's friend—KMTV-3-OMAHA)

meeting last Friday (Oct. 11) that the government's role has been brought to the forefront by its attempts to define fairness, prescribe commercial time standards and its desire to make the "vast wasteland" a cultural haven. "One government official suggests a rule reducing the number, frequency and length of commercials; another suggests fixing a ratio of news to entertainment, and so on. How many steps do we take along this road before we abrogate our integrity as citizens?" he asked.

Three days earlier, Mr. Comstock told the Nebraska convention that he thinks the FCC lacks the authority to enforce commercial time regulations. "It is utterly ridiculous for the government to try to anticipate the desires and whims of what the public wants." The Nebraska association adopted resolutions opposing both the commission time standards ruling and fairness doctrine.

Senator Carl T. Curtis (R-Neb.) told the Nebraska broadcasters that the best way to protect their interests is for them to establish close liaison with their congressional delegation.

A. James Ebel, general manager of KOIN-TV Lincoln and KOIN-TV Grand Island, was elected president of the Nebraska association (see FATES & FORTUNES, page 87).

Lloyd George Venard, president of Venard, Torbert & McConnell Inc., New York, station representative, told the Oklahoma meeting that Washington critics are not complaining about how many commercial dollars broadcasters earn, but how many commercials they are putting on the air. He urged that broadcasters use greater discretion in their sales policies as a means of clearing some of the commercial congestion.

Another broadcast complaint on SESAC

Henry B. Clay, executive vice president and general manager of KWKH Shreveport, La., has told the Federal Trade Commission that in his opinion the SESAC music-licensing organization makes broadcasters pay a "protection" fee.

SESAC, he said in a letter, deals in "threats, intimidation, coercion and any other methods necessary" to get stations to take out SESAC licenses that the stations "do not need and do not want."

He said SESAC is able to do this "because the pittance which the station has to pay is so small compared to the great risk which is involved in going through a possible court proceeding."

SESAC representatives, informed of the existence of Mr. Clay's complaint, said they had not been aware of it but denied there was any impropriety in their dealings with Mr. Clay and his stations. They said there had been protracted negotiations in 1959-1961, that they had monitored approximately 150 copyright infringements by his stations but that, after being confronted by de-
The shapely beauty of the USS ENTERPRISE masks her true character. She's tough and in a scrap she can protect herself. Her hull contains thousands of tons of USS Armor Plate Steel—STS in her decks and bulkheads and HY-80 in her sponsons and deep down in her torpedo protection system. These steels, born of U. S. Steel's long service to the Navy and understanding of its needs, give the ENTERPRISE much of her physical toughness. Her moral toughness is an American heritage.

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Not all the acid is in Orange county's citrus

WFTV (TV) Orlando, Fla., celebrated its third editorial anniversary Oct. 7 by saying, "The test is not whether we are right or wrong, but that we are an additional voice in Central Florida."

The anniversary came as the station and the Orlando Sentinel battled over the way each editorializes and the stand taken by each on a proposed convention hall and theater for the city. Two sites are under consideration, one downtown and the other in Loch Haven park.

On Sept. 3 in an editorial, "Journ-
alistic Abuse," WFTV accused the Sentinel of reporting the auditorium story by shouting "the issue with specious arguments and a campaign vilifying respected local officials."

"... the news column accounts have tended to reflect an editorial rather than an objective position. ... Instead of bending over backwards to insure objectivity or fair play by giving fair and equal coverage to the opposition view, the newspaper has maintained a consistent editorial slant. ...

"We have been unable to fathom the logic of the editorial position. In some instances their advice has bordered on encouraging elected officials to violate existing laws and/or to provide favored treatment to one group of taxpayers over another. ... Before the damage becomes irreparable we urge withdrawal of violent and unfair opposition to the Loch Haven site."

On Oct. 3 the Sentinel in an edi-
torial, "The Abusive Johnny-Come-
Lateys," took the station to task for being "encouraged by the FCC to broadcast editorial opinion. [A local TV station] has adopted an editorial policy of attacking the local newspaper. That's its editorial position. Period. Although most newspapers, and particularly this one, print pages of TV information daily, these ingrates have no hesitancy in biting the hand that feeds them. ... "A favored policy of these ingrates is to take whatever side the newspaper is for and violently and abu-
vosely oppose it. ... Could they poss-
ibly be jealous of the Sentinel's great pop-
ularity and of the Sentinel's pros-
perity earned by the sweat of its brow and by long and continuous service to the people? ...

"Well, so much for the juv-
ilety of these individuals who daily are fed by columns of Sentinel publicity free of charge. We have learned long ago that there is no gratitude in the heart or mind of a competitor."

as an example of SESAC's relations with broadcasters, they said SESAC had taken only three infringement suits to court in the company's 32-year history, and that the last of these was in 1948.

NAB regional meetings begin in Hartford

Temporary headquarters of the Na-
tional Association of Broadcasters will be located in Hartford, Conn., and Minneapolis, Minn., this week as the NAB begins its annual round of eight regional conferences.

The Hartford conference begins to-
day (Monday) at the Hilton Hotel and will feature NAB President LeRoy Col-
lin answering questions of members. Lee Fondren, KLZ Denver, will speak on the subject "Advertising 1980" at today's luncheon. Mr. Fondren also is past president of the Advertising As-
sociation of the West and currently is vice chairman of the Advertising Fed-
eration of America.

A comprehensive report on the NAB's ratings research activities will be given tomorrow by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Research Committee and Ratings Coun-

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BROADCASTING, October 14, 1963
cil. Radio and TV delegates will meet separately this afternoon while joint sessions are planned both mornings.

The Hartford conference, as well as the other seven, will last 1½ days. The NAB roadshow will open Thursday in the Leamington hotel, in Minneapolis. Next Monday and Tuesday (Oct. 21-22) NAB members will convene in Pittsburgh and Thursday-Friday sessions (Oct. 24-25) are scheduled in Miami Beach.

WNDT(TV) gets 2 grants

New York’s educational station WNDT(TV) has received a grant of $25,000 from the Louis Calder Foundation and $12,500 from the Rockefeller Fund. The grants were awarded to Educational Broadcasting Corp., which operates WNDT, for the budget during the fiscal year ending June 30, 1964.

The grant from the Louis Calder Foundation was its first educational TV. The Rockefeller Brothers Fund, however, had previously contributed to the acquisition fund for WNDT in 1961.

Special election set to fill Frechette seat

A special election has been ordered by the National Association of Broadcasters to fill a vacancy on its board created by the death of George T. Frechette, president of WSAU-AM-FM-TV Wausau, Wis. (Broadcasting, Sept. 30). Mr. Frechette was elected to a two-year term last spring from the NAB’s district 9, which includes Illinois and Wisconsin.

Certification forms were sent to radio members in those two states last week and nominating forms will go out the first week of November. Official ballots will follow with final results to be announced Dec. 12. The radio director to be elected will serve until the 1965 NAB convention.

WAVY-TV rejoins NBC Radio

WAVY Norfolk-Portsmouth-Newport News, Va., becomes an affiliate of NBC Radio today (Oct. 14). WAVY had previously been affiliated with the NBC network between September 1953 and May 1959.

The station, owned by Tidewater Teleradio, broadcasts at 1350 kc with 5 kw. Tidewater also operates WAVY-TV, an NBC-TV affiliate, in the same market.

Executives Consultants formed in Washington

William Dalton, former president of the National Community TV Association, announced last week the formation of Executives Consultants in Washington. The firm will offer specialized services in management, policy and operations to industry and trade associations.

Mr. Dalton, who resigned last summer as NCTA president, remains a consultant to that organization (Broadcasting, Aug. 26). He is a Chartered Association Executive and former president of both the American Society of Association Executives and the Washington Trade Association Executives.

Headquarters of Executives Consultants will be in the National Press Building, phone 347-2472.

Media reports...

New CBS-TV station = KTVs(TV) Sterling, Colo., joins CBS-TV as a satellite of KFBC-TV Cheyenne, Wyo., on or about Dec. 1. The satellite will operate on channel 3 and is owned and operated by Frontier Broadcasting Co. in Cheyenne.

Documentary unit = Formation of a documentary unit at KBTV(TV) Denver has been announced by John C. Mullins, president and owner of the station as well as its AM adjunct, KBT. The documentary unit will be headed by Al Helfer, KBTV director of news, sports and special events.
If he doesn't talk your language, we do

We talk the scientist's language—and yours. We make the jargon of electronics and telecommunications understandable so that you can write lucidly about these complex and fascinating subjects. What's more, we're all over the map, as you can see by the list below. So anytime, wherever you may be, when you've got a question about electronics or telecommunications, call the ITT Public Relations Manager nearest to you. After all, ITT is the world's largest international supplier of electronics and telecommunications equipment. International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York 22, New York.

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A wedding of baseball and prime time in 1964 (CLOSED CIRCUIT, Sept. 30) took a giant stride toward reality last week with announcement of a plan to put major league baseball "spectaculars" on national network television next season, with no blackout areas.

The plan of John E. Fetzer, veteran broadcaster and owner of the Detroit Tigers, calls for 26 Monday night games from 8-11 p.m., NYT, with the network paying an estimated $6.5 million or more for the rights. "A price of $250,000 or more a game is not unreasonable to assume," he said.

Station time could run as high as $15 million, according to some estimates.

The "spectaculars" would supplement—not replace—the locally and nationally televised games, which are negotiated individually, and which produced an estimated $13.1 million for the ball clubs in 1963 (BROADCASTING, March 4).

Mr. Fetzer’s proposal has already received endorsement from the TV committees of the American and National leagues. Preliminary conversation with the networks and evoked keen interest, it is understood, from at least two of them, ABC and NBC. However, both have made it clear that the conversations did not constitute formal negotiations.

CBS, while interested, reportedly is moving cautiously because of its strong Monday night lineup.

Under the Fetzer plan, all 20 major league teams would share in the games, as soon as they can clear their schedules. Mr. Fetzer said that two-thirds of the teams have indicated they could take part in such a plan next year and that "by 1965 all clubs would be in."

The three hours would be filled with the regular game, plus feature material such as interviews with star players and baseball celebrities.

Sponsors for such a package are the key to success, Mr. Fetzer emphasized, and said his estimate of $6.5 million is "a reasonable assumption" compared to other special events.

The estimated weekly production figures of programs now in the 8-11 p.m. Monday slot: $378,000 on ABC-TV, $359,000 on CBS-TV and $270,000 on NBC-TV (BROADCASTING, May 27)—compared to $250,000 weekly Mr. Fetzer is proposing for rights to the "spectacular."

In a 20-team plan, Mr. Fetzer said each club could hope for a minimum return of $200,000 a year for participation and it could go to $350,000.

This plan, in which the clubs would share equally, could aid the move of Calvin Griffith, president of the Minnesota Twins, and other American League officials in seeking a more equitable distribution of rights to the weekend network games (BROADCASTING, Sept. 30).

Mr. Fetzer said his plan "is designed for a minimum amount of interference with existing commitments. It is not a substitute for present regional or national programs, but an additional telecast calculated to bring in additional income."

Noting that "many of our baseball people who are unfamiliar with the workings of television find this program onerous and complicated," Mr. Fetzer said, "in my view the compli-
of the problem are not insurmountable.”

Mr. Fetzer is president of the Fetzer Broadcasting Co., licensee of WKZO-AM-TV Kalamazoo, WWTV(TV)-FM Cadillac, WJBF-AM-FM Grand Rapids, and WWUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska.

No Blackout: Mr. Fetzer, who spent six months on the basics of the plan, said the Monday night games would be carried by all stations of the network, including stations in major league territory now blacked out by current weekend network games.

Monday night, Mr. Fetzer said, is the logical choice because only a few clubs presently play games on Monday, traditionally a light baseball day on the schedules.

To make the plan successful, Mr. Fetzer noted that teams would have to eliminate Monday night TV rights from their local contracts, and that whenever a makeup game is scheduled on Monday, it would have to be played in the afternoon.

However, he said, West Coast games could be played at regular times since the network game would reach the West at 5 p.m. In this way, he added, there would be no conflict between network games and proposed pay TV games which may begin next season in Los Angeles and San Francisco (Broadcasting, Aug. 26).

The 26-week schedule, April through September, would be divided between the two leagues with only two night games scheduled on each Monday. One would be used for the national show and the other a standby in case of inclement weather. If both were rained out, a feature could be substituted.

Aside from the additional revenues, Mr. Fetzer said the Monday night games would be “a great boon to sports because it would bring in the best production talent, the best men in baseball to make a great sports spectacle.”

Mr. Fetzer noted that negotiations would be with each league, and not through the office of Baseball Commissioner Ford Frick.

At meetings in Los Angeles during the World Series, Mr. Fetzer submitted his plan to the American League management where, he said, “it was approved in principle.” The proposal received the same response at the National League meeting.

While there are still little bugs to be ironed out, Mr. Fetzer said there was a good chance the leagues would move toward this plan prior to the major and minor league meetings in Los Angeles and San Diego in early December.

One of the anticipated hurdles is the reaction of the minor leagues. “We expect some disagreement,” Mr. Fetzer noted, adding that nothing appeared insurmountable.

Presumably the long-range outlook of the Fetzer plan would provide some financial benefits to the minor leagues.

Panel discussions center around 'Opry'

Roundtable discussions on broadcast license renewal, programing and sales will be among the highlights of the Grand Ole Opry's 35th birthday celebration at WSM Nashville.

The four-day session, Oct. 31-Nov. 3, will begin with a review and summary of the license renewal conference, which is scheduled for the University of Tennessee at Knoxville, Oct. 22-23, under sponsorship of WSM. Robert Cooper, general manager, WSM, will moderate the panel at the university and at the summary session.

On Nov. 1 the programing and sales discussions will be led by Ott Devine, manager of the Grand Ole Opry (programing) and Len Hensel, WSM commercial manager (sales). Participating on the sales panel will be: Dan Scully, account executive, Leo Burnett; Cohen Williams, president, Martha White Mills; Joseph H. Epstein Jr., executive vice president, Walker Saussy Advertising, New Orleans, and James Fassholz, broadcast program department, Gardner Advertising.

Major recording companies will sponsor individual events for the country music disc jockeys attending the celebration.

'1492' Is previewed

ABC-TV last week previewed “1492,” the first of a four-part series, The Saga of Western Man, that will be seen during the current season. The programs will be in color on ABC-owned stations and on affiliate stations that are equipped for color.

The network also said that the Upjohn Co., through McCann-Marschalk, which had contracted for half sponsorship of each of the four one-hour shows, now has signed for full sponsorship of “1492,” scheduled for Oct. 16, 10-11 p.m. The other three: “1776” which will be scheduled in December, “1898” in January and “1964” which will be aired next March.

Memorial Day 500 to go the theater TV route

The Memorial Day 500-mile auto race from Indianapolis will make its TV debut next May 30 but in the nation's theaters rather than its homes, under a long-term contract between MCA-TV and the Indianapolis Motor Speedway Corp.

MCA-TV will have exclusive rights to produce and distribute live coverage of the motor classic to theaters and sports arenas via closed circuit TV. Newsreel and news camera coverage is not affected by the agreement, MCA-TV said, nor are the longstanding radio arrangements which will continue to make the voice description of the race available to radio listeners.

The TV agreement will enable fans
Day and date, TV and Broadway

Tonight, for the first time, a play that opens on Broadway will be simultaneously presented on television. In five cities on TV stations owned by the Westinghouse Broadcasting Co. in two and a half hours of prime time (7:30-10 p.m.), an advance-taped production of "The Advocate" by Robert Noah will be presented at the same time the play opens in New York's ANTA Theater.

Westinghouse has spent about $80,000 for the taped presentation and in addition, as principal angel of the Broadway production, has contributed $60,000 of the total $100,000 expense of putting the play in the theater. From advertising it has sold on its five-station presentation, it will recover no more than 25% of its investment.

The financial success of Westinghouse's venture admittedly is dependent on the play's Broadway reception and run, but as an ice-breaking project it has already been labeled a hit by the station group. There was a lot of ice to break.

Authors Wary A major problem facing Westinghouse was finding an author willing to have his work exposed on television. Fear of mass exposure jeopardizing a possible sale of movie rights has made authors wary of having their works involved in TV and Broadway at the same time.

"Here," says the Westinghouse director of creative services, Herman Land, "is where a group TV operation is at an advantage. We were able to convince the author that a five-city TV presentation would not have ill effects on future rights to the play." Presumably networks couldn't do this, and a single station couldn't afford the project.

Another obstacle confronting Westinghouse was that of union contracts covering the 23 actors in the production. For the Broadway show the performers signed regular Actors Equity contracts and for TV, American Federation of Television and Radio Artists contracts, but getting the actors off the stage and into a TV studio for tape production was not simple.

Under normal Actors Equity rules, a player must receive one week's Broadway salary for each day of TV taping and a week's salary for each day of rehearsal. The latter stipulation would have made the cost prohibitive. For this project Equity agreed to waive the rehearsal pay requirement, allowing one week's salary to cover all rehearsal for the taped production.

Revenue Sources Westinghouse has rights for two showings of the play on its own stations. Opening night on the five stations was about 80% sold by the end of last week. Only 10 minutes in all were made available to advertising on each station in the two and a half hour presentation since commercial announcements could not be placed within acts of the play. Donald McGannon, WBC president, notes that "very substantial sponsorship was found for the presentation, even though the playwright's sponsorship is new and the play is of a relatively serious nature."

On WJZ-TV in Boston, 10 advertisers came in with a minute each. Hills Bros. coffee bought half of the show on KDRA-TV in Pittsburgh, KWW-TV in Cleveland and KPIX(4) in San Francisco. H. J. Heinz has half sponsorship on KDRA-TV, and Sears Roebuck and National Bohemian are half sponsors of the telecast on WJZ-TV.

A theater audience in New York and television audiences in five other cities will see this scene tonight (Oct. 14) when the Westinghouse stations broadcast a taped production of "The Advocate" at the same time the play is in its opening performance on Broadway. James Daly, the advocate (standing), questions John Cecil Holm, a witness (foreground), in the play which is based on the Sacco-Vanzetti case.

to view the race in its entirety as it is going on for the full 500 miles, 200 laps and approximately three hours and 20 minutes. MCA-TV calls this an attractive aspect to theater and sports arena viewers, unlike championship title fights which can end in a first-round knockout.

Program notes...

Brisk sales Four Star Distribution Corp. reports that sales in the first quarter of its fiscal year, ended Sept. 30, were brisk with 72 contracts made during the normally light selling period of July, August and September. Len Firestone, vice president and general manager of Four Star Distribution, attributes the strong selling pattern, in part, to pre-emptions by some stations of network programs that had not sold out.

Radio series In its first syndication project in radio, Triangle Publications radio-TV division is offering a 15-minute weekly series, Motor Racing Review, starting this month. The series will be made available at a price which includes dubbing and taping, according to Mike Roberts, director of program sales.

Background film Motion picture actor Jon Hall has amassed more than 400,000 feet of 35mm film for his Torrejon Film Library, which rents film to movie and TV studios for background use. Approximately 70% of the film, shot in all parts of the world, is in color. Mr. Hall did all the camera work himself.

Formats changed Two Southern California stations—KXV Glendale and KXON San Diego—have changed to country-and-western music formats.


Morals series Wor-TV New York this season is presenting Talk Back, a Sunday morning series of half-hour panel programs devoted to discussions of
Baltimore.

The play has further revenue possibilities. As “limited backers” Westinghouse and other private investors will receive half of the 40% producer’s share.

If movie rights are sold, Westinghouse’s share would be negotiated starting with the same formula. In this case TV syndication of the play would have to be put off for from three to five years.

The author has 90 days after the Broadway run to sell movie rights. After that Westinghouse could begin worldwide TV syndication, sharing profits 50-50 with the play’s producers.

Production Plan: The philosophy of WBC in taping the play for television was “to bring Broadway to television rather than adapt the play for TV.” The play was taped at the Videotape Center in New York, the taping process requiring about 35 hours and tape editing, about 20 hours. For its services, Videotape received an estimated $25,000.

Westinghouse did not stint in publicizing the project. Promotion for the event, handled by the group’s headquarters, included full page newspaper ads in New York, a page in Time magazine, pages in TV Guide and local newspapers in all Westinghouse TV markets, in addition to slides and taped 10- and 20-second promo spots for individual station use.

No matter how the critics evaluate the play, Westinghouse counts its experience as a success. WBC’s president, Mr. McGannon, said last week: “The essential validity of the whole project has already been demonstrated.”

moral issues. The 13-broadcast series began Oct. 6, (9:30 a.m. EDT) and is moderated by former baseball star Jackie Robinson.

‘Battle Line’ sold: Official Films has completed arrangement for sale of its Battle Line series to the Armed Forces Radio and Television Service, for viewing in 35 overseas military installations. The series, produced by Sherman Grinberg, consists of footage shot during World War II by combatants, both Allies and Axis, in locales now the sites of U.S. foreign bases.

Art tour: NBC plans to broadcast next year a full-hour color TV tour of the Louvre Museum in Paris. Filming of The Louvre is scheduled to start within a few weeks. The TV special will be produced by Lucy Jarvis and John Sughru and directed by Mr. Sughru.

New program for Triangle: Additional programs have been acquired for distribution to TV stations by Triangle Program Sales, the syndication arm of the Triangle Publications radio-television division. They include Frontiers of Knowledge, 25 half-hour documentary programs which have concluded their first run on six Triangle-owned TV stations, and the Little League World Series, to which Triangle has secured the TV rights for three years, starting in 1964.

New Berton series: Screen Gems (Canada) reports it is in full-scale production on a new series of half-hour programs starring Pierre Berton, which will be distributed to Canadian stations on a five-times-a-week presentation. Mr. Berton will conduct interviews, comment on the Canadian and world scene, and gather and present stories in the public interest.

Metropolitan air opera: The Joan Sutherland Show, an opera special, was telecast by WNEW-TV New York Oct. 6-7 and at later dates over the other Metropolitan television stations. The program features Miss Sutherland, Margreta Elkins and the London Symphony Orchestra.

New program: Frankly Speaking, a three-hour discussion program has made its debut on WEWI Boston (8:30-11:30 p.m.) with Jim Glatis, former FBI undercover agent and lecturer on Communism, as host. The new radio program will feature a different guest each evening and will enable WERE listeners to participate by telephoning their questions in while the show is in progress.

Syndicator named: TV Marketeers Inc. has been named sales representative by Bing Crosby Productions and Jack Douglas for their series Across the Seven Seas, 30 half-hour travel adventure episodes produced in color.

Bozo boom: The complete Bozo the Clown library has been sold by Jayark Films in four Southeast Asia markets— Hong Kong, Singapore, Bangkok and the Federated States of Malaysia. The series of 156 five-minute episodes and 52 Bozo’s Cartoon Storybook adventures is also showing in Japan, Saudi Arabia, Australia, New Zealand, Mexico, Germany and Uruguay, as well as 185 U.S. markets.

Six Pac selling: TV Marketeers has reported sales in 11 European countries of its “TV Six Pac” series of sixhour-length television specials. The programs were produced by Victor Borge and Geoffrey Selden.

TVE will take part at NAB convention

Television film distributors met in New York last week and formed Television Film Exhibit '64, an event to run coincidentally with the National Association of Broadcasters convention in Chicago April 5-8. Distributors held TVE '63 this past spring and its success resulted in a decision to present the exhibit again.

The new executive committee is made up of Richard Carlton, TransLux Television Corp. and Alan Silverbach, 20th Century-Fox Television Inc., co-chairmen; Harvey Victor, Jayark Films Corp.; Barry Lawrence, United Artists Television Inc.; Richard Harp er, MGM Television and Len Firestone, Four Star Distribution Corp.

During TVE '63 distributors held their exhibits at the Pick-Congress hotel, north of the Conrad Hilton hotel, site of the 1963 NAB convention.

CBS-TV schedules 2d ‘Town Meeting of World’

CBS last week said it would teletcast another Town Meeting of the World this Tuesday, Oct. 15, at 8:30-9:30 a.m. EDT and will repeat the program the following evening at 7:30 p.m. The program, entitled "The Christian Revolution," will consider the forces tending toward reform, renewal and reunion throughout the Christian world. Leading churchmen will participate from pickup points in Rome, London and Princeton, N. J.

The teletcast will be live via Telstar II, a second such use since the first Town Meeting made use of the communications satellite in July (Broadcasting, July 15). Eric Sevareid will serve as anchorman in New York for the joint project of the British Broadcasting Corp. and CBS News.

AFTRA local reveals L.A. wage demands

Parity in wage scales for the seven VHF TV stations in Los Angeles and for the major radio stations of the city is being sought by the Los Angeles local of the American Federation of Television and Radio Artists in negotiations for new contracts with the broadcasters of the community. The present base pay for staff announcers, $180 a week, will rise to $210 at the network-owned or affiliated radio and TV stations if AFTRA demands are met.

The four independent VHF TV stations, whose base rate for announcers is now $175, are being asked for a $35-a-week pay boost for staff announcers, bringing their base pay also to $210 a
Old radio shows never die

CBS Radio is embarking on a project under which recordings of old comedy shows starring Edgar Bergen and Charlie McCarthy, George Burns and Gracie Allen and others would be carried on the network for a Sunday, half-hour show. The network is negotiating with the Martini & Rossi Corp., maker of vermouth and wines, but a final decision has not been made. Reach, McClinton & Co., New York, M&R's agency, is understood to have initiated the project.

week. Independent radio stations KFWB, KLAC, KMPC and KPOL Los Angeles, plus KRLA Pasadena and KSFO San Francisco, which have traditionally had a lower scale than the network outlets, will be upgraded to the same "Class A" status and the same AFTRA pay scale. In addition to the wage hike, AFTRA is asking a 6½-hour day, five-day, 32½-hour week for staff announcers. Annual wage guarantees and substantial increases in fees are also being sought for staff men.

The Los Angeles AFTRA local also is asking for "significant" increases in fees for commercial announcers on major league baseball and professional and collegiate basketball broadcasts, both TV and radio, vacations with pay for TV performers working for a single producer for 52 weeks, a 20% increase in fees for free lance local and regional radio work. The union also seeks to delete the discount now allowed for work on five-a-week programs (bringing the week's pay to only slightly over three times the single show rate), so that the performer would receive full pay for each broadcast.

Worldwide newsfilm unit opened by ABC News

ABC News has launched a newsfilm unit that operates at 10 locations in the U.S., Europe and Asia. The new operation, designed to provide more complete visual news coverage, is staffed by more than 50 cameramen, sound men and technicians. In addition to its own camera crews, ABC News will utilize filming facilities available at most of its affiliated stations.

ABC said it has invested more than $500,000 in equipment and processing facilities for the new unit. Laboratories at ABC studios in New York and Washington will make possible prompt film processing and televising.

Lining up early

A contract with WXYZ-TV Detroit for Four Star's "Rifleman" series carries the option to delay the start of the playing dates until January 1965. Len Firestone, vice president and general manager of the distribution company, noted the late starting date points up this fact-of-life in the syndication business: "Quality off-network product is going to become scarcer and scarcer," and stations therefore are stockpiling them.

A second "unusual" contract was signed with KSYS-TV Springfield, Mo., calling for the purchase of four company series—"Rifleman," "Zane Grey Theater," "Detectives and The Law" and "Mr. Jones." The station plans to slot the Four Star series on weekday evenings in the 7-7:30 p.m. time period.

Meanwhile, back at the drawing board

ENGINEERS AT WORK ON DISC-TO-CARTRIDGE PROBLEM

Two National Association of Broadcasters technical committees are sprinting along to bring succor to broadcasters and agency men in the current ET's-to-tape cartridge controversy. Every indication is that, like most of broadcasting's technical problems, the engineers will find a way.

For the last six months there have been rumbles from Madison Avenue advertising circles complaining that there is a loss of audio quality when electrical transcriptions are transferred to tape cartridges (Broadcasting, Sept. 30, June 17, 3). The alarm has become so widespread that the August J. Walter Thompson agency issued "verboten" orders with buys it sent out last month for Ford and other accounts.

To George Bartlett, manager of NAB's engineering department, the complaints are not new. For over a year now, two NAB technical committees have been working to set up standards for discs and for tape cartridges that will "take care of both ends of the problem—the turntable and the tape cartridge," according to Mr. Bartlett.

The audio standards committee, headed by A. Prose Walker, Collins Radio Co., is working to establish up-to-date disc standards. Standards for ET's go back to 1953 and Mr. Walker and his group have pretty well hammered out criteria for today's turntables. The new standards, including an audio test disc, will be submitted to the radio board of NAB when it meets early next year. Approval is expected.

The tape cartridge standards committee, which is led by Ross Beville, Broadcast Electronics Inc., expects to have its standards ready before the end of the year, also in time to submit to the radio board. It, too, is expected to be approved without too much fuss. The tape cartridge standards also will include a test tape to help broadcasters make sure their tape equipment is up to par.

"This ought to take care of all the complaints," Mr. Bartlett observed the other day, "except for one thing. That's..."
Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in industrial control applications—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.


Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.
Spectrum-saving device due around 2000

ADORIAN SEEKS RETURN TO FILM FOR TV SHOW RECORDING

Paul Adorian, managing director of Associated Rediffusion Ltd., London, told the Canadian Electronics Conference at Toronto that research has revealed the possibility of doubling the present television channel space available.

"It would make it possible to transmit and receive twice as many TV programs as today," he told the engineering audience.

Because of the tremendous cost of the changeover, he does not expect using this new TV transmission until early in the next century.

He saw the present system of transmission as extremely wasteful of radio spectrum space. At present a picture has to be scanned 30 times a second. The new system would eliminate the waste by using a memory device. When scanning was done, new pictures would be compared with old ones in the memory device, and only the new information would be transmitted. Receivers also would contain a memory device.

As a result only about 30 to 45% of the spectrum space now necessary would be used.

Mr. Adorian also felt that in a few years TV will return to the use of film for program recording, instead of video tape. He said tape is difficult for a highly skilled producer to edit, and produces distorted pictures after multiple rerecordings. Perhaps only 15% of the world's TV stations can afford tape, he noted.

He also urged TV manufacturers to develop a receiver which would be able to receive both American and European pictures. He claimed the converting of pictures transmitted by the British satellite to meet local standards by a central retransmitting station distorted the picture.

In California • Moving to the West Coast, Mr. Adorian spent Wednesday (Oct. 9) answering questions, at a Hollywood Press Club dinner and at a news conference.

Mr. Adorian said his company, which programs the London commercial TV station Monday through Friday, has a prime time rate of $5,600 for a one-minute spot, with a surcharge for placement in or near a program selected by the advertiser. No program sponsorship is permitted in English TV, he said, but spots may be broadcast adjacent to programs or at natural breaks (such as between periods of a sporting event, acts of a drama) within the program. Other subjects he touched on included:

- Financial: Sale of the commercial spots brings Associated Rediffusion an annual income of about $42 million and a profit of about $16.8 million before taxes. When new licenses are issued next July, they will carry a greatly increased tax load due on the basis of no tax on the first $4.25 million of profit, 25% on the next $17 million and 45% on everything over $21 million, which would amount to about 4 million pounds ($11.2 million). "Then, of course, we pay a corporate income tax after that," he added wryly. "Nobody is happy about it, but it still leaves us with a profit."

- ET V: Associated Rediffusion now programs five hours a week of in-school educational material during the school year, with about 5,000 schools using the programs out of 25,000 which could. Now voluntary, this ETV service will become compulsory under the new license, as will some adult educational programming in the evening hours.

- Program Imports: The 14% limit of programs produced outside the United Kingdom is set by usage, not by law. Mr. Adorian, noting that this is appreciably higher than the volume of British programs broadcast in the U. S., the British would buy more U. S. said that if we bought more shows from Britain there is no doubt the British would buy more from us.

New RCA tubes getting extended warranty

RCA Electronic Components and Devices reports that all RCA-5820A image orthicon tubes sold to distributors after Oct. 1 are being backed up by a warranty based on 750 hours, instead of the previous base of 500 hours. RCA said last week, the new warranty policy "was made possible by many improvements in basic design, materials, manufacturing techniques, quality control and test procedures.

The RCA-5820A is a three-inch in diameter tube which features tight limits on resolution, signal-to-noise, ratio, sensitivity and uniformity of background.

New lens for TV commercials

A new motion picture lens permitting "swing sweep focus" in television commercials for greater attention and emphasis has been developed by Fred A. Niles Communication Centers. The new lens is available at the Niles studios in Hollywood, Chicago and New York.

President Fred A. Niles explained that the new lens allows exact focus-control of all portions of the picture frame so that the point of interest is sharp with all other aspects "softened."

Also, a narrow plane of focus now can be moved through a scene in any direction like the sweep of a spotlight. The new lens was developed under the direction of Lionel Grover, vice president and general manager of Niles' Hollywood studio.
But Our Coverage Is Tremendous!

When it comes to television audience research, ARB does have the coverage. PROOF: Of the Top Twelve advertising agencies in terms of television billing, eleven are full-package subscribers. Thirty-seven of the Top Fifty are also ARB full-package clients. Yet, that's only part of the story. Regional and partial package subscribers to ARB research include important advertisers and agencies across the country.

More television time is now bought on the basis of ARB reports than ever before ... and with good reason. With the increased sample size, twice as many families are providing vital audience information for media planning and buying decisions ... based on more than 600 local surveys in 240 television markets ... and seven national surveys of network audience. If you haven't investigated the many advantages of ARB research services available this season, let us bring you up-to-date soon!
ENGLISH TECHNICIANS MAY STRIKE
Elvin threatens nationwide stoppage for commercial TV

George Elvin, general secretary of the Association of Cinematograph, Television and Allied Technicians of Great Britain, has said that there is a danger of a nationwide commercial television strike over the jobs of several members working for Wales, West and North Television Ltd. He hoped that the dispute could be settled peacefully.

The general council of the association has agreed to a resolution that "The Independent Television Authority accept their responsibility for the closure of Wales, West and North and in the absence of such the general council should call for a national stoppage in commercial television."

Mr. Elvin contends that commercial television is a sufficiently profitable industry and that a trade union should not stand by and let members lose their jobs.

The resolution was received by the union’s general council from the television branch committee and was accepted on the understanding that it applied to the independent television companies as well as ITA.

With 3,000 members in television, there is no doubt that the union could bring the commercial network to a halt. Talks are still going on between Sir Robert Fraser, ITA director-general, and John Baxter of Wales, West and North Television Ltd. which is in a weak financial position. The company is being taken over by another program contractor, Television Wales and the West Ltd. (See story below.)

Mr. Elvin claims that this situation has been caused by mismanagement, the main factor being the allocation of unviable areas to small television companies.

When ITA announced its new contract proposals, it said there would be only one contract available for Wales and the West of England, the area where two companies are currently operating.

Wales offer accepted

The offer by Television Wales and the West Ltd. for the shares of Wales West and North Television Ltd. has been accepted. It involves a cash settlement to creditors of a maximum of $616,000 of liabilities and an offer to WWN shareholders to exchange their shares for those of TWW.

An issue of just over 250,000 new TWW shares would be involved with a current market value of over $616,000. Total losses of WWN are shown as $793,758 at July 28 after having been on the air 10 months.

TWW and other commercial television companies have provisionally waived all charges due to them for programs networked to WWN. This, with other debt cancellations brings losses down to just over $560,000.

The WWN board says there is no prospect of the company continuing in business and being able to pay its creditors before its present license expires next July. It accepts the offer in respect of its own holdings and will resign if it goes through. A condition of the bid is that TWW should obtain a renewal of its license from ITA as contractor for Wales and the West of England.

Strouse impressed with RFE approach

Radio Free Europe is deadly serious in its broadcasts—by refugees from behind the Iron Curtain to their brethren still in their homelands under Communist rule—and it has its success stories too.

One of them, brought back by Ben Strouse, WWDC-AM-FM Washington, from a recent trip of 35 civic leaders, including broadcasters, is the story of a Polish musician who fled his country and is working for RFE.

Taking traditional Polish folk songs, the musician has rescored them in a modern jazz tempo and RFE has broadcast them back into Poland where the songs have become exceedingly popular. How does RFE know? Red Polish radio stations have tapped the musical broadcasts and are broadcasting them to the populace.

Mr. Strouse said he was "tremendously impressed" with RFE operations. The central news room in Munich is like a network, he explained, with news coming in from all over the continent both on this side and on the other side of the curtain. "RFE does an impressive job of news analysis," Mr. Strouse commented, noting that its staff is composed primarily of refugees from the very countries RFE is trying to reach.

The nine-day tour of RFE facilities included stops in Munich, Berlin and other areas. Among the broadcast contingent in the party, which left the United States Sept. 28 and returned Oct. 7, were, in addition to Mr. Strouse:

Radio for Burundi

The Central Africa Broadcasting Co. (CABCO) has been granted permission to operate broadcasting stations in the newly-independent kingdom of Burundi, formerly the Belgian protectorate of Urundi.

The Burundi franchise, third granted to missionary radio in African history, authorizes CABCO to set up the stations in the interest of education, information and inspiration. CABCO also plans eventually to establish a technical radio and program school for instruction in receiver servicing, assembly, procurement and distribution.

St. John’s to get channel 8

Canadian Broadcasting Corp. has been licensed to operate a television station at St. John’s, Nfld., on channel 8 with 196 kw video and 98 kw audio.

Board of Broadcast Governors had recommended the CBC’s request for the station on April 5, but the application had been fought by CJON-TV St. John’s, which said the area could not economically stand a second TV station. CJON-TV is a primary station on the CBC-TV national network, but will leave CBC when the new CBC station goes on the air. CJON-TV will likely join Canada’s second TV chain, CTV Television Network.

Canadian set sales up

Radio and television receivers made-in-Canada sold in larger volume in the first seven months of this year as compared with the January-July period last year, according to figures of the Dominion Bureau of Statistics, Ottawa. Canadian-made radio receiver sales in the period totaled 359,574 units as against 328,848 last year. Canadian-made TV receiver sales were up slightly this year to 203,367 units compared with 202,834 last year. Imported radio receivers, mostly transistorized, in the first four months of this year totaled 172,009 units, while 62,220 TV receivers were imported in the January-April period.

Of the 359,574 Canadian-made radio receivers sold this year, 192,360 were automobile receivers, and 173,695 of these were sold in the province of Ontario.

Gardner joins 3 agencies in Italian-based firm

Gardner Advertising Co. (offices in New York, St. Louis and Hollywood) plans to join three European agencies in the formation of a new corporation with headquarters in Milan, Italy.

The new agency, which will be in operation early next year, will associate Gardner with Publicis, largest advertising agency in France; Butler & Gardner Ltd., London affiliate of Gardner; and Studio Tecnico Italiano Pubblicita, a Milan firm known as STIP. Filippo Theodoli, a Gardner vice president, will serve as president and managing board director of the new organization—to be called Publicis, Gardner, Butler & Stip SpA.

Charles E. Claggett, Gardner president, said last week that the new agency will operate under a contract giving Gardner management control. Mr. Claggett also expressed hope that other countries will eventually be represented in the international corporation.

FINANCIAL REPORTS

RCA sales and earnings hit new high

NBC AND TV SET SALES LEAD WAY AS PROFITS CLIMB 44% IN QUARTER

With sales of television sets and earnings of NBC leading the way, an RCA financial statement issued last week showed third-quarter profits up 44% over the same quarter in 1962. Sales and earnings for the first nine months of 1963 topped all previous nine-month figures in the company’s history, sparking a sharp climb on the stock market.

RCA reached another 1963 high Thursday when it went to 78%, up 3½% from the day before. It was the sixth most active issue on the exchange Thursday.

Profits after taxes for the first nine months climbed 29% over the 1962 three-quarter level on a business volume gain of 4%.

For the 10th consecutive quarter RCA had an increase in profit over the similar quarter of the preceding year.

RCA Chairman David Sarnoff and President Elmer W. Engstrom attributed the nine-month profit picture to:
  • A gain in TV set and tube sales which included a color set sales pick-up of 65% over the first three quarters of 1962.
  • A 70% increase in the earnings of NBC over the same period.

TV series bolster Wrather revenue

The television series, Lassie, The Lone Ranger and Sergeant Preston of the Yukon, continue to be important revenue producers, the Wrather Corp. reported last week in issuing its annual report for the fiscal year ended June 30.

A five-part series of Lassie episodes in color was not only telecast in the 1962-63 season but the five half-hour segments were subsequently combined into a feature-length color motion picture, under the title Lassie’s Great Adventure, to be distributed by 20th Century-Fox.

Wrather Corp.’s Telesynd Division, has recently concluded a sale of Lassie,

BROADCASTING, October 14, 1963
Stock exchange adopts rules on broadcasts

The New York Stock Exchange has notified its members of tightened regulations governing communication of market information to the public including radio and television presentations.

In a supplement to existing rules, passed by the exchange's board of governors, broadcasting and speaking appearances by personnel of member firms, when undertaken on their own, are brought under the general rules controlling market letters and research reports.

Those broadcasting market information, says the regulations, must be identified as connected with the securities industry. Their firms must approve the activities which may not interfere with fulltime performance of member firm duties and any compensation must be nominal. Exchange approval is required for activities which are not "broadly educational, or which are frequent or regular."

Lone Ranger and Sergeant Preston for TV showing in Japan. Other Wrather Corp. divisions are Muzak Corp., Disneyland Hotel and A. C. Gilbert Co. In September the company acquired a one-third interest in Supplement Publishing Corp., publisher of Poise, a new Sunday newspaper supplement. The Stephens Marine division, operating at a loss, has been sold. Mr. Wrather personally has a minority interest in Transcontinental Television Corp.

12 months ended June 30:

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<th></th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$1.25</td>
<td>$1.20</td>
</tr>
<tr>
<td>Gross income</td>
<td>13,179,161.00</td>
<td>12,003,823.00</td>
</tr>
<tr>
<td>Costs and expenses</td>
<td>11,625,535.00</td>
<td>9,924,188.00</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>1,683,960.00</td>
<td>1,683,444.00</td>
</tr>
<tr>
<td>Earnings per share*</td>
<td>$1.65</td>
<td>$1.56</td>
</tr>
<tr>
<td>Net income</td>
<td>1,957,726.00</td>
<td>1,955,378.00</td>
</tr>
</tbody>
</table>

Emerson earnings drop

A third-quarter financial statement issued by Emerson Radio and Phonograph Corp. shows a 19 cent drop in earnings per share from the earnings figure reported last year for the 39 week period.

Thirty-nine weeks ended Aug. 3:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.60</td>
<td>$0.79</td>
</tr>
<tr>
<td>Consolidated net earnings before federal taxes</td>
<td>2,786,689.00</td>
<td>2,677,324.00</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,268,897.00</td>
<td>2,268,897.00</td>
</tr>
</tbody>
</table>

Financial notes...

- Storer Broadcasting Co. declared a regular quarterly dividend of 45 cents a share on common stock, payable Dec. 9 to stockholders of record Nov. 22, and 12½ cents a share on Class B common.
- The Outlet Co., Providence, R. I., department store which owns WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla., declared a dividend of 25 cents a share, payable Nov. 1 to stockholders of record Oct. 22.
- A regular quarterly cash dividend of 12½ cents a share and a 2% stock dividend, payable Oct. 21 to holders of record Sept. 30, has been declared by the board of Technicolor Inc. in announcing the action, Patrick J. Frawley Jr., board chairman and chief executive officer, said that the decision reflected continued improvement in operations and earnings and predicted a profit for the consumer division in 1964.
- Stockholders of Reeves Broadcasting & Development Corp. have approved changing the name of the company to Reeves Broadcasting Corp. J. Drayton Hastie, president of Reeves, said the new name more closely indicates the principal activity of the organization.
- Metro-Goldwyn-Mayer’s board of directors has voted a quarterly dividend of 37½ cents payable to stockholders of record Sept. 27 on Oct. 15.

20th Century-Fox profit up in first half

Sales from leasing 20th Century-Fox feature pictures and syndication of several TV series (Advances in Paradise, Dobie Gillis, Bus Stop, Follow the Sun and Hong Kong) to networks and TV stations at home and abroad are substantially in excess of sales in 1962, the company has reported in announcing first-half financial figures for the year.

The company also announced that it will produce four pilots and prepare five pilot scripts for network consideration. One of them is Peyton Place, based on Grace Metcalf’s best seller.

Six months ended June 29:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$1.87</td>
<td>$0.89</td>
</tr>
<tr>
<td>Income</td>
<td>49,194,246.00</td>
<td>51,315,928.00</td>
</tr>
<tr>
<td>Expenses</td>
<td>45,468,177.00</td>
<td>53,110,859.00</td>
</tr>
<tr>
<td>Net income</td>
<td>3,726,069.00</td>
<td>8,136,078.00</td>
</tr>
</tbody>
</table>

**Sales, net income up for Collins Radio**

Improvement in both net sales and net income for the fiscal year ended Aug. 2 was scheduled to be reported by Collins Radio Co. today (Oct. 14).

Arthur A. Collins will also announce that the backlog of undelivered orders rose from $230 million in 1962 to $241 million in 1963, with working capital moving up from $43.4 million in 1962 to $52.2 million in 1963.

Mr. Collins will say that the reason current earnings are not higher is because of planned investment in new product development and product improvement, especially in communications and data processing systems.

Fiscal year ended Aug. 2:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.35</td>
<td>$0.25</td>
</tr>
<tr>
<td>Net sales</td>
<td>241,092,826.00</td>
<td>207,775,877.00</td>
</tr>
<tr>
<td>Net income</td>
<td>3,082,132.00</td>
<td>2,877,334.00</td>
</tr>
</tbody>
</table>
**Committee changes**

Reassignments of several members of the Senate Judiciary Committee have been announced by Senator James O. Eastland (D-Miss.), chairman.

Senator Quentin N. Burdick (D-N.D.) was added to the Juvenile Delinquency Subcommittee, a unit that has twice explored the effects of TV violence and sex on youngsters. Senator Thomas J. Dodd (D-Conn.) is chairman.

Senators Sam J. Ervin Jr. (D-N.C.) and Edward M. Kennedy (D-Mass.) were added to the Antitrust and Monopoly Subcommittee, headed by Senator Philip A. Hart (D-Mich.).

The changes were made because of the death of Senator Estes Kefauver (D-Tenn.) (Broadcasting, Aug. 19), Senator Eastland said.

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**FATES & FORTUNES**

**Broadcast Advertising**


Eugene N. Beesley, president of Eli Lilly and Co., elected to board of directors of Procter & Gamble Co., Cincinnati, filling vacancy created by retirement of Frederick V. Geier, executive committee chairman of Cincinnati Milling Machine Co.

Donald D. Halstead, account supervisor at J. M. Mathes Inc., New York advertising and PR agency, elected to company’s board of directors.

John W. Haynes, former principal and executive VP of Robinson & Haynes, joins Los Angeles office of Geyer, Morey, Ballard as VP.

Bernie Ison, director of TV department at Rogers and Cowan, New York, resigns to open his own public relations firm at 400 Madison Ave., that city.


Calvin A. Nixon, senior buyer, promoted to media account supervisor in Detroit office of Young & Rubicam. Vincent C. Skelton appointed director of research. Robert R. Sawyer joins Y&R’s Detroit copy department.

Scott Elrod, advertising manager of McGraw-Edison Co. for past four years, joins Earle Ludgin & Co., Chicago, as account executive.

William H. Buckman, previously with John W. Shaw Adv., Chicago, joins Earle Ludgin & Co. there as account executive.

William G. White, associate media director and manager of media department at Cunningham & Walsh, New York, elected VP. Mr. White joined C&W in 1953.

Donald L. Usher, account executive in Seattle office of McCann-Erickson, joins Pritchard, Wood Inc., New York, as assistant to J. Desmond Slattery, senior VP-client services. Lilyan Browne joins PW’s creative department as copywriter.

Robert G. Andrus, art director; Daniel E. Kelly, copy supervisor; and Carl E. Behr and William C. Pool Jr., account supervisors, all of Foote, Cone & Belding’s Chicago office, elected vice presidents.

Nancy Wilson, songstress recording for Capitol, has completed series of

---

None smaller
None lighter
None more fun to own

It’s the Mitsubishi 6" wide miniature TV receiver! A prime example of Mitsubishi research and technology. Special filter gives sharp, clear pictures. Miniaturized construction (46 transistors and diodes!) keeps power consumption down to a fraction of conventional models. Sun visor, ear phones are standard. Whether Mitsubishi turns its talents to miniature picture tubes or mammoth power plants the same careful thought is always evident in design and construction. That's why people in 40 countries around the world have come to depend upon electrical products bearing the mark. See this compact TV beauty today.

Mitsubishi Electric Corporation
Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MILCO TOKYO

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Broadcasting, October 14, 1963
national radio spots for California Packing Co. (Del Monte tomato sauce), produced by Alan Aich in Hollywood for McCann-Erickson, San Francisco. Miss Wilson has appointed Charles H. Stern Agency, Hollywood, as her representative in field of radio and TV commercials.

John T. Dunford, formerly of Wesley Associates, joins J. S. Fullerton Inc., New York advertising agency, as director of media.

Richard McClenahan, former senior media director of Guild, Bascom & Bonfigli, San Francisco, appointed director of media for western division of Fletcher Richards, Calkins & Wolden, with headquarters in San Francisco.

Gwyn Collins named advertising research manager for Ford division of Ford Motor Co. Mr. Collins was formerly research development supervisor at D'Arcy.

Jack W. Robinson joins staff of William Kostka and Associates, Denver advertising and PR agency.

Virginia Van Cleve joins Roche, Rickerd, Henri, Hurst Inc., Chicago, as copywriter. Formerly she had been with John W. Shaw Adv., Edward H. Weiss Co. and Compton Adv. there.

Brian R. Bremmer, formerly with Tatham-Laird, joins Needham, Louis & Brorby, Chicago, as copywriter.

Stephen J. Chaseman, formerly with Kenyon & Eckhardt, joins Kudner Agency as copywriter. Charles Frank Kafka also joins Kudner as copywriter. He was with J. Walter Thompson.

Henry Hoople, radio-TV writer, joins creative staff of MacManus, John & Adams, Los Angeles, as copywriter. His radio background includes six years as head writer of Judy Canova Show, The Gene Autry-Pat Buttram Show, The World of Money and The Jack Kirkwood Show. In TV he has written for People Are Funny, Private Secretary, The Bob Newhart Show, You Asked For It, It Pays To Be Married and It Could Be You.

Ernest Smith, VP of Sudler & Hennessey, New York advertising agency, appointed senior art director. David Witt joins agency as account executive, and Rhoda DeVore named copywriting staff. Marvin Schiller appointed group copy chief.

THE MEDIA

Irvong B. Hill, account executive at WTAG Norfolk, Va., joins WCCS, that city, as VP in charge of sales and member of board of directors of WCCS Radio Norfolk Inc., licensee of station.

Harold Gore elected VP of Johnston-Taylor Broadcasting Inc. Mr. Gore has been general manager of broadcast group's WRRV-AM-FM Rochester, N. Y.

John R. Speciale, former station manager of WSWG Petersburg, Va., appointed general manager of WRRR Rockford, Ill. Ward Hartman named station-sales manager. John Randall joins WRRR's announcing and production staff.

Asa Stallworth Jr., general sales manager of WJBE(TV) Augusta, Ga., appointed station manager, replacing Thomas J. Hennessey, who moves to Claussen's Bakeries, a division of Fuqua Industries Inc., licensee of WJBE(TV). John Radeck, WJBE operations manager, promoted to local sales manager. Ralph McFarland and Larry Bennett appointed production supervisor and assistant production supervisor, respectively.

John Brubaker, former general sales manager of WFBG-AM-FM-TV Altoona, Pa., joins VIP Radio Inc. as general manager of WFFY Mineola, N. Y.

Hundley Griffith, manager of WBCR Christianburg, Va., appointed general manager of WLL Lynchburg, Va.

Richard N. Hughes, past four years president and general manager of WQRS-FM Detroit, appointed director of advertising and promotion for WXYZ-TV, that city.

Dale Moudy, WING Dayton, Ohio, and Robert Earle, WIRI Baton Rouge, La., elected chairman and vice chairman, respectively, of Association of Independent Metropolitan Stations. They succeed Chairman Lee Allan Smith, WXY Oklahoma City, and Vice Chairman Milt Hall, KBWB Wichita, who both served for two years. Dave Morris, KNZU Houston, elected membership chairman, succeeding John Ramsey, KONO San Antonio.

Aian Fischler, director of award programs division of National Telefilm Associates, joins John Poole Broadcasting Co. as station manager of KGUL Avalon and KBG(FM) Los Angeles, both California.

James G. Barrett, member of public relations staff of New York State Attorney General Louis J. Lefkowitz, appointed station manager of Fordham University's WFRU-FM New York. Mr. Barrett succeeds Harvey J. Humphrey Jr., who has been named associate di-
George Skinner appointed station manager, WNBC New York effective Oct. 28 succeeding George S. Dietrich, who has announced his resignation. Mr. Skinner moves to WNBC from Katz Agency, station representative, where he has been director of programming services and program consultant. He


Rick Hutto, announcer and program director at WKTX (Jacksonville) Atlantic Beach, Fla., joins staff of WTN Tallahassee, Fla.

William R. Reier joins sales staff of WDGY Minneapolis-St. Paul, Minn.

Newton N. Minow, former FCC chairman and now executive VP of Encyclopedia Britannica Inc., elected to board of National Educational Television. NET provides cultural and informational programs weekly to noncommercial, ETV stations. Mr. Minow, former law partner and administrative assistant to Adlai E. Stevenson, was appointed FCC chairman by President Kennedy in 1961, and resigned from post last spring.


James L. Shannon, former national sales service representative for WIC-TV Pittsburgh, joins sales staff of KDQA-AM-FM, that city.

Lynn F. Avery, member of WTVM (TV) Columbus, Ga., sales staff for past four years, named sales manager.

Richard J. Anderson, chief engineer of KOVR (TV) Stockton-Sacramento, Calif., named engineering manager of Metropolitan Broadcasting's KLAS-AM-FM and KITV (TV), both Los Angeles.

Gil Henry, former program director of KJQ Seattle, joins KHOW Denver as air personality-program director. Roy Gunderson, Vince Paul and Bill King join KHOW as air personalities.

Richard Bolan, announcer and programming assistant at KALB-FM Alexandria, La., to program director.

Ted Swanson, stage manager for The Big News on KNXT (TV) Los Angeles since program's inception in 1961, appointed public affairs producer at sta-
Hunt named chairman of NAB engineering group

LeRoy Collins, president of National Association of Broadcasters, last week announced appointment of 10-man committee to plan for Broadcast Engineering Conference held each year as part of NAB annual convention.

The 1964 convention will be held in Chicago at Conrad Hilton hotel April 5-8.

Clyde M. Hunt, VP in charge of engineering for Post-Newsweek Stations, Washington, was named chairman of engineering conference committee. Appointed to serve with Mr. Hunt were:


Frank Marx, president of engineering division, ABC, New York; James D. Parker, director of TV r-f engineering, CBS-TV network, New York; Russell Pope, chief engineer of Golden Empire Broadcasting Co., Chico, Calif.; Wilson Raney, chief engineer of Cowles Broadcasting Service, Memphis; and Orrin W. Towner, director of engineering, WHAS Inc., Louisville, Ky.

Robert Cawley, former producer-director-writer for NBC in Hollywood, joins KGO-TV San Francisco as producer of High School Football series.

Mitchell C. Tackley, WICY Malone, N. Y., named to succeed Jack Burgess as district 1 nonmetropolitan representative on Mutual Affiliates Advisory Committee. Mr. Burgess resigned from MBS affiliates group when he left WSC Oswego, N. Y.

John A. Chambers, national sales manager of Container Corp. of America, New York; joins national sales staff of WITC-TV Pittsburgh. Philip Marella, WIBC-TV local sales manager, named assistant general sales manager.

Jay Loughrin, formerly with Andrews-Yagemann Productions at Desi- lu, joins merchandising department of KTTV-TV Los Angeles.

Judy West, head bookkeeper and secretary at Klsa-TV Odessa, Tex., promoted to business manager.

Rod Cleton, production manager of KQO-AM-FM Spokane, Wash., promoted to program director.

Jim Dolan, general manager of Waterloo (Iowa) baseball club (Midwest League) and formerly of WAIR-AM-FM Winston-Salem, N. C., joins WROZ Evansville, Ind., as sportscaster and air personality.

A. James Ebel, general manager of KOLN-TV Lincoln and KGON-TV Grand Island, elected president of Nebraska Broadcasters Association. Roger Larson, KFOR Lincoln, elected VP, and Richard Chapin, executive VP of Stuart Stations, re-elected secretary-treasurer. New directors are David Tucker, KQRS Superior; George Haskell, KNEA Scottsbluff; John Miller, KCSB Chadron; William Whitlock, KUVR Holdrege; and Harry Peck, KNOP-TV North Platte.

George L. Davis, former air personality at WOOO Grand Rapids, Mich., to woo Indianapolis in same capacity.

Joseph A. Haas appointed general manager of WWCA Gary, Ind.

John R. Canton, former program director of WRAW Reading, Pa., joins KUHL Kansas City as air personality.

Bob Grant joins announcing staff of KABC-AM-FM Los Angeles.

PROGRAMING


Herbert I. Lazarus, director of operations, elected vice president of Tele- synd, TV film distribution division of Warner Corp., New York.

Jerome H. Stanley and John Hinsey named film programs director, program administration, and manager of film programs, respectively, for NBC-TV West Coast.

Richard M. Wool- len, formerly VP in charge of programs at KTTV (TV) Los Angeles, appointed director of sales and program distribution for Desilu Sales, program distribution subsidiary of Desilu Productions. Before joining KTTV as program director 11 years ago, Mr. Woolen had been program manager of ABC Radio's central division.

Maurice Hoffman, national sales manager of Columbia Records Sales Corp., New York, promoted to general manager, succeeding Kenneth Glancy, former CRSC VP, who has been named to newly created position of VP for artists and repertoire.

Ed Cooperstein, president of New Jersey Television Broadcasting Corp., which plans to place channel 47 on air next spring as commercial UHF station, assumes added responsibilities as director of two-hour Open End discussion show, of which David Susskind is host. Mr. Cooperstein was director of Open End from 1958 to 1960.

Frank Telford appointed executive producer of Revue Studios' new Desdeny TV series. Mr. Telford had been work-
ing with Roy Huggins, Revue VP, as producer of Roncom-Revue’s Kraft Suspense Theatre.

Harold L. Lipton, New York attorney, appointed general counsel of National General Corp., Beverly Hills, Calif., succeeding Harold Lasser, who resigned to return to private practice. NGC operates theaters in West and Midwest, has diverse real estate holdings and is active in vending machine and other merchandising and has plans for closed circuit pay TV theater network to start operations next year.

Leon Ames, who portrayed title role in Father of the Bride, CBS-TV series few seasons back, has been signed as new neighbor to Wilbur and Carol Post in Mister Ed series on same network. Late Larry Keating had played Posts’ neighbor.

Robert Knoechel, former West Coast comptroller for United Artists Television, joins production accounting department of Daystar Productions.

EQUIPMENT & ENGINEERING

Adron M. Miller named manager, broadcast merchandising and West Coast operations, RCA Broadcast and Communications Products Division. Mr. Miller has been manager for division’s film recording and West Coast operations at Burbank, Calif. He will continue in this capacity while assuming responsibility for merchandising of RCA radio-TV broadcast equipment, scientific instruments and industrial television systems.

Fred J. Borch, executive VP of General Electric Co., elected president and chief executive officer, effective Dec. 21, with Gerald L. Phillippe, GE president, becoming chairman on that date. Ralph J. Cordiner, chairman and chief executive officer, announced last week his intention to retire in December.

Dr. Homer Newell, director of Office of Space Sciences, National Aeronautics & Space Administration, appointed associate administrator for space sciences and applications, in NASA reorganization Nov. 1. Chain of command for communications satellites will run from Leonard Jaffe, director of communications, to Robert F. Garbarini, director of applications, to Mr. Newell.


Allan S. Timms, former sales manager of ITA Electronics, joins industrial products division of Adler Electronics, New Rochelle, N. Y., as field sales engineer. Adler’s industrial products division manufactures markets UHF TV broadcasting and repeating equipment and educational TV systems.

Nicholas R. Mercuro, former manager of manufacturing for watch division of Elgin National Watch Co., Elgin, Ill., elected VP for manufacturing for Shure Brothers Inc., Evanston, Ill. Shure manufactures microphones, high fidelity and electronic components. In his new position, Mr. Mercuro will direct manufacturing operations for all Shure products.

Frank A. Ryan joins Houston Fearless Corp., Los Angeles, as director of operations at corporation’s West Los Angeles plant. Mr. Ryan will be responsible for manufacturing processes and methods in production of film processing equipment.

Alex Quiroga, color and technical coordinator in Hollywood for NBC, named recipient of 1963 Herbert T. Kalmus Gold Medal Award of Society of Motion Picture and Television Engineers.

NEWS

Lloyd Dobyns appointed news director of WAWY-AM-TV Norfolk-Portsmouth-Newport News, Va., replacing Vern Jones, who resigned to accept post of WASHINGTON bureau chief ofUPI Newfilm. Jim Whipphey named WAWY’s associate news director.


Don Lloyd, sportscaster at WIZE Springfield, Ohio, assumes added duties as director of news and special events.

Stan Vainrib, Kenneth Bell and Jim Strong join news staff of WBBM Chicago as writers. Mr. Vainrib previously was with WATV Birmingham, Ala., Mr. Bell was with WGN Chicago and Mr. Strong switches from WBBM-TV.

Chester Curtis, formerly of WHAM Rochester, N. Y., joins news staff of WTOP-TV Washington.

Gary Kerr, formerly of KSCJ Sioux City, Iowa, joins news staff of KTIV (TV), that city.

Keith Patterson joins staff of KTVB (TV) Boise, Idaho, as anchorman of The Big News (Monday-Friday, 5:30-6:30 p.m.) and as host of weekend variety program, Periscope, 10 a.m.

Bob Hardt, local news reporter at wxyz Detroit, named Morning Report editor.

John J. Ryan joins Associated Press as regional membership executive. Mr. Ryan, who will deal with radio and TV stations in New York State, has been in advertising department at Albany
Times-Union and Knickerbocker News for several years.


INTERNATIONAL

William G. Moore joins BBDO in newly created position of VP for international, New York. Mr. Moore was formerly VP and account supervisor on Ford and Eastman Kodak accounts at J. Walter Thompson, New York and Detroit. Bruce E. Crawford, senior group head on American Tobacco account, elected to VP.

Ralph Snelgrove, CKVR-TV and CKBB Barrie, Ont., elected president of Radio and Television Executives Club of Toronto, succeeding Ken Sobie, CHCR-TV and CCHL Hamilton, Ont. Sam Elber, Canadian Sponsor, elected first VP; William W. Vanderburgh, Coca-Cola Ltd., second VP; Doug L. Breithaupt, of Breithaupt, Milson & Benson Ltd., third VP; and T. Gordon Ferris, Radio & Television Representatives Ltd., secretary-treasurer.

Michael Connor named director of Screen Gems sales in Germany. Mr. Connor was group sales supervisor in Germany for Columbia Pictures’ “Lawrence of Arabia.”

Albert G. Hartigan joins international division of Time-Life Broadcast Inc. Mr. Hartigan will specialize in TV programming for foreign stations operations. He was previously VP and general manager of Video House, New York.

Jimmy Darin, formerly of KNEW Spokane, Wash., joins CKY Winnipeg, Manitoba, Canada, as air personality-program director. Peter Jackson, CKY air personality, moves to CKLG Vancouver, B.C. Dave Lyman, former CKY program director, named station promotion manager, replacing Bill Grogan, who becomes sales promotion manager.

William S. MacDonald, formerly of media research division of A. C. Nielsen Co., New York, joins Crane Adv. Ltd. of London as account supervisor.

ALLIED FIELDS


Sherree Barish, formerly in sales executive posts with Official Films and National Telefilm Associates, has formed Broadcast Personnel Agency, New York, an employment service in radio-TV field exclusively. Office is at 527 Madison Ave. Telephone is Eldorado 5-2672.

Marvin W. Baiman, manager of research projects at NBC elected VP of R. H. Brusk in Associates, New Brunswick, N.J., market research firm. Mr. Baiman joined NBC in 1952 as statistical analyst and has since held positions of research associate, project supervisor, supervisor of surveys and manager of research studies.

John C. Smith, member of radio production department for past eight years at Southern Baptists’ Radio and Television Commission in Fort Worth, Tex., named director of organization’s newly formed program production section. New unit will produce radio programs for seasonal special events broadcasts.

Milton Robertson, producer of PM West TV series for Westinghouse Broadcasting Co., appointed director of radio-TV films for National Tuberculosis Association.

DEATHS

Sidney N. Strotz, 65, former executive VP of NBC, died Oct. 4 of heart attack at Ojai (Calif.) Community Hospital. In early 1930’s Mr. Strotz was president of Chicago Stadium Corp., which promoted championship boxing matches and other public entertainments. His knowledge of show business prompted NBC to appoint him VP in charge of programs. Mr. Strotz was transferred to Hollywood in 1941 as VP for West Coast operations and in 1948 was named administrative VP in charge of TV. He left NBC in 1950 to become president of Quaker State Coca-Cola Bottling Co. in Pittsburgh, and recently moved to Glen dale, Calif.

Herbert Richardson, 57, Lisbon, Portugal, representative for McGraw-Hill and Newsweek and former NBC correspondent, died of brain hemorrhage Oct. 8 at his home in Cascais, Portugal.

Claire Niesen, 40, radio actress who for 14 years played title role in Mary Noble, Backstage Wife on CBS, died of cancer Oct. 4 in Encino, Calif. Miss Niesen, who in 1943 won Philco Hall of Fame award, also appeared in The Second Mrs. Burton, Life Can Be Beautiful radio serials.
CBS makes historical street presentation

A sidewalk display has been unveiled at the construction site of the new CBS headquarters building in New York (Avenue of the Americas between 52d and 53d Streets).

The presentation is made up of 37 panels, each equipped with a transparent news photograph and an automatic recording device. As each panel is viewed, the passer-by can pick up a special phone and hear a portion of that story as it was originally broadcast. The news stories span a 36-year period from the Lindbergh flight to the present.

Photographs in the display are from the files of CBS, Wide World and UPI. Sound recordings are from CBS News and other sources.

Los Angeles can't say nein to channel nine

All Southern Californians will soon be "Nine Watchers" if KHJ-TV (ch. 9) Los Angeles has its way. To persuade its fellow citizens that there's no activity to compare with "nine watching," the station's promotion executives have had 50,000 lapel stickers printed and distributed to agencies, media men and the public.

More than 200 Sparkletts trucks (spring water) bear "nine watching" posters and some 200,000 Sparkletts bottles are ornamented with similar labels. RKO General Broadcasting's national sales department is using a special 12-minute film to show the rest of the advertising world what they're missing by not being in the area where "nine watching" goes on, and Mal

WAIT backs successful experiment with ads

WAIT Chicago has finished the experimental "better music" programing it began Jan. 1, adopting the format on a permanent basis, and has begun a $130,000 consumer advertising campaign in Chicago newspapers to promote its policy.

In a three-week period from Sept. 16-Oct. 2, the station spent more than $31,000 of its budget on six large display ads, including two aimed at women.

One of the ads, "These Are Our Disc Jockeys" (above), posed the station announcers with fiddles, the copy adding, "They all play second fiddle to the world's most beautiful music."

All-star lineup

A switch in sponsor-talent relations is scheduled to take place Thursday (Oct. 17) at the opening of the world's largest shoe polish factory in Springfield Gardens, N. Y. Irving J. Bottner, president of Esquire Shoe Care Products, plans to pay tribute to TV stars the firm has sponsored.

Invited to attend and receive plaques are: Arlene Francis, Kate Smith, Jane Wyman, Sid Caesar, Imogene Coca, Arthur Godfrey, Danny Thomas, Dick Clark, Johnny Carson, Bert Parks, Ed Sullivan, Sebastian Cabot, Anthony George, Doug McClure, Bud Collyer and Gale Storm.

ABC-TV wheels and deals


In a tie-in with the regular ABC-TV Price Is Right five-week sweepstakes, MGM will give an oil well guaranteed to produce at least $25,000 worth of oil or a $25,000 check to the winner of the program's first five-week sweepstakes as a bonus.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Oct. 3 through Oct. 9 and based on filings, authorizations and other actions of the FCC during that period.

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

Abbreviations: DA—directional antenna, CP—construction permit, ERP—effective radiated power, UHF—ultra high frequency, ant.—antenna, aurr.—aerial, vis.—visual, kw.—kilowatt, MHz—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, un.—unlimited hours, kw.—kilowatts, SCA—subcommunications authorization, STA—special service authorization.

New TV station

ACTION BY FCC
*Portales, N. M.—Regents of Eastern New Mexico University. Granted CP for new TV on VHF channel 3 (69-96 mc); ERP 51.2 kw vis., 26.8 kw aur. Ant. height above average terrain 1,387 feet. P. O. address 1,084 feet. P. O. address c/o Dr. F. Claude Humphen, state director of TV, 1801 Roma, N.E., Albuquerque, N.M. Estimated construction cost $429,669; first year operating cost $29,460; revenue $33,800. Principals: Richard A. Brown (50%), Donald R. and Berenice A. (each 25%). Ingraham is business manager of electronics firm; D. K. Ingraham is automotive inspector; Mrs. Ingraham is housewife. Action Oct. 3.

New AM stations

NEW AM STATIONS

EDWIN TORNEBERG & 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

FOR THE RECORD

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As compiled by Broadcasting Oct. 3 through Oct. 9 and based on filings, authorizations and other actions of the FCC during that period.

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

Abbreviations: DA—directional antenna, CP—construction permit, ERP—effective radiated power, UHF—ultra high frequency, VIS—visual, kw.—kilowatt, MHz—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, un.—unlimited hours, kw.—kilowatts, SCA—subcommunications authorization, STA—special service authorization.

New TV station

ACTION BY FCC
*Portales, N. M.—Regents of Eastern New Mexico University. Granted CP for new TV on VHF channel 3 (69-96 mc); ERP 51.2 kw vis., 26.8 kw aur. Ant. height above average terrain 1,387 feet. P. O. address 1,084 feet. P. O. address c/o Dr. F. Claude Humphen, state director of TV, 1801 Roma, N.E., Albuquerque, N.M. Estimated construction cost $429,669; first year operating cost $29,460; revenue $33,800. Principals: Richard A. Brown (50%), Donald R. and Berenice A. (each 25%). Ingraham is business manager of electronics firm; D. K. Ingraham is automotive inspector; Mrs. Ingraham is housewife. Action Oct. 3.

New AM stations

NEW AM STATIONS

EDWIN TORNEBERG & 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
COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen., Mgr.
Edward F. Lorenz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1519
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

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl., Hiland 4-7010
KANSAS CITY 14, MISSOURI

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
924 Colorado Bldg. 60206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCE

WILLIAM B. CARR
Consulting Engineer
AM-FM-TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
Butler 1-1551

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D. C.
Telephone District 7-1205
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D. C.
Telephone District 7-1205
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Lacelde 4-3777

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Lacelde 4-3777

PETER JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
Nepot 4-4242 Neptune 4-9558

R. W. KNOX, JR.
CONSULTING RADIO ENGINEER
Consulting
Radio & Television
1405 G St., N.W.
Washington 5, D. C.
Member AFCCE

H. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: Broadway 8-6733

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D. C.
Telephone District 7-1205
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GROUT & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg., National 8-7757
Washington 4, D. C.
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-530-4086
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
Glendale 2-3078

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCCE

K. W. L. FERNHALL
CONSULTING ENGINEERS
RADIO & TELEVISION
1735 DeSales St., N.W.
Washington 20036
Member AFCCE

JOHN H. MULLANEY
and ASSOCIATES
A Division of Mullaneys, Inc.
Mullaneys Building
5712 Frederick Ave, Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFCE

BROADCASTING, October 14, 1963


Moss Point, Miss.—Coastal Cities Broadcasting & Development Corp., 2906 M Street, P. O. Box 215, Moss Point, Miss., owners of licenses of WOAP Owosso. Ann. Oct. 3.

WMSP, Rockford, Ill.—Granted transfer of control of licensee corporation, Sabrina Broadcasting Inc., from George Gray and Murray Carpenter of WHEB-AM-FM, to Mr. Gray (45%), Mr. Carpenter (35%) and Chauncey L. Landen (20%). No financial consideration involved in transfer. Action Oct. 7.


Wayland, Mich.—Granted assignment of licenses of Saginaw Broadcasting Co., Inc., to Kenneth Hugh MacDonald (70%) and others, tr/az MacDonald Broadcasting Co. Consideration is assumption by corporation of licenses and transfer of incurred acquiring licenses. Action Oct. 7.

KXUL Golden Valley, Minn.—Granted assignment of licenses and CP from Edward D. Skotch (10%) to Mr. Skotch (100%), tr/az Greater Happiness Inc. No financial consideration involved. Action Oct. 7.

KMBN Bozeman, Mont.—Granted transfer of control of licensee corporation, Engineering Inc., from Samuel J. Jones, Jr., Blanchester, Ohio (75%), to James W. Skotch (100%), tr/az MacDonald Broadcasting Co. Consideration is $150,000. Also see grant below. Action Oct. 7.

KMBN Bozeman, Mont.—Granted assignment of license of Penn Engineering Inc. to KMBN Inc. See grant above. Action Oct. 7.

WMLB Morehead City, N. C.—Granted transfer of control of licensee corporation, Carteret Broadcasting Co. Inc., owner of station WMLB, to Dr. C. H. Cope (35%), John T. Watson (35%), Libba Carter (10%), Mr. Skotch (20%) and Skinner A. Chalk (10%) by transfer of $57,200. Action Oct. 7.

KXWJ Nashville, Tenn.—Granted assignment of license from Sanford Radio Broadcasting Company, Inc., owner of WHEB-AM-FM, to J. Gale (100%), Mr. Lewis (100%), tr/az San Lee Broadcasting Co. No financial consideration involved in transfer. Action Oct. 7.

WBMC McMinnville, Tenn.—Granted transfer of control of licensee corporation, Cumberland Valley Broadcasting Co., owner of station WBMC, to Dr. C. H. Cope (35%), from James W. White (35%), Nell B. White (35%) and James W. T. White (8); other ownership unchanged. Action Oct. 7.

WYYW Green Bay, Wis.—Granted acquisition of positive control of licensee corporation, WPPG, Inc., by B. B. Potempa (50% before transfer, 35% after) by transfer of $20,000. Action Oct. 7.

WPOT South Norwalk, Conn.—Granted assignment of license of Simms Broadcasting Co., Inc., owner of station WPOT, to Dr. C. H. Cope (35%), Thomas J. Simms (25%), and Mr. Kimble (40%); other ownership unchanged. Action Oct. 7.

WQOC-AM & WQOC-FM Pontiac, Mich.—Granted transfer of control of licensee corporation, Pontiac Broadcasting Co., Inc., from Paul W. Hitt (65%) and James H. M. Anderson (35%) to Mr. Hitt (100%); other ownership unchanged. Action Oct. 7.

WKYX Savannah, Ga.—Granted assignment of license of KYX Communications, Inc., owner of station WKYX, to Dr. C. H. Cope (35%), Thomas J. Simms (25%), and Mr. Kimble (40%); other ownership unchanged. Action Oct. 7.


WRFB Tallahassee, Fla.—Seeks assignment of license of WRFB to Donald C. Price. Consideration $120,000. Action Oct. 7.

WKFG Thomasville, Ga.—Seeks assignment of license of Thomas County Broadcasting Co., Inc., by Emlyn M. Martin (70%) and Guy Curtis (10%), tr/az Triple C Broadcasting Corp. owned by Mrs. Lem J. Clark (100%). Consideration $105,000. Action Oct. 7.

WBZI Brazil, Ind.—Seeks license of community broadcasting center owned by David P. Scott and Casey A. Heekman (16 1/2%); to Russell B. Lee. Action Oct. 7.

WJMO-WJMO-FM Appleton, Wis.—Seeks license of WJMO-WJMO-FM, for new FM there. Consideration $50,000. Action Oct. 3.

WKKM Poplarville, Miss.—Seeks assignment of license from Ren O. Griffin (85%) and Henry C. Hunter (15%) to Mr. Griffin (100%). Consideration $50,000. Action Oct. 7.


John Milhau (150 shares), Mr. Vaughan (144 shares), and Crossroads TV Producing Co. (each 50% of company after transfer, 95 shares before). Consideration $24,700. Action Oct. 7.

WYXJ-AM Madisonville, Ohio.—Seeks assignment of license from RDF Broadcasting Co., Inc., owner of station WYXJ-AM, to Mr. Price (99%), tr/az Casey Broadcasting Co. Inc., Mr. Price (100%), Consideration is $95,000. Action Oct. 7.


KWMF Manchester, N. H.—Seeks assignment of license of WPTV, owned by Robert M. Seaver and others, to Mr. Seaver (100%), tr/az WPTV, owned by Triple C Broadcasting Corp. Action Oct. 7.


WZBC Sioux City, Iowa.—Seeks license of WZBC, for new FM there. Consideration $25,000. Action Oct. 7.

KSKC-AM / KSKC-FM Council Bluffs, Iowa.—Seeks assignment of license of KSKC-AM / KSKC-FM, to Mr. Miller (50%) and Mr. Ernst (50%); other ownership unchanged. Consideration is $40,000. Action Oct. 7.

KBQ-HKQF-AM-1 FM St. Louis, Mo.—Seeks license of KBQ-HKQF-AM-1 FM, for new FM there. Consideration $20,000. Action Oct. 7.


WKFG Thomasville, Ga.—Seeks assignment of license of Thomas County Broadcasting Co., Inc., by Emlyn M. Martin (70%) and Guy Curtis (10%), tr/az Triple C Broadcasting Corp. owned by Mrs. Lem J. Clark (100%). Consideration $105,000. Action Oct. 7.

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KBQ-HKQF-AM-1 FM St. Louis, Mo.—Seeks license of KBQ-HKQF-AM-1 FM, for new FM there. Consideration $20,000. Action Oct. 7.


application of 1390 Broadcasting Inc. to disclaim block WEBB Broadcast- ing Inc. on 1360 Kc, 5 kw, DA, from daytime to untl. time with prejudice, application for NEW DA-2. Action Oct. 2.

* Hearing Examiner Arthur A. Gladstone issued initial decision looking toward (1) granting application of Marshall Broad- casting Co. for new AM on 1540 kc, 250 w-D, in Madison, Wis., and (2) denying application of Wright Broadcasting Co. for new station on same frequency with 5 kw (1540) on NEW DA, in East Lansing, Mich. Action Oct. 9.

* Hearing Examiner Isadore A. Honig issued initial decision looking toward (1) dis- missing applications for new FM stations on 106.1 KHz (KVV, Scranton, Pensylvania), KWKX, Ill., and Radio America, Chicago, and (2) denying application of Radio America to extend the time that application be retained in pending file until final disposition of proceeding on application of Mrs. Evelyn H. Chauvin Schofield, for renewal of license for WZFM (FM) broadcasting in Honeymoon, La. Action Oct. 8.

* Hearing Examiner Walther W. Guenther issued initial decision looking toward dis- missing application of Rochester Ne- cinct Radio Corp. (now Westerly Broad- casting Co.) to change facilities of WERI FM, Westerly, R. I., from 105-7 mc; ERP 175 kw; ant height 24 feet, to 94-9 mc; ERP 17 kw; ant height 24 feet, and file Broadcasting Co. for new FM in Wilmin- gton, Conn., 94.9 Mc; ERP 33-6 kw; ant height 350 feet. Action Oct. 7.

DESIGNATED FOR HEARING

KNCM Moberly, Mo.—Designated for hearing application to increase tower height from 480 feet to 500 feet, and increase length of ground radials from 200 feet to 300 feet; made KJFB Marshalltown, Iowa, KLAU Len- onia, Falls Church, Va., KXWOS Jeffer- son City, Mo., and WECO Spart- ta, Ky., parties to proceeding. Action Oct. 3.


OTHER ACTIONS

* By memorandum opinion and order, Commission extended deadline for filing applications for new stations by Broadcast- ing Industries Inc. for reconsidera- tion of Order of Oct. 2, 1962, which order had in pending file for noncompliance with "chilling effect" of Roy B. Hawke order, to increase daytime power of WMFD Mel- bourne, Fla., from 1 kw to 5 kw, and change daytime ERP of WSEP to 1 kw, and increased by 1 kw-N with present nighttime DA; also denied applications for waiver of 1351(c) of clear channel freeze rule. Com- missioner Cox not participating. Action Oct. 5.

* By order, commission denied petition by Salina Radi o Radio Inc. for immediate removal of stay on previous July 30, 1962, decision granting application for new AM in Salina, Kan., which was imposed Jan. 7 when pro- ceedings was remanded to examiner for hearing. See Section 3(a) and (b) of multiple ownership rules. Com- missioner Cox and Commissioner Loevinger dissenter. Action Oct. 5.

* By order, commission denied application by被执行人 (and (b) of Minneapolis Broadcasting Co.) for review of Review Board's April 16 decision which granted application of Wilkes Broadcasting Co. for new AM on 1440 Mc, 5 kw-D, adjacent to 1 kw during critical hours, in Modesto, N. C., subject to investigation and precess from operation with daytime facilities prescribed in previous order. Application in Doc. 14419. Commissioner Cox not participating. Action Oct. 5.

* By memorandum opinion and order, commission denied petition by WOCA TYPA Broad- casting Co. for review of chief hear- ing examiner's June 18 memorandum opin- ion and order which granted WOCA TYPA's previous petition to extend of suspending, but with prejudice application for new AM in Mt. Airy, N. C., and which denied ap- proval of agreement whereby MONT AKE WSW and WQPP would reimburse WOCA TYPA about $22,000 for alleged expenses for month in re- turn for latter's dismissal; and which also denied petition of WSW for additional time to reply to Broadcast Bureau's opposi- tion. Action Oct. 8.

* By order, commission denied application by Wright and Maitz Inc. for review of Re- view Board's July 31 decision which denied application to change operation of WBBW Mt. Clemens, Mich., on 1450 kc with 900 w, from daytime to untl. hours, DA-2. Com- missioner Bartley dissented; Commissioner Cox not participating. Action Oct. 9.

* By order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of transfer of control of KSHO-TV Las Vegas, commis- sion denied application by applicants for re- view of chief hearing examiner's order changing place of hearing from Washington to Las Vegas. Commissioner Cox not par- ticipating. Action Oct. 1.

* By report and order, commission made TV channel 37 (608-614 mc) available for exclusive use of radio astronomy for period of 10 years (to Jan. 1, 1974) throughout U. S. This five years of use had been pro- posed in proceeding and is departure from concept of 600 mile circle of protection about Daniels, Md., Commissioners Lee and Cox dissented. Action Oct. 4.

* By memorandum opinion and order in proceeding on application of WYKY Inc. to move WKYR from Keyser, W. Va., to Cumberland, Md., and make other changes, commission denied joint motion by Alle- geney County Broadcasting Corp. (WCCU AM-FM) and Cumberland Valley Broad- casting Corp. (WTPB), both in Cumberland, to enlarge issues to determine whether more efficient nighttime service could be pro- vided if WKYR retained Keyser location and, if so, whether grant of latter's application would be in accordance with Sect. 307 (b) of act, and (b) denied request by WYKY Inc. for extension of time to file additional pleading and directed secretary to set a new date for reply to opposition from commission files and return to filing parties. Commissioner Cox not participating. Action Oct. 3.

* By order, commission terminated pro- ceeding on application of WBDH Inc. for CP to move facilities of WBDH-FM Boston from within city to site of old tower, and reinstated 1959 grant of CP, without prejudice to such further commis- sion action as may be warranted, if any, as result of final determinations made in WBDH Inc., et al., in Docket 829, Chairman Henry and Commissioner Cox not partici- pating. Action Oct. 3.

* Commission granted temporary exten- sion for one month, from Oct. 3, of time for commencement of trial of subscription pro- gramming by Channel 2 Corp. (formerly Gotham Broadcasting Corp.) over KCTO (TV) (formerly KTVI) on channel 2 at Burlington. Commissioner Bartley dis- sented. Station had requested third six- months extension. Action Oct. 3.

* By memorandum opinion and order, commission denied grant petition by James Valley Broadcasting Co. (KXHV), Huron, S. D., for reconsideration of June 18 action which granted with hearing application of Cen- tral South Dakota Broadcasting Co. for new daytime bulk (KEKEE) on 1450 kc, 1 kw, in Huron, to extent of setting aside grant and designating Central South application for hearing. Commissioner Hyde not participating. Action Oct. 3.

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**Classified Advertisements**

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **WANTED** Radio Salesman, 22/2. Minimum $250 per week—$250 minimum.
- **DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENTS**

- **All other classifications, 30¢ per word—$4.00 minimum.**
- **No blind box numbers.**
- **Please send replies to Broadcasting, 1715 DeSales St. N.W., Washington, D. C., 20036.**

**Applicants:** If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**Radio**

**Help Wanted—Management**

Wanted manager for aggressive illinois station with metropolitan services area population in excess of 200,000. Must be capable of handling sales, news, and programing assignments and be good at promotion. 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 programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcast manager. Send resume to Box M-131, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box O-89, BROADCASTING.

Manager: Strong on sales for Colorado small market station. Young man seeking first management post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commision, furnished. Box M-131, BROADCASTING.

**Sales**

Columbus Ohio . . . Immediate opening for good quality, experienced salesman or ready, Top Independent. Growing chain, good salary plus. Please write fully. Box O-12, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box E-128, BROADCASTING.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operations post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commission, furnished. Box M-131, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan area not Chicago you can have a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

California—Full-timer looking for sharp salesman. Must have references. First ticket helpful but not necessary. Box M-48, BROADCASTING.

Ambitious young man to grow with progressive organization. Box M-128, BROADCASTING.

$500 monthly guarantee to man who can produce in rapidly growing Arizona market. Must be fully list willing. Send application to Box M-139, BROADCASTING.

Immediate opening, experienced radio times salesman, established account list with good billing, liberal guarantee, plus commissions. Local community. KCHA Charles City, Iowa.

Single market station needs salesman. Excellent income. Full time salesman and part time salesman, wanting full time sales work, should apply to Dale Low, KNCM, Moberly, Missouri, 65269-1230.

Wanted-Salesman/announcer for small-medium 5 kw station. Sales primary, announcing secondary. Ability determines salary. Contact Manager, WCWC, P. O. Box 64, Ripon, Wisconsin, 414-746-5111.

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**No. 1 station needs No. 1 dj. Excellent weather, top pay available. Major health and medical benefits. Must be experienced, willing to work. Send tape, resume, phone number.**

**Immediate opening for experienced announcer to handle news, weather, and traffic for well-established market.**

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**Technical**

Chief engineer, 1 kw, 100 miles from New York. $125. Box K-77, BROADCASTING.

Quality Rockey Mountain kilowatt needs chief, common sense. Box L-320, BROADCASTING.

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N.H.-Vt. market. Salary commensurate with experience. Box M-145, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.
Help Wanted

Production—Programming, Others

Technical—(Cont'd)

Sales engineer—Equipment distributor has opening for competent tv engineer. BSEE desirable. Must have broad background in electronics and sales ability. Traveling required to southeastern states—Good opportunity. Must have experience, competent man salary plus commission. Box M-60, BROADCASTING.


Immediate opening for assistant newsman and sports director. Starting salary $75.00 per week. Applicant: M. Thayer, WGHQ, Kings- ton, New York.

Situations Wanted—Management

Young, sales executive seeks management. Civic minded, pr experience. Four years same Midwest station. Now earn $9000 plus. Want growth and ownership potential. For personal visit write Box M-104, BROADCASTING.

Manager with eleven years experience, available as general or operations manager. Programmed station in midwest. Must be college graduate. Box M-107, BROADCASTING.

Small single station preferably in Michigan, Ohio or Indiana. Excellent back ground in management, sales and promotion. Presently employed in large market group. Desires move to small, independent community. Consider profit sharing. Box M-121, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, references. Box L-353, BROADCASTING.

Top 40 dj with bright sound wants to move up. Have highest ratings and first class disc jockeying experience. Box M-31, BROADCASTING.

Announcer, Good all phases. Prefer new, Daytimers state salaries. Box M-39, BROADCASTING.


1st phone, 1 year experience as engineer—Wood, Des Moines. Will relocate. Box M-94, BROADCASTING.

Available, announcer engineer for south central region, good on both. Box M-97, BROADCASTING.

Negro announcer, 1st class training, no experience, need 1st job. Box M-109, BROADCASTING.

Consistent wake-up, keep-em-happy announcer seeks morning slot with quality radio operation. First phone. Box M-108, BROADCASTING.

Young Negro announcer and DJ, with 5 yrs. experience, strong on news, versatile as a DJ, willing to relocate. Not afraid of hard work. Box M-115, BROADCASTING.

Announcer graduate looking for position as disc jockey. Box M-153, BROADCASTING.

Not an ordinary scraper, genuine Top 40 pro. Can handle humor very well. Good, sensible, tight production. Top ratings. Medium-Large markets east or midwest. Box M-124, BROADCASTING.

Attention LA—radio newcomer air personality seeks position in New York City and vicinity desires top notch position major Los Angeles radio station. Graduate, single. Will be in LA mid-October for personal interviews. Salary $170 minimum. Box M-111, BROADCASTING.

Morning personality, number one all surveys, all segments. Tasteful comic approach. Non-frantic smiling sound. Box M-113, BROADCASTING.

Situations Wanted—Announcers

First phone—6 years professional; college, draft free, showmanship, major—markets. Excellent voice, background knowledge. Box M-100, BROADCASTING.


Top notch dj with first phone and family seeks improvement. Box M-131, BROADCASTING.

Mature voice . . . 7 years experience . . . radio experience . . . personal approach to good music and jazz. Excellent commercial delivery . . . offering the sound that sells. Box M-134, BROADCASTING.

Announcer first phone—Limited experience—prefer warm climate in large or medium city—good salary and five day week. No maintenance. Box M-141, BROADCASTING.

Announcer—13 years all phases radio-TV. Excellent voice. Authoritative. Excellent, smooth professional delivery. Box M-148, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience. Authoritative voice. Smooth professional delivery. Box M-151, BROADCASTING.

Wife of wake morning man. Strong on news. 1st class license. Box M-149, BROADCASTING.

Newman/dj—Have done on-the-scene for many major stations. Excellent style. Prefer news. Limited experience, but talented. Box M-152, BROADCASTING.

Go first class! Highly experienced personality, Will have first phone now! Outstanding air shows, production, and copywriting. Don’t wait . . . phone 312-328-7650 now!

Top forty Jock—4 years experience—married—good references—Rusty Draper—MU-3-4121—Rusk, Texas.

Young, 21, 1st phone announcer, 3 years college, some experience, good on rock and roll. Box M-134, BROADCASTING.

“Swify” 788 Pickett Avenue, Waynesboro, Va., Phone 942-1832.


Chicagoland—Three metro market jock, Newman, production, Northwestern station needs work. Must have resume, tape, references. John Galanes, 312-328-9753.

Technical

Attention: Pittsburgh, Wheeling, Youngstown and surrounding area. Chief engineer 5 kw AM & FM desires relocation as staff engineer or chief. tv staff engineer also considered. Technical school graduate, minimum years radio, 1 chief. Family man. Minimum $125 wk. Box M-106, BROADCASTING.

Chief engineer/announcer—former manager. Desires change. 1 years radio, 1 chief. Family man. Minimum $125 wk. Box M-106, BROADCASTING.

Engineer, AM-FM stereo, construction and maintenance. Ten years Chief Engineer. Capable announcer. Box M-142, BROADCASTING.

Need stable position, good character, first phone, P. O. Box 7532 Kansas City 16, Mo. Phone 816-645-7739, Missouri or Kansas.

Production—Programming, Others

Wanted: Wisconsin market. Administrative, some air. Sixteen years experience, presents large market. Family, best references. Box M-55, BROADCASTING.
Production—Programming, Others

Continued

Young man 18 years old interested in broadcasting, no experience. Box M-96, BROADCASTING.

Expanded sports coverage radio/TV Play-by-play, interviews, reporting. Excellent record of years experience. Box M-109, BROADCASTING.

Editorial-news specialist. Nationally recognized as leader and pioneer in broadcast education. Radio and television writer, editor, producer, consultant, several major national awards. Solid background in background, research, writing, on-air presentation. Experience in both news and programming. Computer management skill, editorial or news-editorial assignment. Single, 29, College graduate. Excellent credit. Excellent references. Box M-914, BROADCASTING.

Wanted, Position in Iowa or Midwest. Prefer NW Iowa. Box M-118, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news-writing and editing. Two years experience as a B. A. in radio and journalism. Box M-98, BROADCASTING.

FD-DJ, married, 15 yrs. experience all phases of programming. Wants to settle permanently in the northeast. Can handle your FM or AM station. Pferred modern. Personal interview required. Box M-101, BROADCASTING.

Personality. Now working network O & O sta. on west coast. Wish to move with my children/adult show to midwest or east. My wide and complete variety of work with your film or all live. Other tv credits include mc of network show host, variety show emcee, newreader, plus several network appearances. Management temporarily away. Will interview with your story and with your request. Box M-110, BROADCASTING.

Program director, manager. Responsible position with established operation. Veteran family, 32, non-drinker. Experienced all phases am, fm production, news, copy, traffic, programming popular, classical. Native southern Californian, relocate west. Current pd medium market am. Consider honest, challenging business. No rockers, fast-buck, cocktail operations please. #78, 3076/78 NW, Portland.

PD in major market desires return to air as radio and/or tv personality. Top pro, extensive background both media. Top market job. Box M-113, BROADCASTING.

Attention Biloxi-Gulfport-New Orleans areas. Experienced copywriter. 5 yrs one station. U. of Mo. graduate. Know production, taping, traffic phone. George, high work standards. Personal interview. Little tv experience, but interested. Ditto agency. Box M-135, BROADCASTING.

13 years radio & television experience as announcer, director and pd. Hope to secure position as pd or news director. Available 31 October. Box M-150, BROADCASTING.

Play-by-play—staff—dj—news. 23 yrs old, married, some radio & TV experience. Will work any radio or small market agency. Box M-155, BROADCASTING.


2 aggressive and reliable men 25 & 29, active in broadcasting, producers of publicity meetings and publicity clinics, wish to associate with a US company willing to send to Europe, Brazil, Uruguay. Reply to Creación Publicitaria, Turucauyu 5078/78, Montevideo, Uruguay.

Production engineer. Excellent board work. Have FCC second class engineer at Brooklyn, S. J. Phinn, 825 Quincy, St., Brooklyn 21, N. Y.

TELEVISION

Help Wanted—Sales

Wanted—TV sales: Sales service man between 22-28 sales and/or traffic radio or TV experience. Must be well dressed, sales minded. Send resume, photo to: WATT-TV, Atlanta, Ga.

Help Wanted—Technical

Engineering Supervisor — major market unionized TV operation needs manager to take over new construction operations. Degree preferred. For confidential handling consult your consultant. Box M-28, BROADCASTING.

Licensed experienced TV transmitter and studio engineer needed. Must be familiar with RCA black and white and color equipment including studio, film transmission, microwave and VTR. Maintenance experience essential. Midwest location in university town. Send background and experience with salary requirements and photo to Box M-44, BROADCASTING. All replies will be acknowledged.

Major So. California station looking for TV studio technicians with all-around experience, film, film studio, etc. FCC first phone required. Send resume to Box M-41, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM/FM/TV control rooms and transmission equipment in our present market. Box M-56, BROADCASTING.

Experienced engineer, best technical qualifications for news station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas Station. Box M-69, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-59, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

$10,000 starting salary for chief engineer. Must be hard worker, strong on maintenance. Room for advancement and more money in most beautiful area of U.S. Recreation, hunting and fishing the station in most beautiful part of country. Box M-62, BROADCASTING.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone.

Studio Engineer experience in service maintenance and video tape recording. Contact Bro. L'Roy, KLRK-TV, Star Route 2, New Braunfels, Texas.

Young capable studio engineer wanted immediately. Permanent position with prominent west coast vtr station, competitive salary available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

Production—Programming, Others

Texas VHF station looking for excellent continuity writer. Box M-59, BROADCASTING.

Director with creativity wanted in southeast coastal area. Box M-59, BROADCASTING.

Boy, dependable newsman-photographer, adept at gathering and writing news. Box M-65, BROADCASTING.

Alert newsman-announcer to gather write and handle news in southwestern station. Box M-65, BROADCASTING.

Production—Programming, Others

Continued

Experienced tv newsman for station in top 45 markets. Send complete resume, picture, vtr. Replies confidential. Our people know of this ad. Box M-136, BROADCASTING.

Immediate opening for continuity director (male or female) for growing NBC UHF station in university city. Good opportunity for person now in staff or student department to move up. Call Robert M. Lomp p.d. WCHU-TV, Champaign, Ill. 382-4554.

Newscaster. . . . Strong on-camera newscaster with college journalism training and television. Desiring reporting position with large market CBS-affiliated station in the southeast.3rd market. Remarkable opportunity for career with needed station. One of the nation's top news departments. Pioneer of the 60-minute expanded news format, now 90 minutes early evening. Send VTR or reel. Box M-126, BROADCASTING.

Situations Wanted

Announcers

Experienced TV news man on camera and booth. I can handle 4-hour council, sales, management, programming, would like small station, money not major consideration. Box M-116, BROADCASTING.

Technical

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Box L-126, BROADCASTING.

Dramatic 27 year old sports announcer looking for a bigger opportunity where group, need to think inside of sport with ability to write and deliver. Prefer large network market or seasonal change of climate for family and organization that wants the best coverage, professional sports. I know what I am talking about in sports. Inquire about what those in sports control and confidence in all phases of sports reporting. Six years, three jobs. Presently employed television sports camera. Box M-149, BROADCASTING.

Production—Programming, Others

Production manager-director, 19 yrs. experience, Sincere, hard worker. Best references. Married, family. All replies answered. Boone; 361-6025, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Currently employed. Have worked for many local and national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experienced, hard worker and results write Box L-308, BROADCASTING.

A substitute for experience? None's been invented yet! I have 13 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply personally answered. Box M-34, BROADCASTING.

Producer-director—4 years experience. Box M-47, BROADCASTING.

Producer-director—14 years experience in one of nation's top markets. Extensive video tape experience. Currently in Chicago. Will relocate anywhere. Box M-124, BROADCASTING.

Producer-director—14 years experience in one of nation's top markets. Extensive video tape experience. Currently in Chicago. Will relocate anywhere. Box M-124, BROADCASTING.

NE and West coast major market news directors: Give me a camera crew and your newscast will be broadcast in your area; they'll see the top local stories reported in the most informative and interesting manner. Box M-197, BROADCASTING.

BROADCASTING, October 14, 1963
Situations Wanted
Production—Programming, Others

Continued

Professional broadcaster. Presently employed television director of sports. Prefer East coast area. Box M-149, BROADCASTING.

Experienced radio newsmen, top delivery and copy, would like TV or radio-TV opportunity Box M-154, BROADCASTING.

Wanted To Buy
Equipment
Needed: Audio Console such as Gates 51CS. Contact radio KLIN, 404 S. 13th, Lincoln, Nebraska.

One new or used Kenkale unit model 598B with one channel record unit, also assorbed cartridges. Paul Adams, WCPO-TV 2245 Symmes Street, Cincinnati, Ohio 45206.

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

RCA or GE studio cameras. Must be in good condition. Box M-100, BROADCASTING.

Wanted—2 good used Ampex 600 or 601 recorders or equivalent at bargain price. Also a used Gates studioette board. WMUC, P. O. B. 688, Chattanooga.

FOR SALE
Equipment
Television/radio transmitters, cameras, microphones, tube monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 14" rings, 0.15 Ohm banded with bullets and hard ware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Box M-261, BROADCASTING.

Two (2) Staeli-Hoffman minitape M-8 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

230 watt GE transmitter, good condition, $750.00. FCC 5-4 Magness tape recorder, completely overhauled, $250.00 will pick and ship. Box M-29, BROADCASTING.

RCA TSSA tuned to channel 2. Priced to sell quickly. Write Box M-29, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. F.C. Box 800 Pittsburgh 30, Penna.

G.P.L. 10mm Kinescope recording unit complete, Good condition. Contact Al Fowley, WMAL-TV, Washington, D. C. Krellog 7-1106.


U-80 tape recorder, battery powered port.able, bulletin,mike, leather case. Professional quality. Will ship anywhere in 2 months—$250. Box M-103, BROADCASTING.

Andrew 8 bay fm ant. 95.5 mc. Yours for one-third of new. Changing site. Write Box M-102, BROADCASTING.

Gates BFR-10A-10 watt F.M transmitter, re- conditioned, N. M. Area code 506-437-1496.

Western Electric 10KW FM Transmitter Model 565, Excellent Condition. WHIO, Dayton, Ohio.

FOR SALE
Equipment—(Cont’d)

Collins, r. m. 422 ant. tuning unit, complete remote MT-1, transformers. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guppil, KATE, Albert Lea, Minn.

RCA TU-1B UHF TV transmitter rebuilt and was channel specific type by buyer. Federal UHF transmitter type 20-18, presently set on channel 33, complete with monitoring equipment, dummy, load diplexer and remote control unit. Over $300.00 worth of laboratory test equipment. Many items suitable for broadcast consultants or other TV broadcast quality tape machines. Write William S. Ward, 7505 Carroll Ave., Tacoma Park, Md., or call 361-591-2152. Write for complete types of broadcast and test equipment.

Three RCA cartridge playbacks (Model RT-7B’s) and one record amplifier (Model BA-7B) only used 8 months. Cost $2300.00 new, available immediately. Best offer takes. Write KBRO, Bremerton, Washington.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A. W. CEI. 222 Chickasaw Street, Cincinnati 19, Ohio.

BUSINESS OPPORTUNITY
Small profitable station on Florida Gulf Coast willing to sell up to 40% to the right management. Other radio and allied business interests are reason for selling. All communications confidential. Federal FCC License, complete remote. Send $5.00 for list available. Box M-79, BROADCASTING.

MISCELLANEOUS
30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.


"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers $5.00. Also available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs by Orben Comedy Service (Dept. T), 65 Parkway Court, Brooklyn, N. Y., 11233.

News directors and Program directors—Television and radio salesmen. New and old, want to sell TV and Radio CDI via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Write Box M-125, BROADCASTING.

Recording studio, serving southeast from metropolitan area, fully equipped. A-1 reputation, strong potential. Reply Box M-76, BROADCASTING.

Resumes professionally prepared by mail. Free descriptive brochure. Career Development Institute, Box B-341, Belleville, Maryland.

INSTRUCTIONS

FCC first license application by correspondence or in resident classes. Grantham School, 713 W. Market St., Beloit, Wisconsin.

Elkins training now in New Orleans for FCC First Class License. This course is nationally known for top quality theory and laboratory instruction. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont’d)

Be prepared. First class FCC license in six weeks. Top quality laboratory training. Elkins Radio License School of Atlanta, 1133 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods of operation for the FCC First Class License. 14 East Jackson St., Elkhart, Indiana.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2605 Inwood Road, Dallas, Texas.

1st ticket class . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Writre for bulletin from Signal Broadcasting, 437 W. Colfax, Denver, Colorado. Also offers 44 week announcers-station operations course. Free placement service. Signal Broadcasting, Denver.


San Francisco's Chris Borden School graduates are in constant demand. 1st phone and9 phone sound. Two year training. Free placement brochure. 259 Geary St. Starting date for next class November 4, 1963.

save time! Save money! You get an FCC First class license in just five (5) weeks with our FCC training in Iowa. Affiliated with modern, commercial station.

Perpetual Technical Institute, 135 Pine Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Graduates required. Enrolling now for classes starting December and January. For information, references and reservations, write William H. Ogden Radio Operating Engineering School, 155 East Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases of electronics. suitcase size removable practical training. Methods and results demonstrated. For information, write to Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-5, Grantham School, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks get you license in only school with operating 5 kw station. We teach you everything, even room and board. Can be taken anywhere. American Academy of Electronics. WLIQ, Sheridan Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $665. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 1336 M and B Building, Houston, Texas, 77005.


### INSTRUCTIONS—(Cont’d)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 5333, New Orleans 50, Louisiana.

### Radio

#### Help Wanted—Management

**ATTORNEY**

Opportunity available in New York corporation for attorney with Radio-Television background. Submit resume including salary requirement to:

Box 792, 1501 Broadway, New York 36, N.Y.

#### Help Wanted—Sales

**SALES CORRESPONDENT**

Opportunity for challenging and rewarding position with a major broadcast equipment manufacturer. Immediate opening in midwest sales office for a young man who believes in hard work and customer service. Technical background in broadcasting is essential and a college degree is preferred, Send resume with photograph to:

Box M-41, BROADCASTING

### Announcers

**WHEE**, Fairfax, Virginia

Growing fast in metropolitan Washington, D.C. market needs qualified personnel including one combo man. Send tape, resume with 1st letter, No phone calls please, Jules Henry, WHEE, Fairfax, Virginia.

### Technical

#### CHIEF ENGINEER

Need hard worker capable handling staff and personally working all phases, maintenance, recording and operations. Must love engineering and have superior technical qualifications. No desk chief. One of New England’s best stations and locations. First-class Directional AM and FM, ideal if currently located in New England—Middle Atlantic or New England-W. New England.

Box M-156, BROADCASTING

### Situations Wanted

#### Production—Programming, Others

**CHRISTINE KEELE**

I’m not

All that I can offer is TALENT

A clever and attractive Radio and TV personality who can adapt to any type of acting, children’s shows, commercials.

Box M-95, BROADCASTING

#### TELEVISION—Help Wanted

**Production—Programming, Others**

Advertising and Promotion

GROUP-OWNED TV STATION IN MIDWEST MARKET WITH CBS AFFILIATION OFFERS CHALLENGING OPPORTUNITY FOR BRIGHT, AGGRESSIVE, YOUNG MAN OR WOMAN WITH SOLIC KNOWLEDGE OF ADVERTISING, PROMOTION AND PUBLIC RELATIONS. MUST HAVE ABILITY TO CREATE TOP-NOTCH PROMOS AND ADS. ALL EMPLOYEE BENEFITS. SEND PHOTO, RESUME AND APPROXIMATE SALARY REQUIREMENTS. ALL APPLICATIONS CONFIDENTIAL.

BOX M-157, BROADCASTING

### WANTED TO BUY

#### Stations (Cont’d)

**WANT TO BUY**

New Mexico AM station. Will keep your reply confidential. Box 853, Plainview, Texas.

### For Sale

#### GUNZENDORFER CALIFORNIA

$15,000 down. FOR DAYTIME asking $75,000.

**LAS VEGAS** NEV. Daytimer $175,000.

**WILT GUNZENDORF AND ASSOCIATES**

Licensed Brokers Phone: DL 2-8800

864 So. Robertson, Los Angeles 35, Calif.

#### California

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over $80,000. Excellent terms to qualified buyer.

Box M-42, BROADCASTING

To buy or sell Radio and/or TV property contact:

**PATT McDONALD CO.**

P. O. BOX 9266 - GL 3-8080

AUSTIN 56, TEXAS

#### Stations

**FOR SALE**—Equipment

**FOR SALE:**

Model 702-10, 3 deck Tape-Athon, 7½ IPS. 2 designed for stereo, 1 monaural. Box 2245, Amarillo, Texas.

### Employment Service

#### Opportunities!

**ALL BROADCAST PERSONNEL PLACED ALL MAJOR U.S. MARKETS MIDWEST SATURATION**

Write for application NOW

**BROADCAST EMPLOYMENT SERVICE**

4825 10th Ave. So.

Minneapolis 17, Minn.

### WANTED TO BUY—Stations

**FM Station Wanted**

Chicago-Milwaukee area. Send Basic Information in confidence.

Box M-99, BROADCASTING

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To reach everyone in BROADCAST and its allied fields, **You Can’t Top A CLASSIFIED AD**

[Logo of Broadcasting]
By letter, commission dismissed, for failure to prosecute, application of Continental Broadcasting Corp. for renewal of license WDKF (FM) St. Louis, Missouri-licensed licensee to surrender license and otherwise obstructing, interfering with, and preventing transmission of the application for cancellation. (Station has been silent since Feb. 25, 1962.) Action Oct. 3.

**Routine roundups**

**Actions by Review Board**
- By memorandum opinion and order. In proceeding of articles of incorporation of Garo W. Ray and Connecticut Coast Broadcasting Co. for new channel assignment to maritime stations on Sandy Hook and Bridgeport, both Connecticut, respectively, in Dec. 1469-30, (1) denied untimely filed motion by Ray to enjoin issues, and (2) granted motion by Connecticut to strike Ray’s “objection” to reply to bureau’s comments on Ray’s motion to enjoin issues. Board member Nelson not participating. Action Oct. 9.

**Actions on MOTIONS**
- By Hearing Examiner David I. Kraushaar
  - Granted joint motion by all parties other than the bureau who participated in hearing on AM application of Farmers Broadcasting Corp. (WYTN), Springfield, Mass., to correct transcript of hearing which was not done as except noted. Action Oct. 4.
- By Hearing Examiner Jay A. Kyle
  - Scheduled oral argument for Oct. 11 on request by Progress Broadcasting Corp. (WLOG) to extend time of postdate exchange of exhibits and commencement of hearing in proceeding on AM application. Action Oct. 4.
- By Hearing Examiner Forest L. McCreary
  - Granted joint motion by applicants to correct transcript in Perrine-South Miami, Fla., TV channel 6 proceeding. Action Oct. 2.
- By Hearing Examiner Herbert Sharman

**Broadcast Actions**

_Broadcast Bureau_

**Actions of Oct. 8**
- KVMW Show Low, Ariz.—Granted CP to change frequency from 1050 kc to 970 kc; increase power to 2 kw; install new trans., and make changes in ground system.
- KDOF (FM) Riverside, Calif.—Waived Sec. 320.6(a) (5) of rules and granted CP to license for limited trans. of main studio location and remote control point in San Gorgonio, Calif. (location of KFPM main studio).
- WHDF-FM Boston—Granted license covering decrease in ERP, increase in ant. height, change in location, installation of new trans., and deletion of remote control; without prejudice to such further action as commission may deem appropriate in light of current pending before U. S. Court of Appeals, D. C. Circuit.
- WQUB-TV, Athens, Ohio—Granted CP to change ERP to 105 kw vis. and 98.5 kw aud. in day trans.; make changes in transmission line and equipment; condition.
- WQXI Atlanta, Ga.—Granted CP to install alternate main nightime and aux. daytime trans. at main trans. site; remote control permitted with non-DA.
- WQFM Waltham, Mass.—Granted CP to increase ERP to 11 kw and change trans. type; remote control permitted.

**Actions of Oct. 7**
- WATR-TV Waterbury, Conn.—Granted renewal of license and authority.
- K07BS Lower Evans Creek at Roque River, Ore.—Granted assignment of license of VHF TV station to Rogue River Translator Association (KBGZB, Rogue River, Ore.); no hearing.
- KUZKZ Honolulu— Granted license for experimental TV (translator) station to conduct experiment in the use of television programming as a means of providing educational services to school districts in rural areas; license to be canceled after 2 years.
- WGH Newport News, Va.—Granted CP to change frequency to 754,000 mc, from FM site to FM station and install new daytime trans.; remote control permitted; change non-DA; correct ground system; condition.
- KOAM-Broadus, Mont.—Granted CP to install auxiliary trans. for new VHF TV translator station.
- WSGB Sutton, W. Va.—Granted CP to change frequency to 580 mc; to install new daytime trans.; remote control permitted; change non-DA; correct ground system; condition.
- K0AXM Broadus, Mont.—Granted CP to replace entire non-DA; correct ground system; condition.
- WJFK-TV Durango, Colo.—To Dec. 31; KMJ-TV Fresno, Calif., to March 12, 1964.

**Actions of Oct. 4**
- WHIL Portsmouth, Va.—Granted authority to operate with sign-off at 7 p.m. daily for period ending Dec. 28.
- WBBM-Chicago—Following: WBBM Wheeling, W. Va., and specify main studio and trans. and location; WSMAO Grand Island, Neb.: WBBM Wheeling, W. Va., and specify main studio and trans. and location; WBDOB El Air Mkt., and specify main studio and trans. and location; WCTB Chesterton, Ind., and specify main studio and trans. and location; WHS-FM Bluefield, W. Va., and specify main studio and trans. and location; WYRIC-FM Potsdam, N. Y., and specify main studio and location.

**Rulesmaking**
- WNNJ-AM-FM Newton, N. J.—Requests institution of rulesmaking proceeding looking toward renewal of WNNJ-FM channel 272 from Franklin, N. J., to Newton to replace channel 79, which was used by WNNJ FM. Received Sept. 27.
- WCKY-Colorado Springs—Requests institution of rulesmaking proceeding looking toward allocation of FM channel 294 (104.7 mc) to Colorado Springs, condition on which are a formula to be used to allocate distant station of record from site of KGM Denver. Received Sept. 27.
- WSMF Spartan, Tenn.—Requests amendment of rules so that by 248A be allocated to Sparta. Received Sept. 27.
- Advisory Council on Educational Television and Radio of Commonwealth—Requests institution of rulesmaking proceeding toward interim research for educational use channels set forth as rules for further establishment of comm. of a program in a television system for educational use; and a formula for allocation of commonwealth-wide educational television system: Arlington (444); or; 93; 49); Bedford, add #255; Braintree, add *27; Brockton, add *53; Courland, add *96; Danville, from 24 to 48; Franklin, add *24; Framingham, add *7; Groton, add *10; Haverhill, {72; Kent, add *15; Lawrence, add *7; Leominster, add *15; Lowell, add *15; Manchester, add *15; Melrose, add *15; Methuen, add *15; Newton, add *15; New Bedford, add *15; North Andover, add *15; North Attleboro, add *15; North Adams, add *15; North Easton, add *15; North Woburn, add *15; Peabody, add *15; Pittsfield, add *15; Quincy, add *15; Revere, add *15; Salem, add *15; Saugus, add *15; South Boston, add *15; Southbridge, add *15; Stoughton, add *15; Springfield, add *15; Taunton, add *15; Waltham, add *15; Wakefield, add *15; Westleyville, add *15; Winchendon, from 28 to 34, 75 or 80; Youthville, add *17. Received Sept. 28.
Be an American Leader... BE A NAVAL OFFICER

High School seniors and graduates may earn a commission in the Regular Navy or the Marine Corps through the Naval Reserve Officer Training Corps (NROTC) College Program.

For a patriotic career, young United States citizens, from all ethnic groups, who can pass a rigid physical examination, must file application prior to the 4th Friday in November to take the qualifying nation wide NROTC Educational Examination on the 2nd Saturday in December.

Your Navy can help you complete your college education and qualify for a commission in the Navy or Marine Corps. For test application blanks and qualifying details see your high school principal, guidance counselor or your Navy Recruiter.

Be a better American — Be a Naval Officer.

When you plan your future... Go NAVY

The United States Government did NOT pay for this message. The Navy Recruiting Service wishes to express its deepest appreciation to the CURTISS-WRIGHT CORPORATION Wood-Ridge, N.J. for their patriotic zeal.
OUR RESPECTS to Robert Morton Werner

A thorough ‘education’ in client, agency and network fields

Mort Werner is in one of the more responsible posts in the NBC executive suite at 30 Rockefeller Plaza, New York. Mr. Werner is vice president, programs, NBC-TV. This places him in the catbird seat or near the hot seat, depending to a large measure on the outcome in a TV season of such indeterminates as the public’s appetite, taste or disposition.

Mort Werner can reduce the equation even further by this comment: “What do I do in my spare time? I practice playing on my piano, in case I have to go back to it.”

If programing people are going to talk to themselves, this is the time of year for it. One season has just begun and already it’s necessary to think, plan and compete. For a year later. There is hardly time to carefully chart the boxscore on this season because the one coming up needs immediate attention.

Mr. Werner, however, talks to people other than himself. A broadcast veteran (he was in the business at 14, when some of today’s other successful moguls were still in knee pants), Mr. Werner is generally recognized as one of the most respected executives in the broadcast field.

And when Mort Werner takes time to chat, it’s more than likely he’s going to be as interesting as the latest and hottest program pilot around at NBC.

Program Sledding • Has it become more hectic and tougher for the TV programer in recent years? Mr. Werner is in the affirmative:

“Programing,” he says, “is now more competitive. People are more demanding. The TV business decision rests on various factors. Some are variables. It’s like the dress designer who has to judge public taste before the public sees the design. You can bomb out as easily in dress designing as in TV programing.”

Mort Werner apologizes for having to speak in platitudes, but he says, “How else can I say that what NBC is trying to do is to really diversify and balance its schedule?

“We are not just going for the big audience. We are placing our hopes on what we think people will want in the future.”

If Mr. Werner appears cautious it’s because NBC may be premature in judging future audience tastes. The network, it’s said, is taking a calculated risk that the public is ready for adventure and drama which have different “levels,” offering in particular, according to Mr. Werner, “deeper, more meaningful and better produced” dramatic showcases.

Or to put it bluntly: “Strong, emotional drama.” Already ahead of the pollsters, Mr. Werner says, “We know with this drama we may not get the mass audience necessarily. But we are looking for the ‘different’ TV audience, one that will want and appreciate the best in drama. Dick Powell Theater [now off] and Eleventh Hour on NBC and The Defenders on CBS are the type shows which were steps in that direction.”

Busy Youth • At the age of 15 (he was born on May 5, 1916, in San Francisco), Mort Werner worked at KOOG San Francisco (now KGO), broadcasting to high school students on the basis of a percentage of the business he brought in. He also led a dance band. He sang, too—at KFRC in San Francisco, becoming a “personality” with Columbia-Don Lee Broadcasting System, continuing this association in Los Angeles when it became the hub of radio activity on the West Coast.

Later he worked as a program director for KMTR, now KLAC, and also was associated with the Phil Harris band on a nightly transcontinental radio broadcast. He also helped develop and was MC on Sing With Your Favorite Band. On March 18, 1939, Mr. Werner married Martha Wilkerson, an employee at the station. Mrs. Werner is a talented, veteran script writer. Among her credits: Hollywood Star Theatre, Big Town and Big Story on radio; Robert Montgomery Presents, Somerset Maugham Playhouse and various episodes in leading network series on TV, and motion picture scripts for Paramount and Columbia. During World War II, Martha was “GI Jill” on the Armed Forces Radio Services, 1941-49. The Werners’ older daughter (married name is Carol Werner Tieg) carries on a showbusiness tradition—she is a singer on TV as Carol Werner. Another daughter, Jill Werner, 16, is a student at Scarsdale, N. Y., high school.

In 1941, Mort Werner was made program director for the Office of War Information in San Francisco, and in 1943 joined the AFRS as program director.

After the war, Mr. Werner in 1946 formed a summer stock theater with associates at Laguna Beach, Calif. He then entered station management and with a group developed KHUM in Eureka, Calif., and also applied for a construction permit for a station in Ventura, Calif., erecting KVFN there and with which he was associated as general manager. He also was consulted by other stations on operations and sales.

In 1951 his career began in network, joining NBC in New York where under the aegis of Sylvester L. (Pat) Weaver, Jr., Mr. Werner was involved with the Today show from the blueprint stage, and later also with the Home and Tonight shows. (He was executive producer of all three.) During his early NBC association, Monitor on the radio network was developed.

Among the stars Mr. Werner helped launch: Steve Allen, Jack Paar, Johnny Carson and the late Ernie Kovacs.

Mr. Werner worked at NBC in television’s development years—another series then created was the afternoon Matinee live drama show. In February, 1955, Mr. Werner was named director of participating programs, NBC-TV, and later in the year, national program director. In December, 1955, he was elected vice president, national programs, and in 1957, as vice president, television daytime programs.

In July of 1957, Mr. Werner worked the client field, joining Kaiser Industries as a vice president. At Kaiser, Mr. Werner concentrated in the advertising and broadcasting fields. During this time, he says, “I got real lucky. We became associated with Maverick for Kaiser on ABC-TV,” and Kaiser purchased KHVN (TV) Honolulu.

Mr. Werner joined Kaiser’s advertising agency, Young & Rubicum, as vice president and director of radio and TV in October of 1959, becoming senior vice president and member of the executive committee a year later.

On July 17, 1961, Mr. Werner rejoined NBC-TV as its man in charge of the network program department, and with his present title. Said Mr. Werner: “I returned to NBC, but with a thorough ‘education’ in the client, agency and early TV network fields.”
EDITORIALS

Who's in charge here?

THE administration of the television and radio codes of the National Association of Broadcasters is, to use the most charitable description, in a state of uncertainty. As of Oct. 15 Robert D. Swezey becomes the lame duck director of the code authority. Having chosen not to seek renewal of his contract which expires on that date, Mr. Swezey will stay on at half pay until a successor is appointed.

The future of the codes is also cloudy. If anybody has thought out a specific plan of action for code amendments or enforcement, he is keeping it quiet. Right now the code apparatus is running on its own momentum, a dwindling source of energy.

As reported in this publication last issue, LeRoy Collins, the NAB president, has presented to the television and radio code boards a plan of action that at least some board members feel is no plan at all. Governor Collins told the boards that he wanted the code structure to become "dynamic," but he failed to be specific in proposing how the new dynamism might be achieved. Later he explained that he thought it his mission not to be specific but to discuss his "broad-gauge thinking" with the boards. Whatever the gauge of thinking that is now going on, the code machinery is stalled on the tracks.

Governor Collins may not have planned things this way, but the present inertia in code affairs is suited to the purpose of any NAB president who aspires to assume a role of leadership in the profession's own disciplinary machinery. If the code apparatus starts moving again, broadcasters may find Governor Collins at the throttle and themselves going along for the ride.

About the only concrete indication of intentions that the NAB president conveyed to the code boards a fortnight ago was that he was looking for a new code director who would see eye to eye with him. The new director, he said, ought to exercise "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past." What the NAB president is obviously looking for is a code director who will take orders from him. There is little standing in the way of his choosing anyone he wants. The association's bylaws give him the power to make the selection, with the approval of the main NAB radio and television boards. The code boards—whose members are appointed by the NAB president—have no say whatever.

The question now confronting broadcasters is whether they want to help shape the future policies of the radio and television codes and be a party to the selection of the code boss. They must also decide what kinds of codes they want. If they cannot come to specific understandings on those subjects before the meeting of the NAB boards next January, they will by default have given Governor Collins not only the cause but indeed the mandate to hand them a man and a program.

Not by ratings alone

If audience ratings were abolished next week (or if they had never been invented) would advertisers buy the broadcast media?

There is a simple answer. It is spelled out in such names as Procter and Gamble, Joe's Used Car Lot, General Foods, Mrs. Murphy's Chili Parlor, Hallmark Cards, Alberto-Culver, Glutze Bargain Basement and Wrigley's chewing gum.

By whatever means it is reached, the pay-off is and always has been in the balance sheet. Long before there were ratings the local merchant knew, when he toted up the day's receipts after using an announcement or two and counted an increase over what he did before he used radio, that his advertising paid off. Chevrolet knew it too in the 1930's when it used mechanical transcriptions for its "Melody Moments" on local stations and thereby acquired consistent leadership in the low price field.

Through more sophisticated techniques, local and national advertisers know today that without television and radio exposure, success is impossible for most consumer products. They know it, not by audience measurements alone, but by the balance sheet. They have seen great trade names and good products slip into oblivion, and they have seen new ones capture the market almost overnight through judicious use of the broadcast media.

All of the audience measurements ever conceived and those now being incubated wouldn't sell a dollar's worth of time if the manufacturer or the service did not get the result in increased sales, whether they be in Cadillac s or catsup.

Ratings, even with their obvious shortcomings, are tools of value in appraising programing vehicles, selecting stations and networks and perhaps in providing the agency with a method of proving that prudent buys are being made.

The great danger is that government might move in. There are congressmen who contend legislation can be devised to control ratings under the Fair Weights and Measures Act. Ratings, they argue, are a "measure" and if the public is being deluded by them, Congress can legislate.

Positive steps are being taken to correct rating shortcomings from within. These should be brought to speedy fruition. In the process it should be recognized that ratings are important as an element but not as the end-all of media selection.

Buyers cannot be criticized for pressing media to undertake research of infinite depth. They are open to criticism, however, when they encourage government to move in, as was done following FCC Chairman E. William Henry's speech on regulation of commercials, particularly when their own vulnerability is so apparent.

The biggest task confronting all segments of advertising—manufacturers, agencies and media—is to prevent government from moving in. If ratings are controlled; if limitations are placed on commercial time, what's to prevent government from deciding how much advertising there may be in newspapers or magazines or on billboards? And next, of course, would be the program or "editorial" content.
We’ve just re-invented TV.

For the last 15 years, more or less, television at the local level everywhere has looked as if it were surprised by the Twentieth Century. No more is this the case at WBAP/TV. We believe that television has unfulfilled visual responsibilities, unused visual capabilities. And we’ve been busy with our consultant designer, Crawford Dunn, doing something about it. Somebody had to be first; we’re glad it was us. Our viewers are, too.
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People go woodsy, weekends...leaves are rustled...junk gets shuffled...and the air is astir...with blue smoke...Autumn mist...and radio...David Wayne...Barry Nelson...your commercial...James Daly...Frank McGee...your commercial...and the news...Selma Diamond...some voice...Jonathan Winters...some line...your commercial...some product...Nichols and May...Basil Rathbone...Ethel and Albert...and sports, too?...Mel Allen...Joe Garagiola...some program...is this radio?...aah!...it's WEEKEND MONITOR...NBC RADIO.